



For Immediate Release:
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**Michigan Israel Business Bridge Leads Oakland University
and Oakland University/William Beaumont Mission to Israel
for Investigation of Partnership Opportunities**

Medical Device, Medical Simulation, and Biotech Firms Cited

Ann Arbor, MI, May 28, 2010 ---The Michigan Israel Business Bridge (MIBB), a non-profit business networking organization that seeks to create partnerships between Michigan and Israel, recently led a mission to Israel for Oakland University, Oakland University/William Beaumont School of Medicine (OUWB) and private businesspeople working with the University. It was the fifth business-development mission led by the MIBB since its inception in 2007.

Participants were introduced to universities, hospitals, incubators, accelerators and companies for potential partnerships, collaborations and investment opportunities. Participants also saw the newest medical devices and biotechnical advancements coming from Israel, many of which present investment opportunities contingent on creating jobs and manufacturing opportunities in Michigan. MIBB helps Israeli companies to enter, or expand in, the U.S. market by connecting them to its business network in Michigan while also helping Michigan companies identify opportunities in Israel.

“This was a very successful mission and was the fifth time we have taken groups from Michigan to meet with Israeli businesses, healthcare and academic institutions to explore opportunities to work together,” explained Ron Perry, Director of Business Development for the MIBB. “Medical device and biotechnology companies generate a lot of interest, as do opportunities in the renewable energy, military/homeland security, and other sectors” he noted.

Robyn Lederman, an MIBB board member and attorney at Cantor Colburn, was also on the mission and said that highlights included: the Sheba Hospital medical simulation center where interns and healthcare professionals train in lifelike settings to better treat

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patients and improve quality of care; stem cell research in Jerusalem that enables the expansion of stem cells sourced from umbilical cord blood; and an exoskeleton device that allows paraplegics to walk.

Mission participants included Gary Russi, President of Oakland University, Virinder Moudgil, Senior Vice President for Academic Affairs and Provost of Oakland University, Robert Folberg, M.D., founding Dean of Oakland University William Beaumont Hospital and Chief Academic Officer of Beaumont Hospitals, businessmen Robert Schostak and Grant Trigger, and MIBB members.

As part of the weeklong mission, Dr. Folberg, guest lectured at Emek Medical Center's 1st Ophthalmic Pathology Symposium. Ophthalmology specialists, residents, professors and medical students from all over Israel attended the event. The visit to Emek, based in the northern Gaililee area of Israel, served as a basis for exploring a variety of potential academic and research partnerships between Emek and OUWB.

About the Michigan Israel Business Bridge

The Michigan Israel Business Bridge is a non-profit, membership-based, 501(c)(6) "connector" organization dedicated to promoting business partnerships between Michigan and Israel. MIBB brings new business to Michigan by connecting Israeli businesses to its network in Michigan for the purpose of generating wealth, jobs, and new opportunities. Israel has over 3,000 companies centered on life sciences, homeland security, alternative energy, water technology and agro-technology, with more engineers and scientists per capita than any other country. MIBB was co-founded in 2007 by Chuck Newman and Susan Herman, with the backing of successful businesspeople of Michigan. In a little over two years nearly 200 members have joined the MIBB.

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