



BIRD Israel-U.S. Binational Industrial Research and Development Foundation

Celebrate BIRD's 30 Years of High-Tech Innovation

Foundation facilitates high-tech partnerships between U.S. and Israeli companies

Tel Aviv, Israel (May 10, 2007) – BIRD, the Israel-U.S. Binational Industrial R&D Foundation, has been supporting U.S./Israeli innovation and business partnerships for 30 years. On June 19, BIRD, with The National Institute of Standards and Technology, The National Academy of Sciences, Israel's Office of the Chief Scientist, and the Embassy of Israel will host "The Future of Technology Cooperation: A U.S.-Israel Perspective," at the National Academy of Sciences Building in Washington, D.C.

This is a unique opportunity to hear senior government and industry leaders from Israel and the U.S. discuss successful technology cooperation and provide a global technology outlook going forward. *Mark your calendars!* Case studies of projects funded by the BIRD Foundation will also be presented, and investors, company representatives, researchers, policy makers and government officials will find this to be of great value.

The program will also showcase a myriad of experts including the Hon. **John Negroponte**, Deputy Secretary of State; the Hon. **Sallai Meridor**, Israeli Ambassador to the U.S., the Hon. **Robert Cresanti**, Under Secretary of Commerce for Technology, **Dr. Eli Opper**, the Chief Scientist of the Israeli Ministry of Industry, Trade and Labor, **Dr. Orna Berry**, Chairperson of the Israel Venture Association, and **Yoel Gat**, Chairman and CEO of RaySat™.

Keynote speakers will be **Dr. Mark M. Little**, Senior Vice President and Director of GE Global Research, and **Dr. Vinton G. Cerf**, Vice President the Chief Internet Evangelist of Google.

For more information, in the United States please contact Limor Nakar-Vincent at limorn@birdf.com, 312-923-1095. **Registration can be done through the web site:** www.birdf.com

About the BIRD Foundation

The BIRD (Binational Industrial Research and Development) Foundation works to encourage cooperation between Israeli and American companies in the various areas of technology, and provides free assistance in locating strategic partners from both countries for developing joint products.

During its 30 years, the BIRD Foundation has invested in more than 740 projects that

have yielded direct and indirect revenues of roughly \$8 billion. The BIRD Foundation supports projects without receiving any rights in the participating companies or in the projects themselves. Any financial assistance is repaid as royalties from sales. The Foundation provides support of up to 50 percent of a project's budget, beginning with R&D and ending with the initial stages of sales and marketing. The Foundation shares the risk and does not demand that the investment be repaid if the project fails to reach the sales stage.

The BIRD Foundation works in full cooperation with the Chief Scientist's Office at the Ministry of Trade, Industry and Employment in Israel, and with the U.S. Commerce Department's National Institute of Standards and Technology (NIST).