

# Media Kit

## Overview

The Dayton Region Israel Trade Alliance (DRITA) makes international business easier between the thriving economies of Dayton, Ohio, U.S.A and Israel.

We're focused on the growing industries of aerospace, advanced manufacturing, automotive, medical technology and water. These strategic industries present an opportunity for Dayton and Israeli businesses to form partnerships and expand their markets.

We've helped organizations find and bid on foreign contracts. We've secured grant funding for Dayton-Israeli partnerships, which has led to innovative projects in our community.

With dedicated staff in both Dayton and Israel, DRITA is fostering connections that bring prosperity to businesses and local economies.

## Why the Dayton Region?

Optimally located at two major interstate highways, the Dayton Region is a perfect location to reach customers and other businesses in the supply chain. Dayton and the surrounding communities offer a large workforce skilled in a large variety of industries.

Combined with low costs of living and ease of doing business, the Dayton Region gives Israeli companies top-tier value in a U.S. location.

## Why Israel?

Israel is a nation of startups. With over 4,000 startups in the greater Tel-Aviv area, Israel has the highest density of startups in the world. The area is filled with hundreds of business incubators, coworking spaces, business accelerators, meet-ups, startup competitions, and more.

The U.S. offers a huge market for these companies, and the Dayton Region is the best value to enter the U.S. market. Our goal is to help these companies expand through collaboration and exposure to new business ventures.

## Contact us



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# CASE STUDY

Advanced Manufacturing

ייצור מתקדם

## > LION

LION is an innovation driven company devoted to utilizing technology to develop life-saving products. LION's mission is to deliver personal safety, readiness and identity needs for the global workforce. The company's goal is to grow consistently, utilizing profits from existing products to support and advance current solutions while drawing from experience and research and global relationships to develop a suite of revolutionary safety training products and protective gear for first responders. Learn more at: [lionprotects.com](https://lionprotects.com)

"We are a systems integrator that seeks to find the best materials and techniques for building our products in innovative ways. If we have needs, particularly about where to find the best materials and technologies, DRITA is fast to respond to our request to find companies who can introduce us to new materials and new products that can help us.

"We compete in our market based on an innovation strategy. It's critical that we use every resource we can to find materials and technology to make our products competitive in the market place. Through the Dayton Region Israel Trade Alliance organization (DRITA), we can talk to companies that can help us. For example, we were introduced to ELBIT Systems, which designs and manufacturers helmets for the U.S. Air Force. That company set up shop in Dayton. DRITA introduced them to us on their first trip to Dayton. We talked to them about their technology and its applicability to our market.

"We also won a large grant from the BIRD Foundation in partnership with an Israeli start-up. DRITA provided advice and analysis that was very helpful in providing us background information about the company principals and how best to negotiate with them.

"We have to connect with outside organizations to find the best ideas that work alongside with the best ideas from inside our company. That's part of our strategy to be the most innovative company in our industry and DRITA helps facilitate that strategy."

**Steve Schwartz**  
Chief Executive Officer  
LION







# CASE STUDY

Medical Technology

טכנולוגיה רפואית

## > NUVASIVE

NuVasive Inc. (NASDAQ: NUVA), a leading spine technology company (#3 in a \$9 billion industry) needed 300 full-time, qualified, high-tech employees including engineers, skilled machinists, process development and validation specialists at its new medical device facility near Dayton, Ohio in Montgomery County.

Dayton, Ohio is the optimal location for medical device facilities at the intersection of advanced manufacturing and technology. The local schools, colleges, municipalities, and economic development organizations leapt into action to help recruit, train, and retain a qualified workforce for NuVasive.

*“Our Ohio workforce is a critical part of our ongoing success and we are excited to expand our footprint and provide additional opportunities within the state.”*

Montgomery County’s coordinated economic development engine supported NuVasive with customized tools including research, workforce analytics, recruitment and training support, along with competitive incentives to help create a specialized, skilled workforce for companies like Yaskawa Motoman, Spectrum Brands, and other fine companies.

Our community is prepared to assist other forward-thinking companies like NuVasive to recruit, train, and put skilled, well-trained employees to work making in-demand medical devices.

*“We greatly appreciate the support and cooperation of the Dayton Development Coalition and JobsOhio, as well as officials from both Montgomery County and the City of West Carrollton during the site selection process. NuVasive is well-known for our cutting-edge products and procedures and we look forward to building on this partnership and investing in the local community for years to come.”*

**Gregory T. Lucier**  
Chairman and Chief Executive Officer  
NuVasive







# CASE STUDY

Aerospace

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## > SIMLAT

Israeli company, Simlat Ltd., is a leading provider of next generation software training solutions for Unmanned Aerial Systems (UAS) and for Intelligence, Surveillance, and Reconnaissance (ISR). Simlat's turnkey solutions enable training for any platform, payload and mission, in various configurations supporting commercial, civil, or military training applications. Simlat's simulation tools are available as a stand-alone or integrated into autopilots, control stations, and exploitation software.

Here, at the intersection of advanced manufacturing and technology, the initial collaboration between Sinclair Community College and Simlat Ltd. through an economic development trade mission to Israel in 2008 was facilitated by Montgomery County Community and Economic Development services. With the assistance of DRITA, Simlat Ltd. and Sinclair Community College have built an international collaboration integrating Simlat's UAS Simulation & Training System into the Sinclair National UAS Training and Certification Center. The 28,000 sq. ft. facility features a unique simulation lab that includes multiple student and instructor stations offering customized scenarios, performance assessments, training and research capabilities, and commercial applications such as simulation tools and training for first responders. The training center allows students enrolled in the UAS Program to gain experience in new UAS technology fields in a hands-on environment that mimics real-world scenarios. This opportunity will increase the capabilities of Sinclair's students and provide more highly skilled workers to companies in the emerging growth market of UAS.

### *MONTGOMERY COUNTY, OHIO , USA OFFERS:*

**SPEED TO MARKET:** Through DRITA, Sinclair Community College provided the location and access to the growing commercial UAS market utilizing existing facilities and infrastructure which allowed Simlat to enter the U.S. market and quickly establish necessary business relationships.

**REDUCED RISK:** Market understanding and access were critical criteria for Simlat as the company searched for a location and technology partner in the U.S. Having Sinclair Community College and local government relationships gave them established and connected regional partners in the United States and confidence to move forward.

**LOWER COSTS:** Sinclair Community College, Montgomery County, and Simlat Ltd. developed a funding partnership model that maximized their existing assets and investments to bring Simlat's unique UAS technology solutions to Sinclair Community College, Montgomery County, and the Dayton Region.