



MERAGE FOUNDATION FOR
U.S.-ISRAEL TRADE

4350 Von Karman Avenue, Fourth Floor • Newport Beach, CA 92660 • 949-474-5880

Application for Merage Foundation for U.S.-Israel Trade's Summer MBA Initiative, 2007

We are pleased that you are applying to attend the Merage Foundation for U.S.-Israel Summer MBA Program. The three-week program will take place in Irvine and Newport Beach, California, from July 15-27, 2007.

The Merage Foundation initiative focuses on increasing MBA student capacity to develop and successfully implement company-based strategies to expand exports to the U.S. The curriculum includes modules concerning cultural differences between the U.S. and Israel affecting Israeli exports; effective U.S. market analysis, marketing, and networking; robust sales and distribution alternatives; successful U.S. negotiation and procurement options; and U.S. trade policies. Teaching and training approaches include lectures, live case studies, interactive discussions, role play, presentations by U.S. executives, visits to corporate headquarters, and initiation of real-world business projects. Faculty members are leading, experienced business scholars and practitioners in the U.S.

The Merage Foundation covers all costs of the Summer Initiative. Participants who successfully complete the program of studies may receive MBA course credit at their business schools with approval of their Deans.

Subsequent to completion of the Summer MBA Initiative, participants become Merage Foundation Fellows. Merage Fellows receive mentoring concerning career objectives as well as continuous opportunities to explore key ways to increase Israeli exports to the U.S.

Criteria for Nomination and Selection:

Applicants must be Israeli citizens and fluent in English. Except under special circumstances approved by their Dean, applicants must have completed at least 50 percent of the coursework (credit hours) required for the MBA degree. Nomination is based on high academic achievement, proven leadership ability, professional excellence, and ethical behavior. Selected Fellows demonstrate the capacity and commitment to assume key decision-making roles in the export of products and services from Israel to the U.S.

Selection Process Timeline

Students must submit applications by **February 15, 2007** to the Dean of their business school. Deans of seven outstanding participating business schools in Israel each nominate up to four MBA students by **March 15, 2007** and submit their nominees, applications and supporting materials by this date to *Sherwin Pomerantz, Merage Foundations, Israel Liaison Office, POB 45005, 91450 Jerusalem; Tel. 972-2-571-0199, Fax 972-2-571-0713; sherwin@atid-edi.com.*

Deans' nominees are reviewed by the Merage Foundation's Israeli CEO Advisory Board and the Foundation's staff in Israel.* The Foundation selects fifteen MBA students to participate in the initiative by **April 1, 2007**.

**The CEO Advisory Board and/or Foundation staff may schedule interviews with nominees.*

General Background:

Name: _____

Residence Address: _____

City: _____ State: _____ Zip Code: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Residence Phone Number: _____ Business Phone Number: _____

Residence Email: _____ Business Email: _____

Are you an Israeli citizen? Yes No

Do you speak English fluently? Yes No

What other languages do you speak?

Professional Experience

Please attach a complete résumé of your experience, including present employment, if you are employed.

Career Objectives

If you are presently employed with an Israeli company, do you expect to remain with that company upon receiving your MBA?

What will your responsibilities be? Title?

If you do not expect to remain with the company, please indicate why.

If you are not presently employed, do you have a job lined up subsequent to your receiving your MBA? Yes No

If your answer is yes, where will you work? (Please identify the business/employer and economic/industry sector.)

What will your responsibilities be? Your title?

If your answer is no, what kind of job would you like subsequent to receiving your MBA? Please identify the type of business/employer and economic/industry sector. What sort of responsibilities would you like to have?

Career Statement

Please describe, in 300 words or less, your objectives concerning a business career in Israel, particularly your objectives related to developing and implementing strategies to help your employer increase exports to the U.S. Please attach this statement to your application.

MBA Summer Program Statement

Please describe, in 300 words or less, why you think you will benefit from the Merage Foundation's Summer Initiative. Please attach this statement to your application.

Letters of Recommendation

Please attach three letters of recommendation from academic, business, or community leaders who attest to your academic achievement, leadership ability, professional excellence, and ethical behavior.

If you have any questions about the Foundation or the application process, please contact Sherwin Pomerantz, Israel Liaison, 972-2-571-0199, sherwin@atid-edi.com; or Marshall Kaplan, Executive Director, 949-474-5882, mkaplan@meragefoundations.com.