



*Life Saving Connections*

## **MINNESOTA WIRE CEO TO JOIN ISRAEL TRADE MISSION**

**St. Paul, 11/04/08** – Paul J. Wagner, Chairman and CEO of Minnesota Wire, will join Minnesota Governor Tim Pawlenty on a trade mission to Israel December 11-18. The trip will be Pawlenty's 15<sup>th</sup> overseas trip since becoming governor in 2003, including trade-centered visits to Canada, China, the Czech Republic, Poland and India. Israel is currently 22<sup>nd</sup> on the list of countries that receive Minnesota exports, worth \$121 million in 2007.

*"Right now, it's is our hottest export area," said Paul Wagner. "Why Israel specifically? It's really about breeding high-tech jobs fast... with an emphasis on the fast. It's a lot about relationships, and you've got to show up."*

The Israeli trade mission will include 30 to 40 business leaders and members of state government, with the intention of fostering expanded trade opportunities in the region. Minnesota Wire was selected because of its strong connection to Israeli markets, specifically in medical and defense. Current customers include those that buy custom cable products such as custom coil cords for night vision goggles, tanks and other military vehicles, assemblies for patient monitoring systems and electrodes for chronic wound treatments.

Minnesota Wire's International Sales Manager spoke to the company's success with Israeli customers: *"You need to move very quickly, especially in the design and development stages,"* said Bob Pope. *"A common Israeli perspective of US companies is that we move too slowly. U.S. companies have all these systems and processes to make sure that everything stays in control. These same systems can bog down projects and limit creativity. We have been able to successfully manage both aspects of our business, and that makes us attractive to our Israeli customers."*

Governor Pawlenty's office indicated that the December trade mission overlaps with a large economic development conference in the country, attended by 3,000 delegates. Arne Carlson was the last Minnesota governor to take a trade delegation to Israel, in 1993.

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**Minnesota Wire** is a vertically integrated, custom manufacturing and development house for wire, cable and interconnect assemblies to the Medical, Defense, Instrumentation and Telecommunications industries. The company is a market and R&D leader in: electrical signal integrity; mitigating triboelectric effects; radio-translucent wire; and innovative connections for wearable electronics, patient monitoring systems and leading-edge medical devices.