

TEL AVIV, June 5, 2007 –

Florida firm on board with Israeli pharmaceuticals

A Florida-based firm is launching an initiative to help Israeli pharmaceutical firms enter the U.S. market.

The Jacksonville-based **Medical-Enterprise Development Group** said it will start the **Florida-Israel Biomedical Initiative** next week. Its CEO and president, John Perry, cited Israel's advanced medical technologies.

"There is no place on earth with as much talent and as much innovation," Perry said in a press release. "Our goal is to be instrumental in easing the transition for the Israeli scientist from the laboratory in Israel to U.S. commercial success."

Medical-Enterprise specializes in helping inventors and entrepreneurs, as well as larger firms in the United States and abroad, market their pharmaceutical products in the lucrative U.S. market.

The Biomedical Initiative will assist Israeli companies in research and development, funding, marketing and sales.

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