

5W RESEARCH

Israeli Tech in Georgia

30 years of formal Georgia–Israel economic partnership. \$5.4 billion in cumulative exports. 50+ Israeli-affiliated companies. Atlanta as a top-five U.S. center for Israeli company activity. A new Georgia Israel Business Alliance launched in 2025.

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Executive Summary

Georgia and Israel have built one of the longest-running, most institutionally durable state–Israel economic partnerships in the United States. Three decades of work — formal Georgia government representation in Israel since 1994, the Conexx business alliance from 1992 to 2025, and now the new Georgia Israel Business Alliance launched in 2025 with backing from Atlanta's Zalik Foundation — has produced more than \$5.4 billion in cumulative Georgia exports to Israel since 1996, more than 50 Israeli-affiliated companies operating in the state, and Atlanta's status as one of the top five U.S. centers for Israeli company activity in North America.

In 2024, Georgia exported nearly \$374 million in manufacturing goods to Israel. Georgia ranks 10th among all U.S. states in exports to Israel. Since 1996, Georgia firms have received nearly \$615 million in U.S. Foreign Military Financing for contracts supplying the Israeli Defense Forces — anchored by GE Intelligence Platforms in Atlanta and Northrop Grumman Support Services in Warner Robins.

The trajectory is accelerating. Delta Air Lines committed in October 2025 to restoring nonstop Atlanta–Tel Aviv service. Governor Brian Kemp publicly called Israel "one of our strongest allies." The Georgia Israel Business Alliance, incubated by the Zalik Foundation, is the institutional successor to Conexx — better-resourced, more strategically focused, and entering 2026 with a working program calendar.

1. The Numbers

Trade

Georgia–Israel trade has been measured and reported by the State of Georgia for three decades.

Metric	Value	Period
Georgia exports to Israel (manufacturing goods)	\$374 million	2024
Cumulative Georgia exports to Israel	\$5.4 billion	Since 1996
Georgia's rank in U.S. exports to Israel	10th	Current
FMF to Georgia firms for IDF contracts	~\$615 million	Since 1996
Israeli-affiliated companies in Georgia	50+	Reported 2017+

Source: Georgia Department of Economic Development; Jewish Virtual Library compilation; Hypepotamus reporting.

How Georgia Compares

USIBA has commissioned independent economic-impact reports for Florida, New York, and Virginia. USIBA has not yet published a comparable Georgia report. Georgia's \$5.4B cumulative export figure since 1996 places it firmly in the top tier of U.S. states for Israeli economic activity.

State	Israeli Companies	Direct Jobs	Total Output	Source
New York	—	57,000	\$19.5B	USIBA, 2024
Florida	429	8,190	\$7.3B	USIBA, 2024
Texas	34 FDI projects	4,200+	\$3.2B capital	Texas Gov., 2025
Virginia	119	2,400+	\$2.3B	USIBA, 2024
Georgia	50+	—	\$5.4B cumulative exports	GDEcD, since 1996

Note: Georgia figures reflect cumulative export data. A USIBA-style economic-impact study has not yet been published for Georgia.

2. The Anchors

Georgia's Israeli economic story rests on three categories of anchor: defense and intelligence, established corporate headquarters, and the institutional infrastructure connecting the two economies.

Defense and Intelligence

Georgia firms have received nearly \$615 million in U.S. Foreign Military Financing since 1996 for contracts supplying the Israeli Defense Forces. Anchors include GE Intelligence Platforms Technology in Atlanta, Hewlett-Packard Company's Atlanta operations, and Northrop Grumman Support Services in Warner Robins. Robins Air Force Base is one of the largest U.S. Air Force logistics complexes.

Itamar Medical

In 2016, Israeli medical device company Itamar Medical relocated its U.S. headquarters from Boston to Atlanta — a notable choice given Boston's dominance in life sciences. Itamar's FDA-approved sleep apnea device became a flagship Israeli medical technology with U.S. operations centered in Atlanta.

Coca-Cola's Bridge Program

Coca-Cola, headquartered in Atlanta, operated The Bridge startup accelerator from Tel Aviv — connecting Israeli innovation with the company's global beverage and consumer infrastructure. The sister program, BridgeCommunity, was based in Atlanta. Coca-Cola has been one of Atlanta's most consistent corporate gateways for Israeli technology.

Southern Company R&D Partnership

In 2018, Atlanta-based Southern Company signed a Memorandum of Understanding with the Israel Innovation Authority establishing a joint research and development funding program. Southern Company contributed \$1 million in the first year, matched by the IIA. Sectors covered include vehicle automation, advanced materials, sustainable energy and water, public safety, smart homes, data analytics, and utility operations.

Israeli Cyber Cluster

Israeli cybersecurity company Cyber 2.0 opened Atlanta operations after a 2018 Conexx-facilitated meeting. Multiple Israeli cyber companies have followed, drawn by Atlanta's enterprise customer base in financial services (Truist, Aflac, Equifax) and Coca-Cola's global IT footprint.

Techstars Atlanta

Atlanta is home to the only Techstars accelerator in the southeastern United States. The program has been a consistent on-ramp for Israeli founders entering the U.S. market through Atlanta.

3. The Institutional Backbone

Georgia–Israel is one of the most institutionally developed state–Israel relationships in America. The infrastructure has compounded across more than 30 years.

Georgia Department of Economic Development — Israel Office (1994)

Georgia opened its Israel office in 1994. It is one of the longest-running formal U.S. state economic-development presences in Israel — predating most peer states by a decade or more. The office, currently led by Sima Amir, supports Georgia exports, Israeli inbound investment, and bilateral trade missions.

Consulate General of Israel to the Southeast (Atlanta)

Israel maintains a Consulate General in Atlanta covering the southeastern United States. The consulate's Economic Mission has historically been the U.S. government channel for Israeli company expansion into the Southeast.

Conexx (1992–2025)

Conexx, originally the American-Israel Chamber of Commerce Southeast Division, operated from 1992 through 2025 as the primary business organization connecting Israel with Georgia and the broader Southeast. Over its lifetime, Conexx was involved in completed transactions valued at more than \$1 billion. It worked with more than 140 Israeli companies, ran annual Eagle Star Awards Galas honoring deals of the year, and led Israeli trade missions for three decades. In late 2024, Conexx voted to wind down operations.

Georgia Israel Business Alliance (2025)

The Georgia Israel Business Alliance (GIBA), incubated through Atlanta's Zalik Foundation, is the institutional successor to Conexx. GIBA's mandate is to increase economic development and foster technological partnerships between Georgia and Israel through trade missions, networking events, and strategic collaborations across key industries. The Zalik Foundation is one of Atlanta's most strategically focused Jewish philanthropies; its commitment to GIBA signals that the Georgia–Israel infrastructure is being rebuilt with capital and intent for the next decade.

Governor Kemp's Public Posture

Governor Brian Kemp has publicly characterized Israel as "one of our strongest allies." Following Delta's announcement to resume nonstop Atlanta–Tel Aviv service, Kemp credited the route with "further strengthening the cultural and economic ties between Georgia and Israel." Governor Kemp's predecessors — Governors Roy Barnes, Sonny Perdue, and Nathan Deal — all led economic missions to Israel.

4. Why Georgia, Why Now

Five structural factors are driving the renewal of Israeli economic activity in Georgia.

1. Three decades of institutional infrastructure

Georgia is one of only a handful of U.S. states with formal continuous economic representation in Israel since the early 1990s. The compounding effect of 30 years of trade missions, business introductions, and policy continuity is a moat newer entrants cannot match.

2. Atlanta as the Southeast gateway

Hartsfield-Jackson Atlanta International Airport is consistently the busiest passenger airport in the world. Atlanta is the de facto capital of the U.S. Southeast for finance, media, logistics, and Fortune 500 corporate presence — Coca-Cola, Delta, Home Depot, UPS, Truist. For Israeli companies seeking access to the Southeast, Atlanta is the obvious base.

3. A pro-Israel state government

Governor Kemp has been a consistent public advocate for Georgia–Israel ties. The state has passed anti-BDS legislation. Governors Barnes, Perdue, Deal, and Kemp have all led or supported economic missions to Israel. Georgia–Israel is bipartisan and durable across decades of state administrations.

4. Dense corporate gateways for Israeli innovation

Coca-Cola's Bridge program. Southern Company's Israel Innovation Authority partnership. Delta Air Lines' Tel Aviv route. Truist, Aflac, Equifax, and the Atlanta financial-services cluster. Home Depot. UPS. Each is a natural enterprise customer for Israeli enterprise software, cyber, fintech, and logistics innovation.

5. The new GIBA + Zalik Foundation backing

The launch of the Georgia Israel Business Alliance in 2025, incubated and resourced by the Zalik Foundation, represents a significant institutional upgrade. The infrastructure is being rebuilt with capital and intent for the next decade.

5. Where Georgia–Israel Builds: The Sectors

Israeli companies in Georgia concentrate where Israeli innovation has scale and where Georgia has industrial demand.

Defense, intelligence, and aerospace

Anchored by Robins Air Force Base, GE Intelligence Platforms in Atlanta, and Northrop Grumman Support Services. Georgia firms have received nearly \$615 million in U.S. Foreign Military Financing since 1996 for contracts supplying the Israeli Defense Forces. Lockheed Martin in Marietta and Gulfstream in Savannah extend the aerospace and defense-industrial alignment.

Cybersecurity

Israel originates more than 20% of global cybersecurity venture capital fundraising. Atlanta's enterprise customer base — Truist, Aflac, Equifax, Coca-Cola, and the U.S. Department of Defense via Robins — provides natural deployment markets.

Healthtech and life sciences

Itamar Medical's 2016 relocation from Boston to Atlanta marked a structural shift. Atlanta's combination of Emory Healthcare, the CDC, Children's Healthcare of Atlanta, and Georgia Tech bioengineering creates a deployment market for Israeli digital health, AI-augmented diagnostics, and medical devices.

Energy and utilities

Southern Company's 2018 partnership with the Israel Innovation Authority frames the Georgia–Israel energy collaboration. Sectors include vehicle automation, distributed energy resource management, sustainable water, advanced materials, and grid technology.

AI and enterprise software

5W's April 2026 joint study with Louder, "Claude in Israel: A Study on the Startup Nation," found that Israel ranks first globally on the Anthropic AI Usage Index at 4.9x the global baseline. Atlanta's enterprise corporate density is a natural deployment market for Israeli AI.

6. The Outlook for 2026 and Beyond

Three signals confirm the Georgia–Israel partnership is entering a new phase.

First: Delta is committed to restoring nonstop Atlanta–Tel Aviv service. Delta announced in October 2025 that it would resume three-times-weekly nonstop ATL–TLV flights starting April 15, 2026, on the Airbus A350-900. Following the Israel-Iran conflict, Delta paused the route along with JFK–TLV through September 5, 2026, to monitor regional safety conditions. The route is expected to return as conditions permit. Governor Kemp publicly thanked Delta for restoring the connection.

Second: GIBA is now operational. The Georgia Israel Business Alliance, launched in 2025 with Zalik Foundation backing, is the institutional successor to Conexx — better resourced and more strategically focused. Its program calendar includes trade missions, networking events, and sector-specific partnerships across defense, energy, cyber, and innovation.

Third: institutional continuity is intact. The Georgia Department of Economic Development's Israel office, operating since 1994, continues to support Georgia exports and Israeli inbound investment. The Consulate General of Israel in Atlanta remains the primary government-to-government channel for the Southeast. The 2018 Southern Company–Israel Innovation Authority R&D framework remains active.

The trajectory points to Georgia formalizing its position alongside Florida, New York, Virginia, and Texas as a top-tier U.S. state for Israeli economic activity — and likely commissioning a comprehensive USIBA-style economic-impact study in the coming years.

On the Record

"Georgia has been doing this work longer than almost any other state. Thirty years of formal economic representation in Israel. Atlanta as a top-five U.S. center for Israeli company activity. A new Georgia Israel Business Alliance with serious Atlanta philanthropic backing. A Governor who calls Israel one of America's strongest allies. Delta restoring direct flights. The pieces are all in place. From where I sit in Israel, Israeli founders increasingly recognize Atlanta as the welcoming, well-built U.S. base it has been for three decades."

— Ronn Torossian, Founder and Chairman, 5W

7. Methodology and Sources

Primary sources:

- Georgia Department of Economic Development (GDEcD), Israel office and trade data
- Jewish Virtual Library, "State-to-State Cooperation: Georgia and Israel" — compilation of Georgia trade, FMF, and company data since 1996
- Conexx (America-Israel Commercial Alliance), 1992–2025 operating history
- Georgia Israel Business Alliance (GIBA) and the Zalik Foundation
- Consulate General of Israel to the Southeast (Atlanta)
- USIBA state economic impact reports for Florida, New York, Virginia (2024) — comparative benchmarks
- Anthropic Economic Index, via 5W-Louder study "Claude in Israel" (April 2026)
- Atlanta Jewish Times, Hypepotamus, Global Atlanta — local reporting
- Delta Air Lines route announcements (October 2025; March 2026 pause)
- Southern Company–Israel Innovation Authority MoU (2018)

Where comprehensive economic-impact modeling has not yet been published for Georgia, this report relies on verified third-party government, consulate, and institutional data. No modeled total economic output figure for Georgia is presented.

About 5W

5W is a full-service public relations and digital marketing agency, known for cutting-edge programs that engage businesses, issues, and ideas. Founded more than 20 years ago, 5W has been recognized as a top U.S. PR agency by O'Dwyer's, named Agency of the Year in the American Business Awards®, and honored as a Top Place to Work in Communications in 2026 by Ragan. Recent research includes the Israeli Tech in Florida Report (April 2026), the Israeli Tech in Texas Report (April 2026), and "Claude in Israel: A Study on the Startup Nation" (April 2026, with Louder).

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