

**FOR IMMEDIATE RELEASE**  
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## **Nanobébé Selects Charleston for its U.S. Headquarters**

*Engineering revolutionary new designs for infant feeding systems*

**NORTH CHARLESTON, S.C.** – The Charleston region has added a new key player in life sciences, [Nanobébé](#), which has engineered revolutionary new designs for infant feeding systems. Since launching earlier this year, the company has won multiple industry awards. Nanobébé's product line, including the flagship Breastmilk Bottle, is available at large scale retail chains: buybuy BABY, Target, Bed Bath & Beyond (online), Amazon, and in early 2019 at Walmart, along with hundreds of retail chains and independent stores around the world.

The company opened its U.S. operations in Charleston County in the City of Charleston last week and has already begun initial hiring. The company's R&D and manufacturing is based in Tel Aviv, Israel, while the U.S. operation will focus on sales, business development and growth, as well as customer support. The decision to locate here was a direct result of the [South Carolina-Israel Collaboration](#), a major initiative of the state's research universities, industries, economic development agencies, and the Israeli government. Its mission is to stimulate business and research partnerships between companies and universities in South Carolina and Israel as a way to generate economic development, jobs, and investments to the benefit of all.

Nanobébé is the fifth company to locate here as part of South Carolina Department of Commerce's and the Charleston Regional Development Alliance's **Landing Pad** program, which is designed to support global companies as they enter the U.S. market, often simplifying what could be an overwhelming experience and minimizing risks through the process.

"The availability of skilled workforce, proximity to the Port of Charleston and key customers were important factors in our decision to select this strategic location. Not only is Charleston ideally suited as a distribution hub for both domestic and overseas customers, it offers a strong pipeline of available skilled workers in the health care and business development arenas. The business-friendly climate and the support from the regional economic development authorities, medical professionals at Roper St. Francis and MUSC, and The InterTech Group have been extremely welcoming. We are excited to be here and look forward to continuing both nationwide and global outreach from Charleston." – **Nanobébé Co-Founders Ayal Lanternari & Asaf Kehat**

Although Nanobébé started with its award-winning baby bottle, the company has quickly expanded to offer an entire ecosystem of baby care products including bottles, breast milk storage bags for the fridge and freezer, a microwave steam sterilizer, drying rack, pacifiers warming bowl and gift sets. **For more information on Nanobébé's entrepreneurship story, check out its recent [CNN profile](#).**

"With a footprint of more than 400 firms in South Carolina, the life sciences industry has become a major driver of our economy. We're excited to welcome Nanobébé to the South Carolina business community and wish them success as they blaze a trail in the Lowcountry." – **Secretary of Commerce Bobby Hitt**

"Nanobébé's announcement shows the community's commitment and ability to compete in the life sciences sector and tap into this talent pipeline. We welcome Nanobébé to Charleston County and look forward to their continued growth and success." – **Charleston County Council Chairman Vic Rawl**

**(More)**

"I am honored to welcome Nanobébé to the City of Charleston. We are committed to fostering innovation in the Charleston area, and I look forward to Nanobébé's future growth and development." – **Charleston Mayor John Tecklenburg**

"We've been talking with Nanobébé for some time about the competitive advantages the Charleston region offers, and we are so pleased to welcome to our community and look forward to the company's continued growth and success. This was a seamless team effort, and the region's available talent and business-friendly climate made all the difference." – **Charleston Regional Development Alliance Board Chair Robert Pratt**

"We are thrilled the Nanobébé team selected Charleston as the site of its U.S. headquarters. The company's choice to locate here is a direct result of and a testament to the connection created by the South-Carolina Israel Collaboration and the partnerships forged through the Global Alliance for South Carolina. I am pleased to have met the Nanobébé founders on an SC-Israel delegation trip back in 2014. As a result of that meeting, The InterTech Group made a series of investments, both in their team and in their revolutionary line of infant products. We truly look forward to the company's continued success and to the building of another great South Carolina brand!" – **The InterTech Group President Jonathan Zucker**

### **About the Charleston Regional Development Alliance**

[The Charleston Regional Development Alliance](#) is a professional economic development organization representing Berkeley, Charleston and Dorchester counties in South Carolina. With a large and growing network of business, academic and governmental partners, the CRDA directly assists companies with competitive location or expansion projects by connecting them with the right people, the appropriate resources and the most meaningful and relevant information. The CRDA promotes the Charleston region's business, academic, and lifestyle strengths worldwide to attract the world's best companies, entrepreneurs and professional talent. Ultimately, the goal is to strengthen regional employment, build our base of high-value industries, and significantly improve the economic future for all who live and work in the greater Charleston area.

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