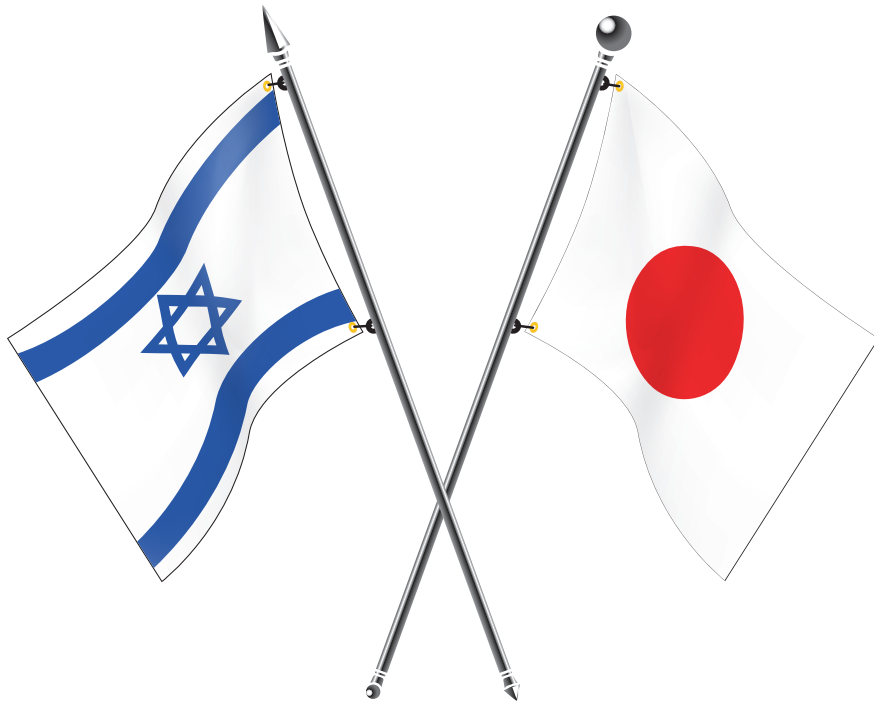


# JAPANESE BUSINESS PARTNERS



January 2019





Japan External Trade Organization

## PREFACE

### Toward innovation exchange between Israel and Japan

Under the recent economic policy “Future Investment Strategy 2018” announced in June 2018, the Japanese government outlined its vision for “Society 5.0,” an initiative aimed at solving social issues like population aging, energy shortages and environmental destruction. Creating innovation is one of the key pillars of this strategy, and needless to say, utilizing resources overseas is essential to realize this policy with speed.

As a source of innovative technologies in fields such as cyber security and artificial intelligence, Israel has particularly been in the spotlight in recent years possessing some of the most preeminent knowhow in the world. Incorporating this strength into its own society would be a massive step for Japan toward seeing its strategy to fruition and winning in international competition.

In 2017, the Japanese and Israeli governments launched the Japan Israel Innovation Network (JIIN) as a platform to promote innovation exchange between both countries in the field of business. Relations have grown steadily stronger through visits by ranking officials of each country to the other, such as Japanese Economic Minister Hiroshige Seko to Israel in May 2017 and Israeli Economic Minister Eli Cohen to Japan that November. Additionally, from 2013 to 2017 the amount of investment from Japan to Israel has increased by an astonishing 120 times, while the number of Japanese companies active in Israel has almost tripled from 25 to 75. These figures are an indisputable reflection of the strong interest Japanese companies have in Israel.

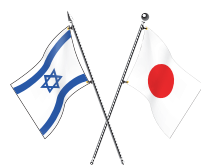
To further accelerate innovation and corporate exchange between both countries, JETRO dispatched a delegation of Japanese companies to DLD in Israel in September 2018, and invited Israeli startups to CEATEC, Japan’s largest Innovation and IT exhibition, for arranged business matching. In addition, as a core member of JIIN, JETRO is organizing a business forum and other related events as a part of “Japan Israel Festival” in Israel. In light of these events, we have updated this booklet to introduce Japanese companies and institutes with interest in business with Israel to contribute to JIIN’s initiative.

It is our hope that this resource will be of some assistance to two-way trade and investment between Israel and Japan.

January 15, 2019

Hiroyuki Ishige  
Chairman and CEO  
Japan External Trade Organization (JETRO)



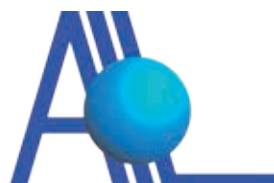


# JAPANESE BUSINESS

# PARTNERS FOR ISRAEL



ADVANTEST



Border & Porter



Deloitte.  
デロイト トーマツ



GT GreenbergTraurig

ICT  
SOLUTIONS INTERNATIONAL



IRI



Hello, Future!  
新経済連盟  
Japan Association of New Economy

JETRO



Keidanren  
Policy & Action

KEIZAI DOYUKAI  
公益社団法人 経済同友会  
Japan Association of Corporate Executives



Makaira



Mitsubishi Chemical Holdings



360° business innovation.



NISHIMURA  
& ASAHI

NTT Data

OKI  
Open up your dreams

Rakuten



suntory



TOPPAN





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## Expectations for business between Israel

ATR plays a key role in Keihanna Research Complex Project which is a governmental project aiming to build an innovation eco-system. Through remarkable activities in the project as well as the center of excellence in the Keihanna Science City, we created a relationship with Israel Innovation Authority (IIA) and welcomed honored guests: Mr. Eli Cohen, the Minister of Economy and Industry of the State of Israel; Ms. Yaffa Ben-Ari, the Israeli ambassador to Japan; and other member of delegation in November, 2017.



Collaborative projects with Israeli startups are in progress under assistance of IIA and Embassy of Israel in Japan Economic & Trade Mission. A MoU concluded in this January with IIA will accelerate the activities and steadily produce more collaborations. Fostering this mutually rewarding relationship is that we will do and we expect.

## About ATR

ATR is a unique private company established in the Kansai region in March 1986, with the aim of promoting fundamental and innovative R&D activities as well as contributing to society in a wide range of telecommunication fields.

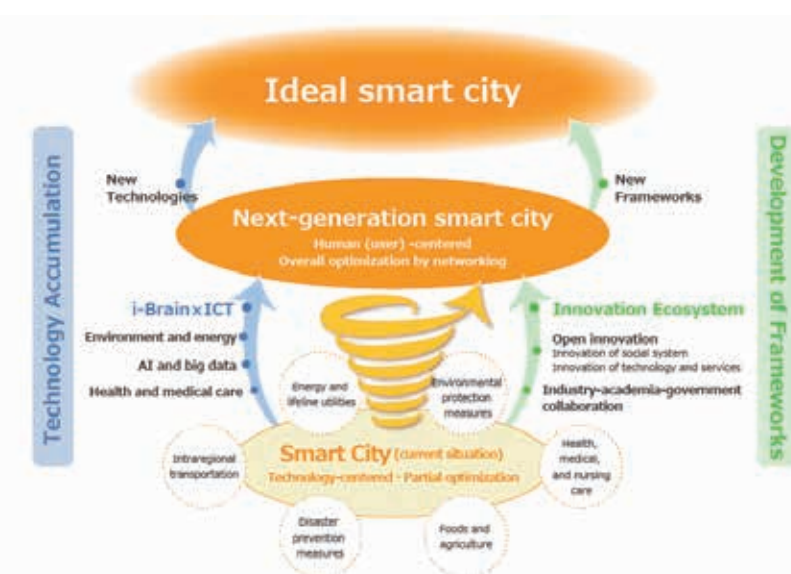
Since its establishment, outstanding research outcomes have been steadily achieved in such fields as neuro-knowledge science, life-support robots and wireless communication, focusing on applications for healthcare and social support in preparation for the super-aging society. All of these outcomes have been made possible through collaboration with various universities, research institutes, and companies within and outside of Japan.

Through continuous efforts in advanced R&D and commercialization for our society, we will engage actively in innovations and regional creation, which have been our corporate philosophy since established as a public-oriented corporation.



## About Keihanna Research Complex Project

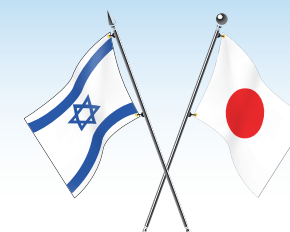
We will create a next-generation smart city with 'Meta-Comfort,' which aims to generate empathy in people's hearts, by piling 'i-BrainxICT\*' on top of the technologies that have been developed in Keihanna Science City over many years and establishing a framework to nurture new business, aiming at an innovation ecosystem.



## Contact Us

### Business Development Office, ATR

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rc-atr@atr.jp  
<http://www/keihanna-rc.jp/>





## Expectations for business between Israel

**Advantest contributes to worldwide safety and security by supporting innovation in the semiconductor industry.**

Semiconductor test systems, our flagship products, test semiconductors for use in a variety of electronic devices and equipment to ensure they perform as designed, and without malfunction. This contribution is central to our mission to support worldwide safety and security through measurement technology.

Semiconductor design companies (including startups) are our potential customers who will drive mass production (Foundry/OSAT) outside Israel later where we have competitive supply chains. Expect the demand of "testing" will increasingly grow especially for Autonomous Driving, Medical and IoT infrastructure related semiconductor products.

## Advantest at a glance.

**60+**

Innovating in the measurement arena for **60+ years**



A **global leader** in the ATE industry with a WW installed base of over 20,000 systems



A **VLSIresearch 10 BEST** supplier for 30 consecutive years



Recognized as a 2018 Top 100 Global Technology Leader by Thomson Reuters

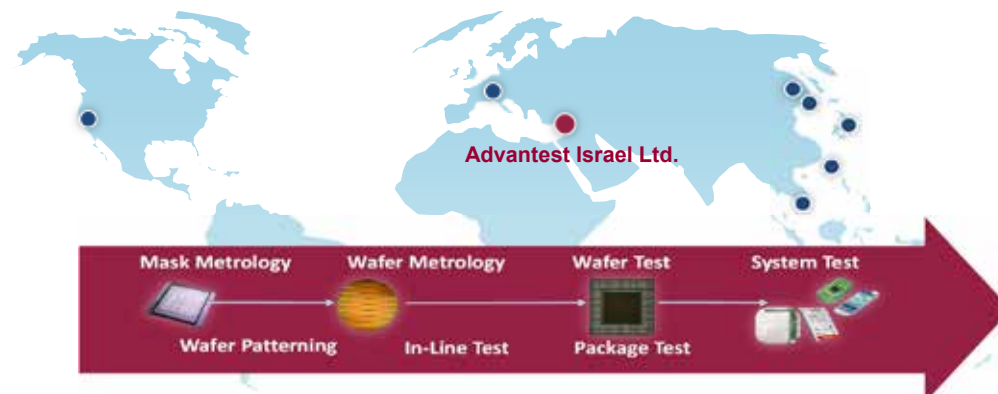


Our diverse workforce includes **4,500 employees** from 50 countries



**Eco-friendly policies** emphasize reduction of our carbon footprint

## A Leading Global Test & Measurement Solution Provider for the Entire Semiconductor Value chain



## Product Portfolio

### Soc Test Systems

Advantest's comprehensive portfolio of test solutions offers superior productivity and flexible support for the semiconductor supply chain.



V93000



T2000

### Display Driver Test Systems

With over 2,000 units shipped, Advantest's display driver test systems are the industry standard for testing these specialized devices which control displays.



T6391



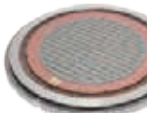
T5503HS2



MPT3000



M4872



Probe Card

### Memory Test Systems

The industry-best parallel test capacity of Advantest's test systems for DRAM, NAND flash, and other memory devices helps customers to minimize test cost and test times.

### SSD Test Systems

Supports SSD (solid state drive) test to meet growing SSD demand from data centers, laptops, and other applications.

### Test Handlers

Test handlers transfer packaged semiconductors in large batches to a test system, then sort them based on the results of test. They enable massively parallel test and lower semiconductor test cost.

### Device Interfaces

These precision mechanical and electrical components connect semiconductor devices with test systems.

### EVA (Evolutionary Value Added measurement system)

This all-in-one solution offers the functions necessary to evaluate analog and mixed signal ICs with superior measurement accuracy. Its intuitive interface does not require programming knowledge. Dramatically reduces device R&D time and cost.



EVA100

### CloudTesting™ Service

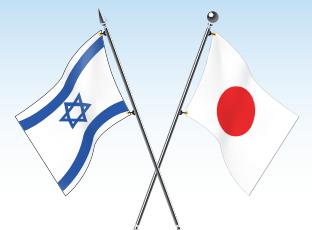
An industry first. Advantest's e-commerce platform offers on-demand test solutions. Optimal for educational institutions and semiconductor R&D.



CloudTesting™ Station

### Contact Us

Mr. Yasushi Yoshimoto (yasushi.yoshimoto@advantest.com)  
ADVANTEST CORPORATION  
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## Expectations for business between Israel

Not only the diamond industry and agriculture but Israeli continues to increase the industry. As Japan has also developed various industries in the same way, it is now beginning to feel the limits of capitalism. We believe that the economy will circulate because of culture. We are now challenging to convey the importance of Japanese culture.

Also we think that our mutual understanding between Japanese and Israelis is not enough. Except with religions and politics, we think we can create a good relationships by having culture exchanges.

This year the founder of aeru went to Israel. From that she loved Israel and she was able to understand Israel more deeply. She heard that lots of Israeli goes out of the country for vacation. We will be happy if the Israeli will come to Japan.

And also we believe we can make a good relationship as a diligent citizen starting with "J"!

## aeru's business

### o aeru room

We are designing a special room in hotels that incorporates the Japanese culture and tradition of a particular city in Japan, like Nagasaki, Himeji, Nara and so on. We are planning to have it in all 47 prefectures in Japan.

#### "Nagasaki"

Nagasaki flourished as a gateway to trade since ancient times. By sightseeing Nagasaki, you can feel like time slipping in Edo and Meiji era.

Address: Minami-yamate-cho 2-28  
Nagasaki-shi, Nagasaki, Japan, 850-0931 SETRE  
Glover's house NAGASAKI  
Tel: +81-95-827-7777  
Closed on Tuesday



#### "Himeji"

You can meet traditional industrial goods of the land, a space of Japanese, handled by traditional industrial artisans in Japan. It is a relaxing time that allows us to face ourselves and think about ourselves.

Address: Hiromine-yama 224-26  
Himeji-shi, Hyogo, Japan, 670-0891  
SETRE Highland villa HIMEJI  
Tel: +81-79-284-3010  
Closed on Tuesday



### o aeru time

In the Kyoto prefecture, a town called Yosano-cho, where the original landscape of Japan remains, we will utilize historic Japanese houses to manage accommodation facilities targeting the high-end tier of the world. We will collect high quality craft products nationwide in the facility, and arrange the luxurious environment where customers can purchase.

From ancient times, Japanese traditional crafts have been developed and inherited by circulation that artisans sharpen their skills and produce higher technology through being asked for works from assets of various positions. We would like to welcome people who find value in Japanese tradition and wisdom of the predecessors and ask for handicrafts of craftworkers from all over the world to open up the future of Japanese traditional industry.

Also not just purchasing, you can be able to order what you would like to have. The Japanese craftsman will suit your offer. The concierges which will attend you through out the stay, will also help you out and find it to your liking.

Yosano-cho faces the Aso Sea where one of the three sights of Japan "Amanohashidate" is located, and a climate nurtured by the abundant nature of Satoyama, which is a sustainable mountain, is left. It flourishes as the birthplace of "Tango Chirimen", which is a high-quality silk fabric produced in the Tango region of Kyoto Prefecture. And also the atmosphere of the original scenery of Japan remains in the town. At this place the guests will be able to have fun with the sea, mountain and lots more activities, and will be able to experience the Japanese culture.

We are aiming for accommodation costs more than 500,000 yen to 1,000,000 yen a night, and we expect the guests to stay at least 3 nights or more. Of course guests who are interested in Japanese climate and history.

We will prepare the luxurious accommodation facilities that you can experience the rich lives supported by the culture of Yosano-cho and meet the skills of craftsmanship throughout Japan are needed for Japan to welcome customers around the world from now on.

We will open this facility "aeru time" in 2020.

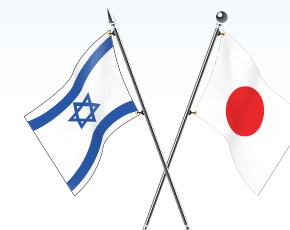
### Contact Us

#### aeru company

Seed Hanabusayama S+105, 3-10-50 Kami-Osaki, Shinagawa-ku, Tokyo, Japan, 141-0021  
+81 3-6721-9624  
WEB: <http://a-eru.co.jp/en>  
<http://www.aeru-shop.jp>  
MAIL: [info@a-eru.co.jp](mailto:info@a-eru.co.jp)

aeru - the Japanese traditional brand

- Tokyo retail shop "aeru meguro": <https://a-eru.co.jp/meguro>  
opening hours: 11:00~18:00 (closed on Wednesday)
- Kyoto retail shop "aeru gojo": <https://a-eru.co.jp/gojo>  
opening hours: 10:00~17:00 (closed on Wednesday)







## Akasaka International Law, Patent and Accounting Office (AILAW)

### ● *Expectations for business between Israel*

Israel, the “Start-up Nation”, has caught the world’s attention with its innovation. In recent years, the strengthened diplomatic and business ties between Japan and Israel envisage the mutual benefits both can achieve in the future.

Japan, with a population 14 times greater than Israel, is a rich market for Israeli innovators. Known for its detailed craftsmanship and creativity, Japan holds unique charms to foreign countries. However, the corporate structure and conservative nature of the Japanese society create both challenges and advantages for business developers.

We, at Akasaka International Law, Patent and Accounting Office, see ourselves extending beyond the traditional legal practice towards being a part of this new developing business ecosystem. We believe that the key to development is through creating more discussions and understanding each parties' needs. With a common goal, the technologies can then be adapted to have the most market penetration.

With the aging population being a growing social issue, we expect growing businesses in robotics and sensors related to the digital health industry. Also immigration matters as more foreign talents enter into Japan.

AR and AI in the gaming and entertainment industry will no doubt grow with potentials of those technologies extending to the educational industry.

In the areas of corporate management, cyber security and regulations concerning personal data protection pose continuing adaptation.

Innovation has applicability to all aspects of life. Our firm works hard to facilitate the discussions and building relationships with relevant stakeholders to achieve sustainable partnerships.

#### About Us

We at AKASAKA INTERNATIONAL LAW, PATENT & ACCOUNTING OFFICE are committed to the highest standard of professional excellence in providing a complete package of legal, financial management and accounting services to our clients.

As a team, we have successfully established a fine international and domestic practice centered on international commercial transactions, specializing in transactions with the United States, France and other English and French-speaking countries, corporate and business development, industrial and intellectual property rights. In recent years, we have begun assisting Japanese clients interested in investing in Africa and Israel.

### ● *Contribution to Israel - “Work for clients, work for society and work for our team”*

In recent years, AILAW has been engaging with the Israel legal and business communities in various ways.

Supported by a solid history and with a vision of the future, AILAW stays updated with global trends such as cyber security, block chain, AI and personal data regulations.

In order to provide the best practical solutions to our clients, we are continuously building a network of professionals so that startups, government authorities, legal and business professional collaborate harmoniously. We are active in promoting Israel to Japanese people through developing legal guides and speech presentations at business forums.

We can provide advice on how to localize Israeli businesses according to Japanese law and business norms. Our team of multi-lingual professionals understand the struggles one faces when entering a foreign country and we facilitate communication with native English, French and Chinese staffs as needed.



#### Contact Us

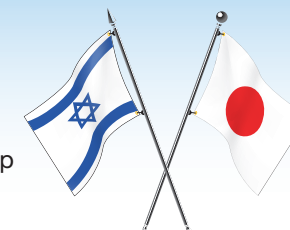
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Phone: +81 (0)3 3548 2702 Fax: +81 (0)3 3548 2703 E-mail: ailaw-info@ailaw.co.jp

URL: <http://www.ailaw.co.jp>





# Bird's View Inc.

We are not only a Japanese healthtech company but also a wide network of people in the healthcare industry in Japan and can introduce Israel's healthtech start up to the Japanese health care industry and connect to Japanese companies.

In addition, we can work in cooperation with the Japan Israel Business Association (<http://www.ji-ba.org/>), which will help us to establish a strong connection between Israel and Japan.

We can accept marketing in the Japanese healthcare market.

## From CEO

Our company was founded by medical doctor and has a philosophy of contributing to the healthcare of the world with the medical heart.

Especially, I have strengths in emergency / disaster medical field, and I am beginning to walk to the world based on my knowledge gained in Japan.

I have extensive experience working with Israeli startup and visits Israel every year.

I have also assumed office as representative director of Japan Israel Business Association and is striving to connect Israeli startups to Japanese companies.

We will introduce our representative services.

I hope to collaborate with you.



夏井 淳一 Junichi Natsui

## 1. e-MATCH Suite

With the emergency Information and Decision Support System, we will contribute to the improvement of the quality of emergency medical care with "Right Patient, Right Time, Right Place" as the concept.

Equipped with an urgency judgment protocol for transporting according to urgency, it brings optimization of transportation.

We have a disaster mode to be used when disasters occur, and we will support disaster control activities efficiently.

We will provide CCC (Comand Control Center) which can overlook regional emergency medical care, enabling more active medical control.



## 2. Consultant for healthtech company

We introduce overseas healthtech companies to the Japanese healthcare market and provide various consulting including connecting with Japanese companies.



## 3. IoT medical equipment

IoT medical equipment collaborating with smartphones has been converted into cloud services and deployed in Japan and developing countries.



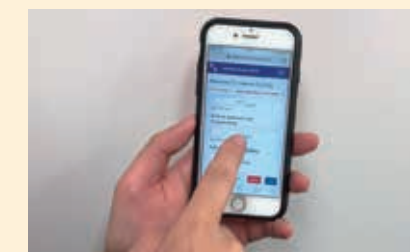
## 4. Drone

We conduct drone research and demonstration that are active in the health care field, especially in emergency and disasters, and promote social implementation.



## 5. Registry Provider

We provide cloud services that efficiently collect data of multicenter research in medical research.



## 6. Support for developing country

We make use of knowledge in the healthcare field acquired in Japan and provide support business to developing countries.



## Contact Us

### Bird's View Inc.

Overseas Marketing Division

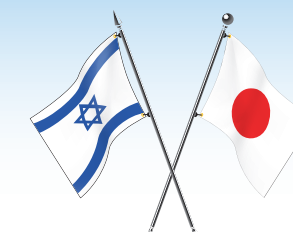
Manager Tomoko Fujii

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[info@birdsview.jp](mailto:info@birdsview.jp)

<https://birdsview.jp>

+81-3-6801-5620





## Expectations for business between Israel

Border & Porter Inc. is a digital marketing agency that is developing business mainly in Japan, Taiwan, Singapore.

We support creative creation, advertisement operation, marketing CRM as much as possible.

We will support Israel's marketing technology service as a reseller in Japan and APAC area. It is reasonable for startups to make bases in Japan and the APAC area because of funds, unfamiliarity with business practices by country, How to lack, such as know-how to bring it to success, As a professional to develop digital marketing services in Japan and part of the APAC area, We will compensate for such shortages and make your sales representation with outcome-based payment type.

The Israeli marketing technology is said to be very advanced and unique, and the evaluation in the Japanese market is high. Many services such as Similerweb, Clicktale, and Outbrain have been successful.

As a bridge between Israel, which continues to produce such excellent services, We would like to make a business making opportunity to use the service originating from Israel in the APAC market including Japan.

## Contribution to Israel

### ● B&P's features contribute to Israel

In addition to the E-Commerce area (health foods, suppliment, cosmetics, fashion etc.), also real estate, finance, insurance, human resources etc.

Border & Porter Inc. has strengths in digital marketing mainly in the life event area.

Digital marketing in areas where users can not complete all purchasing behavior online, Especially connecting and analyzing data is very difficult, and technology needs to be solved further with technology.

In that area, data analysis, personalized online customer service, to maximize customer experience value UI / UX construction has market potential in the Japanese market in the future, We hope to use Israel's advanced digital marketing service to solve problems.

As a solution company that solves such problems, we utilize such tools in Israel and as a partner. We believe that we can contribute to Israeli companies by strengthening sales in the APAC market including Japan.

We are Marketing support company for global company and to make your business model digitalizing by using latest technologies.

We can support designing anything from offline communication tools like pamphlet to website and make strategies on your global communication. Also, we can consult and make digitalization strategies of your business model and execute it with you.

Not only making marketing strategies and executing on creative and advertising, but also we can make your business future with you.

Border & Porter  
3 points of Value

Importance on "CSE+I"

Compact

Continuing execution on compact size

Speed

Speed make it good quality

Execution & Instill

Repeating execution and instill success knowhow to your business

本  
城  
直  
季

Born in 1983

Graduated from Meiji University in 2007

Joined Cyberwing Corp. in 2007

Joined PRIME X.Co., Ltd in 2008

Established Border & Porter Inc.

, assuming office as CEO in 2016



**Naoki Honjo** CEO & Representative director

### Contact Us

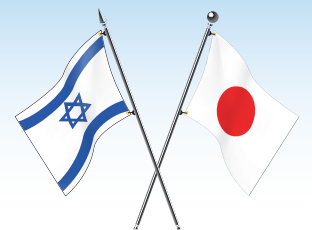
#### Border & Porter Inc.

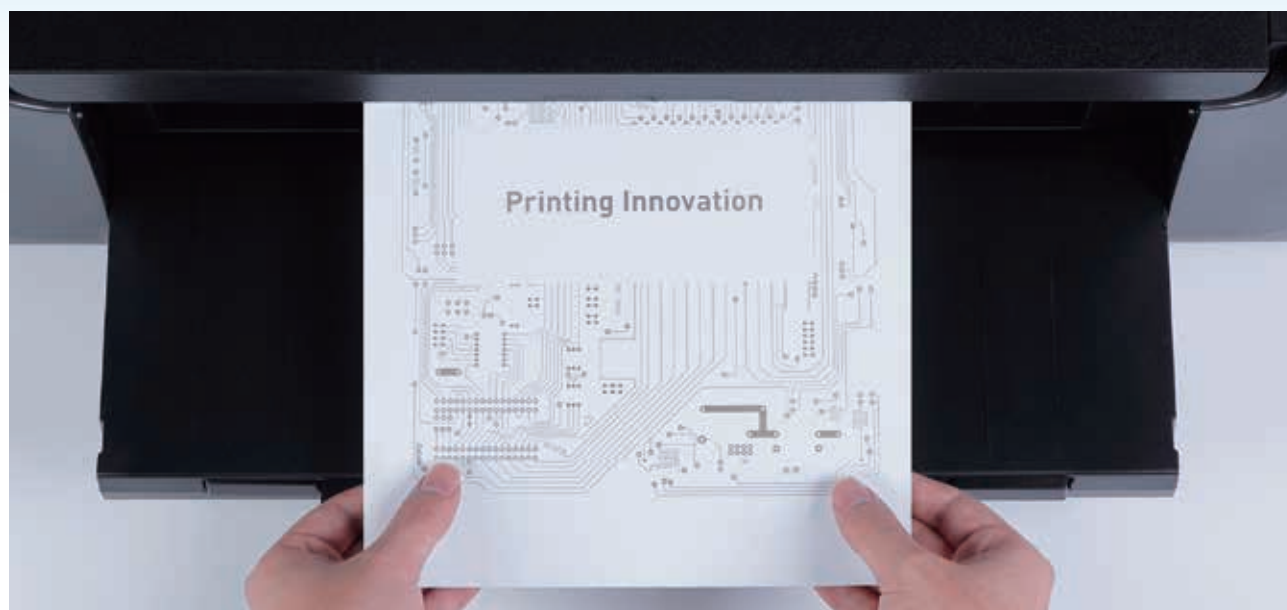
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HP : <https://www.borderporter.jp>

TEL : +81(0)3-6892-4337 (Rep) E-MAIL : [contact@borderporter.jp](mailto:contact@borderporter.jp)





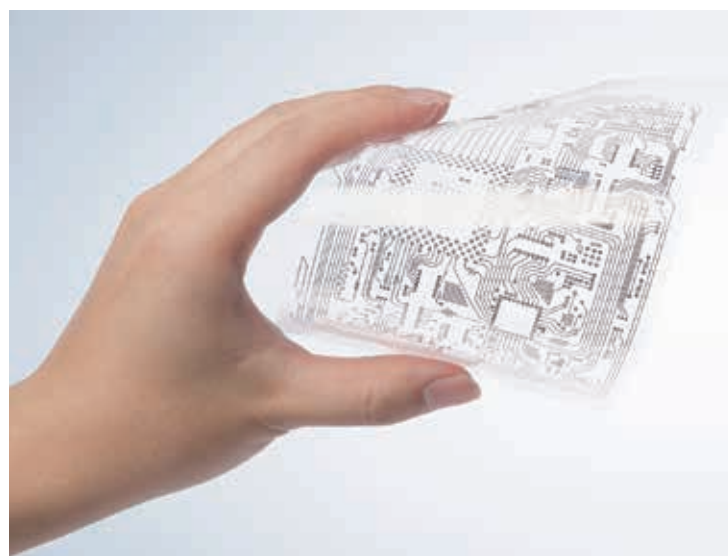
Printed Electronics have enabled a change in the development environment

## Expectations for business between Israel

C-INK is Japanese company of DryCure J series; conductive metal nanoink. DryCure J series is an ideal nanoink for inkjet printing and a very suitable conductive material for Printed Electronics.

Printed Electronics is expected to grow significantly because it is considered as potential technology in various market.

There are many aspiring entrepreneurs and many global companies in Israel. We believe we expand our business with the merit of Israeli business culture.



### Electronic circuits that can bend and fold

Make unique electronic devices that fit your ideas as DryCure J series enables folding or bending of the substrate

## Technologies of C-INK

### Characteristic of DryCure J series

There are 3 advantages by using DryCure J series.

- (1) High-temperature sintering is completely unnecessary
- (2) The ink is extremely stable
- (3) No cracks will form

DryCure J series is an ideal nanoink for Printed Electronics.

### DryCure J series can be used in various printer models

DryCure J series supports both thermal and piezo print heads, and inkjet heads of various manufacturers are available.

### Precise electronic circuits can be made by DryCure J series

DryCure J series and inkjet printing enable the production of electronic devices of various sizes from cards to large-format posters. DryCure J series can be printed on various types of substrates and even on flexible electronic devices.

### Market development in Israel

We are aiming DryCure J series sales development in Israeli potential market. We would like to work together with Electronic device manufacturer and/or trading company and make Israeli Printed Electronics business successful.



### Prototyping is possible as long as there is a printer

Prototype testing can be done quickly by checking and outputting revised data with a printer



### Metallic print ink for inkjets

DryCure J series forms a thin film with a beautiful metallic luster, allowing it to also be used as a decorative metallic ink.



### Enables use with various materials

Electronic devices can be made using a variety of materials. DryCure J series can also be used in spray treatment, dipping coating, and brush application.

### Contact Us

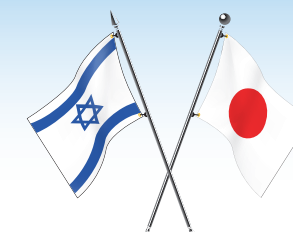
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Address : 550 Akahama, Soja, Okayama, 719-1121 JAPAN

URL : <http://cink.jp/dcj/>

e-Mail : [info@cink.jp](mailto:info@cink.jp)

TEL : +81-866-92-5111







# CrowdWorks Inc.

## Expectations for business with Israel

We are currently looking for opportunities of investments/ partnership in Israel and overseas market. Especially we would love to meet startups in HR tech, Crowd, Sharing, BtoB and AI which could change the human resources and workstyles.

## Our mission

“Aim for the world’s largest amount of remuneration provided through the Internet”.

20th Century : Own building, Employee



21st Century : Internet, CrowdWorker (Any individual)

CrowdWorks gathers skills of people who don't belong to company.  
Ex.) design, programming, writing, translation, research, data entry, administration, and so on.  
We are gathering over 200 types of skills all the time.  
Every companies can use their skills as much as they wants. Over 307,700 companies use CrowdWorks, so there are always many jobs. Especially, we have strength on the transaction with big company, Toyota, Sony, Nestlé, United Airlines and so on. In addition, 9 ministries of Japan have already contracted.  
So, everyone can work anytime, anywhere. Over 2,330,000 peoples as workers already registered. Importantly, the highest annual income in CrowdWorks is over 200,000 USD.

## CrowdWorks: Japan's biggest Crowdsourcing Service

Service Launch: March 2012

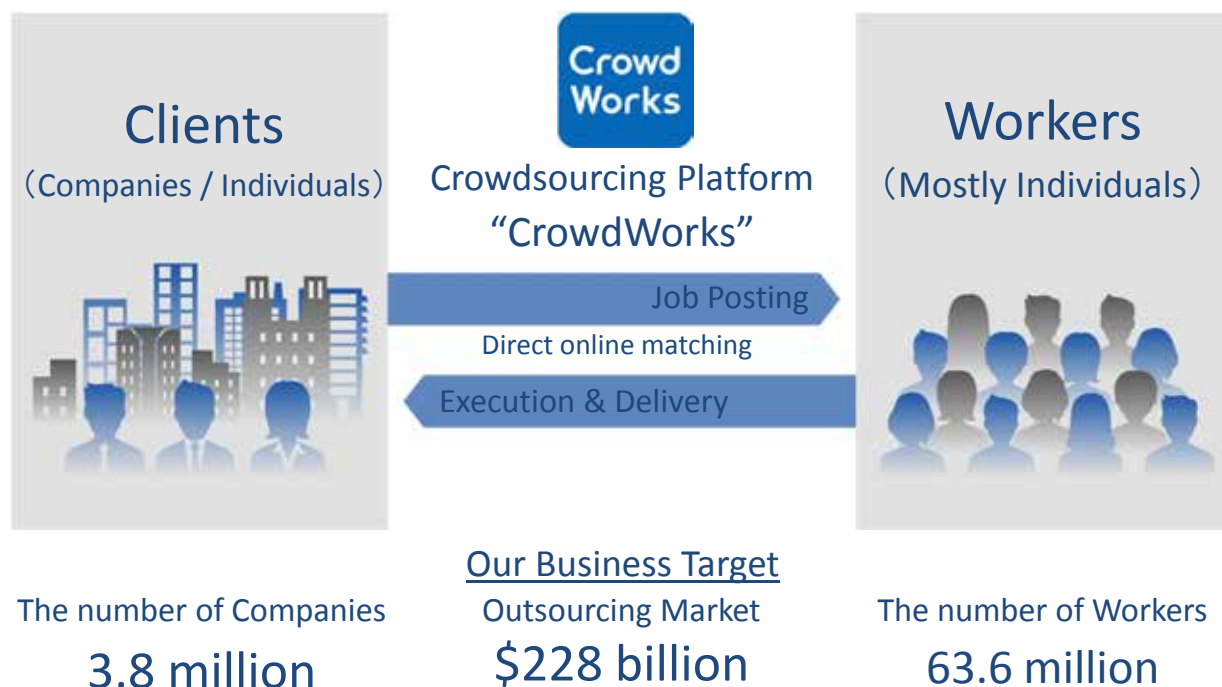
307,700 clients ⇔ 2,330,000 crowdworkers



We will deliver Over 11,151 million yen in one year to crowdworkers through the internet.



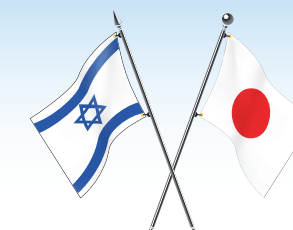
“1st Nippon Venture Awards” by Ministry of Economy



## Contact Us

### CrowdWorks Inc.

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Tel: +81-3-6450-2926 Fax: +81-3-3280-1185  
URL: <http://crowdworks.jp>





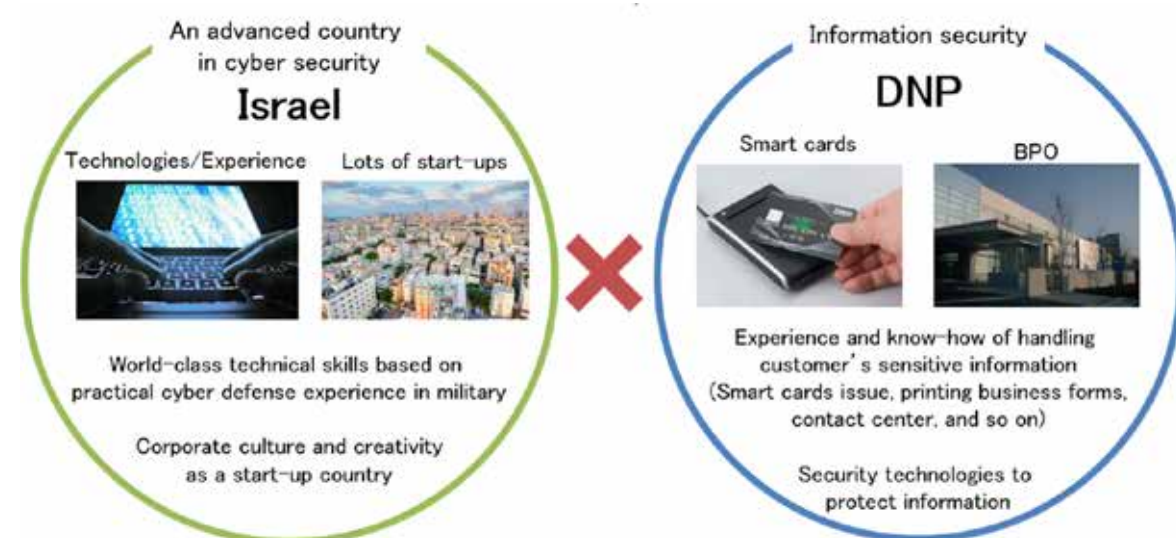
## Expectations for business between Israel

DNP consider the Israeli government has two great strategies. One is to encourage the diversion of technology for military use to private demand. The other is being a leader to arrange a mechanism of utilizing these technologies.

We have especially remarked the cyber security industry among Israeli advanced technologies.

Constantly under cyber attacks, Israel has an inevitable necessity for defending itself. This has resulted in Israel gaining a lot of experience in this area and has acquired world top-level technical skills. Also, Israel is recognized worldwide as a start-up country having excellent corporate culture with the necessary abilities to resolve current real world problems.

We expect synergy effects by combining these technologies with our security technologies and operational know-how.



## Collaboration with an Israeli company

DNP is the only distributor in Japan of IAI's (Israel Aerospace Industries) "TAME Range" product series.

IAI is a leading manufacturer of unmanned systems with a 100% investment by the Israeli government, and developed the cyber defense training package system "TAME Range" by utilizing know-how such as flight simulator manufacture.

DNP operates an academy named "Cyber Knowledge Academy" that trains human resources to respond to cyber incidents using "TAME Range".



## About "Cyber Knowledge Academy"

At "Cyber Knowledge Academy", students can acquire skills to respond to unknown attacks by learning complicated and advanced cyber attacks with hands-on exercises.

Through team exercises, students can learn from basic knowledge and measures to application practice of incident response.



### Exercise course list

#### Basic Exercise

Course to acquire the basic skills of incident response.



#### ICS / SCADA

Course to learn threats and prevention methods of cyber attacks in the field of ICS/SCADA.



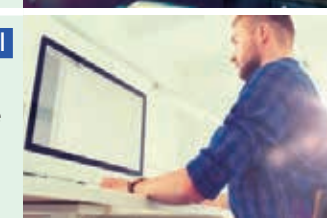
#### Practical Exercise

Course to acquire incident response in Windows and Linux environments.

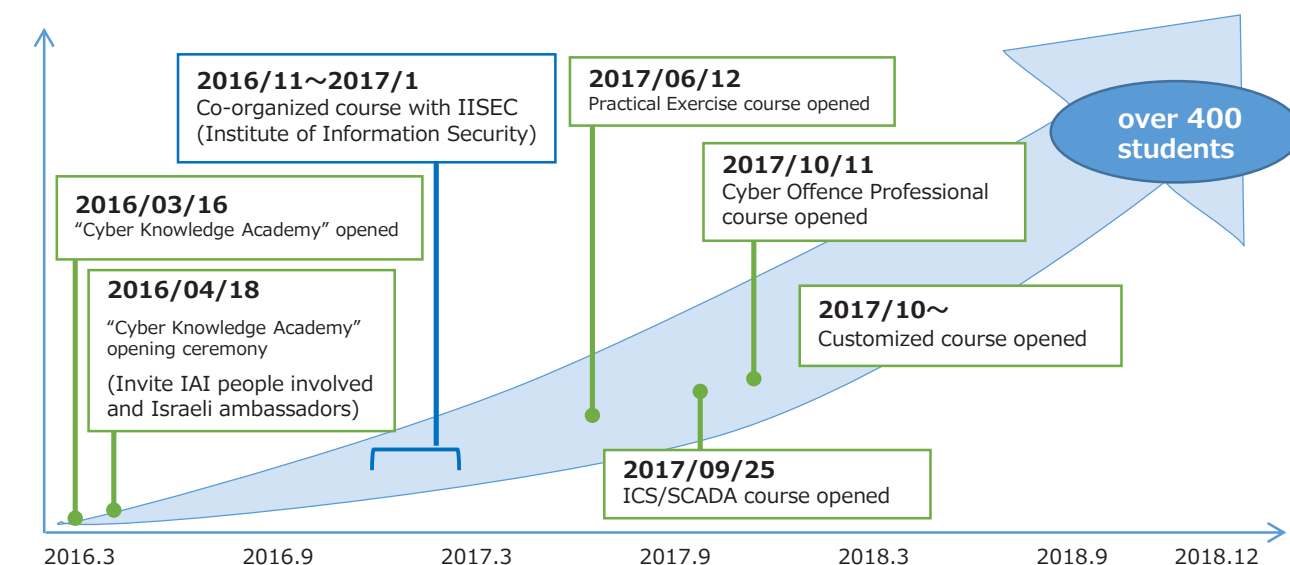


#### Cyber Offence Professional

Course to learn effective measures by learning the mind of attackers and their attack vectors.

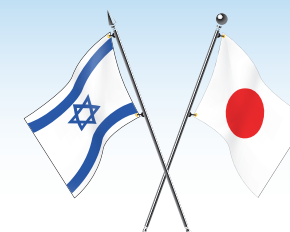


### Changes in the number of students



### Contact Us

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URL: <http://www.dnp.co.jp/eng/>





## ● *Expectations for business between Israel*

At Deloitte Tohmatsu Venture Support (DTVS), our mission is to “create the future alongside innovators”, by collaborating with startups, corporations and government agencies. Our role is to act as a catalyst, to accelerate the rate of innovation.

DTVS sees a monumental business opportunity to connect the various stakeholders of Israeli innovation ecosystems with the globe including multi-national corporations. Also, we believe this is of paramount importance for brilliant and disruptive ideas to take form and to be implemented as solutions that benefit both the economy and the society. Bolstered by the success of our initiatives in Japan, we have built a dedicated team to develop open-innovations between Israel and Japan. From this year, one of our members is working physically at Tel Aviv Office of Deloitte Israel, and which is enabling our clients to bridge between Israel and Japan more strongly.

## ● *Proposed contributions to Israel*

At DTVS, by strongly collaborating with Deloitte Israel, we support, connect and cooperate with startups and corporations in order to transform bold ideas into tangible, innovative solutions. So far, we have supported over 3,000 promising startups as well as assisted hundreds of our clients to implement open innovation programs. DTVS nurtures startups according to their needs and at all stages of development, by leveraging the extensive Deloitte network and our in-house expertise in venture affairs.

With a firm belief that startups are the lifeblood of an ecosystem, DTVS offers a broad range of expert services to Israeli startups.

### Offering example1: Business collaborations with Japanese corporations

Part of our Open Innovation platform, Morning Pitch (in Tokyo) is a weekly startup pitching event where selected startups present their businesses to over 100 participants coming from corporations, VC firms and the media. The event aims to create business alliances between startups and corporations seeking for new innovative and disruptive ideas that could transform their businesses for the better. Since its inception in 2013, the event has been held over 200 times, more than 1,000 startups have pitched and over 100 business alliances have been created through the event as well as numerous partnerships and M&As. This makes Morning Pitch one of the most famous startup pitching events in Japan.

We are expanding Morning Pitch activities to the other countries by collaborating with Deloitte global offices, and Israel could be the next.

### Morning Pitch

<http://morningpitch.com/>



### Offering example2: Cross-boarder M&A advisory for Israeli startups

DTVS, Deloitte Tohmatsu Financial Advisory LLC (DTFA) and Deloitte Israel offer an M&A advisory service for Israeli startups. The team will provide support to startups looking to sell their businesses to multi-national corporations for further business growth. The collaboration between DTVS, which has a track record of supporting startups and consulting for corporations to develop open innovations, and DTFA, which specializes in M&A advisory services, allows for the creation of a team that can pool its expertise in startups, enterprises and M&A.

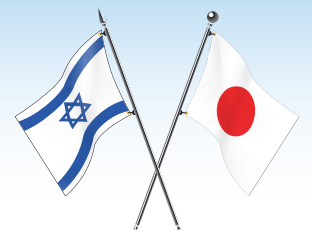
### Some areas of support include:

- M&A strategy planning
- Synergy analysis and valuation
- Negotiation support
- Buyer screening
- M&A structuring advice
- Project management

### Contact Us

#### Deloitte Tohmatsu Venture Support Co., Ltd.

Marunouchi Nijubashi Building, 3-2-3 Marunouchi, Chiyoda-ku, Tokyo, 100-8360, Japan  
[www.deloitte.com/jp/en/dtvs](http://www.deloitte.com/jp/en/dtvs)  
[dtvs-tokyo@tohmatu.co.jp](mailto:dtvs-tokyo@tohmatu.co.jp)



### ● *Expectations for business in Israel*

While we ship our Eiko brand safes all over the world, including to the Middle East, America, Europe, Africa and parts of Asia, frankly speaking, we have not shipped our safes to the Israeli market before. We understand that the Israeli market is sharply growing and that consumers of Israel have a preference for goods of high quality and value, even if they are more expensive than other models. We are therefore pleased to offer our newly designed models pictured below to the rich and growing market of Israel. This is our **D-Face series** of safes, with digital locks, in silver and black.



D-Face Series, DFS1-E in silver open



D-Face Series, DFS1-E in silver with digital lock



D-Face Series, DFS2-E in black open



D-Face Series, DFS2-E in black with digital lock

### ● *Activities/technologies of Eiko Kogyo, Japan: Contribution to Israel*

For over 40 years, we at Eiko, Japan have mainly produced fire resistant safes for homes and offices in our Japanese and Thai factories. And we ship our Eiko brand safes to many countries outside of Japan from our factory in Thailand.

As you can see from the previous photos, we produce very uniquely designed safes. We also manufacture medium-sized safes (which we call our **Meister series**, with combination locks, digital locks and fingerprint locks). These models have a concealed hinge-type door.

In addition, we provide the following commercial safes (our **CSGZ series**) for offices.

These safes are designed to resist two-hour fire resistance and tool-resistance tests (TS-15).



Meister series OSD-F Fingerprint lock



Meister series OSS-E Digital lock



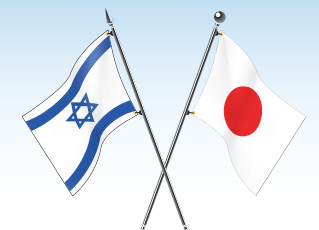
Meister series ONS-D Combination lock



CSGZ-85 Combination lock

#### Contact Us

E-mail: [tsuzuki@eiko.co.jp](mailto:tsuzuki@eiko.co.jp) <http://www.eiko.co.jp>  
Address: 2-5-4 Tachibana, Sumida, Tokyo, Japan





- *GiTV is a unique boutique type of venture capital bridging between Israeli start ups and Japanese marketplace.*

We are fully engaged in:

- 1. Focusing on Seed/Early stage start ups helping them to come to Japanese market.**
- 2. Promoting collaborative business incubation.**
- 3. Supporting global strategic partnership.**

## Focus

- Industrial IoT Core Technologies  
AI, Robotics, Cyber Security, Industrial 4.0 platform, AR

## Team

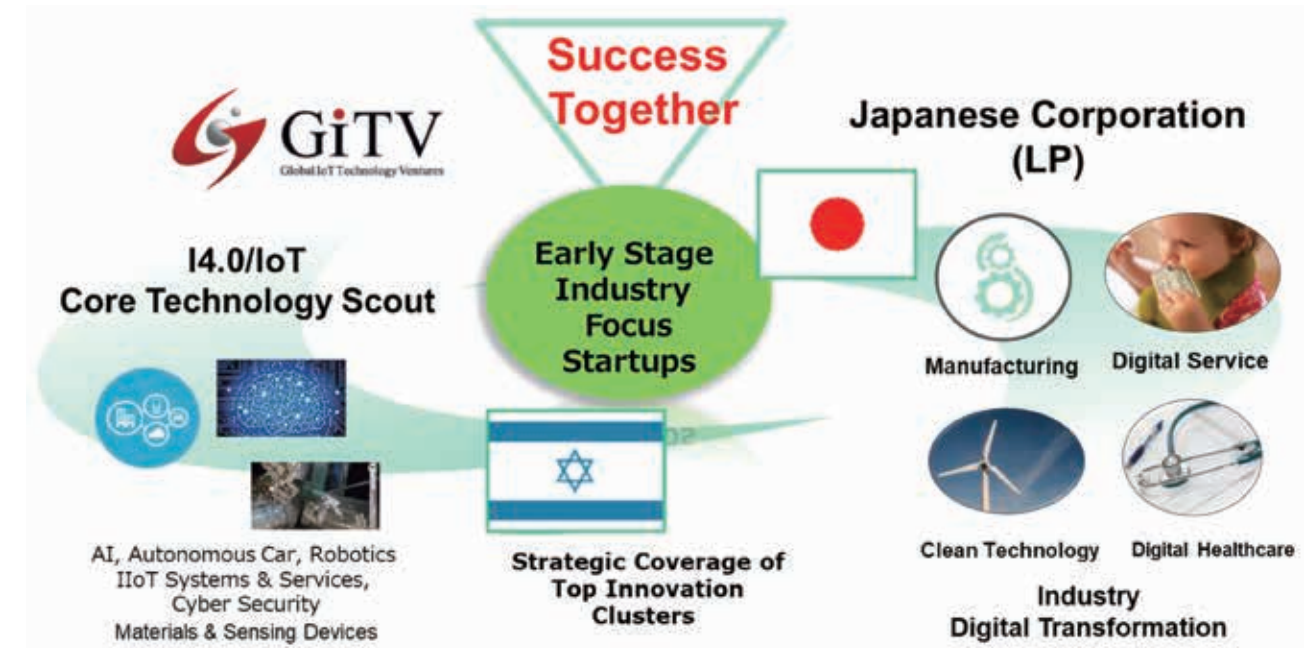
- Two veteran partners in total of 45 years experience in venture capital, business development and business alliance.

## Portfolio

- Eight Israeli start ups and more to come.

## *GiTV Unique Value Proposition*

- Industrial IoT Core Technologies and Value Generated New Opportunities
- Bridge between Japan and Top Innovative Start-ups in Israel



## Focus



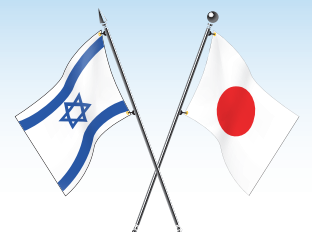
- Sensor, Connectivity
- IIoT Intelligent platform
- AI Analytics
- Security
- Robotics
- Renewable Energy
- Digital Health

**Contact Us**

Global IoT Technology Ventures, Inc.





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URL: [www.gitv.vc](http://www.gitv.vc) Email: [info@gitv.vc](mailto:info@gitv.vc)



## Japan/Israel Business Relations

As Israel's status as a global innovation capital solidifies, many Japanese companies are seeking to enter the Israeli market and invest in Israeli companies or acquire them in MFA transactions. Hand-in-hand with that trend, Israeli companies are discovering Japan's significant market power and attempting to enter the Japanese market to gain buying power of local clients. These trends are supported by the Israeli and Japanese governments, which encourage collaboration between the countries.

 <p><b>COMMITTED TO ISRAEL AND JAPAN</b> GT is the only international law firm with full-service offices in both Israel and Japan.</p>	 <p><b>EXPERIENCED TEAM</b> Combined experience of over 20 years in a myriad of Israel - related legal areas.</p>
 <p><b>38 OFFICES WORLDWIDE</b> in Asia, Israel, the United States, Europe, and Latin America.</p>	 <p><b>BROAD ASIAN NETWORK</b> In addition to the team in Japan, Israel, and the United States, the firm has experienced teams in China and South-Korea.</p>
<p><b>2,000+</b> <b>ATTORNEYS</b> GT has a team of more than 2,000 highly experienced attorneys worldwide.</p>	<p><b>350+</b> <b>CLIENTS IN ISRAEL</b> We support clients' legal needs, creating a tailor-made approach to address specific situations while remaining flexible and responsive.</p>

## Greenberg Traurig Tokyo

Our Tokyo office comprises an award-winning team of attorneys and professionals who provide multinational and Japanese clients with innovative, strategic advice and legal services in a market known as a gateway for international business opportunities. Leveraging our keen understanding of the local culture and practical aspects of Japanese business, our multidimensional team offers custom strategies to address our clients' needs.

Drawing on resources from offices around the world, GT's Tokyo attorneys bring a range of functional and industry experience to assist our clients. We help businesses make significant, sustainable progress toward achieving their most important goals. Our Japanese-speaking attorneys provide legal services tailored to the Japanese market in a global context in a variety of areas, including Corporate & Securities, Capital Markets, Dispute Resolution, Labor & Employment, Intellectual Property, Energy, Infrastructure, and Real Estate.

## Greenberg Traurig Tel Aviv

Greenberg Traurig's Tel Aviv office provides Israeli clients with legal services in countries around the globe and represents Japanese companies seeking opportunities within Israel. Many major corporations have come to GT to advise them in their first transaction in Israel. Our Tel Aviv location offers clients the global reach of Greenberg Traurig's international network, connecting Israel to major commercial centers throughout the world.

Greenberg Traurig's Israel Practice has served clients for more than 20 years and includes more than 100 of our attorneys from other offices all around the world. The Israel team's experience includes representing companies in numerous industries, including technology, pharmaceuticals, medical devices, and manufacturing, in matters ranging from financing and intellectual property to mergers, acquisitions, and employment issues. The attorneys also assist companies with venture capital and private equity transactions, public offerings, as well as regulatory, and compliance issues.

### Contact Us



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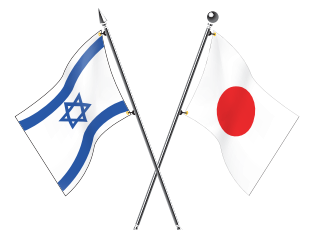
Koji Ishikawa focuses his practice on corporate finance and capital market matters. He is experienced in handling cross-border transactions and advising clients in the technology sector.



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Joey Shabot focuses his practice on mergers and acquisitions and investments, including corporate law, securities law and financing. Joey concentrates on advising multinational companies on various types of partnerships and investments in transactions across a variety of industries involving Israel.





## *Expectations for business between Israel*

ICT Solutions International expects to become a bridge between Israel as a country of Innovation of Technologies and Japan as country of industries where technologies are materialized as products, services, solutions , and more, thereby business and economic relationship between the enterprises of both countries are further enhanced for mutual benefit and progress.

## *Capability of ICT Solutions International*

### (1) About ICT Solutions International

Being backed with 30 + years of involvement in electronics and telecommunications industries in Japan and 10+ years of association and working history with Israeli start-up companies, the company provides those start-ups with customized, total business solutions for successful entrance into Japanese markets

### (2) Focused Areas of ICT Solutions International

Focused area of the Company include:

- ▶ IoT Platform, Connectivity and Telecommunications
- ▶ Autonomous Driving and Advanced Driver Assistance System
- ▶ Sensor Technologies
- ▶ Medical
- ▶ AI, VR
- ▶ Energy and Power Management



### (3) Services of ICT Solutions International

Services to be provided by the Company include:

Based upon thorough understandings upon client's products/solutions and requirements, business objectives and target of client, the Company provides as one-stop solutions following services step-by step :

- ▶ **Preliminary business development plan including**
  - introduction to potential customers
  - suggestion on Eco-System, production, supply-chain as may be required
  - assumption of business opportunity
  - investment necessary for business development
- ▶ **Test marketing based upon preliminary business plan**
- ▶ **Based upon feed-back from test marketing, formulate executive business development plan, including :**
  - sales, marketing and business development strategies
  - recruitment and office establishment
  - plan for product certification to comply local requirements
  - a series of legal formalities applications as may be required
- ▶ **Implementation of executive business plan, or support thereof**

### (4) Advantage of ICT Solutions International

- ▶ **Actual and positive involvement throughout all the stages/process of Business Development in the name of client, which is very important to give sense of Local Presence to Japanese potential customers to appeal seriousness**
- ▶ **Well connected to electronics and telecommunications industries in Japan**
- ▶ **Backed by proven success of business developments**

### (5) Working Philosophy and Practice of ICT Solutions International

- ▶ **Work together**
- ▶ **Client's satisfaction and success**
- ▶ **Trust and dedication**

#### Contact Us

ICT Solutions International, Inc.  
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 www.ictsol-inter.com



## Utilize Big Data, Create a more prosperous society.

Established 2005, Insight Lab is a leading company in the field of BA (Business Analytics) that analyzes, processes and utilizes big data, in Japan. Currently, We are also expanding into the AI field by taking advantage of our BA technology. Through collaborative research with universities, we are challenging further innovation.

### Our Services

- \*Data Visualization
- \*Data Analytics
- \*Data Preparation
- \*System Development
- \*Consulting

### Performance

- Introduction of our analysis solution...More than 100 companies (Manufacturing, Insurance, Marketing Company...etc.)
- Analyze customer's tastes, purchasing psychology and realize visualization by BA tools and Deep Learning for major apparel maker (in collaboration with Hokkaido Univ.).
- Analysis and research on the distribution of radioactivity through collaboration with the national institution and secondary utilization of data for medical field.

## Solution Case

Traceability System

**TOYOTA MOTOR HOKKAIDO, INC.**



**It enabled trace data 5-10 minutes that it use to trace 10 hours.**

**Issue**

Data was dispersed some systems, so employee wasted long time to check it when trouble occurs. It had a risk to expand damage.

**Purpose of the installation**

- Integrate dispersed data and combine it organically.
- Create a traceability system to specify extent of impact quickly.
- Capture inspection data to pursue the issue.
- Capture image data of exterior inspection to utilize it as evidence.

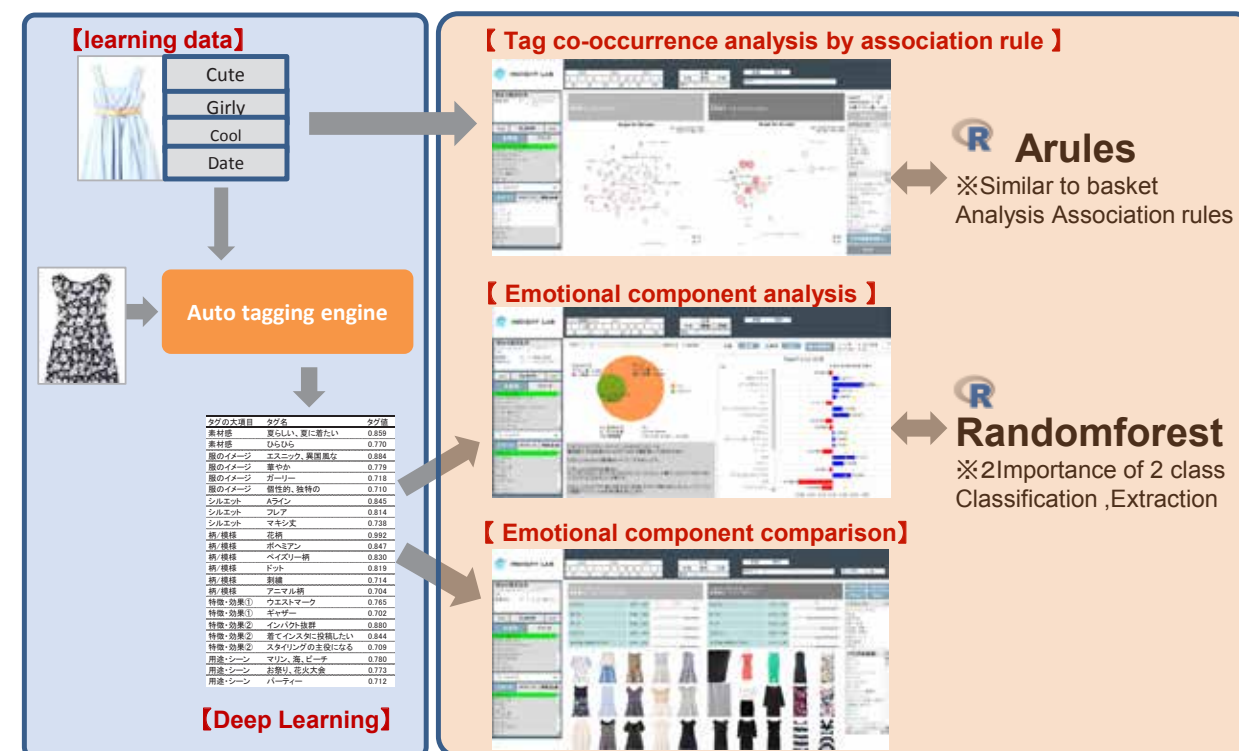
**Contents**

- Integrate traceability
- Manage facility operation
- Integrate inspected image data etc...

## Contribution to Israel and Expectations for business between Israel Company's and Insight Lab

Israel is known as startup nation and become the world innovation powerhouse. Japan is known for its attentive quality and fine-grained service. We believe both those countries can complement each other by using their specialty fields. As well, Insight Lab believes that our advantage will help new "born in Israel" technology to develop in Japan and both together can provide better and new solution to the world.

## Our AI Research (Solution for Emotion Analysis with Hokkaido Univ.)



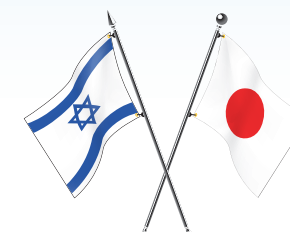
## Contact Us

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### Israel subsidiary

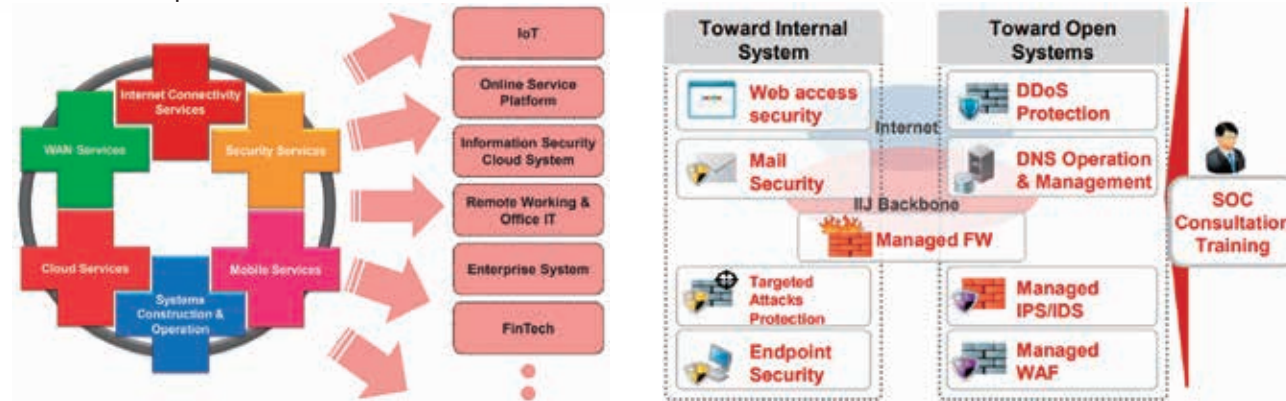
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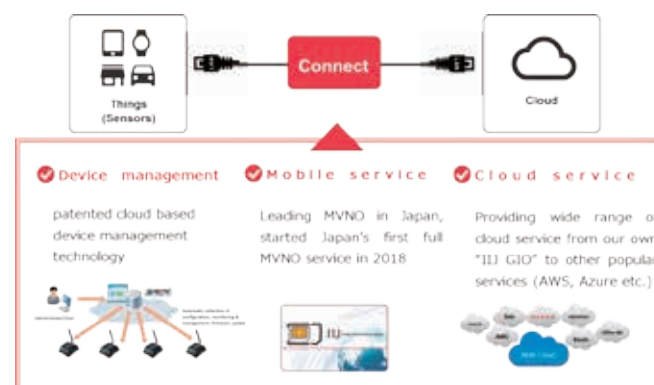


## Expectations for business between Israel

- **Cyber security** is one of our core services. We would like to expand our partnership with Israel companies.



- Collaboration is the key factor to realize **IoT** society. In this regard, we aim to have partners especially in sensors and specific industrial IoT solutions in Israel.



## IIJ business overview

Founded in 1992, when Internet was born in Japan

- 25+ years as the independent ISP
- 15+ years as the Cloud Service Provider
- 10+ years as the Mobile Service Provider (MVNO/MVNE)
- 21 DC locations throughout Japan, 5 DC locations around the world
- Industry-leading customers in diverse industries in Japan



### - Penetration of the Top 10 businesses by industry -



## IIJ strategy

Ever since its establishment in 1992 as the first Japanese Internet Service Provider, IIJ has been taken initiatives in the field of Internet technology.

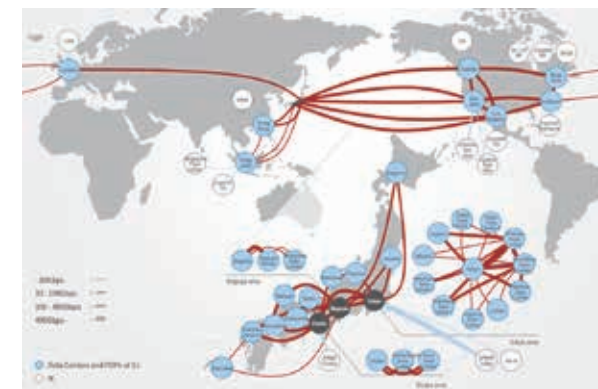
By leveraging the technological expertise gained through its Internet connectivity services, the company has expanded its business portfolio as a total solutions provider offering from highly reliable network services, various value-added outsourcing services, including cloud computing, WAN services to systems integration services.

In this way, we have grown as a corporate group that responds to customers' requests for every type of network application with one-stop services.

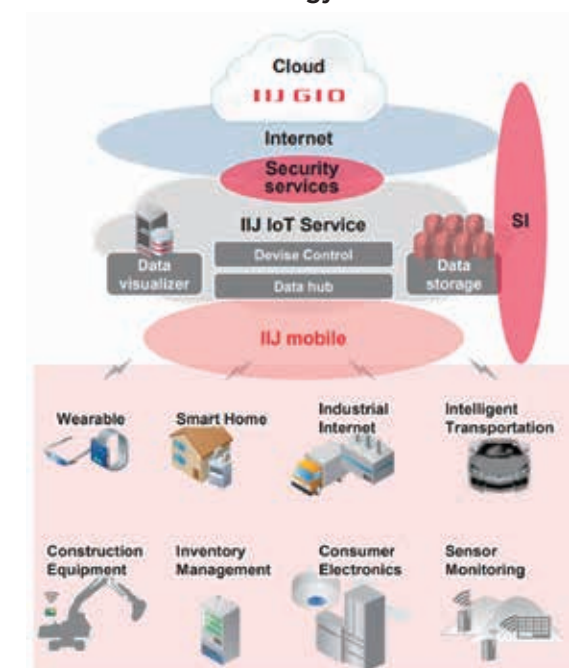
With such expertise and experiences, our current business strategies are;

- Provide comprehensive solutions of "network cloud services" and "system cloud services" as our core product for enterprise customers with adding systems integration functions. Then, capture the trend to shift from conventional transaction such as on-premise systems to IT services and outsourcing.
- Continue to focus on our advantageous businesses such as MVNO and cyber security. Regarding security business, we intend to establish SOC business in addition to our security services line-ups. Pursue security service opportunities that meet the needs of individual industry and home as well.
- Focus on new area such as 4K-CDN, IoT, fintech, further new development of overseas business, health care, in order to achieve sustainable growth.

### - IIJ backbone & cloud in the world -

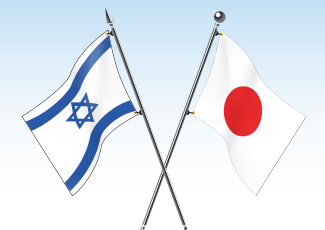


### - Business strategy in IoT area -



### Contact Us

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 Phone: +81-3-5205-6500  
 URL: <http://www.iij.ad.jp/>





## Expectations to Israel for the future Japanese companies

### "Connecting the Japanese market to Israeli Innovation"

On August 9, 2018, Internet Research Institute Ltd ("IRI LTD"), a Israeli parent company of Internet Research Institute, Inc. ("IRI INC") in Japan, was officially listed on Israel's Tel Aviv Stock Exchange ("TASE") as the first TASE listed company from Asia, and its shares were started to trade.

Established in 1996 by the founder, Dr. Hiroshi Fujiwara, IRI INC has been constantly led the creation of a new information society in Japan as an evangelist and a practitioner of the Internet technologies. After approximately 20 years since its inception, Japan currently finds itself once again far behind from other competitive nations in terms of the utilization of the Internet infrastructure. For Japan to survive in this age of new global digital transformation, IRI INC has determined to helping the country to revive through collaborating with Israel's academic and business communities for their outstanding capability in research and development areas. Our mission is to connect technologies invented in Israel with Japanese companies that are diligent and strong in productization. The founding of IRI LTD is to explore partners by way of funding, incubating and promoting such innovations to one step higher. IRI Group is expecting continuously to be in the position to contribute to the growth of both Israeli and Japanese economies.

## About IRI

### (1) To Accomplish the Corporate Mission in the History of the Emergence of Humankind from Nature

We see three theories of revolution ("the five-stage theory of revolution", "the three-stage theory of revolution", and "the four-stage theory of industrial revolution") exist as perspectives on major changes in human history specified as revolutions.

The first perspective covers the period from the origin of humankind some 200,000 years ago until the formation of today's human society. The theory holds that human culture is developed through five stages: the human revolution, the agricultural revolution, the urban revolution, the spiritual revolution and the scientific revolution (the modernization of the world beginning in 17th century in Europe). The scientific revolution is currently in progress.

The second perspective is "The Third Wave" Alvin Toffler published in 1980. The First Wave is the agricultural revolution. The Second as industrial revolution, and The Third Wave is the post-industrial society (information society). The information revolution is currently in progress.

The third perspective is the micro-range four-stage theory of industrial revolution, which covers a period of 300 years from the industrial revolution to today's Internet of Things (IoT) and artificial intelligence (AI) revolution. The theory holds that there is a first industrial revolution (the motive power revolution: the spinning machine, the steam engine, coal and ironmaking), a second industrial revolution (the heavy industrial revolution: the internal combustion engine, power generation and transmission), a third industrial revolution (the digital information revolution: communication, semiconductors, computers), and a fourth industrial revolution (the digital transformation revolution: the IoT, big data, AI). The fourth industrial revolution, too, is currently in progress.

If we are to embrace the abovementioned three theories of revolution currently in progress, it is likely that the leaders of that social progress will be truly global companies. Specifically, to advance a scientific revolution in accordance with the first theory of revolution, it is necessary to promote the further development of science and incorporate the latest results of science in corporate management. To promote further development of the



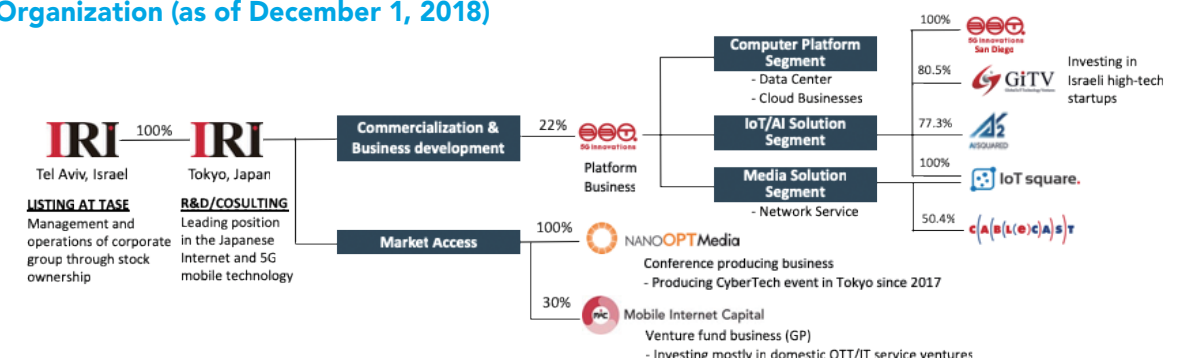
information society predicated on the second theory of revolution, it is necessary to become a digital transformation leader based on the third theory of revolution based on IoT, AI, and other leading-edge technologies. In such changing period, IRI INC intends to demonstrate to the fullest the benefits of having established a holding operation in Israel to be a major powerhouse in science and technology, while leveraging the characteristics of an R&D-driven company that originated in Japan and now achieve a listing on the TASE. And, in the age of the global economy, we intend to practice corporate management reflecting a civilizational perspective.

### (2) Major Milestone

- Founded as the Internet technology venture in 1996 and became first listed company in the Tokyo Stock Exchange MOTHERS section in 1999 (**First IPO**)
- Incorporated the first commercial IX, Japan Internet Exchange Corp. with KDDI in 1997
- Started Mobile Internet Capital, General Partner of venture funds, with NTT-DoCoMo and Mizuho Securities in 1999
- Set up Global Center Japan Inc, as JV with Global Crossing, Microsoft and Softbank in 2000
- Acquired Global Center Japan (currently BroadBand Tower), first internet Data center Company, and completed the IPO in JASDAQ market in 2005 (**Second IPO**)
- Purchased Ubiteq (former Tau Giken) in 2001, and went IPO in 2005 (**Third IPO**)
- Acquired Nano-opt Media, IT conference/event producer company, in 2016
- The first Japanese contributor to Technion in 2017, resulting the foundation of Hiroshi Fujiwara Cyber Research Security Center, which aims to partner with Technion as a leader in the field of cyber securities
- Formally inaugurated the Center in June 2018
- President and CEO of IRI INC and IRI LTD, Dr. Hiroshi Fujiwara received the title of Honorary Fellowship at Technion in June 2018
- The first listed company from Asia at Israel's Tel-Aviv Stock Exchange ("TASE") in August 2018 (**Fourth IPO**)



### (3) Organization (as of December 1, 2018)



### Contact Us

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Tel: +81-3-5925-8971  
Email: info@iri.co.jp

Internet Research Institute Ltd (Israel)  
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Ramat Gan 5250608 Israel  
Website: <http://www.iri.co.jp/eng>







## Expectation for Business with Israel

Innovation is the lifeblood of a growing economy. It's how startups are formed, corporations stay relevant, universities flourish and small and medium size enterprises (SME) remain competitive. It's also the heart of what we do and why we established IP Bridge.

When Israeli company works with us, it'll be able to put its technologies and Intellectual properties (IP) to work in the areas where it make a real difference for local economy — as we are doing with projects in South East countries. Because we have our fingers on the pulse of the market, we're in an ideal position to facilitate the transfer of technologies and IPs to create products, services, companies and jobs. Startups can leverage R&D from corporations. And these activities can fund further research to the benefit of an industry and the global economy.

We are looking forward to finding many interesting technologies developed by Israeli companies to seek further collaboration with us and our wide open network in Japanese business field.

## Our Activities

At IP Bridge, our focus is on promoting technological innovation and cooperation within Japan and around the world. We've worked with our investors, including Innovation Network Corporation of Japan - a unique partnership between 26 major corporations and the Japanese government - to establish the first and largest fund in Japan (approximately \$300M) aimed at global innovation and IP-related investments. Our mission is to activate and leverage high-quality, under-utilized intellectual property assets to the benefit of a variety of IP owners based in and outside of Japan. And our vision is that these activities will stimulate economic development and a healthy growth of industries worldwide.

We've worked with leading technology companies, SMEs and universities to build large, high quality portfolios of 3,500 worldwide patents and growing, including patents in the fields of wireless communications, semiconductors, video codecs, display technologies, automotive technologies, robotics, home appliances, electric devices, healthcare, environment and energy, food technologies, and medical engineering.

Our world class team includes experienced professionals from IP, corporate management of major technology companies, investment funds, financial institutions, and law firms. We have the global experience and relationships to provide comprehensive IP services, including IP-based business incubation, monetization, licensing and financing to generate revenue and fuel innovation and business expansion, syndicated transactions to remove potential IP risks to our clients, and IP consulting services to build IP strategies, maximize IP value, and best position our clients for success.

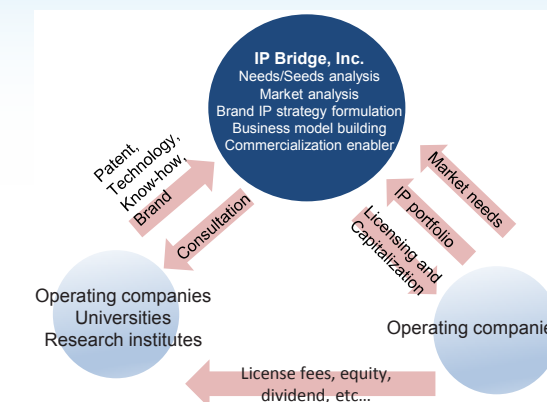
## What We Do

Because IP is often the greatest asset of a company today, you need to align with IP supporters you can trust. One who knows the ins and outs of the IP world — not only in Japan, but around the globe. One who understands how to negotiate the complexities of deals, can help you protect your assets, turn unused innovations into gold, and guide you toward opportunities and away from pitfalls.

## We, IP Bridge;

- operate Japan's **first and only dedicated IP fund**.
- achieved multiple **success** to close large licensing deals.
- are the **one-stop IP service** in Japan to offer all of these critical services to our clients.
- have the **global experience and relationships** to move collaboration forward quickly and efficiently.

For organizations that understand the importance of IP, there is no better place to turn than IP Bridge. Our primary goal is to fully leverage IP, which will let local economies prosper and increase new job. We also aim to create greater market efficiency and collaboration among businesses, universities, and startups. And, importantly, we are committed to remain unbiased and fair as we support the development of whole industries.



## Potential Partners

SME and universities may excel in developing intellectual property, but they don't necessarily have the technology, know-how or connections to efficiently monetize their innovations. Aiming to enhance open innovation both domestically and internationally, IP Bridge, Inc. works to connect these ideas to enterprises that can lay the foundations for new industries.

IP Bridge works with its investors, including the Innovation Network Corporation of Japan (INCJ) — a public-private partnership funded by the Japanese government and 26 major corporations — to realize the monetization of a roughly 3,500-strong patent portfolio, with IP ranging from motors and semiconductors to mobile and display technology.

In addition to boosting innovation by feeding licensing fees back to inventors.

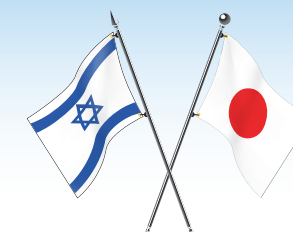
IP Bridge is involved in comprehensive partnerships as well. In 2016, the company teamed up with Kyushu University to apply engineering technology to drug discovery in the pharmaceutical industry. The company is also engaged in a joint research project with the Nara Institute of Science and Technology (NAIST), which is working on advances in augmented reality (AR) and invisible AR markers, with IP Bridge ready to support licensing and commercialization of any resulting IP.

Looking to the future, IP Bridge hopes to continue to work toward combining Japan's IP with that of other nations including Israel, aiming to promote open innovation that can form the foundation for growth in a wide range of industries, and building an ecosystem that encourages interdependence between companies through the sharing of ideas and technology.

## Contact Us

### IP Bridge, Inc. Innovation Division.

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## What we offer Israel

We will be working with Israeli startups and ecosystem builders to expand their business to Japan.

As a Japanese B2B media company, Ishin Group's mission is to deepen the mutual understanding and activity between Israeli and Japanese business.

Currently, we are setting up our branch office in Israel in order to work closely with the local startups and introduce them to the Japanese market.

## Who we are

Ishin Group is the Japanese B2B media that mainly focus on Startup, Technology, and Entrepreneurship. In 1999, we started the business in Japan and also operating in Silicon Valley as well as in Singapore.

In Japan, Ishin Group provides highly-focused media, organizing conferences and summits and investing in new business opportunities. From our activities, we have built a large network in Japan, US, and Southeast Asia.

With the network we have built, we are now promoting the "Open Innovation". By introducing global startups to the Japanese corporations through our web media and summits, we help to create business opportunities and to have more startups entering into the Japanese market.

## Media

### Japan activity



### Global activity



## Investment



**GMO TODOROKI**  
GMO Venture Tsushin Startup Co.Ltd.  
This joint venture with GMO Internet invests and supports start-up companies. GMO is Japan's premier provider of Internet services.

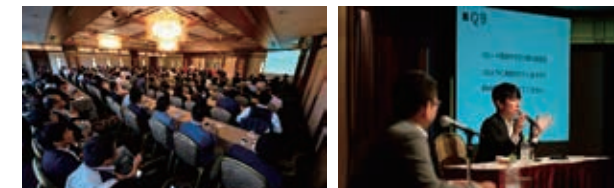


**ISHIN GLOBAL FUND I L.P.**  
We've created a high-level information hub and human resources network by investing in and collaborating with local venture capitalists. The Fund is noted for its quantity and quality.

## Events

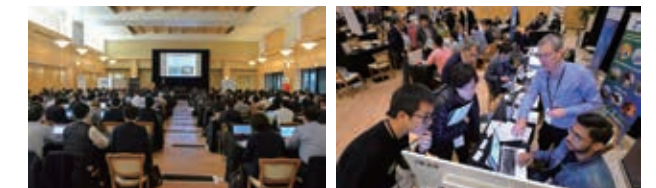
### Ishin Venture Conference

Every year we conduct our Venture Conference. This is Japan's largest event of its kind, with over 500 executives participating. The dynamics are always impressive.



### Silicon Valley - New Japan Summit

With the partnership with Stanford University, we hold an annual startup event in Silicon Valley where more than 500 participants attended in 2018. The Concept is "The real collaboration between Startups and Japanese Corporations".



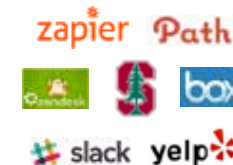
## CLIENTS - interviewed companies and business partners

Other than the companies listed below, we work with large Japanese corporations (listed companies).

### Japan



### USA

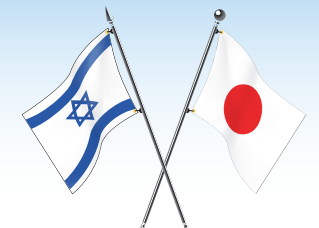


### South East Asia



## Contact Us

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Email: [s-nagaoka@ishin1853.co.jp](mailto:s-nagaoka@ishin1853.co.jp)





## Expectations for business between Israel and Japan

As a Japanese company specialized in business related to Israel, we have 13 years of experience acting as a bridge between the two countries in the high-tech field.

We utilize this experience to create as many valuable connections as possible between Japan and Israel, particularly between Israeli startups and large Japanese corporations in R&D.

## Our performance

### Business

Since 2006, we have been engaged in an investigation project of startup companies in Israel, and through research, consulting, competitive analysis, support for advancement, we have supported the Israeli business of Japanese companies. Two companies entering Israel, supporting alliances to more than 15 companies. (We have supported two companies in entering Israel and the formation of business alliances for more than 15 companies.)

In the research, 13 years have passed, with more than 30 records in total. (Over the past 13 years, we have conducted more than 30 research projects in total.)

### Main activities

#### (1) To Israel

From 2012, we have supported the business trips to Israel of over 100 Japanese businesspeople every year, for a total of over 300. We also organized the first DLD delegation in Japan, Which was joined by more than 20 large Japanese companies.

We have also coordinated more than 10 business tours.

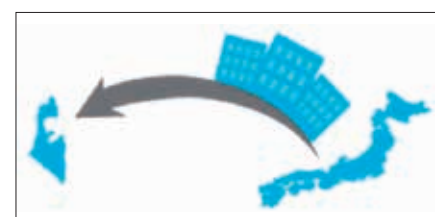
#### (2) Community in Japan

We have established a community of Japanese businessmen (over 1500 people) interested in Israel.

In January this year, Mr. Kato (Founder & CEO) published "Startup Nation" (pictured on the right) on business in Israel from a Japanese perspective.

#### (3) Events

We have conducted 10 or more Israeli business-related events in Japan (with a total of 400 or more participants) a year since 2012.



## Technology scouting support, results of research and consulting

Service	Details	Main achievements/customers
Research	Sales of corporate data	Over 30 sales related to IT, telecommunications, consulting, electronics, etc.
	Extraction of specific companies, eyesight	Major automobile manufacturer subsidiary, security company
	Creation of survey reports	Industrial business, steel companies and others
Business support	Coordinating business trips in Israel	Major manufacturer, think tank, major construction company, etc.
	Local events in Israel	Toyota ITC Hackasson
	Establishing bases in Israel (including R&D)	Samurai Incubate, electronics company
	Strategy planning in Israel	Major companies
	Alliance support	Major communications company, chemical company, consulting company

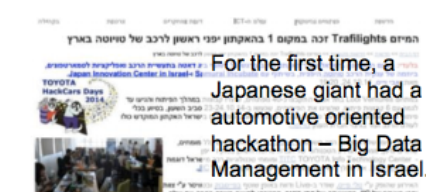
## Planning of Hackasson, the first Japanese company of a car-related company



■現地メディア  
「Globes」2014.10.24 朝刊&Web



■現地メディア  
「Telecom News」2014.10.25 Web



- We grasp the purpose of Japanese companies, so we'd to deal with Israeli companies and do their business support. (As we are familiar with Japanese companies and business, we are ready to support Israeli companies in entering the Japanese market.)

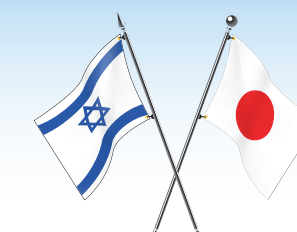
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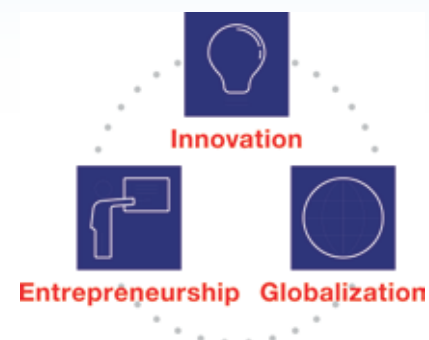
E-mail: [info@isratech.jp](mailto:info@isratech.jp) HP: <http://isratech.jp>



## Expectations for business between Israel

JANE expects to have more business communications with Israel business society.

Israel is well-known as a startup nation with its startup ecosystem made up of organic linkages and collaborations between diverse players including large corporations, venture capitalists, academic institutions, the government and military. JANE, as an association to achieve the triple objectives of promoting innovation, globalization and entrepreneurship, has many interests in common with Israel business society.



## Israel related JANE activity

### YLP delegation in June 2017

JANE delegation visited Israel in June 2017 as part of the Young Leadership Program hosted by the Israeli government. The 14 delegation members included CEOs and entrepreneurs of JANE member companies.

JANE's visit was intended to introduce the participants to Israel's history and culture as well as to give them insights about Israeli business and their innovation ecosystem. The tour program was wide-ranging, encompassing meetings with various startups and government officials, and visits to historical sites.



## about JANE

Japan Association of New Economy (JANE) is dedicated to performing policy advocacy from a private sector perspective to help contribute to Japan to regain global competitiveness and continue its economic growth into the future, while also providing a platform for information sharing and networking among members.

JANE works as an organization with a responsibility towards the socioeconomic future of Japan. To achieve objectives of promoting innovation, globalization and entrepreneurship, JANE, with its member companies pioneering tomorrow's technologies and services, continues to challenge the status quo and advocates a vision of the future beyond conventional thinking.

Establishment	2010/2: Inauguration of JeBA 2012/6: Renamed as JANE
Members	570 companies (as of Dec/2018)
Board and Executive Directors	9 BoD members & 33 Executives (Representative Director : Hiroshi Mikitani, Chairman and CEO, Rakuten, Inc.)

Main activities of JANE consists of policy affairs (organizing project team, submitting policy proposals to the government) and hosting conferences for the promotion of new economy.

## Policy Affairs

JANE established Project Teams by assigning Board and Executive Members to study specific policy issues related to JANE's goal. JANE frequently submits policy proposals in line with its overarching themes and priority issues. Areas of our focus are described in the table below (numbers and topics of PTs are subject to change).

Establish Japan's Foundation for Innovation	1. Venture Philanthropy
	2. IoT Value Creation
	3. The "Digital First" Promotion
	4. Information Security
	5. FinTech
	6. MVNO Business
	7. Sharing Economy
	8. Expansion of Real Estate Market
Advance Japan's Entrepreneurship and Business Environment	9. Promoting Entrepreneurship
	10. Building the Entrepreneurial Workforce
	11. Flexible and Diverse Working Environment
	12. Tax and Social Security
Enhance Japan's Branding and Overseas Business Capability	13. Education Reform
	14. Tourism-Oriented Country
	15. Night Time Economy
	16. Regional Revitalization
	17. Population and Declining Birthrate

## Hosting Events & Conferences

### NEW ECONOMY SUMMIT (NEST)

Conference where world leaders of innovation gather and discuss latest trends in business and policies in the new economy. Since 2013.



### FAILURE CONFERENCE

Conference to motivate audiences for entrepreneurship and risk-taking mind by inspiring stories of leading entrepreneurs.



### KANSAI SUMMIT

Launched in 2016 as a regional spin-off of NEST with a focus on western regions of Japan.

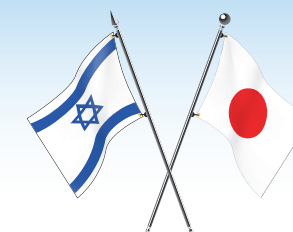
## Contact Us

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### *A key player in strengthening Japan-Israel economic ties*

JETRO is a governmental organization established to promote trade and investment between Japan and the rest of world. We have more than 70 overseas offices in over 50 countries across the world, with our office in Tel Aviv being established in 1997. With the relationship between Israel and Japan growing steadily stronger, and joint development for advanced technologies and business exchange about to start in full force, JETRO is proud to play a proactive role in promoting bilateral business exchange from here on out.

The Japan Israel Innovation Network (JIIN) was launched as a platform to promote innovation exchange between both countries in the field of business. As a core member of JIIN, it is JETRO's hope that this resource, the fruit of our extensive experience and network, will be of assistance to two-way trade and investment.

### *Talk to JETRO First*

Relations between Israel and Japan have grown steadily stronger through visits by ranking officials from both sides, such as by Japanese Prime Minister Shinzo Abe to Israel in January 2015 and May 2018 and by Israeli Prime Minister Benjamin Netanyahu to Japan in May 2014. In recent years, Israel has seen a dramatic increase in the amount of investment from Japan and number of Japanese companies active in the country, an indisputable reflection of the strong interest Japanese business has in Israel.

In cooperation with governmental entities, JETRO Tel Aviv has been conducting a multitude of support activities for both Japanese and Israeli companies, centering on the following: investment promotion, market development, improvement of the business environment and dissemination of information on business opportunities and regulations.



### **(1) Promotion of foreign direct investment (FDI) into Japan**

JETRO promotes FDI into Japan, and offers foreign companies investing in Japan a broad range of support, including one-stop services, business matching opportunities in conjunction with exhibitions and information concerning the investment environment in Japan and government incentive programs through seminars and its website. Examples include support in the launch of NAYAX, a provider of cashless payment and telemetry systems for vending machines, which is eyeing the recent increase in inbound tourists to Japan in the run-up to the 2020 Tokyo Olympics and Paralympics. JETRO also supports the Israel Trade Office in Osaka, which oversees activities related to West Japan for the Israeli Ministry of Economy and Industry, and hosts official delegations on the governmental level and numerous activities with the business sector.

### **(2) Supporting business development in Japan**

Israel has unlimited potential in business with a lively market. JETRO invites Israeli startups possessing advanced innovative technology to CEATEC, Japan's largest Innovation and IT exhibition. These participants are given the opportunity to exhibit, take part in meetings with Japanese companies and make presentations. Likewise, we also dispatch delegations of Japanese companies to DLD Tel Aviv to promote business collaboration between them and Israeli startups.

### **(3) Support for entering the Israeli market**

JETRO assists Japanese companies interested in doing business in Israel by welcoming them at JETRO Tel Aviv and briefing them on Israel's ecosystem, arranging meetings and organizing pitch events at seminars and exhibitions (Cybertech, MEDinIsrael and more).

JETRO Tel Aviv is proud to be a part of the efforts to promote Israeli-Japanese business exchange and will continue to be so in the future. When considering business with Japan, remember: Talk to JETRO First!



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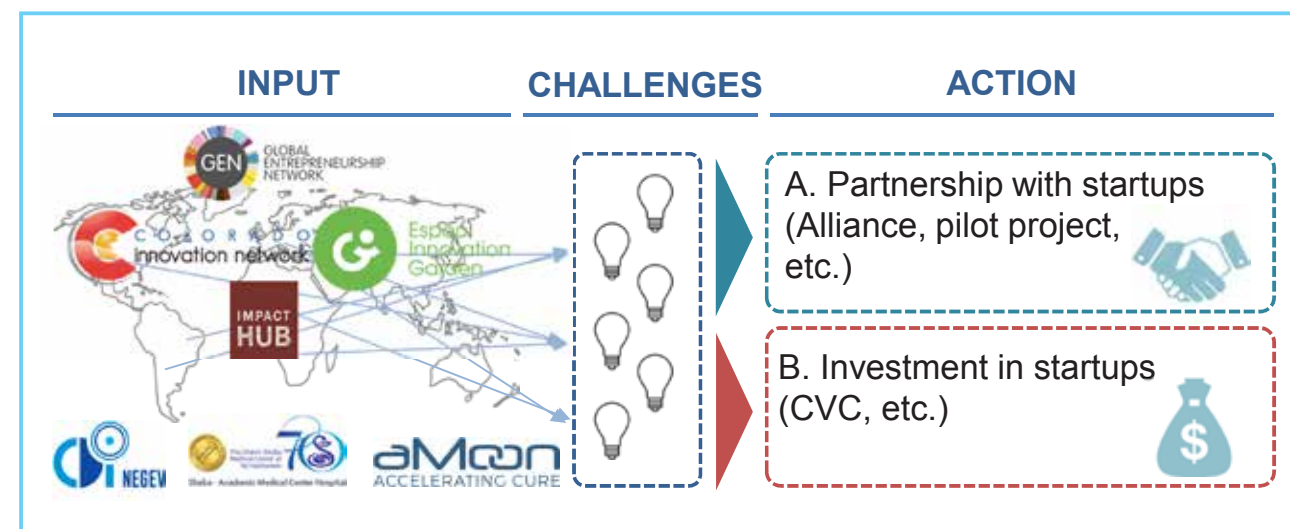


## Expectations for business between Israel

We aim to **connect skilled Israeli startups and entrepreneurs with large Japanese companies** for potential investments and/or partnerships through our 'Startup Program'.

In our 'Startup Program', we take the following approaches to gather the brightest members to solve challenges around the world.

- 1 JIN and our client Japanese corporations will discuss and select a 'challenge' they wish to tackle through business
  - e.g.) Digital Healthcare for an aging population
- 2 JIN and our partner startup-hubs around the world will gather startups who are tackling this challenge, and wish to partner with large corporations
- 3 Our client Japanese corporation will select one or a few startups they are interested in
- 4 The selected startups and Japanese corporate will work together for:
  - a) Pilot project (and potentially more depending on the outcome)
  - b) Investment
  - c) ... and other options depending on each case



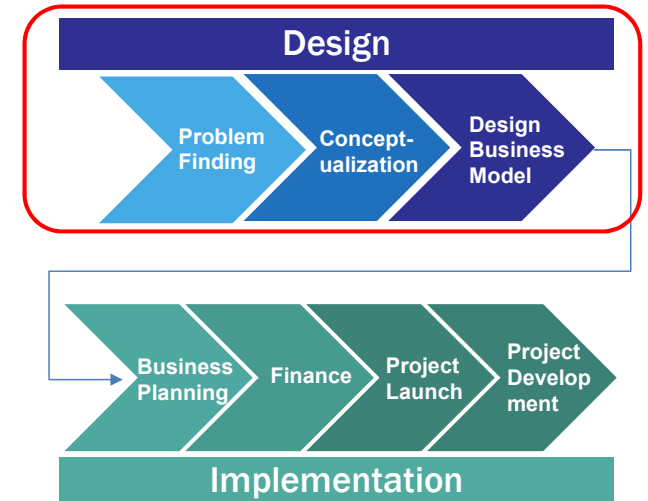
## Who we are

The Japanese Ministry of Economy, Trade and Industry (METI) spent 3 years to understand emerging trends of innovation around the world and made recommendations on how we should change our management style.

Japan Innovation Network (JIN) was founded to implement the recommendations in practice.

JIN is an **accelerator** for large and medium-sized companies to **spur innovation** by implementing "**two-layered management**", a systematic approach to manage Design and Implementation in parallel. (see diagram on right)

We especially focus on the '**Design**' stage to create new businesses, as Japanese companies already excel at implementation.



## What we can offer for Israeli businesses

We hold a strong network across the Japanese government, CEOs of leading companies, global startup hubs, and corporates in many other regions as well.

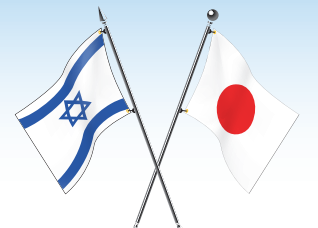
**If you are a startup:** Our latest 'challenge' for the startup program will be 'Healthcare'. We are already in discussion with large corporations, so please contact us (below) to be the first to receive further information.

**If you are a startup-hub/accelerator:** We are constantly looking for skilled startups, and wish to partner with hubs to share information and connect your startups with our Japanese clients. Please let us know if you wish to partner with us, or even just want to introduce your startups for the Startup Program.

**If you are interested in working with Japanese corporates:** Whether you are a startup, large company, research facility, etc. JIN believes in open innovation through collaboration. Please feel free to contact us to discuss potential ways we can collaborate together

### Contact Us

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- (HP) <https://ji-network.org/en/>
- (TEL) +81-(0)3-5510-7188







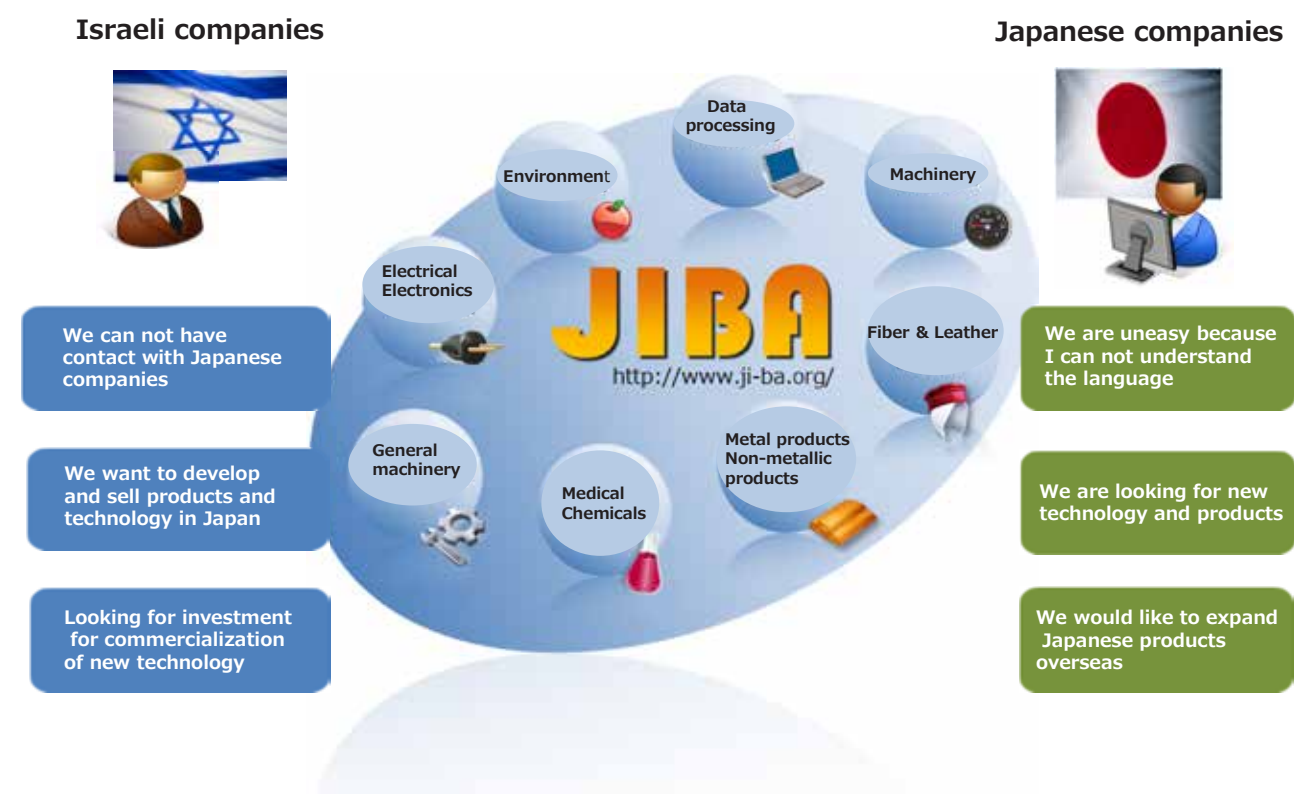
# Japan Israel Business Association, Inc.

## Expectations for business between Israel

We are living in an unprecedented era of change. Japan experienced the long period of high growth, especially in the manufacturing industry. Now, however, the face of industry has changed. Even in the field of manufacturing, a field in which Japan has done very well in the past, it seems that Japan will survive only if it learns new techniques and ways of thinking.

With Prime Minister Benjamin Netanyahu's visit to Japan in 2014 and Prime Minister Shinzo Abe's visit to Israel in 2015, the relationship between Israel and Japan is strengthening. Under such circumstances, "Israel that produce 0 to 1" can perhaps become a good business partner of "Japan making 1 to 100".

Through business with Israel, a world-leader in innovation, Japan may enable itself to rapidly adapt to changes in the industrial structure of the world.



## Contribution of "Japan Israel Business Association, Inc." activities to Israel.

The Japan Israel Business Association (JIBA) was established on November 1, 2016 to promote business between Israeli companies and Japanese companies. As of November 2017, more than 100 Japanese companies have become members of JIBA, and these companies are seeking business opportunities with Israel companies.

The main office of JIBA is located in Tokyo. We introduce Israel enterprises, technologies and services to Japan. We also contact Israel companies in response to inquiries and requests from Japan, and we conduct various investigations and negotiations with Japanese companies.

Mr. Moshe Feldman is JIBA's main supporter in Israel. Mr. Feldman lived in Japan more than 20 years, and he speaks Japanese fluently. Although he usually resides in Israel, he frequently visits Japan to meet representatives of Japanese companies together with the Japanese staff at JIBA in Tokyo.

The secretariat of Tokyo in JIBA is run by Mr. Hika Essai. Mr. Hika is in charge of the operation of JIBA. He is a Japanese graduate of the Hebrew University of Jerusalem, who lived in Israel for 13 years and speaks fluent Hebrew.

Companies wishing to develop their business in Japan, companies seeking investment from Japan, etc. and companies seeking to introduce products, technologies, services, etc. to Japanese companies that are member of JIBA should contact Mr. Moshe Feldman. Mr. Feldman will arrange for publication in Japanese of the products and the technologies of the Israeli companies, and these will appear on the JIBA exclusive site, and the Israeli companies will be introduced to the relevant Japanese member companies. Also the secretariat in Japan issues regular e-mail magazines to member companies to give them the latest information on Israeli technologies, etc.

JIBA has conducted an inspection tour of Israel, and we guide Japanese companies interested in Israel to Israel. There, they visit exhibitions and events, and we coordinate their meetings with companies and arrange for presentations to be made for them by relevant Israeli companies.

Some Israeli companies may be intimidated to do business in Japan because of the language barrier and different business customs. JIBA will help Israeli companies, providing a gateway to Japan with the help of Israeli staff who know about Japan and Japanese staff who know about Israel.



MOSHE FELDMAN

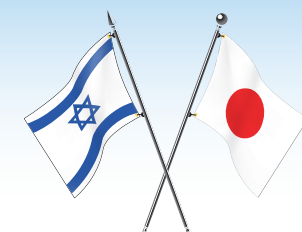


HIKA ESSAI

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## Expectations for business between Israel

Strategic collaboration with external organizations such as research institution, university, startup, or large enterprise with salient technologies/business capabilities in the field of advanced materials has been key driving force at JSR to expand our business as well as to create value through materials to enrich society, people, and the environment under the corporate mission; "Materials Innovation". JSR will pursue possibilities of such collaboration with Israeli organizations that will make the world around us a better place to live and work.

## About JSR

### (1) Profile

JSR Corporation (formerly Japan Synthetic Rubber Co., Ltd.) was established in December 1957 under the Special Measures Law for the Synthetic Rubber Manufacturing Industry with the aim of pioneering synthetic rubber production in Japan. Since transitioning into a private corporation in 1969, JSR has expanded its petrochemical business from synthetic rubber to include emulsions, plastics and other materials, and has augmented business operations for the semi-conductor, flat panel display and optical materials fields by leveraging proprietary polymer technologies. The promotion of the Digital Solutions Business based on IT materials has served as a gateway to innovative changes to the company's business structure.

Recently, the Life Sciences Business as the third business pillar is expanding its scale through measures such as mergers and acquisitions (M&A). A new company was established at the Plastics Business through a merger, too. We will achieve sustainable growth by steadily overcoming issues in each business fields and increasing our profits.

### (2) Products/Services

#### Elastomers Business



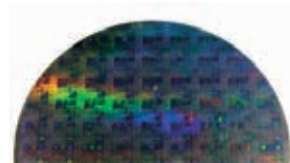
**General-Purpose Synthetic Rubbers**  
• SSBR, ESBR, BR, IR, etc.

**Special-Purpose Synthetic Rubbers**  
• NBR, IIR, EPM/EPDM, etc.

**Thermoplastic Elastomers (TPE)**  
• RB (Butadiene type TPE), etc.

**Emulsions**  
• Paper coating latex, SB latex, etc.

#### Digital Solutions Business



##### Semiconductor Materials

**Lithography Materials**  
• Photoresists, Multilayer materials, etc.

**Advanced Electronic Materials**  
• CMP slurries, Thick-film photoresists, photosensitive insulation materials, etc.



##### Display Materials

**LCD Materials**  
• Alignment films, Protective coatings, Color pigment dispersed resists, Photosensitive spacers, Insulating layers, etc.

**OLED Materials**  
• Insulating layers, Planarization layers, etc.



##### Edge Computing

• ARTON™ (Heat-resistant transparent resin), etc.  
• High-performance UV curable resins, etc.

#### Plastics Business



ABS resins, AES resins, HUSHLOY™ (Anti-squeak material), etc.

#### Life Sciences Business



**In-vitro Diagnostic and Research Reagents**  
• Beads for clinical diagnostics, etc.

**Bioprocess Materials**  
• Protein A chromatography resin

**Drug Discovery Support Services**  
• Development and manufacturing services

#### Other Businesses



• Lithium ion capacitors, next generation technology research, etc.

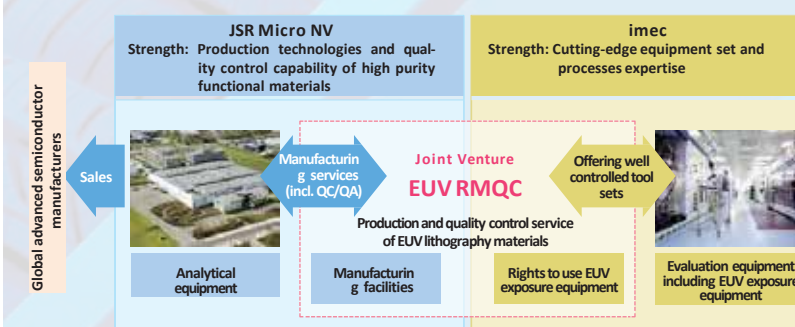
### (3) Strategic Collaborations achieved

JSR has genuinely started strategic investment since 2011 and made more than 20 strategic collaborations such as joint research, development, manufacturing, or marketing so far.

#### Carbon



Strategic investment in US startup (Carbon) with innovative 3D printing technology to launch and drive commercial service in Japan



JSR and imec have established Joint Venture (EUV RMQC) to build infrastructure of production and quality control facility of EUV lithography materials to the semiconductor industry for advanced devices.

#### Series of M&A in Life Sciences Business



JSR provides values to pharma industry by providing products and services in drug development processes ranging seamlessly from the discovery process to GMP manufacturing through acquisitions of Crown Bioscience, MBL, Selexis, and KBI Biopharma.

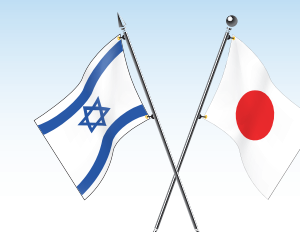
#### Contact Us

##### JSR Corporation

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TEL: +81-3-6218-3500

[http://www.jsr.co.jp/jsr\\_e/](http://www.jsr.co.jp/jsr_e/)





## ● *Expectations for the Strengthening of Japan-Israel Economic Ties*

One of the sources of growth in the Israeli economy is ongoing progress in innovation backed by a culture that tolerates failure.

A synergistic effect towards the revitalisation of bilateral economic exchange could be achieved by having Japan and Israel complemented each other's strengths, keeping in mind the option of having the cooperation taken place not only in Japan or Israel but also in a third country.

Against this backdrop, the Keidanren mission (see below) received warm messages across the board from the Israeli side who expressed their desire to further strengthen bilateral cooperative ties in light of their high evaluation of Japanese companies' expertise and experience.

The time has come for Japan to make proper judgement about how to respond to this eager interest from Israel's private and public sectors.

Keidanren will share the outcomes of a series of interaction with Israeli counterparts through JIIN with Keidanren member companies and will continue to endeavour to further expand and diversify bilateral economic relations with Israel.

## ● *Keidanren Mission to Israel (25 February -2 March 2014)*

### (1) Background and outline

Israel is demonstrating favourable economic growth with the development of its high-tech industries, particularly the information and communications technology (ICT) industry, drawing on its advanced technology based on the strength of its original ideas.

In the past, Keidanren has sent missions to Israel led by the director general in office. Through meetings with Israeli government and business leaders as well as tours of individual companies among others, the mission has sought ways to expand and diversify the economic ties between Japan and Israel.

### (2) Objectives

- ▶ To ascertain Israel's economic development strategy, particularly the priority issues in its foreign economic policy.
- ▶ To exchange views on the potential for collaboration with Israeli companies in specific industrial sectors which are key drivers behind Israel's economic growth, including (a) ICT, (b) aerospace, (c) energy, (d) pharmaceuticals and medical equipment, (e) food, and (f) venture capital.

### (3) Visited persons and organisations

#### [Jerusalem]

- ▶ Prime Minister Benjamin Netanyahu

#### [Tel Aviv]

- ▶ Minister of Economy Naftali Bennett
- ▶ Ministry of Economy Chief Scientist Avi Hasson
- ▶ Manufacturers Association of Israel (President Zvi Oren)
- ▶ IBM Israel Ltd.
- ▶ Israel Aerospace Industries Ltd.
- ▶ Elbit Systems Electro-optics - Elop Ltd.
- ▶ Sol-Gel Technologies
- ▶ Israel-Japan Friendship Society and Chamber of Commerce (Chairman Roni Bornstein)

#### [Nazareth]

- ▶ Nazareth Chamber of Commerce
- ▶ Alfa Omega Ltd.
- ▶ Al Arz
- ▶ Others

### (4) Composition of the mission

The Keidanren mission was composed of representatives of trading, heavy electric industry, electrical machinery, pharmaceuticals, food, and aviation firms, with Keidanren Vice Chairman and Director General Yoshio Nakamura serving as mission leader (19 delegates in total).



Meeting with the Manufactures Association of Israel



Dinner with the Israel-Japan Friendship Society and Chamber of Commerce (Chairman Roni Bornstein)



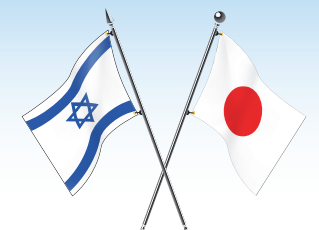
Meeting with Prime Minister Benjamin Netanyahu



Visit to the Nazareth Chamber of Commerce

#### Contact Us

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TEL: +81 (0)3-6741-0171 E-mail : [nis@keidanren.or.jp](mailto:nis@keidanren.or.jp)





## Expectations for relations with Israel



**KEIZAI DOYUKAI** (Japan Association of Corporate Executives; hereafter **Doyukai**) is a private, nonprofit, nonpartisan business organization that was founded in 1946 by 83 prescient business leaders, united by a common desire to contribute to the reconstruction of the war-torn Japanese economy after the World War II.

70 years since then, KEIZAI DOYUKAI has solidified its leadership role in seeking solutions to numerous policy issues related to well-being of Japanese society as a whole.

In 2016, when it was celebrating the 70th anniversary of founding, **Doyukai** published the policy proposal *Japan 2.0: Toward an Optimized Society*, our vision for a sustainable, bold new Japan that will not be bound by past conventions.

In its attempts and efforts to envision the unforeseeable future with a long-term perspective, **Doyukai** launches initiatives to involve wide-ranging stakeholders, leaders all over the world and the next generations in particular, to our policy debate and activities.

**Israel**, the world renowned start-up nation and an unique epicenter of serial innovations, will be one of the key partners for **Doyukai** to exchange ideas and visions to forge our future.

## Contribution to the Israel-Japan Relations

Doyukai chairman Dr. Yoshimitsu Kobayashi, Chairman of Mitsubishi Chemical Holdings, puts strong emphasis on transforming the Japanese society so that it stays competitive and sustainable in the decades to come, in the midst of massive tides of changes such as globalization, digitalization and socialization.

With such awareness as a backdrop, **Doyukai** organized its first high-level official trip to Israel lead by the chairman in May 2016.

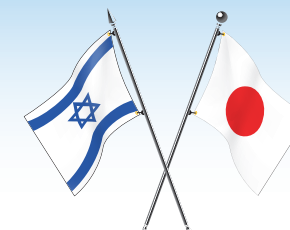
The purpose of the visit was to learn about the mechanism of ceaseless innovation cycle, which made Israel the globally-renowned "start-up nation".

Through meetings with notable figures including late former President of Israel, H. E. Mr. Shimon Peres, H. E. Mr. Reuven Rivlin, President of Israel as well as those representing diverse sectors contributing to innovation dynamism in Israel, the delegates obtained comprehensive understanding of the policies, strategies and ecosystem which promote innovation in Israel, as well as the secrets of successful collaboration among different stakeholders.



### Contact Us

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## Expectations for business between Israel

Israel has many influential people working in various fields all over the world, making it a very attractive environment for global business development. While exploring a wide range of collaboration options and opportunities, from recruitment to business and capital alliance, I would like to contribute to the future development of both countries.

## Activities/Technologies of company

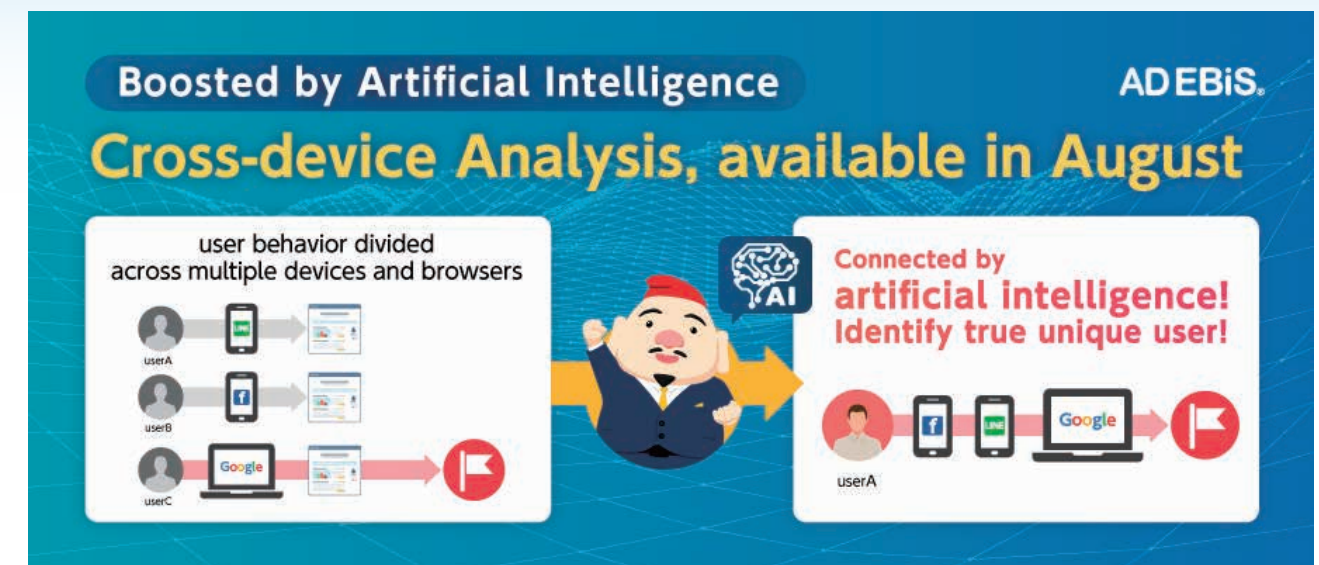
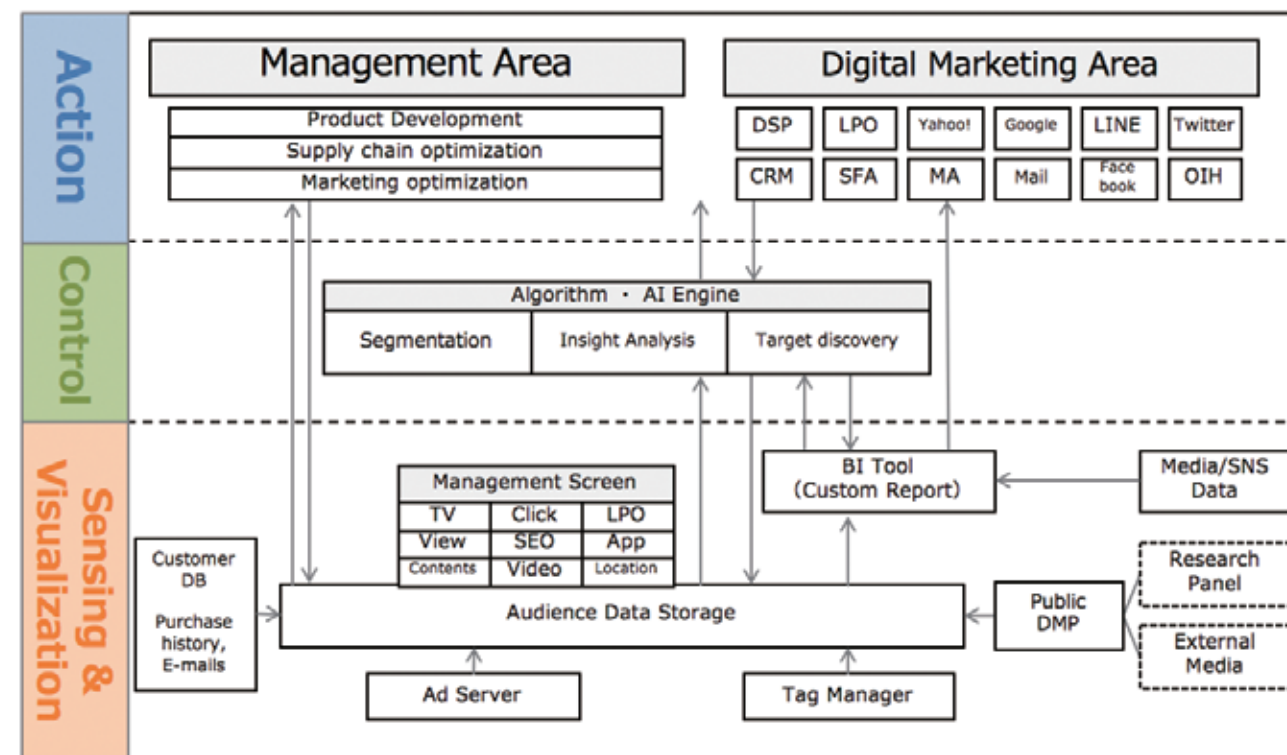
In the ever-evolving and complex Japanese market, we provide technology solutions that enable customers to track and analyze the behavior of website visitors.

Over 9,000 businesses have already adopted our service, as we retain the top national share of internet advertisement measurement solution and are listed as a public company in the Tokyo Stock Exchange (Mothers section).

Our solutions take advantage of the latest in ad technology and artificial intelligence, while connecting to and working seamlessly with many top marketing technology vendors.

Our sights are set on the global market, as we plan to actively expand and improve upon our current service.

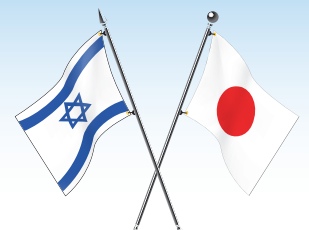
## Marketing Platform Architecture



In August 2018, we released Cross-device Analysis functionality. This allows our customers to accurately measure user behavior across multiple devices and browsers.

## Contact Us

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## Expectations for business between Japan and Israel.

We (MAC Corporation.) think that as 'Made in Japan' Products are now being focused as 'An Excellent Quality' around the World, we believe that there is a Business Chance in Israel too. We would like to introduce our Kitchen Knives in Israel, how our Knives are Excellent.

Light, Well-balanced, Thin Blade, Razor Sharpness makes your Cooking easy and enjoyable then ever. Feel the TAKUMI's splendid work through the Knife !



## Company's Profile and our Knife differences with the Others.

Since 1965, when our Company 'MAC Corporation' was established, following the Company's Policy 'Keep on making a Novelty Kitchen Knife', we have been investigating for more better Material, searching for the Best Production Process, finding the Best Blade Edge Angle to make a Kitchen Knife with a Razor sharp Blade, Longer lasting Sharpness, Easy and comfortable to use, Easy to re-sharpen the Blade.

Within the Production Process, our Knives are still, one piece by one piece, 50% of the Process is made by the Skilled Craftsmen.

Now, our Knives are loved and used by many of the Top Professional Chefs around the World and also in the Home Kitchen too.

### [ Water Polishing Process ]

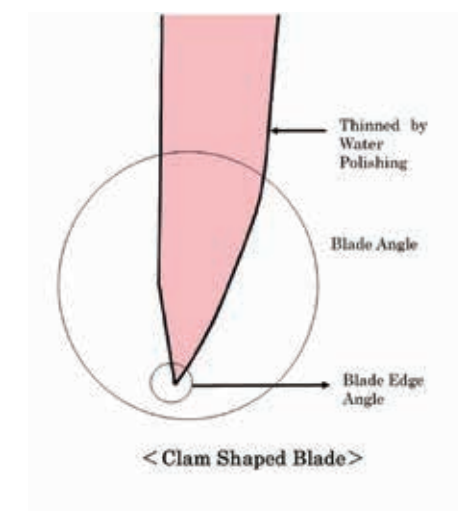
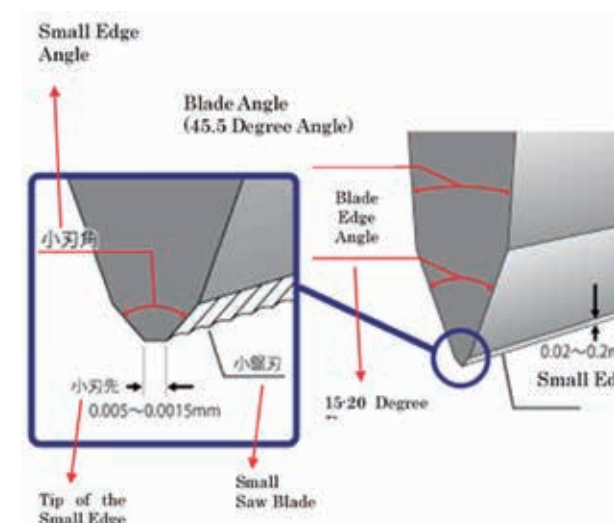
Recently, most of the cheap knives cut this Process to decrease the Cost. This 'Water Polishing Process' can now be done by only few Skilled Craftsmen in Japan also. This Process makes the Blade, thin and with more flexibility than using a machine instead. Without this Process, our MAC Knife cannot be made.

### [ Putting on the Final Edge Process ]

From the Home Kitchen to the Professional Types, all of our Knife's Blade Edges are putted on by the Skilled Craftsmen. Not just once, 3 times to 4 times, so that the Sharpness lasts for more longer period.

### [ Our Blade and Blade Edge Image ]

We call our Blade as 'Clam Shaped Blade'. Using the Water Polishing Process makes this shape. The Shape of our Knife's Blade is like a Blade between the Western Knife's (we call it as 'Double Blade') and the Traditional Japanese Knife's ('Single Type Blade' which comes from the Traditional SAMURAI's KATANA). Thin and Razor Sharp, it is.



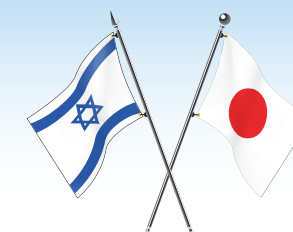
### Contact Us

#### MAC Corporation. Oversea Sales Department.

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Web: <http://www.mactheknife.co.jp/en/>





## Expectations for business between Israel

Makaira is a public affairs consultancy focused on promoting innovative technology and services. We hope to contribute to Israel's business by providing market entry support into Japan's highly regulated and often conservative markets. We are especially strong in government relations, media relations and other forms of stakeholder engagement including with civic sector and the academia.

## Our uniqueness

Makaira is the only public affairs company in Japan that focuses on innovation. Our mission being "Advocacy for Innovation", we are extremely close with the entrepreneurial scene. Many of our clients are Tokyo and Silicon Valley-based tech startups. Another uniqueness is our commitment to social values. We work daily with the nonprofit sector, planning and moderating various conferences for the advancement of society.



Picture: Makaira planned a world peace conference in Hiroshima that brought tech companies and NGOs together.

## Contribution to Israel

Below are the services we offer:

### 1) Policy Advisory and Government Relations



Lobbying the government to adapt existing regulations to new technologies and services. We monitor policies and legislation, draft policy proposals and use our network to provide effective support.

#### (Cases)

- Lobbying for deregulations to allow growth of the sharing economy
- Lobbying for Open Government and E-Government
- Public Awareness campaign strategy for the digital & creative industry etc

### 2) Media Relations and Digital Communications



Integrated media relations and digital communications support to advocate for innovative changes. Activities include media monitoring, press release drafting, making media pitches, holding press events, managing SNS accounts, web advertising and others.

#### (Cases)

- Public awareness campaign to promote social impact investment
- Media relations for a health-tech company
- Media relations for a tech industry organization, including web promotion of their conferences etc

### 3) Event Planning and Management



Planning and executing conferences, symposia and workshops. We coordinate speakers, draft scenarios and moderate panels, utilizing our vast network of academics, entrepreneurs, policy makers, and artists.

#### (Cases)

- Contents planning and scenario writing support for a global entrepreneurship summit
- Content planning and management of an international conference on World Peace organized by a local government
- Management support for an event to enhance IT utilization awareness among SMEs and Start-Ups

### 4) Public-Private-Nonprofit Partnership



We coordinate among the corporate, non-profit, and public sectors to implement CSR and other stakeholder engagement projects. We also coordinate pilot projects in Special Economic Zones to introduce new technologies and services.

#### (Cases)

- Coordinating sharing economy pilot project for tech company local government
- Coordinating a CSR project in the disaster area between a local government and a tech company
- Building a coalition between a women's career support corporation and nonprofits

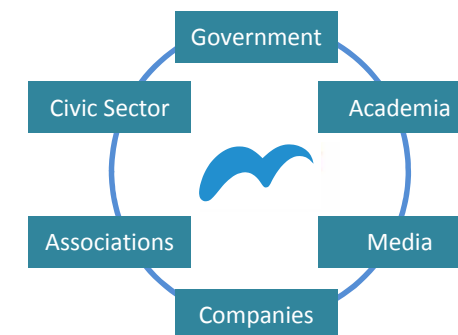
### 5) Public /Non-Profit Marketing and Branding



We provide brand development and target marketing consultation for local governments, industry associations and NGOs. We work with creative agencies to provide implementation support.

#### (Cases)

- Brand strategy development support for a Non-profit organization supporting entrepreneurs
- Advisory involving digital diplomacy, the National Branding, and Soft Power Strategy

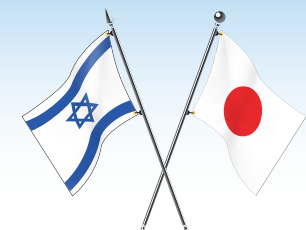


Picture: Makaira CEO speaking at a Sharing Economy conference in France.

### Contact Us

#### Makaira

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## Introduction

Media Tech is a subsidiary of Daiwa House Industry Co., Ltd., the leading & fast growing housing & building company in Japan. We have been contributing to the success and growth of Daiwa House & its group companies by providing them with IT technologies & products.

## Expectations for business with Israel

Now, we want to expand our lines of business and hope to introduce new ideas and new technologies born in Israel to Japanese industries, companies and universities.

## “Contribution to Israel” “Activities/Technologies”

In 2017, one of our staff visited Israel to join the CYBER WEEK 2017. This year, in 2018, we have started trying to find Japanese partners for Israeli companies and an Israeli professor.

2017



We joined CYBER WEEK 2017

2018



A Japanese professor who chairs an industrial workshop and is helping us to find a partner for an Israeli invention.

## Current Business lines

We have two divisions: IT Support Division & IT Management Division

### IT Support Division has five sections

- |   |                    |
|---|--------------------|
| (1) Network Development                 | (4) Hardware Sales |
| (2) Cloud Service                       | (5) Help Desk      |
| (3) Software Sales & System Development |                    |



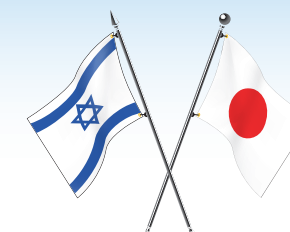
### IT Management Division has four sections

- |                         |                       |
|-------------------------|-----------------------|
| (1) Contents Management | (3) ECM Center        |
| (2) System Development  | (4) Tokyo Copy Center |



## Contact Us

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# Mitsubishi Chemical Holdings Corporation

## Key Areas for Business Engagement with Israel

The core business segments of Mitsubishi Chemical Holdings Group include industrial materials, performance products, and healthcare. The focus markets specified in our Medium-term Management Plan “APTSIS 20” are: (1) Automotive and Aircraft (Mobility), (2) IT, Electronics, and Display, (3) Medical Food, and Bio, (4) Healthcare, (5) Energy and Environment, and (6) Packaging, Labels, and Films. Within this context, we view electronics, display, sensor, and battery materials, water treatment technology, plant growing systems, material informatics, medical diagnostics, and tissue-engineered medical products as promising subjects to collaborate with Israel start-ups and research institutes.

## Israel-related Business Activities of Mitsubishi Chemical Holdings

Mitsubishi Tanabe Pharma Corporation announced the acquisition of the Israel company NeuroDerm (October 2017).

With the support of the Israeli embassy, Mitsubishi Chemical Holdings, along with operating companies Mitsubishi Tanabe Pharma and Life Science Institute, visited Israel to interview more than 20 bio-related start-ups (March 2017).

### Mitsubishi Chemical Holdings Corporation

**Profile\***

Established	October 3, 2005
Head office	1-1, Marunouchi 1-Chome, Chiyoda-ku, Tokyo
President & CEO	Hitoshi Ochi
Paid-in capital	¥50.0 billion
Listings	Tokyo Stock Exchange
Activities	Management of the Group companies (Development of Group strategies and allocation of financial resources, etc.)
Business domains	Performance Products, Industrial Materials and Health Care
Consolidated sales revenue (IFRS)	¥3,724.4 billion
Consolidated core operating income (IFRS)	¥380.5 billion
Number of employees (consolidated)	69,230
Website	<a href="http://www.mitsubishichem-hd.co.jp/english/">http://www.mitsubishichem-hd.co.jp/english/</a>



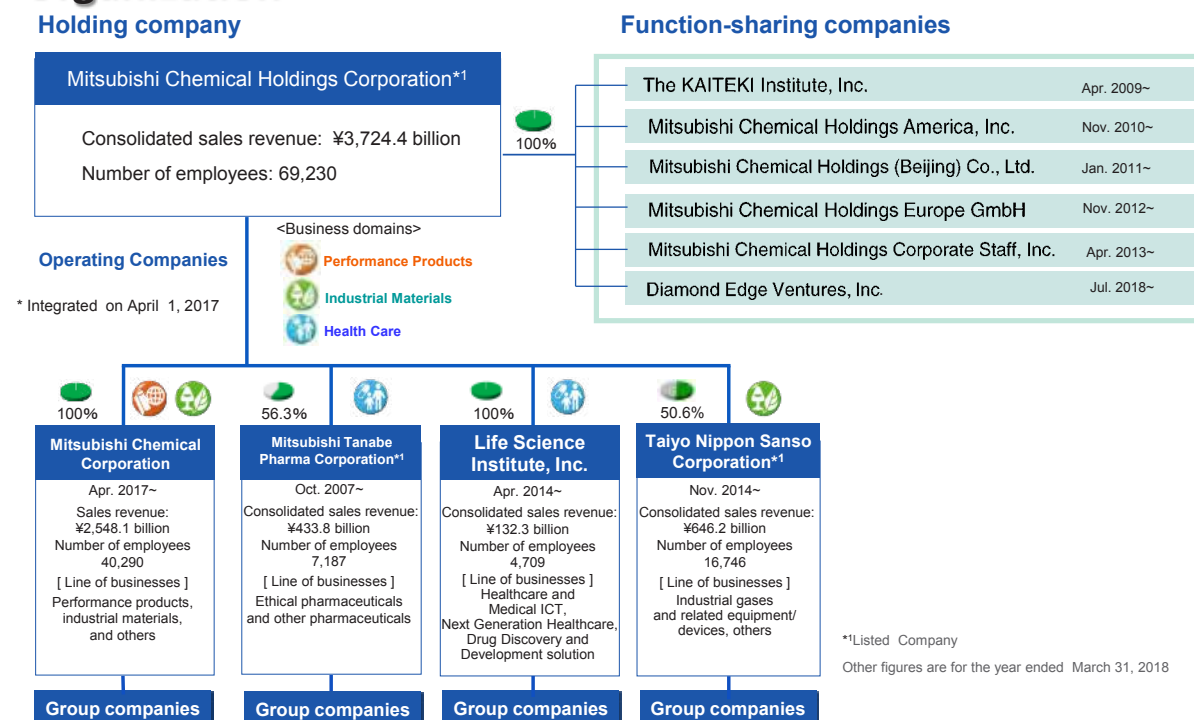
**Hitoshi Ochi**  
Representative Corporate Executive Officer,  
President & CEO

\*All figures are for the year ended March 2018 (FY2017).

The Mitsubishi Chemical Holdings Group consists of about 700 companies: the holding company Mitsubishi Chemical Holdings, its about 500 consolidated subsidiaries including Mitsubishi Chemical, Mitsubishi Tanabe Pharma, Life Science Institute, Taiyo Nippon Sanso, and its about 130 equity-method affiliates.

Under our corporate slogan “KAITEKI Value for Tomorrow,” we promote corporate activities aiming to realize KAITEKI.

## Organization



## Main Businesses



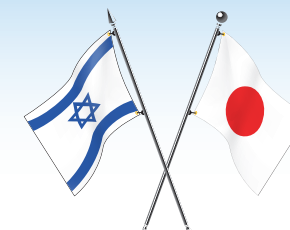
## Contact Us

Mitsubishi Chemical Holdings Corporation, Emerging Technology and Business Development Office, Technology Strategy Group  
Katsuji Tanaka

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Home Page: <http://www.mitsubishichem-hd.co.jp/english/>

TEL: +81-50-3139-3916 E-mail: [tanaka.katsuji@mp.mitsubishichem-hd.co.jp](mailto:tanaka.katsuji@mp.mitsubishichem-hd.co.jp)





## Expectations for business with Israel

- Mitsubishi Corporation will establish new office in Tel Aviv in January 2019 formally. We would undertake and represent all the necessary liaison activities, namely seeking for the business opportunities in Tel Aviv which would be meaningful and fruitful for both between the head office of Mitsubishi Corporation, its subsidiaries and/or our clients and Israel, and finding potential business partners in Israel from the perspective of investment from Tokyo.
- We would like to materialize multiple direct investments to Israeli startup companies in the field of AI/IoT business from perspective of Mobility, Health care, Robotics and so on.



[Headquarter office in Tokyo]

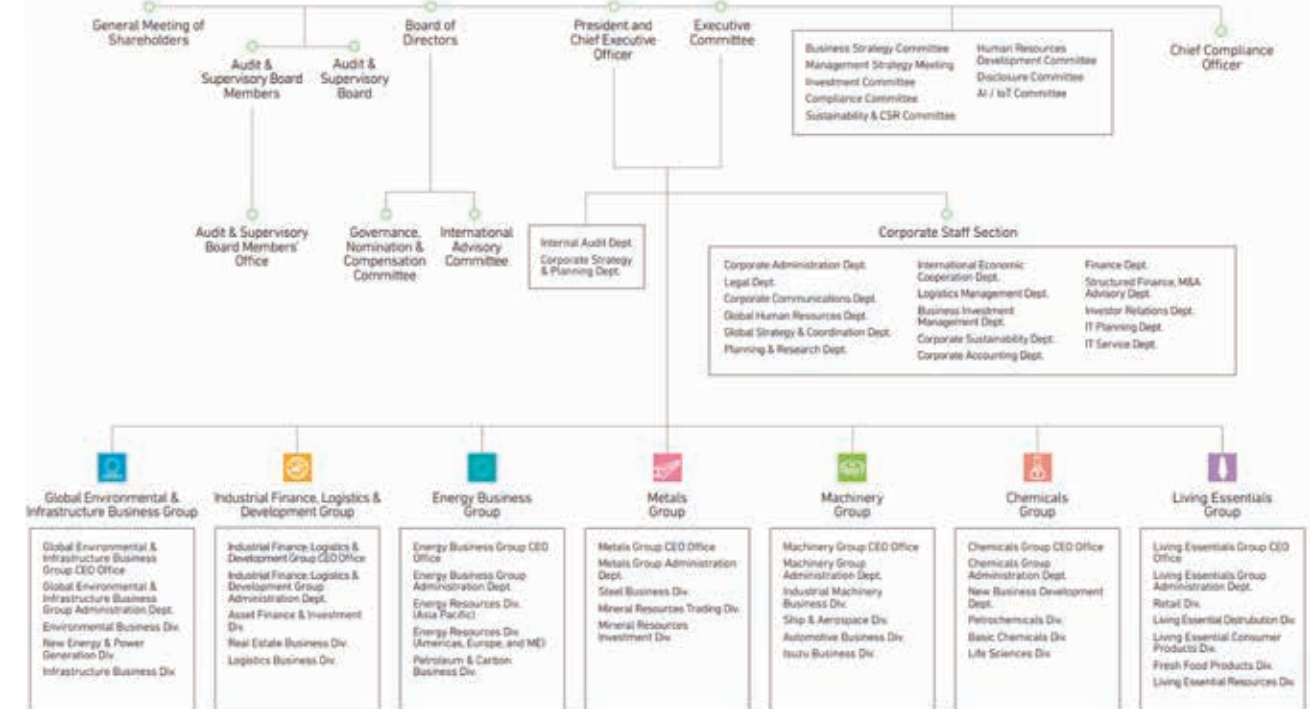
## Introduction of Mitsubishi Corporation

- Mitsubishi Corporation (MC) develops and operates businesses across virtually every industry, including industrial finance, energy, metals, machinery, chemicals, and daily living essentials. MC's current activities have expanded far beyond its traditional trading operations to include investments and business management in diverse fields including natural resources development, manufacturing of industrial goods, retail, new energy, infrastructure, finance and new technology-related businesses.
- With over 200 offices and subsidiaries in some 90 countries and regions worldwide and a network of approximately 1,400 group companies, MC employs a multinational workforce of over 70,000 people.



## Organizational Structure

(As of July 1, 2018)



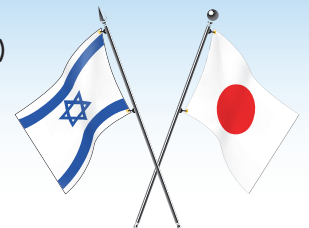
## Contact Us

Mitsubishi Corporation Tel Aviv Liaison Office / Mr. Takashi KAI (General Manager)

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P.O.BOX 50258 Tel-Aviv 68125 ISRAEL

Email: takashi.kai@mitsubishicorp.com





## Expectations for business between Israel

- Our Thermal-Power and Environment Technologies Open the Door to a Brighter Future for Israel.
- We Propose the Best Solution with State-of-the-Art Gas Turbine Technology.

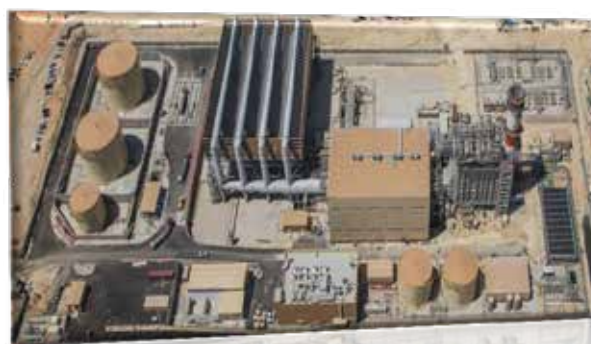
### For Base Load /Middle Load Electric Power

- Large-scaled and high efficient Gas Turbine as replacement of old-aged coal fired power stations



### For Peak Load Electric Power

- Aero Derivative Gas Turbine as ancillary units for Renewable Energies



OPC Rotem Ltd. 440MW Natural Gas Fired Combined Cycle Power Plant, Operation since 2013 with High Availability and Efficiency

Zomet Energy Ltd. 400MW Kiryat Gat Natural Gas Fired Power Station, Awarded on September, 2018





**MITSUBISHI**  
HEAVY INDUSTRIES

MOVE THE WORLD FORWARD

+



**HITACHI**  
Inspire the Next

**Energy & Environment, Power Systems Division**

MHPS supports a brighter future for people everywhere through innovations in thermal power generation and environmental technology.

**Power Systems Company**

For a sustainable society, we are developing the world's most efficient power-generation equipment and creating solutions that apply state-of-the-art digital technology to improve thermal power plant operations. As a global leader in the field, we work to contribute to the enrichment of lives through a safer and more secure environment.



※Items in the red box: MHPS products

 Gas Turbine Combined Cycle (GTCC) Power Plant	 Integrated coal Gasification Combined Cycle (IGCC)	 Energy Management System	 Water Turbine
 Wind Turbines		 Gas Engine & Diesel Engine	 Steam Power Plant (Boiler & Turbine, Generator)
 Waste to Energy System		 Organic Rankine Cycle (ORC)	 Geothermal Power Plant
		 Energy Storage System (ESS)	



### Contact Us

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## Expectations for Business between Israel

On October 18, 2017, Mitsubishi Tanabe Pharma Corporation (MTPC) acquired all of the outstanding shares of the Israeli company NeuroDerm Ltd., for a total diluted equity value of US\$1.1 billion. As a result, we were able to welcome NeuroDerm as a company-member of the MTPC group. NeuroDerm is a clinical-stage pharmaceutical company that develops novel formulation technology and drug-device combinations for Parkinson's disease. NeuroDerm is the first company in the world to develop liquid levodopa and carbidopa. As shown in the figure below, ND0612 can be continuously and subcutaneously administered over a 24-hour period, through a small belt-worn pump.

NeuroDerm is a company with novel formulations research and superior technical development capabilities in combining drug products and medical devices. Since Israel is one of the world's leaders in the development of medical devices, many medical device companies have facilities in Israel.

### Pipeline Products

Products	Generic Name	Expected Indication	Stage	Target Launch
ND0612	Levodopa / Carbidopa Continuous SC pump / patch pump	Advanced Parkinson's disease	P3 In preparation	FY2019
ND0701	Apomorphine Continuous SC pump	Severe Parkinson's disease	P1	-



MTPC refers to the fusion of pharmaceuticals and devices/chemical materials as "Designed Pharmaceuticals." It focuses on this field in order to maximize the value of original pharmaceutical products.

In addition, since Israel includes many start-up companies, such as those from Boston (Massachusetts) and Silicon Valley (California), MTPC expects to collaborate with them in the near future.

### Expected Synergy

- New chemical entity discovery research
- Global business foundation
- Solid financial base
- Company lasting more than 300 years

Development of new treatments

ND-0612  
ND-0701  
⋮

- Ideas generation to solve clinical problems
- Formulations research and device development capability
- Efficient R&D execution utilizing third-party resources
- Entrepreneurship

Mitsubishi Tanabe Pharma



NeuroDerm

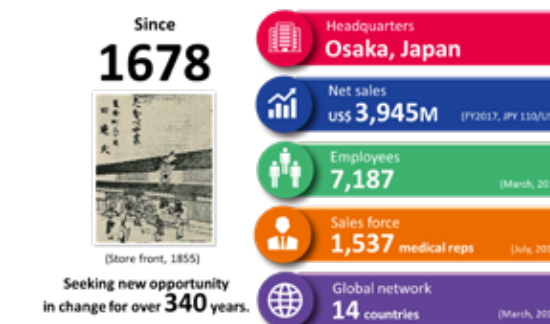


## Activities/Technologies of Mitsubishi Tanabe Pharma Corporation (MTPC)

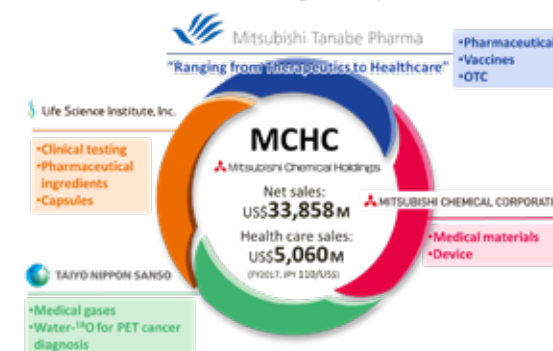
MTPC, founded in 1678, is the oldest pharmaceutical company in Japan and the second oldest pharmaceutical company in the world. Based in Osaka, Japan, MTPC includes a consolidated workforce of 7,187, US\$3,945 million in sales, and 1,537 sales representatives. It has also established research and development (R & D), production, and sales facilities throughout the world, with its latest addition in Israel.

Mitsubishi Chemical Holdings Corporation consists of four operating companies in the healthcare field: 1) Mitsubishi Chemical, which supplies medical and packaging materials; 2) Taiyo Nippon Sanso, which supplies medical gas; 3) the Life Science Institute, which supplies diagnostic tests for drugs and capsules; and 4) MTPC, which develops medical drugs and vaccines. All of these operating companies work closely with one another. MTPC has been recognized by some analysts as a "company with the capacity to create new, innovative drugs." To date, we have created the world's first SGLT2 inhibitor, "Canagliflozin" (for Type-2 diabetes), "Fingolimod" (for multiple sclerosis), "Edaravone" (for ALS), and "Diltiazem" (for hypertension), all of which have obtained approval in many countries around the world, and in particular Canagliflozin and Fingolimod have already got approval in Israel market. Based on these achievements, MTPC has won "The Pharmaceutical Society of Japan Award for Drug Research and Development" a total of four times. MTPC maintains its commitment to contribute to the health and well-being of individuals through the creation of new, innovative pharmaceuticals.

### Mitsubishi Tanabe Pharma Corporation



### Mitsubishi Chemical Holdings Group



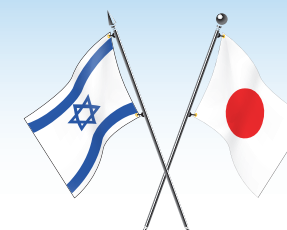
### Blazing a Trail with First-in-Class Drug Discovery



### Contact Us

#### Mitsubishi Tanabe Pharma Corporation

HP: <http://www.mt-pharma.co.jp/>  
3-2-10 Dosho-machi, Chuo-ku, Osaka 541-8505 Japan  
Contact person: himizu.mikio@mv.mt-pharma.co.jp





## Expectations for Israel

As the global data economy and digital transformation evolve, and new business models are created, Mitsui & Co., LTD. (Mitsui) expects to find innovative companies and technologies in Israel, to support our global strategy.

Mitsui's Medium - Term Management Plan (May, 2017) titled "Driving Value Creation" defines mobility, healthcare, nutrition & agriculture and retail & services as new growth areas. Mitsui will seek partnership with Israeli innovation toward building global sustainable business in these areas, and other domains of relevance to Mitsui's global business, described below.

## 6 business areas

Providing new value across a broad range of business domains, leveraging our business engineering capabilities and diverse experience.

<b>Metals</b>	<p>Through business development, logistics and trading of mineral and metal resources, metals and steel products, we reinforce a comprehensive value chain to secure a stable supply of the resources, materials and products necessary for both industry and society. We are also active in metal recycling and other initiatives to develop industrial solutions to environmental issues.</p>	<b>Energy</b>	<p>Through upstream development, logistics and trading of energy resources such as oil, natural gas/LNG, coal and uranium, we contribute to the stable supply of energy vital to both industry and society. As part of efforts to achieve a low-carbon society, we are also actively involved in next-generation energy and environmental businesses.</p>
<b>Machinery &amp; Infrastructure</b>	<p>We contribute to creating better lives through the long-term, reliable supply of social infrastructure such as electricity, gas, water, railways and other logistics infrastructure. We provide sales, financing, lease, transportation and logistics, and project investment in a wide range of machineries, including large-scale plants, marine resource development facilities, ships, aerospace, motor vehicles, construction/mining machinery and industrial machinery.</p>	<b>Lifestyle</b>	<p>Adapting to changes in consumption and lifestyles while meeting consumers' diverse needs, we provide value-added products and services, develop businesses and make investments in the fields of food resources, food products, retail support business, medical and healthcare, fashion, forestry plantation resources and real estate-related business.</p>
<b>Chemicals</b>	<p>Our chemicals business encompasses trade and investment in a range of industries, from upstream chemicals such as basic chemicals and fertilizer resources, through to downstream chemicals such as functional materials, electronics materials, fertilizers, agricultural chemicals and specialty chemicals. We are also pursuing new initiatives such as green chemicals</p>	<b>Innovation &amp; Corporate Development</b>	<p>Through our ICT, Finance and Logistics business, we work on a diverse range of projects aimed at developing innovative business and expanding our business field. At the same time, we aim to strengthen our company-wide earnings base by pursuing strategic projects and new opportunities and providing specialized functions that contribute to the whole Mitsui &amp; Co. group.</p>

## Activities in Israel

Since opening a liaison office in Tel Aviv 22 years ago (1997), Mitsui & Co., LTD. (Mitsui) is actively involved and investing in various business fields in Israel.

### Business Segment

### Description



- Launched a new Venture Capital fund, Magenta Venture Partners, dedicated for Israeli companies together with strategic Japanese investors.
- Distribution of Israeli high-tech solution and products to Japan.

Portfolio companies...



- Supply various steel products from Japanese and Asian sources to Israeli market.

- Supply of Japanese premium general merchandise products to Israel.

- Supply of raw materials to Israeli Chemicals manufacturers.
- Developing vegetable seeds business.

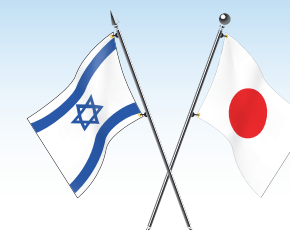


- Strategic partnership with Israel Aerospace Industries - M&B Conversions.
- Supporting Homeland security business, utilizing Israeli products.

- Monitoring developments in Israel, as part of our globally active role throughout the Energy value chain.

### Contact Us

Liaison Office of MITSUI & CO., LTD. in Tel Aviv  
 ADDRESS: Amot Atrium Tower 6F, 2 Ze'ev Jabotinsky Rd,  
 Ramat Gan 5250501, Israel  
 TEL: +972 (0) 3 696 0503 EMAIL: tlv@mitsui.com  
 WEB: <http://www.mitsui.com/jp/en/index.html>



## Expectations for business between Israel

In addition to the conventional trading company function, we, NAGASE Group, are expanding a unique and high value-added business model by integrating manufacturing/processing and R&D functions.

Sales/service companies: 54 in 21 countries

Manufacturing/processing companies: 45 in 11 countries

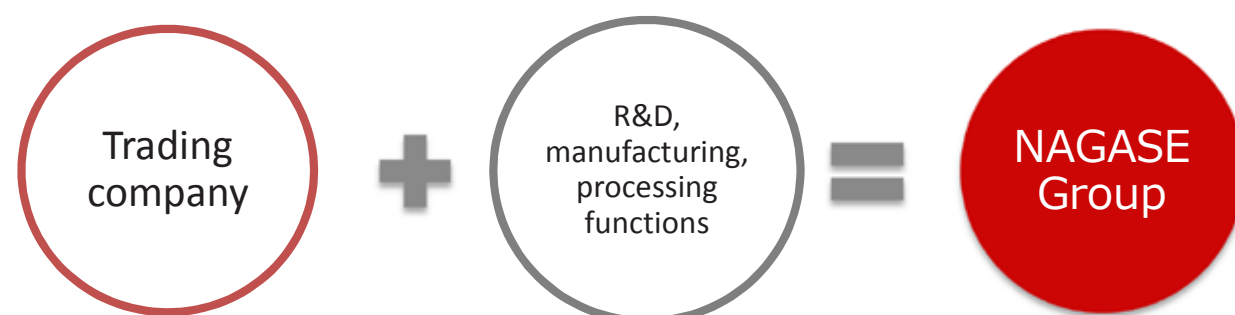
We believe in winning combination of Innovative technology from Israel and our experience and expertise in finding specific needs and right business networks in Japanese and Asian markets for mutual growth.

## NAGASE Group Focuses on technologies/solutions of...

- Medical Equipment: Medical Image related technology, Exam/Screening, Diagnosis system
- Automotive: ADAS, LiDAR, Sensors
- Nano technology, Advanced Material
- 3D printing
- Cosmetics, Food and Feed material
- Antibacterial and Antifouling technology
- Industrial IoT, Agri-tech

### Business Partnership

Distribution /Production (Localization and Customization) /JV /Joint R&D  
Raw material and component supply



**185 years in business**

*We Identify, Develop and Expand new businesses*

## NAGASE Group Businesses



### Current Business Domain

Paints and inks, urethane, Petrochemicals, plastics, electronic materials, semiconductors, industrial oil, etc.	Plastic sheets and films, print materials, fiber processing, office automation, electronics and consumer electronics, etc.	Electronic components, displays, heavy electric machinery, semiconductors, environment and energy, etc.	Automotive and automotive parts industries, batteries, photovoltaics, lighting,	Foods, pharmaceuticals and medical, diagnostic drugs, cosmetics, household goods, agricultural, fisheries and livestock
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### Technology Areas of Interest

Antibacterial Antifouling Water treatment Functional Materials	3D Printing Nano Material	Display Optics Semiconductor Industrial IoT	Autonomous ADAS LiDAR Functional Materials Battery/PV	Medical Equipments Cosmetics Food & Feed Supplements
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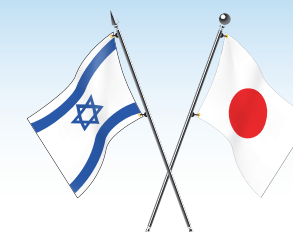
## Company Profile

- Company name: NAGASE & CO., LTD.
- Founded: June 18, 1832
- Paid-in capital: ¥ 9.6 billion
- No. of employees: Consolidated - 6,241 , Parent - 944 ( as of March 31, 2017 )
- Main business: Import/export and domestic sales of chemicals, plastics, electronics materials, cosmetics and health foods
- Group companies: 99 ( 39 in Japan ,60 overseas ) as of March 31, 2017
- Consolidated sales: ¥ 722.3 billion ( results for FY2016 )
- Profit attributable to owners of the parent ¥ 10.3 billion ( results for FY2016 )

## Contact Us

### NAGASE & CO., LTD.

Corporate Planning Div.  
Nahomu Kameda  
E-mail: nahomu.kameda@nagase.co.jp  
Tel: +81-3-3665-3640 Fax: +81-3-3665-3135





## Developing Cooperation Framework Between Israel and Japan

Business activities between Israel and Japan are becoming increasingly important. In addition, the need for collaboration in the research and development field is also growing, and promotion of international open innovation is needed.

In response to this, in order to promote R&D cooperation between Japanese companies and Israeli companies, the Ministry of Economy, Trade and Industry of Japan and the Ministry of Economy of Israel concluded a Memorandum of Cooperation in July 2014 to promote project formation and construct a framework for financial support.

Based on the memorandum of cooperation, NEDO and the Israeli Industrial Technology Research and Development Center (reorganized as the 'Israel Innovation Authority' in 2016) also concluded a memorandum of understanding to cooperate and promote joint R&D by companies of both countries through holding of public solicitations, evaluations of submitted proposals for R&D, and the provision of subsidies.



MOC signed by Mr. Bennett and Mr. Motegi on July 6, 2014



MOU signed by Mr. Hivert and Mr. Furukawa on July 6, 2014

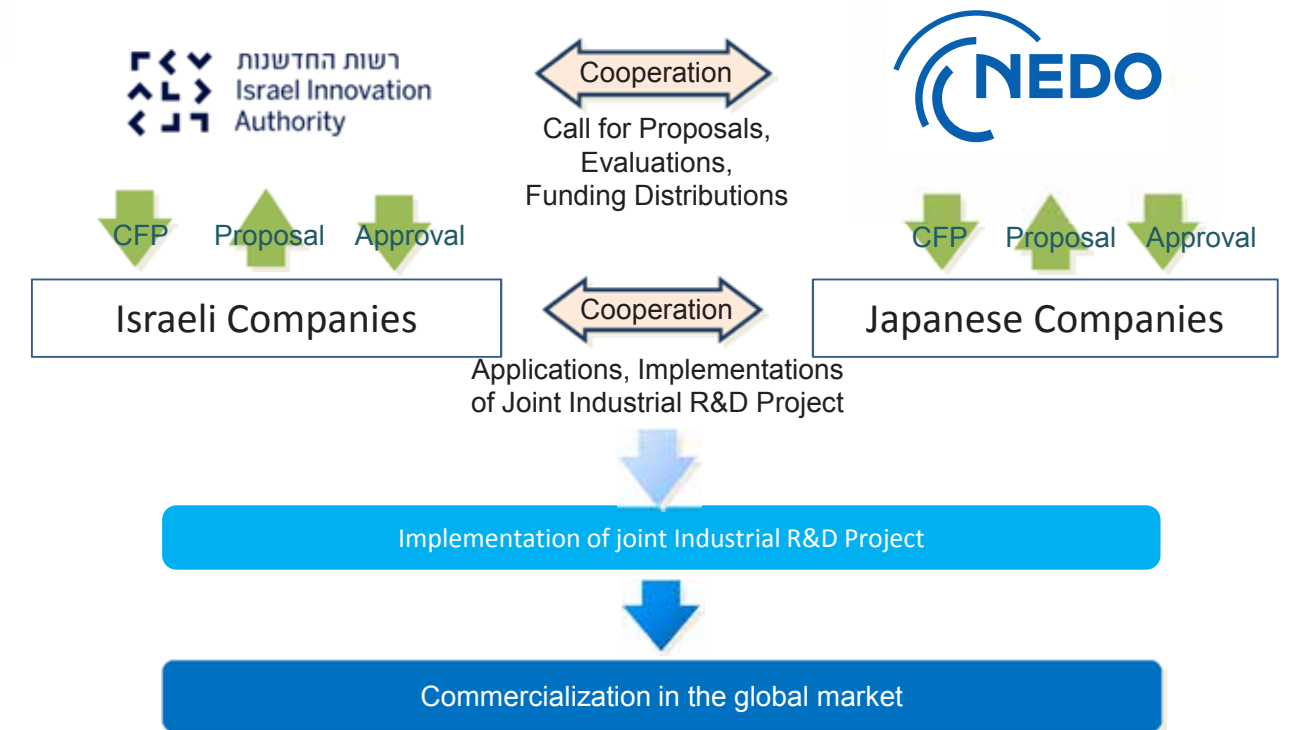
## NEDO and IIA R&D Cooperation Program

NEDO plays an important role in Japan's economic and industrial policies as one of the largest public research and development management organizations. It has two basic missions: to address energy and global environmental problems and to enhance industrial technology.

Based on a memorandum of understanding, NEDO has been carrying out a joint R&D support program (co-funding activities) in collaboration with the Israel Innovation Authority since 2015.

Under the program, IIA provides assistance to Israeli companies and NEDO provides support to Japanese companies through subsidies and other support. Israeli companies who are interested in conducting R&D together with Japanese companies, please consider participating in the program. To learn more about the NEDO and IIA R&D Cooperation Program and obtain contact details, please visit the website below.  
<https://innovationisrael.org.il/en/program/japan-israel-rd-cooperation-program>

## R&D Cooperation Program



### Approved projects

Project	Japanese Company	Israeli Company	Status
Cyber Physical Integrated Security Platform	NEC Corporation	Radiflow Ltd.	completed
An Automatic Speech Recognition (ASR) with Optical Microphone based Earset for improved speech recognition under high noise environment	Fuetrek Co., Ltd. ATR-Trek Co., Ltd.	VocalZoom Systems Ltd.	completed
Development of the Augmented Reality indication technology for object tracking in Head Up Display	Ricoh Company, Ltd.	Secure4drive Communication Ltd. (i4Drive)	completed
Autonomous Distributed Communication System: An autonomous 4G wireless communication solution providing over-IP voice and video services in an isolated high-survival emergency network	Japan Radio Co., Ltd.	Mer-Cello Wireless Solutions Ltd.	completed
Printed Nanotechnology Smart Pinch Valve	Asahi Yukizai Corporation	FeelIT Technologies Ltd.	on-going
Next Generation Mobile Communication System for Public Safety and Private Network	Japan Radio Co., Ltd.	Neragon Networks, Ltd.	on-going

### Contact Us

[international@ml.nedo.go.jp](mailto:international@ml.nedo.go.jp)

- New Energy and Industrial Technology Development Organization (NEDO)
- Muza Kawasaki Central Tower, 1310 Omiya-cho, Saiwai-ku, Kawasaki City, Kanagawa 212-8554 Japan
- <http://www.nedo.go.jp>



## Expectations for Business with Israeli Partners

Founded in 1936, NGK Spark Plug is a comprehensive manufacturer of fine ceramics, including world's top-share-holding spark plugs and oxygen & other sensors for automobiles, semiconductor packages, cutting tools, medical products, etc.

In order to strengthen our business for future, we would like to create new business pillars in such fields as environment & energy, next-generation automobiles, and medical & healthcare, but not only limited to these fields. We strongly believe Israel has such great capabilities to create new and innovative business idea and technologies to change the future world. And we would like to find partners who can help us expand our business portfolios.

## NGK Spark Plug's Strength

- A ceramic components manufacturer with mass production capability
- Abilities to combine ceramic with other materials such as metal and organic
- World's Top Market Share in Spark Plugs, Glow Plugs, Oxygen Sensors, & Exhaust Gas Temperature Sensors for Automotive
- Business connections with all key 4-wheel and 2-wheel OEMs around the world
- Worldwide distribution channels for automotive aftermarkets
- Strong R&D team from materials to applications development
- Venture Lab in Santa Clara, CA, USA with fast and flexible decision making

### <Main Products>

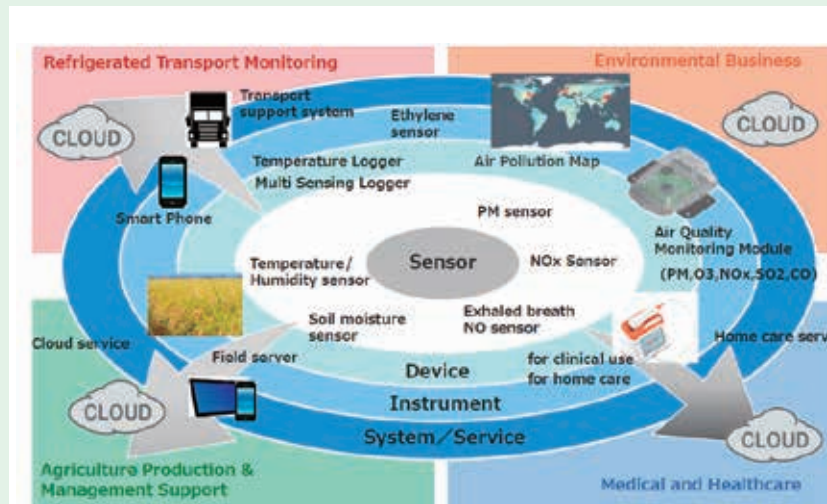


### <Recent Activity for New Business Creation>

- Acquisition of 3 companies involving oxygen concentrator business from Chart Group, an American market leader of oxygen therapy system industry
- Build a global value chain for development, production, and sales

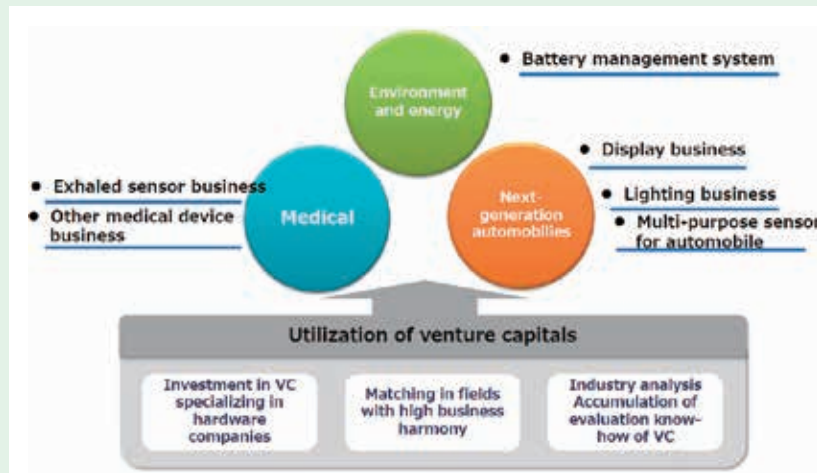


### <Mid-Term New Business Perspective> -Sensing-

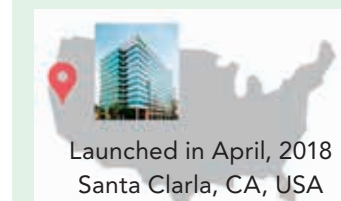


- Utilize our sensing technologies grown in automotive industry by applying them to 4 business fields
- An example in medical application is investment in a startup, Spirosure, who develops breath analyzer for asthma patients.
- Another example in logistics is a development of postharvest transportation monitoring system for fruits & vegetables focusing on ethylene gas.

### <New Business Creation> -Fields under Investigation-



### <Venture Lab>

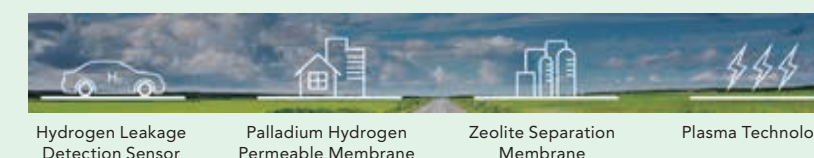


Launched in April, 2018  
Santa Clara, CA, USA

- Accelerated the speed for investigation & decision making
- Increased the number of new business proposals

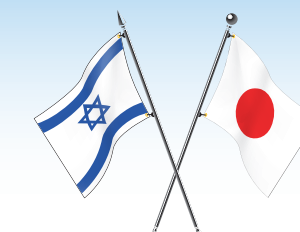
### <Open Innovation> -Our New Challenges-

- Looking for partners who can create new values and contribute to the society with us.



### Contact Us

NGK Spark Plug Europe GmbH, Harkortstrasse 41, 40880 Ratingen, Germany  
www.ngkntk.co.jp/english,  
Kisara Saito (Ms.) / Business Development and Marketing Manager  
+49-2102-974-596, k\_saito@ngkntk.de



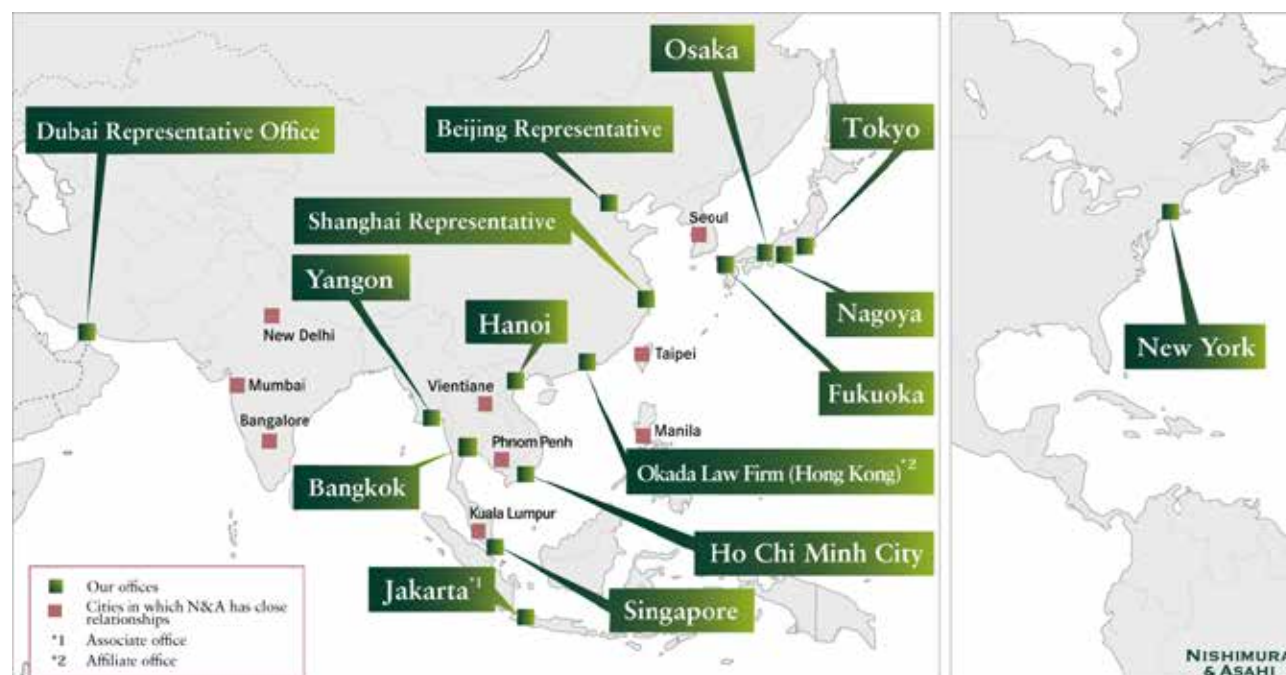


## ● *Expectations for business between Israel and Japan*

Nishimura & Asahi is Japan's largest law firm, covering all aspects of domestic and international business and corporate activity. The firm has nearly 600 Japanese and foreign lawyers - employing over 700 support staff, including tax accountants, patent attorneys, senior Japanese and foreign business support professionals, and paralegals.

Through the enhancement of professional and organizational synergies, a result of the firm's expansion, we are able to provide an unprecedented level of client service in highly specialized and complex areas of commercial law.

Nishimura & Asahi has considerable experience in advising Israeli companies investing in Japan, as well as Japanese companies investing in Israel. In addition to world-renowned, listed, and start-up companies, we have also advised venture capital and financial investors. We are proud of our achievements in providing world-class legal services to our clients to enable them to succeed in conducting business in both Israel and Japan.



## ● *Firm Profile*

### Overview of the Firm

- ◆ One of the oldest, and now the largest, full-service law firm in Japan.
- ◆ Nearly 600 attorneys with expertise in virtually every area of law relating to commercial and financial activity.
- ◆ Clients include top-tier Japanese and foreign companies and financial institutions, as well as Japanese administrative agencies, foreign governmental entities and international organizations.

### Our Expertise

- ◆ Recognized as a firm that successfully addresses client matters by mobilizing and focusing its wide range of expert resources to handle complex, time-sensitive issues.
- ◆ N&A is a fully integrated law firm with a partnership that acts as a single unit.
- ◆ Almost all of N&A's senior attorneys have studied and/or practiced law abroad and are admitted to practice in the United States.
- ◆ N&A has expert resources including a former Justice of the Supreme Court and former directors and other officials of the Ministry of Finance, Financial Services Agency, Ministry of Economy, Trade and Industry, Ministry of Justice, Ministry of Foreign Affairs and the Public Prosecutors' Office (including a Deputy Attorney General).
- ◆ Our attorneys don't just identify legal issues -- they provide "client solutions".

### Selected Honors

- ◆ Included in GAR100 and GCR100
- ◆ Top Japanese law firm brand in Acritas Asia Pacific Law Firm Brand Index 2018
- ◆ Seven wins at the ALB Japan Law Awards 2018
- ◆ Tier 1 for Commercial and Transactions disputes in Japan- Benchmark Litigation Asia-Pacific 2018
- ◆ Asialaw Profiles 2019: Outstanding Firm
- ◆ Recognized by Asialaw Leading Lawyers 2018
- ◆ Tier 1 in Asian Legal Business M&A Rankings 2018
- ◆ National Law Firm of the Year (Japan) - Asialaw & Benchmark Litigation Asia-Pacific Dispute Resolution Awards 2018
- ◆ Recognized by Who's Who Legal: Japan
- ◆ Legal Adviser of the Year at the inaugural Mergermarket Japan M&A Awards 2018
- ◆ Recognized by Expert Guides
- ◆ Tier 1 firm in Japan: Asia IP 2018 Trademark Survey
- ◆ M&A Deal of the Year (North Asia) and Finance Deal of the Year (Projects and Assets) at the Asia Legal Awards 2018



### Contact Us

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E-mail: [info@jurists.co.jp](mailto:info@jurists.co.jp)  
URL: <http://www.jurists.co.jp>





## Expectations for business with Israel

With the paradigm of "Open Innovation", which NTT DATA started in FY 2013, we have been working with startups that have advanced business models or technologies, as well as large corporations, in order to accelerate innovative businesses and create "triple-win" scenarios between startups, large corporations and NTT DATA. We highly expect to do the same things with Israeli startups and to develop solutions speedily so as to change the world into a better place. We have picked out the seven categories in order to drive our activities.

### The categories are as follows;

- Healthcare & Life Sciences
- Finance, Insurance & Payments
- Automotive & IoT
- RPA & Back Office
- Storefront & Digital Marketing
- Data Distribution
- Disruptive Social Innovation



## Activities and Capabilities of NTT DATA Open innovation

### (1) Who is NTT DATA?

NTT DATA is a world-class, global IT services provider headquartered in Tokyo. NTT DATA has clients at 260 bases in more than 50 countries across the world, including major corporations, public institutions and financial institutions that support the global community. In collaboration with its customers in various industries around the world and with growth companies in possession of the world's most advanced technologies, NTT DATA aims to create innovative and sustainable businesses.



### (2) Partnership between NTT DATA Open Innovation Community and Embassy of Israel

The activities of NTT DATA Open Innovation consists of two initiatives such as regular monthly meetings and twice-yearly open innovation contests. The community members has grown up steadily to over 4,000 people including our clients and employee who are interested in ICT and open innovation.

In terms of collaboration with the Embassy of Israel, we have been hosting the special forums to introduce Israeli startups delegation to the community for the consecutive third year.



### (3) Advantages of NTT DATA Open Innovation contests for Israeli startups

#### Overview of the contest <http://oi.nttdata.com/en/contest/>

We started the Open Innovation contest in FY 2014 and have been expanding the venues into more than 10 cities globally since FY 2016. (In FY 2018 we are going to have 20 venues all over the world.) All the regional champions are going to be invited to the Grand Finale in Tokyo for the final pitch. The regional contests in Tel Aviv has been supported by Deloitte Israel since FY 2016. The regional champion was Paykey in FY 2016 and CoBox in FY 2017. Paykey won the Judge Award at the 5<sup>th</sup> Grand Finale in March, FY 2016.

After the Grand Finale, we develop collaborative businesses with the grand champion and have already successfully supported many startups to scale up their businesses. Since the 8<sup>th</sup> and the 9<sup>th</sup> contest in FY 2018, we have been looking for innovative partners and proposals in accordance with the above-described seven different categories. On top of that, we look toward SDGs (Sustainable Development Goals) through open innovation. Therefore SDGs-conscious startups are welcome to the contests.



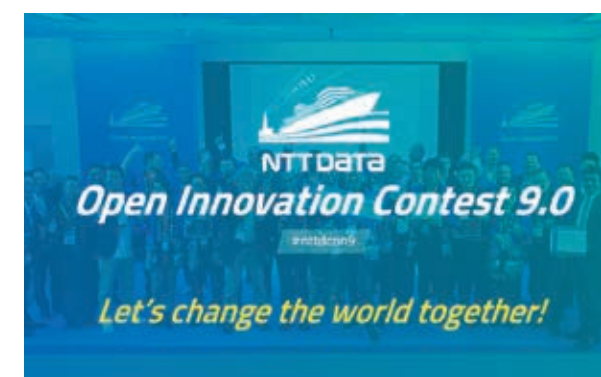
#### Benefit for winners

Through their contest, NTT DATA can provide values in three different ways to the winners of the contest:

1. Benefit from NTT DATA's global client networks
2. NTT DATA's solutions and platforms to leverage their business
3. Probabilities to receive financial support for collaborative business with NTT DATA.

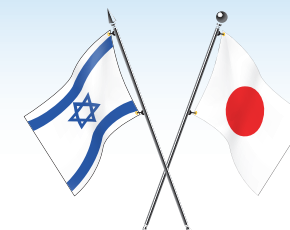
#### Message

"We are serious about business development and aim to develop about 10 billion JPY (about 100 million USD) business by meeting up various cutting-edge technologies and businesses from Israel. - Kotaro Zamma, Head of Open Innovation and Business Incubation, NTT DATA



#### Contact Us

NTT DATA Corporation  
Open Innovation Team  
Email: [oibi@kits.nttdata.co.jp](mailto:oibi@kits.nttdata.co.jp) Website: <http://oi.nttdata.com/en/>  
Tel: +81-50-5546-9340  
Address: 13<sup>th</sup> Fl. Toyosu Center Bld. Annex, 3-3-9 Toyosu Koto-ku  
Tokyo 135-8291, Japan





## Expectations for business with Israel

OKI is promoting on the "Yume Pro", an initiative of open innovation to realize SDGs. "Yume Pro", programs and projects to realize our dreams, was named after OKI's corporate slogan "Open up your dreams". ('Yume' means 'dream' in Japanese.) "Yume Pro" focuses on three themes: "Health-care," "Logistics" and "Living and Life".



In cooperation with the Israeli government, OKI is working on the field of "digital health care". On July 31, 2018, 'Israel, Digital Health Care and Seminar' was held jointly by Japan Innovation Network and OKI in Tokyo, and we have discussed the collaboration between Japan and Israel in the digital health care field.

The following people attended the seminar: Mr. Nishikawa from the Ministry of Economy, Trade and Industry of Japan, Ms.Noa Sher from the Israeli Embassy, Ms.Shira Le-Ami from the Israeli government (Ministry of Insurance), Mr.Boaz Gur-Lavie from Center for Digital Innovation (CDI), Dr. Nathalie Bloch as a director from Sheba Medical Center, Dr. Yair Schindel from an Israeli startup company aMoon, and Mr.Yokota and Mr.Ootake from OKI.

## Activities/Technologies of OKI

OKI was established in 1881 and was the first company to develop phones in Japan. OKI is a total company that supports social infrastructure with ICT.

Main solutions include sales branch systems for financial institutions, network systems for telecommunications carriers, printers for air traffic control and intelligent traffic management systems and offices. We also offer high quality manufacturing and evaluation services.



A scene of the Israel Digital Health Care Seminar



Air Traffic Control System

In 2018, OKI was selected as one of a global leaders of 'Thomson Reuters globalization leader 100'. This is a valuation for OKI's high quality products and innovative research and development.



## Digital Healthcare Activities of OKI

In "Health-care", OKI focuses SDGs Target 3.4 by 2030 to reduce by one-third pre-mature mortality from non-communicable diseases (NCDs) through prevention and treatment, and promote mental health and wellbeing. As one of its approaches, we are concentrating on "pre-symptomatic, prevention, and early detection."

### ◆ Value provided to co-creation partners and target customers

In order to realize "early detection" and "promotion of action", in cooperation with Israeli partners who have strength in analyzing walking, sleeping, and meals, in order to realize "connecting families / regions", with related co-creation partners I hope to collaborate and build a living lab.

#### - "Early detection"

In daily life, discover the difference between daily life by walking, sleeping, eating and notice the person himself.

#### - "Promotion of behavior"

In order to realize the premise / prevention, we recommend "good walking" "good walking" "sleep" "meal".

#### - "Connecting family / region"

Strengthen cooperation with families and local communities in order to live a healthy and comfortable life.

### ◆ Features of OKI's efforts

OKI provides a mechanism to generate users' "motivation" by incentives when they act positively for health promotion and health maintenance.

For example, when you use the shoes that incorporate a sensor to walk correctly, you get a point and feedback, which leads to a behavior change of the user.

### ◆ Basic policy of OKI's innovation

There is a reason for OKI to tackle these challenges. We believe that innovation is shifting users' experiences from "the troublesome present" to "the future as an envisioned goal".

And, for that purpose, we believe that providing users incentives and a mechanism to encourage behavior change will accelerate innovation.

OKI intends to contribute to the creation of a "human-friendly society" by solving social issues in the field of digital health care by collaborating with the Israeli government and business through research and development of information and communication.

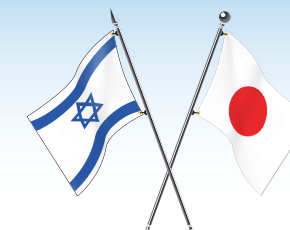


Demonstration of shoes inside sensor

### Contact Us

#### Ok Electric Industry Co., Ltd.

Innovation Promotion Division, Corporate Infrastructure Group  
1-7-12 Toranomon, Minato-ku, Tokyo 105-8460, Japan  
E-mail: IPD-info@oki.com





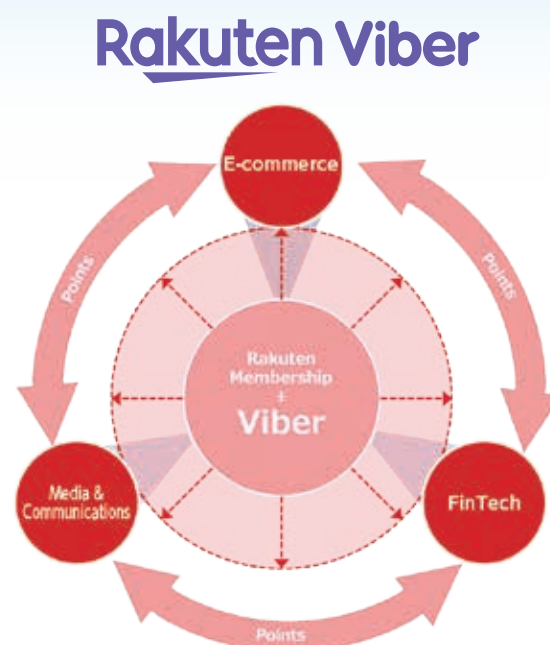
## Expectations for business with Israel

Rakuten's connection with Israel is best represented in Rakuten Viber, one of the most globally popular mobile communications services. Viber was founded in 2010 by Israeli entrepreneur Talmon Marco, and was acquired by Rakuten in 2014. With more than 1 billion users registered globally, Viber gives people all over the world the ability to connect in the way that works best for them, whether that's through one-on-one messaging or group chats, voice or video calls or following brands and celebrities on Public Chats.

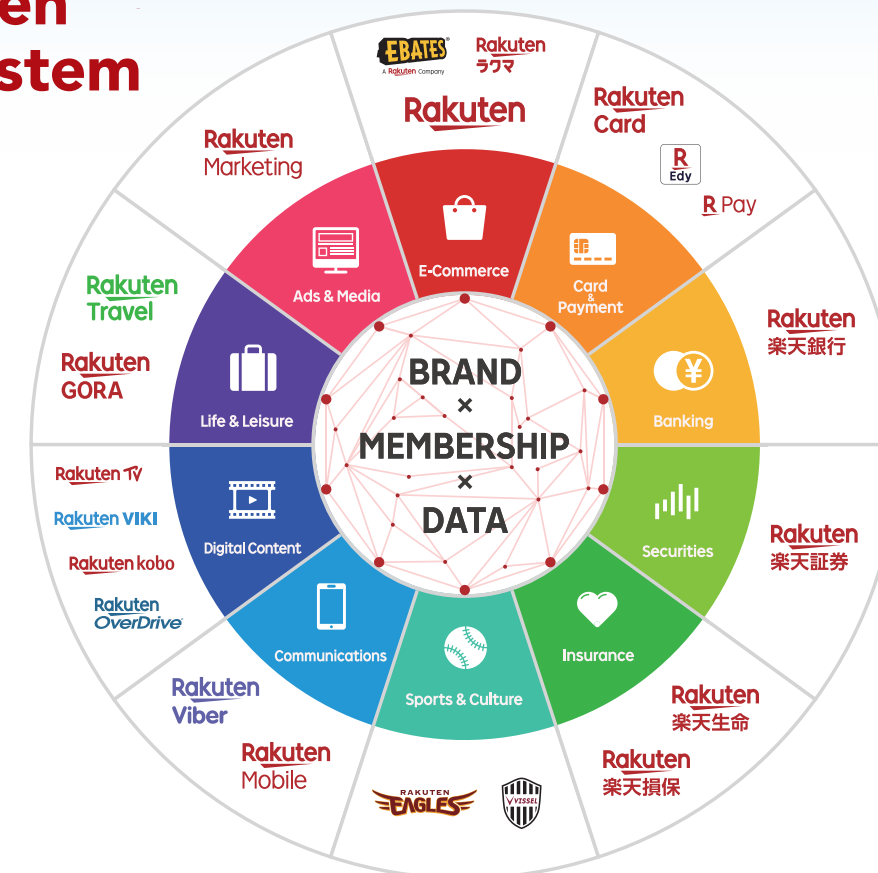
## About Rakuten

Rakuten, Inc. is a global leader in internet services that empower individuals, communities, businesses and society. Founded in Tokyo in 1997 as an online marketplace, Rakuten has expanded to offer services in e-commerce, fintech, digital content and communications to more than 1.2 billion members around the world. The Rakuten Group has over 16,000 employees, and operations in 30 countries and regions. For more information visit <https://global.rakuten.com/corp/>.

Rakuten Group offers a wide variety of more than 70 services for consumers and businesses with a focus on e-commerce, fintech and digital content. Many of these services are connected through the Rakuten Super Points loyalty points program, allowing members to exchange points for goods and services, creating the Rakuten "Ecosystem."



## Rakuten Ecosystem



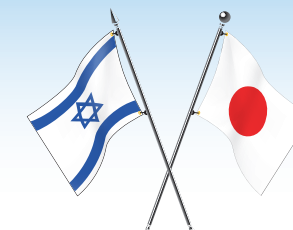
## Rakuten Company Profile

- Founded: February 7, 1997
- IPO: April 19, 2000 (TSE: 4755)
- Chairman & CEO: Mickey Mikitani
- Headquarters: Rakuten Crimson House, Tokyo, Japan
- Employees: 17,150 employees (as at September 30, 2018)
- Businesses:
  - E-commerce: including Rakuten Ichiba, Rakuten Travel, Ebates, Rakuma, Rakuten France, Curbside
  - FinTech: including Rakuten Card, Rakuten Bank, Rakuten Securities, Rakuten Edy, Rakuten Pay
  - Media and Communications: including Rakuten Viber, Rakuten Kobo, Rakuten Mobile, Rakuten Viki, Rakuten TV

### Contact Us

#### Public Policy Office, Rakuten, Inc.

Rakuten Crimson House, 1-14-1 Tamagawa, Setagaya-ku, Tokyo  
 Phone: +81 50 5581 2464  
 Email: [global-policy@mail.rakuten.com](mailto:global-policy@mail.rakuten.com)





## Expectations for business between Israel

As one of leading venture capitals in Asia, SBI is pursuing prominent investment opportunity Israel, especially where we can work together with the startups to expand their business utilizing SBI Group's resource and network.

SBI established a strategic partnership with Vertex Ventures Israel in the mid 2014, and immediately executed several milestone investments in the cyber security fields, one of which was in Argus Cyber Security, and this investment achieved a hugely successful outcome in 2017.

In 2017, SBI successfully established a new infrastructure to lay more exposure in the Israeli markets by launching Israel-focused fund called "SBI Japan- Israel Innovation Fund".

Upon the launch of the fund, SBI swiftly deployed the capital only to the first-class and unique life-science startups and actively engage in the development of its portfolio companies. In 2018, SBI has launched "SBI-Vertex Israel Fund", Israel-focused ICT investment fund jointly managed with Vertex Ventures.

We expect to keep fostering greater investment opportunities and capital accumulation in Israel together.

## About SBI Holdings

The SBI Group is an Internet financial services pioneer founded in Japan, in 1999. By 2016, it established the world's first Internet-based financial ecosystem to undertake a broad range of financial services, including securities, banking and insurance.

The Financial Services Business, the Asset Management Business and the Biotechnology-related Business are the three core businesses of the SBI Group.

The Asset Management Business primarily involves the overseas financial services businesses, and the investment in and incubation of startup companies. The globally expanding Biotechnology-related Business is focused on the R&D, manufacturing and distribution of pharmaceuticals, health foods and cosmetics.

We are moving into a new dimension by organically blending these businesses with the rapidly expanding digital asset-related business, and creating synergies that cannot be achieved by companies with a single-minded approach.

VC and PE	Banking
<ul style="list-style-type: none"> <li>Operates leading PE and VC practices</li> <li>Almost US\$4B in Assets Under Management across the group</li> <li>Has established numerous partnerships with both private and state-owned financial institutions in various countries</li> </ul>	<ul style="list-style-type: none"> <li>Japan's largest internet-only commercial bank, with more than 3MM customers and US\$4.6B in deposit</li> <li>Employs a branchless business model and offers customers a fully-integrated online and mobile platform</li> </ul>
Securities	Insurance
<ul style="list-style-type: none"> <li>Japan's largest internet brokerage and securities house with more than 4MM accounts</li> <li>Commands more than 36% market share of retail trading volume on the Tokyo Stock Exchange</li> </ul>	<ul style="list-style-type: none"> <li>Leading provider of non-life insurance through the internet</li> <li>Operates Japan's largest auto insurance price comparison website, serving c. 9MM users</li> </ul>

## Our Leading Local Partners Worldwide for Active Investing



## Our Strategy

SBI cherry-picks Israeli (or Israel-related) venture-backed bio-pharma companies across different development stages. We're actively looking for companies that meet the following criteria:

### Cutting-edge science

State-of-the-art scientific foundations backed by strong IP protection

### Therapeutic pipeline

A rich pipeline to follow the lead indication

### Backed by venture capital

Have already attracted investment from world-class investors

### Significant unmet need

Indications inadequate or non-existent therapies

### Strong management

Leadership by industry veterans - executives to scientists

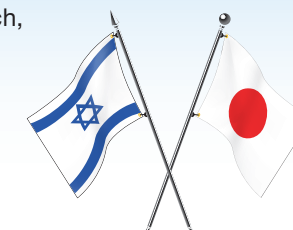
## Contact Us

### SBI Holdings, Inc. (Headquarter)

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<http://www.sbigroup.co.jp/english/>

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Tel: +972-54-619-5965  
<http://sbi-ji.co.il/>



## Our Portfolio (example)

### BiomX

**BiomX**

Innovative microbiome-based therapeutics to prevent and treat cancer, IBD, and skin disorders

### LogicBio

**Logic Bio**

Cures for serious, early-onset rare diseases by combining the best of gene therapy and gene editing

### Eloxx

**Eloxx**

First in class therapeutics for the treatment of genetic disease caused by non-sense mutations

### ChemomAb

**ChemomAB**

Monoclonal antibodies for the treatment of inflammatory and fibrotic disease

### ImmunoBrain

**ImmunoBrain**

Immunotherapies for neurological disorders by targeting immune checkpoint pathways

## About SEMITEC

Established in 1958, SEMITEC is one of the leading companies of NTC thermistor, temperature sensor, in the world. In 2016, we started to trade with Israel and expect our business expanding. Particular Growing companies in Israel must be perfectly matching with our new technology.

We appreciate to have a chance to contribute to this trend.



■ Turnover \$115M  
■ Employee 3119

\*As of 3.2017



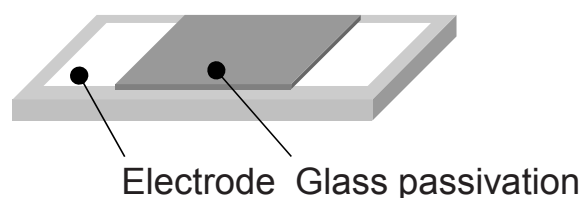
General thermistor series



Assembled sensors

## Our micro NTC thermistor technology

We created micro thin film thermistor named FT using sputtering. This ultra micro NTC thermistor is extremely small and highly accurate that enables to create smaller and more accurate equipment in the medical market. Theoretically our ultra thin technology allow us to make the smallest thermistor in the world and FT is only made by SEMITEC.



FT series



## Product usage example

Below picture shows one example of our sensor usage in medical market. F<sub>μ</sub> series has a characteristics of extremely quick response time and high accuracy. These reliable features are very important in medical market and our micro products are suitable answers to their high requirement.



Catheter for thermodilation

F<sub>μ</sub> series

## What we seek and offer to you

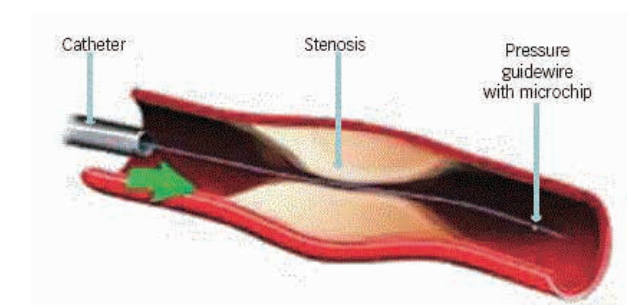
SEMITEC is interested in medical and healthcare market in Israel. We would like to support these companies by supplying our sensors and knowledge of NTC thermistor.

## Our new technology

We put our MEMS technology to create a micro size pressure sensor which is less than 1mm. This sensor is useful for medical companies who seek smaller and better sensors. We do not own standard type but create them based on the customization.



Pressure sensor, square type



## Contact Us

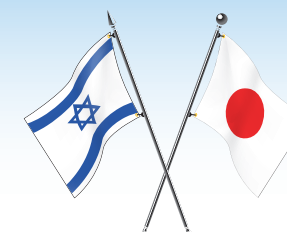
### SEMITEC Corporation

1-7-7, Kinshi, Sumida,  
Tokyo, Japan. 130-8512  
Email: overseas@mail.semitec.co.jp



### Israel distributor:

Boran technology  
P.O. box 2627 Petah-Tikva 49125 Israel  
Email: support@boran.co.il

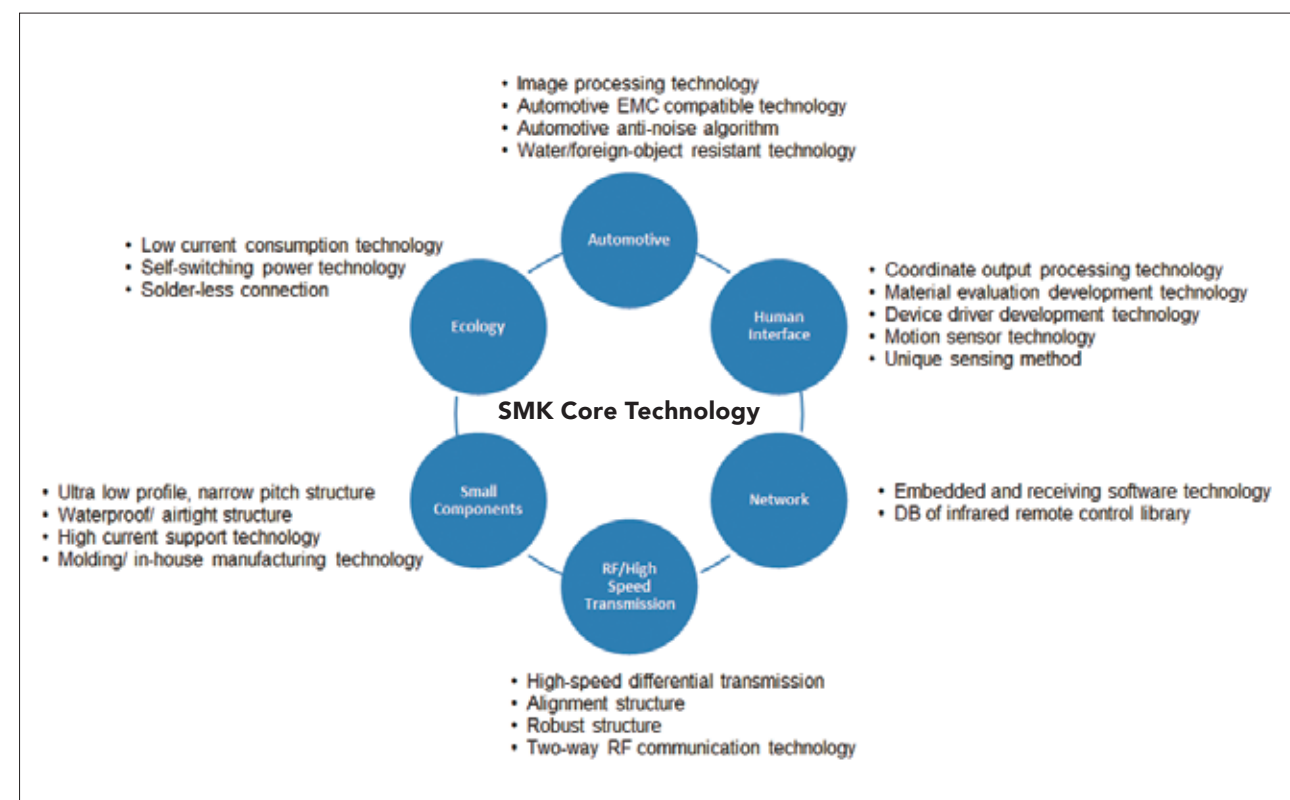




## SMK Corporation Background & Activities/Technologies

SMK Corporation is a global electronics manufacturer, with its headquarters in Japan. The company was established in 1925 and today it employs more than 6000 employees worldwide, and has production and sales bases in various locations in Europe, North America and Asia.

SMK Core technology spans over the following 6 main areas: Automotive, Human Interface, Network, RF/High Speed Transmission, Small Components and Ecology. We supply leading automotive, audio visual, mobile communication devices, and electronics manufacturers with a full line of electronic components such as connectors, switches, wireless modules, camera modules, remote controls, touch panels, and more.



SMK's Philosophy, and specifically our first principle, is to develop and provide our customers with superior goods. This entails continuous search for new and innovative technologies, and as such, Israel, being the startup nation, is very interesting for us.

## SMK Expectations for Business with Israel

SMK is looking for new technologies in the following areas:

### Automotive

SMK is continuously exploring new UIs for drivers. Recently, we are also looking at monitoring solutions for driver's health which will be relevant for both today's drivers as well as future drivers; specifically, for the different stages of the autonomous car. For example, Level 3 requires the presence of a driver but that person will not necessarily be driving the car.

### Human Interface (User Interface; UI)

The next generation UI could be anything! Whether it is Voice, Gestures, Brain-Machine-Interface, or anything else, we want to know about it and see how we can incorporate it into our offering.

### Network

SMK is the official manufacturer of the IP500 LPWA networking module ([www.ip500.org](http://www.ip500.org)), and is currently looking for additional technologies (IoT sensors, and others) which can be combined into an "IP500 unit" to add value when used in office buildings, smart buildings and more.

### IoT

IoT is one of SMK strengths, and it is our goal to stay in the forefront. As such we are interested to hear of any new ideas and technologies in this area.

### Elderly people

It is SMK philosophy to advance mankind through the development of the information society, by integrating our current technological strengths and by creating advanced technology. As such and especially in light of the increasing elderly population in Japan and in the world (due to advancement in medicine and other contributing factors), developing/creating/manufacturing solutions for the monitoring of elderly people (whether in their private houses or in nursing/elderly homes) is one of our priorities.

### Optics

We are looking to adopt technologies which will allow clear view in day-and-night, sun-and-rain, clarity-and-fog into our camera.

If you have such a solution or a technology which can be productized then please contact us.

### Contact Us

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Email: [igawa@smk.co.jp](mailto:igawa@smk.co.jp)

SMK website: <https://www.smk.co.jp/>



## Expectations for business between Israel

SOMPO Digital Lab Tel Aviv (SDL TLV) was launched in October this year with the sole purpose to bring innovative Israeli technology to Japan. The lab supports engagements with Israeli companies through scouting and PoCs. The SDL TLV team is actively scouting in the areas Automotive, Insurtech, Digital Health, Cyber Security and more to enhance SOMPO HD Group's digital services and drive the digital transformation forward. The SDL TLV team is also working closely with the top local academic institutes in Israel to promote research in the fields of interest for SOMPO HD Group.

## SOMPO HD Group's Capacity

### (1) About SOMPO HD Group

With over 120 years of history, Sompo Holdings Inc. is a company engaged in core businesses such as a domestic P&C insurance businesses, overseas insurance businesses, domestic life insurance businesses, and nursing & healthcare businesses. The Sompo Holdings Group (SOMPO) operates its overseas insurance business in 218 cities situated in 30 countries and regions worldwide.

As a holding company, SOMPO will comprehensively support the security, health and wellbeing of customers across an expansive range of life stages and also in daily life. The goal is to evolve into "a theme park for the security, health and wellbeing of customers" that brings happiness into their lives. In addition, "Innovation for Wellbeing" has been adopted as the Group's brand slogan. Under this slogan, SOMPO has positioned insurance at the heart of its business model, even as it has advanced into a more expansive range of business domains such as the nursing care service and home remodeling business fields.

Under the Mid-Term Management Plan, SOMPO will evolve and enhance its respective businesses and services in various fields so as to transform them into attractions with appealing features.

This will be done by exploring new business opportunities, enhancing the quality of existing businesses, and expanding service domains along with fostering collaboration among businesses.



In parallel, the Group will harness digital technologies to upgrade and expand its customer contact, in addition to providing services that are focused on customers through people. To further strengthen these activities, we established the SOMPO Digital Lab in Tel Aviv in 2018, following Tokyo and Silicon Valley in 2016.

## (2) Digital Strategy

To evolve existing business and accelerate creating new business model, SOMPO strategically invests for acquiring further external partners and expertise and aims to accelerate evolution of existing business through open innovation as well as to build a lot of new business models and ecosystem.

With the goal of bringing new experiences and value to our customers with making best use of digital technologies, SOMPO established the Digital Lab in Silicon Valley and Tokyo in 2016 and Tel Aviv in 2018, cities known for their technological innovations and expertise.

The Digital Lab Tokyo acts as the control tower for digital innovation across all units of SOMPO, providing customer and industry insights to the activities undertaken in Silicon Valley, while the Digital Lab Silicon Valley and Tel Aviv aim to incorporate advanced technologies in US and Israel respectively into the SOMPO's digital strategy in a range of fields including cybersecurity, automobiles, Insurtech, agriculture, healthcare, blockchain, biotechnology, electric power, and so on. The activities include identifying the latest technological trends, networking with start-ups, and developing prototypes for the development of new customer experiences.



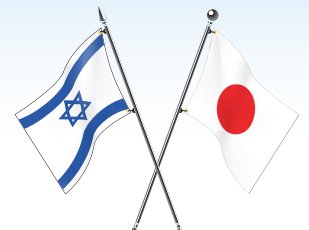
### Contact Us



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Mail: yinnon.dolev@lab.sompo.io





## Expectations for business with Israel

Sumitomo Mitsui Banking Corporation (SMBC) is a top-tier Japanese bank, with 430 domestic branches and 75 overseas offices.

Facing growing needs for open innovation among our corporate customers, we not only create innovations within our own walls but, together with SMBC Group, undertake measures to support the development of innovation by our corporate customers.

As part of our activities, we are pouring energy into a collaboration with Israel, a leading nation in innovation, and worldwide as a home for several blue-chip startups as well as Silicon Valley and others.

SMBC, with the cooperation of the Embassy of Israel in Japan, sponsors events to promote relationships between Israeli and Japanese companies. We are also building relationships with the Israel Fintech Innovation Center.



## SMBC Group's collaboration activities with Israel

In 2016, SMBC and the Japan Research Institute, Ltd. (a think tank of SMBC Group) launched the "Incubation & Innovation Initiative (III: Triple I)", a consortium to promote open innovation between companies in different industries with the goal of creating new business opportunities through pitch events, acceleration programs and study groups for growth fields.

One of the symbolic activities of III is the "Open Innovation Meet-up", consisting of short pitches, business matching, and socializing for startups.

With the cooperation of the Embassy of Israel in Japan, III has held the "Meet-ups" since 2017, inviting fintech and digital health startups. So far, more than 30 Israeli startups have joined, almost over 1,000 audience participated, and more than 100 business matchings have been arranged.

Another is the "MIRAI", which is one of the biggest acceleration programs in Japan, covering growth sectors such as AI, IoT, robotics, medical, healthcare, sharing economy, energy and material, among others. So far, III has organized for 4 years, bringing in over 1,000 audience participants each time.

The main objective of the "MIRAI" is to support the commercialization of unique technologies and business ideas created by startups, universities, research institutes, industry, academia and government. Through the event, III provides meaningful opportunities for Japanese corporations to collaborate with startups.

With a growing need among Japanese business corporations to collaborate with Israeli startups, III has regularly invited Israeli startups to the "MIRAI", to promote their businesses to the Japanese market or to develop strategic alliances with Japanese corporations.

In 2018, SMBC Group joined The Floor (Israeli Fintech Innovation Center) as the only financial institution of Japan. Collaborating with The Floor, SMBC Group is transforming existing business models and supporting business matching between SMBC Group's corporate customers and Israeli companies.

SMBC will leverage opportunities and contribute to the creation of cross-border innovation between Israel and Japan for the economic benefit of both countries.



Incubation & Innovation Initiative (III: Triple I) is a consortium for developing new business, established by the Japan Research Institute and Sumitomo Mitsui Banking Corporation, in collaboration with many different industries. III aims at promoting the commercialization of new technologies and business ideas in order to drive the future economic growth of Japan.

### VISION

#### "The Center of Innovation Eco-system"

In order to promote economic growth, III makes efforts to build an innovative eco-system which continuously creates value in more complex markets, economy and society.

### ACTION

III offers an incubation/acceleration program "MIRAI", for supporting startups to create and develop new businesses which potentially have social impact.

III promotes joint research/projects among a wide range of actors such as III consortium members, startups, research institutions, and financial institutions for developing many kinds of new business.

III offers various seminars/symposiums concerning legal/industrial systems and suggests required policies/public-private partnerships which do not hinder innovation but reflect social/economic reality in response to changing times.

### STRATEGY

#### "Open Innovation Platform 2.0"

III builds a new platform for open innovation by an alliance of different industries and proposes a "networked strategy" for business development on the platform, which exploits the enormous assets of industry such as people, products, capital, information and technology.

## Contact Us

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Growth Strategy Promotion Project Team

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#### Takehiro Matsuda

Deputy General Manager,

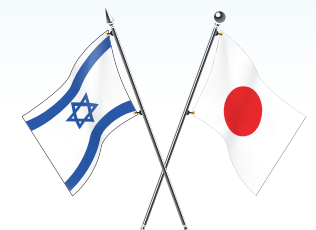
Planning & Business Development Group

Growth Business Development Dept.

Growth Strategy Promotion Project Team

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## Expectations for Business with Israel

Suntory Group is steadily growing as a corporate group that develops a wide range of businesses globally, mainly alcoholic beverages and soft drinks. Its motive force is the spirit of 'Yatte Minahare (Go for it)' that has been inherited since its founding.

We aim to contribute to society by positively challenging new areas and creating value that has never been seen before. We feel that this challenging spirit is similar to Israel's challenging spirit. We would like to conduct "co-creation" with Israel's outstanding technological capabilities and spirit of innovation. Suntory Group can provide various knowledge and testing environments in the global food business. We hope to implement new value creation with Israeli open innovation in the Food and Health industry.

## Activities/Focus Categories of SUNTORY

### 1) About SUNTORY

Suntory Group is among the world's leading consumer products companies. We offer a uniquely diverse portfolio of beverage products enjoyed by millions around the world: from Japanese and Bourbon whiskies, beer to non-alcoholic beverages. Suntory also produces wellness products and operates a flower business and a restaurant business.



Founder: Shinjiro Torii



Founded as a family-owned business in 1899 in Japan, Suntory Group has grown into a multi-national corporation, with operations throughout the Americas, Europe, Asia and Oceania. We are driven by Yatte Minahare - the spirit of bold ambition - and our 37,745 employees worldwide draw upon our unique blend of Japanese artisanship and global tastes to explore new product categories and markets.



### 2) Our Focus Categories in Open Innovation

#### (Health)

We would like to offer solutions for our customers to prevent lifestyle diseases and dementia in an aging society.

We hope to apply Israel's technology to the most advanced Japanese market of aging society and roll out success stories to the world.

We are seeking technologies such as ;

- human health condition and behavior measurement
- future health risk prediction from data and provision of appropriate solutions e.g.) exercise, nutrition, sleep
- technology to encourage human behavior change etc.

#### (Food/Drink)

We would like to offer solutions for our customers such as new eating/drinking lifestyles, eco-cycle efficiency for food and new food materials.

- Robotics for cooking, serving and pouring drinks
- IoT services for efficient restaurant business operation etc.



### Contact Us

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URL: <https://www.suntory.com/>





## ● *Expectations for business between Israel*

### <Corporate Info>

Takagi is a leading company in the field of water-related products in Japan. Takagi manufactures and sells household water purifiers, household watering products and molds. Takagi is market leader in Japan for water purifiers and watering products.



### <Aim of Collaboration>

We would like to collaborate with companies and universities and create new values in the following fields.

#### [Fields]

- Water Purification
- Desalination
- Watering of gardening
- Watering of farming
- Washing
- Regeneration of water
- Water management
- Filter for filtration etc...



## ● *Business outline of Takagi*

### <Water Purifier Business>

We created the industry-first “Built-in Water Purifier Faucet” called “Mizu Kobo” in 2000. The easy-to-use and environment-friendly functions of “Mizu Kobo” have a strong reputation in the Japanese market, and it ranks first in the present newly-constructed condominiums market in Japan.



Mizu Kobo Clore



Filter Cartridge

### <Watering Business>

In 1980, we launched a brand-new nozzle called “Nozzle Five” with 5 watering patterns in Japan. Since then, we have been utilizing water for home improvement products, and providing people with comfortable and convenient solutions for gardening and car washing.

We have become a top-share manufacturer in the Japanese watering product market.



Aurora Nano



Nozzle Five

### <Dies & Molds>

In 1961, Takagi began manufacturing dies for plastic injection molding ahead of many other companies in Kyushu region of Japan. The core of our manufacturing is based on our veteran engineers using precise process technologies to manufacture our dies & molds with ultimate precision.



Dies & Molds Workplace

### Contact Us

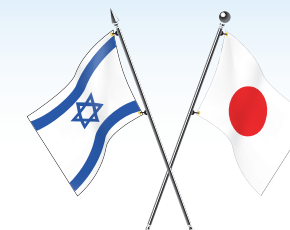
#### Takagi Co., Ltd.

Water Science Institute  
Hiromichi Hara

E-mail : [hara1343@takagi.co.jp](mailto:hara1343@takagi.co.jp)

Location : 2-4-1, Ishida-Minami, Kokura-Minami-Ku, Kitakyushu City,  
Fukuoka Pref., Japan

Web : <http://global.takagi.co.jp/index.html>





## Expectations for business between Israel

### Based on high technology & strong development force

#### For TDK-Lambda operation (Power Supply business)

- (1) Become the world leader of the Programmable Power Supply market.
- (2) Develop the cutting-edge product and expand its business globally.
- (3) Create and enter into new business areas.
- (4) Synergistic effect on group companies by offering advanced technology.

#### For TDK operation

Technology & business collaboration with Israel companies & start-ups to contribute TDK future growth.

## Company introduction

### TDK

**1935** TDK Foundation  
A trailblazing "university-generated venture company"

TDK's starting point was the first ever commercialization of ferrite.

**Excellence in competence**  
Our technological expertise and creativity enable us to sustain our activities in a wide range of demanding product fields.

### TDK-Lambda Corporation

Company outline (as of March 31, 2017)  
Date of Establishment June 6, 1978  
Business Development, manufacturing, and sales of switching power supplies and noise filters and related peripherals  
Headquarter Tokyo in Japan

Creating New Products Looking Ahead to the Next Generation by Combining State-of-the Art Technology of the TDK Group  
-> Synergy with TDK's core technologies and EPCOS's products and technologies.

### We offer a broad product portfolio

Passive Components	Magnetic Application Products
Inductive Devices	High-Frequency Devices
Ceramic Capacitors	Aluminum electrolytic and film capacitors
Piezo and Protection Devices	Sensors
	Applied Films
	Energy Devices
	Others
	Flash Memory Applied Devices
	Radio Wave Anechoic Chambers
	Manufacturing Equipment

### We offer solutions by various product line-up

AC-DC & DC-DC Power Modules	AC-DC Modular / Configurable
AC-DC Industrial	Bidirectional DC-DC Converter
DIN Rail AC-DC	Linear AC-DC
	Programmable AC/DC

### TDK sales development

(Fiscals 2013 – 2017, ending March 31)

**Consolidated sales and margin**

Fiscal Year	Sales (JPY billion)	Margin (%)
2013	841.8	2.6%
2014	984.5	3.7%
2015	1,082.6	6.7%
2016	1,152.3	8.1%
2017	1,178.3	17.7%

**Sales by product groups**

Product Group	2017 Sales (JPY billion)	2017 Margin (%)
Passive Components	468.7	46.6%
Magnetic Application Products	349.7	29.7%
Others	359.9	2.7%

### Market Share in the World

**World Merchant Power Supply Market Share**

Market Size : \$19,732M  
TDK-Lambda group is No6 at Total P/S Market & No1 at Industrial Market

**World Industrial Power Supply Market Share**

Market Size : \$2,523M  
Data Source: IHS Report 2016

## Activities in Israel

### For TDK-Lambda Company establishment in Israel

<b>TDK-Lambda Ltd.</b> (as of Nov. 2018)	
Establishment	1973
Business	Development, manufacturing, sales of AC/DC power supplies
Employees	260 persons
Location	Karmiel in the northern part of Israel
Karmiel plant (Manufacturing, R&D, Administration)	
Sales office (Sales, Marketing)	
(opened in 2012)	(Located in Petach Tikva)

#### Typical applications :



### Karmiel plant R&D



### For TDK R&D office establishment in Israel

<b>TDK Israel R&amp;D</b> (as of Oct. 2017)	
Establishment	Feb. 2017
Activities	Research and find Israel companies & start-ups providing "Outstanding Technology & Product" for collaboration with TDK.
Office	TDK-Lambda Ltd. Karmiel plant

#### Expected business area : Automotive, Energy/Industrial equipment and ICT



### Key for success : Creative & Strong Development Force

#### Main products:

For Global market, provide cutting edge products leading the market

#### Programmable Power Supply :

<b>Genesys+ series</b> The latest cutting edge model (1.7kW-15kW)	<b>Z+ series</b> The highest power density model in the world (this type of class) (200W-800W)	<b>Genesys series</b> World market leading model
<b>Front End Power Supply : HFE series</b> Top class of high performance in the world (1.6kW-2.5kW)		

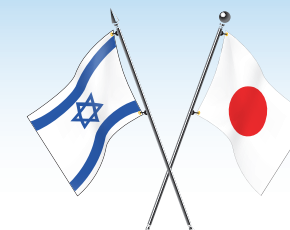
For Local market, provide the best solution for the customer  
• Power + Solutions : Customized system power supply



### Contact Us

#### TDK-Lambda Ltd.

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56 Haharoshet St., POB500, Karmiel Industrial Zone, 2161401, Israel  
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TEL: (+972)04-9887491 Email: [ariel.yerushalmi@il.tdk-lambda.com](mailto:ariel.yerushalmi@il.tdk-lambda.com)





## Business Expectations between Japan and Israel

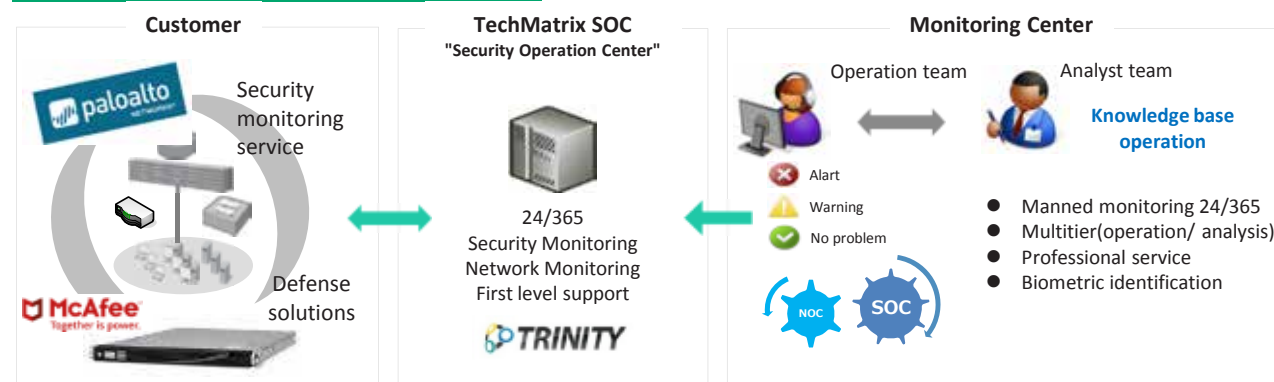
- TechMatrix introduces and brings leading-edge products from overseas to the Japanese market. We are capable of introducing internationally acclaimed Israeli products relating to network security, software developing technologies, and others to Japanese customers.
- Most of the products we handle are developed by companies in the U.S. or Europe. We also handle software products developed by a company in Israel. We are willing to sell fine Israeli products/software -- products based on Israel's world-leading security technologies, and software contributing the software development -- to Japanese companies.

## Contribution to Israel

- We will introduce and propose high quality Israeli products to Japanese companies.
- We have many years' experience of selling products of overseas manufacturers in the Japanese market. We hope affiliation and interaction with Israeli companies and startups that develop high quality products relating to network security and software quality assurance.

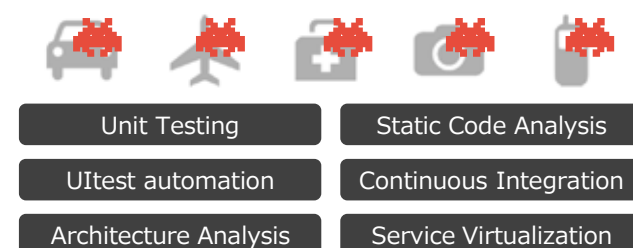
### Network & Security field

### One-stop solution from TechMatrix.



### Software Quality Assurance field

### Improve quality for all software

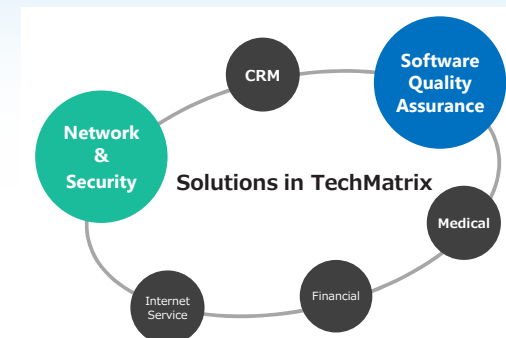


- Solution for test (C/C++, .NET, Java), systems design and software configuration management.
  - Integration of infrastructure, training and operation support for development process
  - Support for substantive improvement of software quality and productivity enhancement
- Every internet-connected device can be a target for cyber-attacks in the IoT era.



### About our business

In addition to selling in-house CRM/medical software products and services, TechMatrix introduces overseas products relating to network security and software quality assurance as sales representative/agent in Japan.



### Network & Security

- **Mission**
  - Providing countermeasure for cyber attacks which have been becoming increasingly shrewd and sophisticated. Providing cutting-edge network security solutions and services to realize a society where people can safely use the Internet as society's infrastructure.
- **Main activities**
  - TechMatrix provides secure and highly reliable total IP network infrastructure solutions that are cost-effective, ranging from Green-IT, virtualization, Software-defined network (SDN), security to storage technologies.
- **Main clients**
  - The overall industry including government and public agencies, local governments, and the education industry.
- **Main products**
  - F5 Networks
  - Dell EMC (Isilon)
  - Dell EMC (RSA)
  - McAfee
  - Palo Alto Networks
  - ∴ TRINITY
  - Tanium
  - Cylance

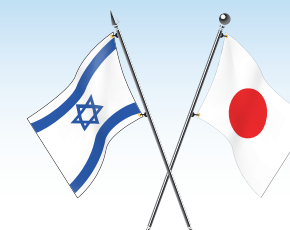
### Software Quality Assurance

- **Mission**
  - To develop high-quality software at a lower cost, customers need systematic testing and debugging operations based on consistent policies for software quality control and security. We provide best-of-breed tools and consulting services to cover all the software development life cycle.
- **Main activities**
  - Contributing software quality improvements by providing source code analysis and testing tools which streamline bug detection, ensure coding quality, and promote efficient testing.
  - Also providing UI testing, architectural analysis, and project management tools, etc.
- **Main clients**
  - The overall manufacturing industry including automobiles, electronics, and medical devices, financial industry, IT services industry and so on.
- **Main products**
  - Parasoft (USA, Testing tool)
  - Ranorex (Austria, UI Testing tools)
  - CloudBees (USA, CI tools)

### Contact Us

#### TECHMATRIX CORPORATION

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 03-4405-7802 corporate-planning@techmatrix.co.jp



# The Japan Chamber of Commerce and Industry (JCCI)

## Relations between JCCI and Israel in recent years

JCCI dispatched a business delegation to Israel in February 2014. seventeen member companies from local Chambers of Commerce and Industry (CCIs) participated, and attended seminars held by Japanese companies located in Israel, observed their factories and R&D facilities, and interacted with Israeli companies during their cozy stay.

After that, when His Excellency Mr. Benjamin NETANYAHU, Prime Minister of the State of Israel, visited Japan in May of that year, an executive of JCCI attended the luncheon in honour of His Excellency.

Further, JCCI supported the symposium "Start-up Nation-Toward a Nation Brightening with Innovation and Entrepreneurship" sponsored by National Graduate Institute for Policy Studies (GRIPS), Japan Center for Economic Research (JCER), Japan Israel Friendship Association (JIFA) in September and Mr. Uriel Lynn, President of the Federation of Israeli Chambers of Commerce visited us in October.

We joined JIIN in 2017 and held an Israel investment seminar in Tokyo in April 2018 with great support from Embassy of Israel, METI and JETRO. The seminar could share valuable information with audience and stimulate ideas to promote business relations between Japan and Israel.

## The Outline of JCCI and CCIs in Japan

JCCI is the central organization to which all local CCIs belong. As an opinion leader in economic circles, JCCI represents 515 local CCIs, boasting 1.25 million members from the large-sized to small and medium-sized companies (SMEs), by presenting their policy proposals to the government and other related bodies. JCCI also plays an important role in the dissemination of information concerning government policies and programs, and the promotion of nationwide projects.

### JCCI's four pillars:

- Regionality, with one chamber for each city.
- Comprehensiveness, composed of large and small companies of all industry types.
- Public nature, non-profit, and non-political.
- International scope, having the same structure as CCIs in other nations.



JCCI-TCCI Head Office

The first CCI in Japan was established in Tokyo, Osaka and Kobe in 1878. Later, CCIs were established in succession in other major cities nationwide. In 1892, fifteen CCIs formed "the Federation of CCIs" and this organization was reformed to "the Japan Chamber of Commerce and Industry" in 1922.

Today, nearly all of Japan's major cities have a CCI.

## Providing one-stop, hands-on assistance to SMEs that face new challenges.

Since SMEs comprise 99.7% of all enterprises and account for 70% of employment in Japan, they are significantly important players of economic development. CCIs value regional traditions and culture; strengthen the operating foundations - such as human resources, goods, money, and information - of SMEs, which form the core of communities; and provide various types of support for business activities catering for start-ups, management innovation and business succession.

## International Activities

By deepening relationships with business leaders of the world, JCCI contributes to increasing mutual understanding and to promoting globalization in regional communities.

To further promote economic exchanges with foreign nations, JCCI holds economic conferences based on bilateral and multilateral frameworks.

Concurrently, CCIs provide information on such matters as overseas investment environments and merchandise trade inquiries to support the global economic activities of SMEs.

Moreover, through the networks with CCIs in foreign nations, JCCI plays a key role in promoting international exchanges for local areas in Japan.

### Main Initiatives

- Promoting liberalization and facilitation of trade and investment mainly promoting the conclusion of Free Trade Agreements (FTAs) and Economic Partnership Agreements (EPAs)
- Issuing preferential certificates of origin
- Receiving foreign dignitaries
- Sending and receiving economic missions
- Managing bilateral and multilateral economic committees
- Hosting seminars on overseas investment environments.
- Hosting business networking events
- Promoting globalization in regional communities
- Enhancing globalization support to SMEs
- Enhancing overseas trade information services
- Strengthening linkages with Japanese CCIs and CCIs in foreign nations.
- Promoting exchanges with foreign diplomatic missions and foreign CCIs in Japan

### Contact Us

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<http://www.jcci.or.jp/english/>





## Expectations for Business between Israel and Japan

To support our clients from both Israel and Japan, TMI has been collaborating with leading law firms across Israel in both inbound and outbound transactions between Israel and Japan. Among TMI's practice areas, intellectual property (IP), including patents, designs and trademarks which are all important to Israeli companies seeking to do business in Japan, has been a vital part of our firm throughout its history. TMI boasts an unrivaled level of experience and achievement in this practice area by being able to utilize our team of approximately 80 highly-skilled patent and trademark attorneys. TMI always takes a reasoned approach to assist for clients in their legal matters by leveraging our prominent international expertise, as well as our ability to understand the differences between the business cultures of Israel and Japan.

As part of bridging these differences and focusing on business activities between Israel and Japan, TMI is currently seconding one of our attorneys, Masato TANAKA, to Herzog Fox & Neeman, the largest law firm in Israel.

TMI provides Israeli companies with comprehensive legal services through every step of their activities in Japan and also assists Israeli and Japanese companies on various transactions including M&A, investments and corporate alliances. In addition, TMI provides support (through local Israeli law firms) to Japanese companies on matters involving the establishment of offices in Israel, applying for visa and work permits, and other business activities conducted by Japanese companies in Israel. TMI is taking an active role in advancing joint business activities between Israel and Japan through our legal expertise and extensive activities toward connecting Israeli and Japanese companies.

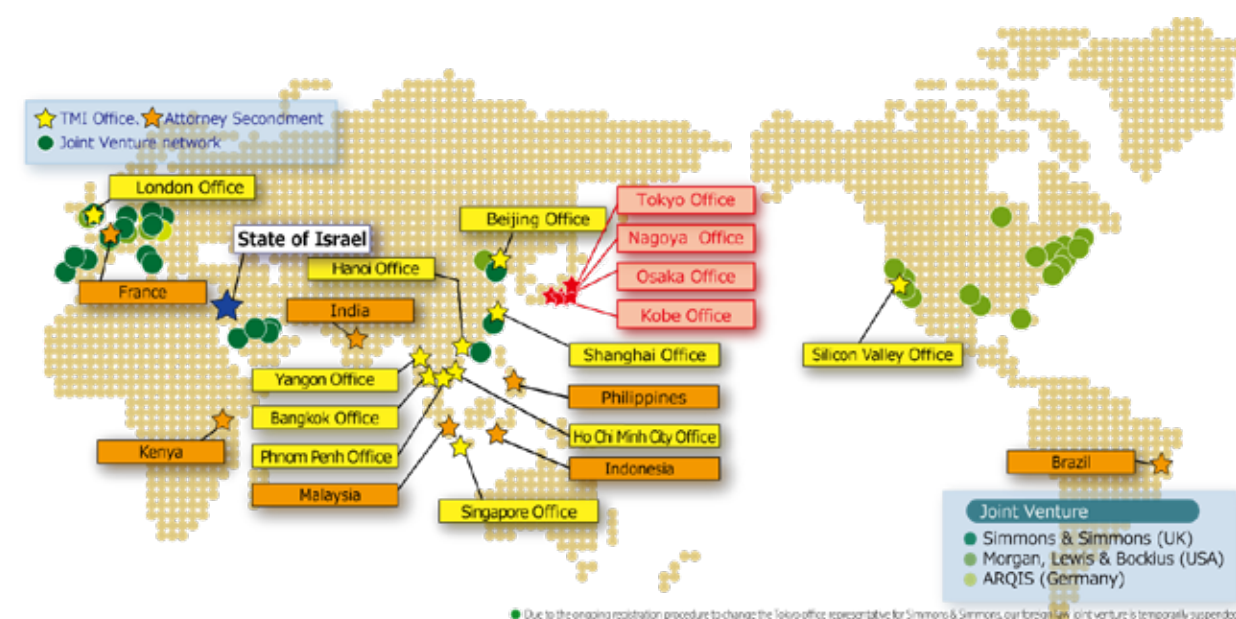
## TMI's Capabilities

### (1) About TMI Associates

Since our establishment on October 1, 1990, TMI Associates has grown rapidly to become a full-service law firm that offers valuable legal services of the highest quality. TMI has a total of more than 850 employees worldwide, including approximately 510 IP and legal professionals, comprising approximately 80 patent and trademark attorneys, 400 attorneys-at-law and 30 foreign law professionals. TMI has been involved in a significant number of cross-border transactions, including numerous mergers and acquisitions, investments, restructurings and corporate alliances across various industries and sectors around the world. In addition, among the "Big Five" law firms in Japan, TMI currently has by far the largest patent practice group, which supports our reputation for having a strong IP practice in any technical field.

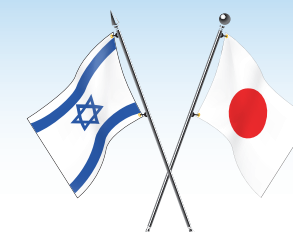
### (2) TMI's Global Network

To ensure we can respond to our clients' needs in a more professional and comprehensive manner, we have established overseas joint legal ventures to realize joint enterprises in various countries around the world, in addition to the establishment of fourteen (14) branch offices across nine (9) countries. Furthermore, at TMI, our many seconded attorneys, in addition to our French, Chinese, Indian, Southeast Asian and Global desks in the Tokyo office, as well as our Nagoya, Kobe and Osaka offices and our other domestic bases, all work together in perfect harmony to strengthen TMI's network with local law firms around the world.



### Contact Us

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TMI Associates (Tokyo Office)  
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### Expectations for business between Israel

We, Tokyo Boeki Medisys Inc. develops, sells, and maintains automated analyzers for use in clinical examinations in hospitals and medical testing institutions.

With a sales network stretching across more than 80 countries worldwide, the company has already sold more than 7,000 units, holding top share globally among desktop blood analyzers.

We are looking for potential business partners to start the business in Israel.

We have no sales result in Israel, but we believe that our product "BIOLIS 30i" can contribute to medical market in Israel.



### Product of Tokyo Boeki Medisys

We are contributing to the medical treatment and health of people with desktop clinical examination equipment and keep developing products by the voices from our customers.

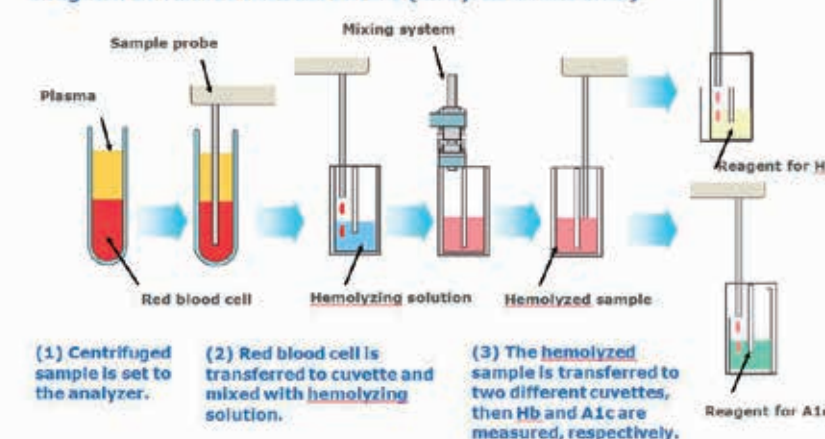
The company's flagship product, "BIOLIS 24i" series are compact but show high-quality & performance.

In order to further expand sales in the global market, we have developed a new model, "BIOLIS 30i," with further enhanced functions.

BIOLIS 30i has excellent operability, high processing capability, and unique functions despite compact size.

#### HbA1c MEASUREMENT

##### Diagram of HbA1c measurement (enzymatic method)



#### MIXING SYSTEM



##### Diagram of mixing with air pressure

##### ADVANTAGE:

Contamination can be avoided due to using no stirrers.  
No washing system and water for stirrers are required.

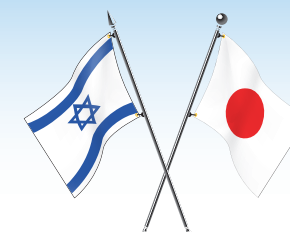
#### Contact Us

##### Tokyo Boeki Medisys Inc.

1-14-21 Higashi toyoda, Hino-shi, Tokyo 191-0052, Japan

<http://www.tokyo-boeki.co.jp/english/>

TEL: +81-3-6841-8703 (Please contact us through our web-site)





## Expectations for business between Israel

We would like to start CVC activities in Israel, collaborate with cutting-edge technology venture companies, and contribute to the development of the Israeli venture community.

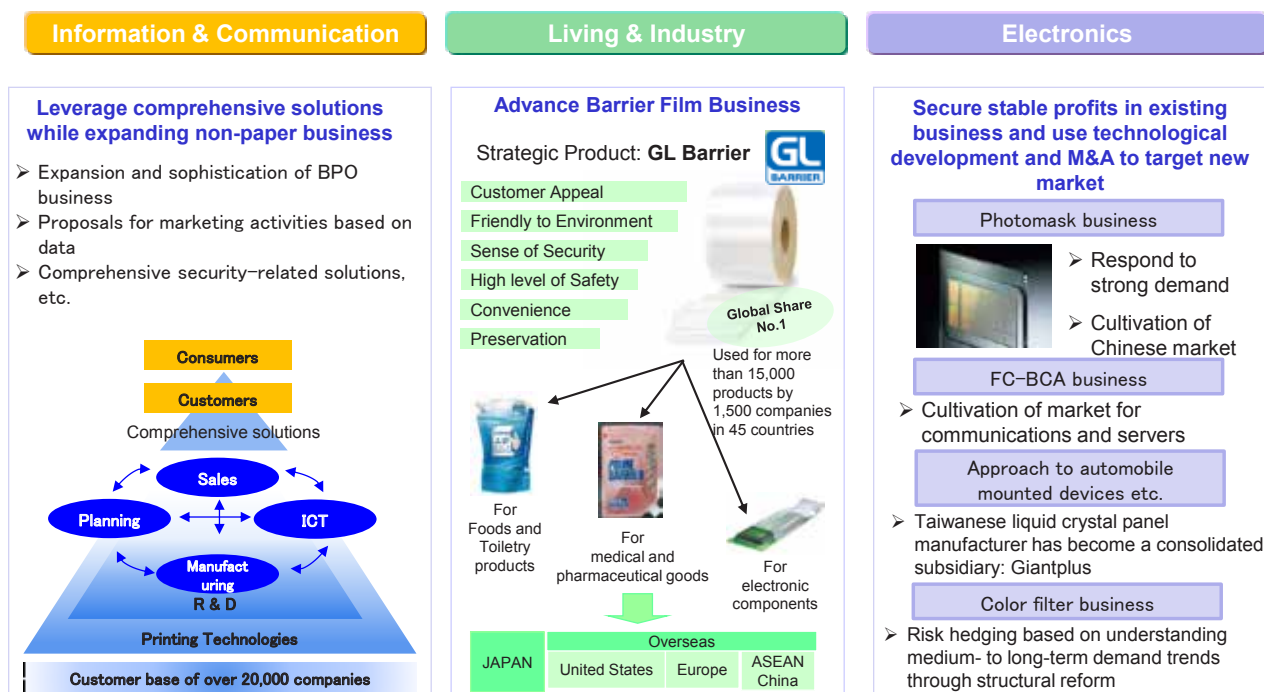
## Company Profile

Established in 1900. Annual net sales: 1,453 billion JPY

Corporate Overview		Segment and Regional Breakdown (FY2018/3)	
Company Name	Toppan Printing Co., Ltd.	<b>Sales by Segment</b>  <small>*Calculated based on sales to external customers</small>	<b>Operating Income by Segment</b>  <small>*Percentage figures are calculated based on sales before elimination of inter-segment transactions.</small>
Established	January 1900		
Company Representative	Shingo Kaneko President & Representative Director		
Number of Employees	Consolidated total: 51,210 employees		
Net Sales (consolidated)	JPY 1,452.7 Bn		
Operating Income (consolidated)	JPY 52.2 Bn		

## Business Segments

Providing comprehensive solutions in 3 segments.



## Examples of our Business

### Toppan Virtual Simulation Service

The world's first cloud service capable of performing "color" and "replacement part" design changes interactively in real time using CAD data. This system enables visual representation of what the user wants to see or learn about, and the results can be seen on tablets, smartphone, signage, and more.

#### Examples of use

- Digital Signage
- Virtual Reality Head Mounted Display
- Sales Support Tools



### Light Control Film "LC MAGIC"

Light Control Film is a functional film that can instantaneously switch from being transparent to opaque or vice versa in response to turning on/off the electric current.

Toppan's Light Control Film "LC MAGIC" has the world's highest level of transparency and light blocking properties, enabling multiple applications, such as use as an image projection screen. It is expected to be used in a wide variety of fields, including housing and other buildings, offices, commercial facilities, automobiles, and aircraft.



### Counterfeit-prevention Technology

Toppan's passport issuance system incorporates highly sophisticated counterfeit-prevention technologies, including an indirect transfer method for printing and transferring personal information onto a hologram film using a special ribbon. It has been adopted for many countries' passports around the world.



### GL BARRIER

GL BARRIER is the name of a range of transparent barrier films developed with vapor deposition and coating technologies: GL FILM and BESELA®, with excellent oxygen and water vapor barrier properties; PRIME BARRIER®, with outstanding barrier performance and functionality; and FRESHLIGHT®, a brand of barrier films for light packaging that retain their barrier performance in high humidity. Toppan leads the market for transparent barrier films in wide-ranging fields from industrial materials to food, medical care, and pharmaceuticals.



## CVC activities

- Two years ago, we started investing in venture companies as a minority shareholder.
- We have invested in more than 10 venture companies in Japan.
- We look for partners for R&D or business collaboration, and furthermore, look for opportunities to invest. We are not a financial venture capital investor, but a strategic partner.
- Areas of interest are healthcare, packaging & containers, agriculture, security technology, and sensors.
- We would like to start CVC activities in Israel, collaborate with cutting-edge technology venture companies, and contribute to the development of the Israeli venture community.

### Contact Us

#### Toppan Printing Co., Ltd.

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## Expectations for business between Israel

UKC Holdings would like to act as an intermediary between Israel's leading edge technology & foresight and Japanese industries who is skilled at manufacturing.

## About UKC Holdings:

Established in October 2009, UKC Holdings is engaged with businesses, including sales of various semiconductors and electronic components, sales of electronic equipment, and EMS business, As a key player in the electronics industry that continues growing dramatically through the advance in digital technologies and market globalization, we offer the most advanced semiconductors and high-performance electronic components manufactured by SONY and other major manufacturers. With our unique and comprehensive technical service, UKC Holdings will satisfy our customers by finding the best solutions for their ever-changing needs.

UKC Holdings have sales branches in five different locations in China Area (Hong Kong, Shanghai, Beijing, Taipei, and Shenzhen), as well as in Korea, Singapore and Thailand, to accommodate the customers' moves towards globalization by offering direct support to their overseas manufacturing and designing operations through our expanding network.

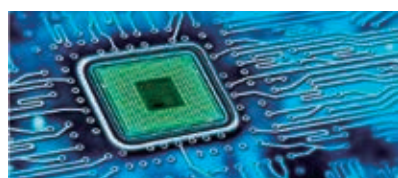
The network will also be utilized to find local components and introduce them to the Japanese market.

In addition, UKC Holdings offer electronic manufacturing services mainly at our own factory in Dongguan, China

## Business Domains and Services of UKC Holdings Services

UKC Holdings offer our customers with a one-stop service enabled by a wide spectrum of business domain of UKC Group Companies:

- Semiconductor / Electronic Components
- Quality inspection (Reliability test / environmental material analysis service)
- EMS (Electronic Manufacturing Service)
- System equipment / Contactless IC card (FeliCa)
- Broadcast solutions
- Digital network solutions
- Image sensing solutions



Semiconductors & Module



Optical Components



Displays



Industrial Lasers



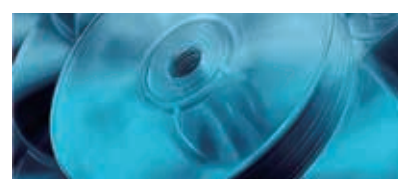
Sensors



Batteries



Measuring Instruments



Materials



EMS

## Technology Highlights:

- Approach to camera monitoring system and driver monitoring system that simultaneously output 3 camera images using 1.3M CMOS image sensors to 3 LCDs



## Focused Area of UKC Holdings and Technology Expected from Israel:

With advances in science and technology, the shapes of society, industry, and life are changing dramatically. In the electronics industry to which the UKC Group belongs, the expansion of the market is expected mainly in the automotive and industrial fields due to the spread of IoT (Internet of Things) and the development of AI (Artificial Intelligence).

Hence, UKC Holdings are actively pursuing emerging business opportunities in various fields such as industrial robots, autonomous driving and face recognition, the installation of "electronic eyes" (image sensors) has progressed, i.e. an increasing number of machines comes to have eyes. As a result, myriad new industries will be created.

Technologies UKC Holdings are particularly expected for Israel :

- ADAS related products such as LiDAR Rader, Sensor etc.
- Agricultural technologies such as Desalination, automatic monitoring etc

## Contact Us

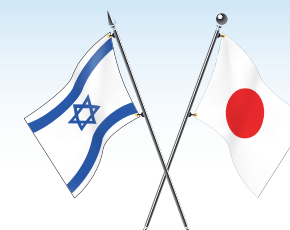
### UKC Holdings Corporation

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Contacts: Keiichi Okada: keiich.okada@ukcgroup.com

Naonori Akiyama: naonori.akiyama@ukcgroup.com

URL: <http://www.ukcgroup.com>







# YAMATO HOLDINGS CO., LTD.

## Expectations for business between Israel

At Yamato Group (hereinafter called "Yamato"), we will create new value by developing open platform solutions, using strengths of our points of contacts with local communities and companies based in Japan and overseas, and the data these accumulate.

### ◆ Expectations

- Disruptive Business Model in Logistics (Not limited in Delivery)
- Advancing Logistics Functions/Networks
- Swarm Management System for Drones & Autonomous Trucks



## Yamato Group Activities ~Overview~



**YAMATO HOLDINGS CO., LTD.**

**No.1 Logistics Service Provider in Japan**

- Business with a lot of companies
- Kuroneko Big Data (1.8 billion TA-Q-BIN, March, 2018)

In Yamato Group Mid-Term Management Plan, **Yamato needs to structuralize new business**, advancing/reforming existing business **with leading edge of digital technologies** and take **proactive and agile** action before disruptive technologies affects existing business.

↓ To prepare, Yamato established Yamato Digital Innovation Center (April 2017)

### YAMATO DIGITAL INNOVATION CENTER

- Japanese largest budget for CVC function
- Looking forward to cooperating with Global Technology Companies

#### Our 3 pronged strategy

1. Develop and use of Kuroneko Big Data
2. Promptly identify and correspond disruptive innovation
3. Use of corporate venturing approach

### BIZ-Logistics

Offers services for efficient distribution and storage of goods such as international freight forwarding and warehouse

### Financial

Provides cash on delivery and settlement at the time of delivery of goods, and leasing business

### Truck Maintenance

Provides vehicle maintenance services, vehicle management system, and insurance for truck and bus operators



### Delivery

Provides parcel delivery services for consumers and corporate customers. TA-Q-BIN, Direct Mail Services, etc.

Hub Terminals	73
Delivery Centers	7,748
Delivery Trucks	51,141
Sales Drivers	80,072

### Home Convenience

Lifestyle support services. Moving, delivery/installation of furniture and appliances, and sales of food and other daily necessities

### e-Business

Development of information systems and sales of IT packages

## Yamato Group Activities ~"Flying Truck" Project (Cargo eVTOL)-

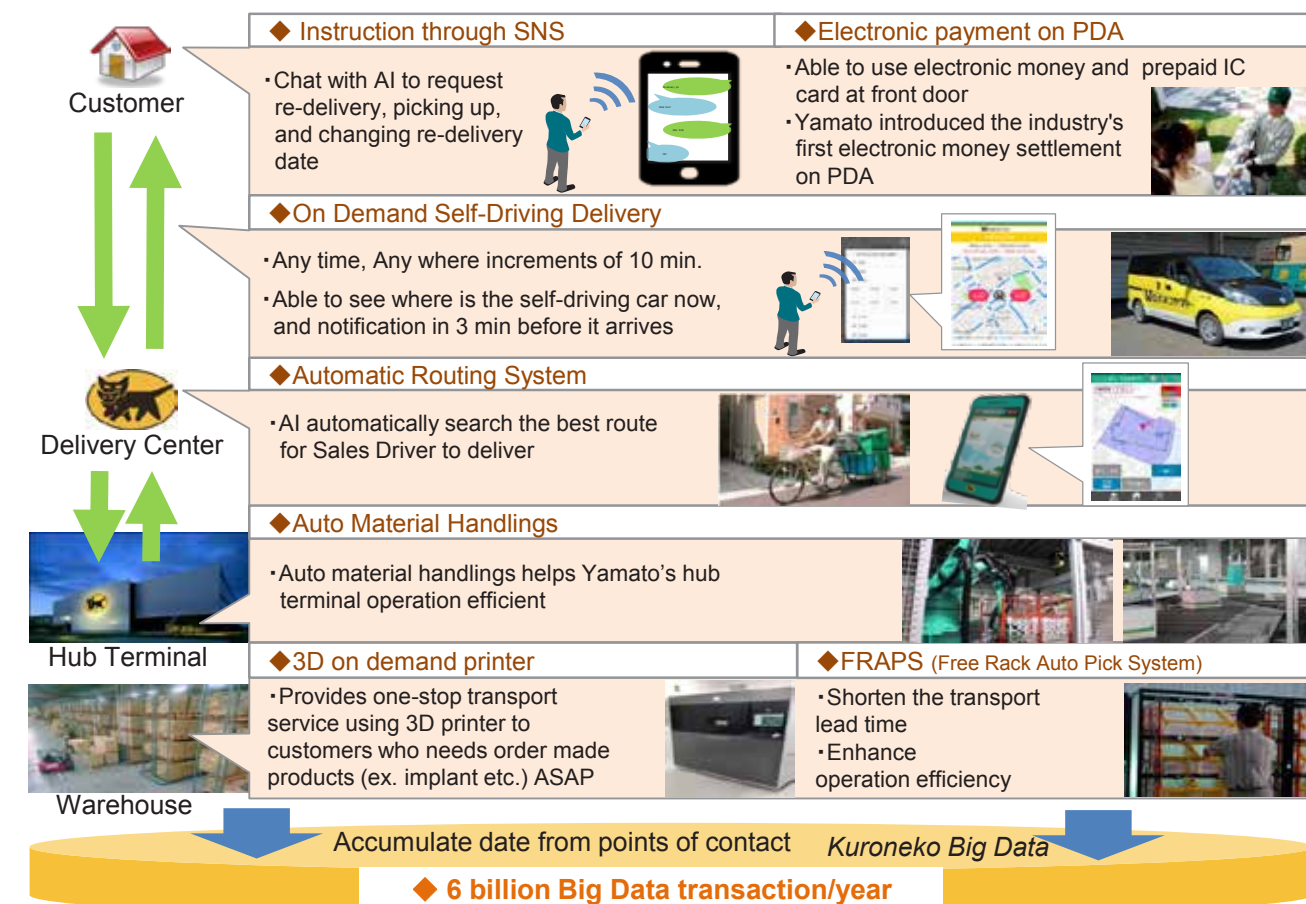


Yamato has announced its collaboration with Bell Helicopter Textron Inc. (Bell) to develop a cargo eVTOL (Electric Vertical Take-Off and Landing) aircraft system aiming to introduce the vehicle to its own service in mid-2020s.

Yamato will mainly develop the detachable cargo pod in order to pursue its groundworthiness as a transportation unit that can be also used in the existing logistics facilities, while Bell is to develop the aircraft aiming the best airworthiness.

Together, both companies are aspiring to become global leader in this civilian cargo eVTOL market.

## Yamato Group Activities ~Technologies/Systems in Every Day Life~



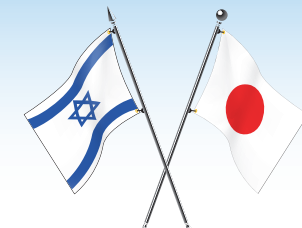
### Contact Us

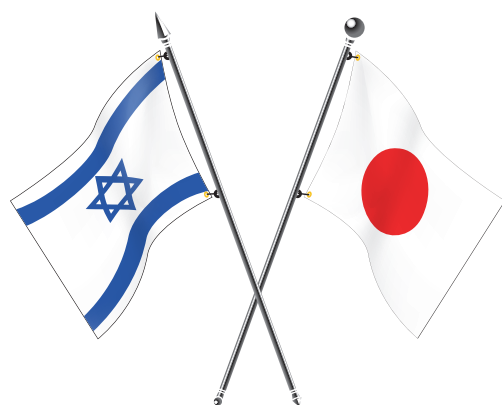
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## **JAPANESE BUSINESS PARTNERS**

### **January 2019**

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