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“Doing Business with Japan”

Omek Optics is an OEM vendor of High End Industrial Microscopes for High Tech companies mainly in the Semiconductor, PCB and Flat Panel Display (FPD) markets. The company is active in the Israeli market which is a major worldwide supplier of inspection machines for the above mentioned markets. Companies such as Applied Materials, KLA-Tencor, Orbotech, Camtek, Nova and more.

Early December 2008 JETRO gave us the opportunity to introduce ourselves to the Japanese market during a major worldwide annual event – Semicon Japan. JETRO provided us (and several other Israeli companies) with all the logistical and financial support to participate in SEMICON (including airfare, booth preparation, professional translators and more). As a result of this unique support, Omek could focus on tying initial marketing connections with key companies in the Japanese industry. Following participation at Semicon, Omek is involved with ongoing negotiations with some of the companies which we met during the Trade Fair in hope to achieve business collaboration. We also met with a leading Japanese trading firm in the Semiconductor field) who is currently representing us in these talks.

Had it not been for JETRO initiative, we would probably have skipped this great opportunity. Needless to say that we are VERY grateful.

Shai Eisenberg - CEO