

LISTEN TO EXPERIENCE

JETRO

Japan Business Seminar

March 29, 2011

Hilton Tel-Aviv Hotel

JETRO (The Japan External Trade Organization) will introduce the Japanese market, through the point of view of Israeli companies, which are dealing successfully in Japan.

In addition, representatives of Japanese trading companies will speak about their interest in the Israeli market.

In the attendance of

The Ambassador of Japan in Israel, H.E Mr. Haruhisa Takeuchi

**Deputy Director General for Foreign Trade, Ministry of industry, trade and labor,
Mr. Boaz Hirsch**

Among the speakers

Adv. Uriel Lynn, President, the Federation of Israeli Chamber of Commerce

Mr. George Horesh, Chairman, Union Motors Ltd.

Mr. Danny Marom, C.E.O, MOST Technologies

Mr. Yossi Shalom, Managing Director, Yoki-Kal Business Development Ltd.

Mr. Shunsuke Sato, Commercial attaché, Embassy of Japan in Israel

Mr. Takashi Fukushima, General Manager, Mitsui & Co Ltd – Liaison office in Tel-Aviv

Mr. Hiroshi Iseki, General Manager, ITOCHU Corporation – Tel-Aviv Liaison office

Participation by invitation only

(Number of invitations is limited)

To register free of charge, apply through JETRO website

www.jetro.go.jp/israel

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Agenda

8:00 – 9:00 Registration

Greetings

9:00 – 9:05 **Mr. Shinobu Nakamura**, Managing Director, JETRO Tel-Aviv

9:05 – 9:10 **H.E. Mr. Haruhisa Takeuchi**, Ambassador of Japan in Israel

9:10 – 9:15 **Mr. Boaz Hirsch**, Deputy Director General for Foreign Trade, Ministry of industry, trade and labor

Seminar – 1st session

9:15 – 9:30 **Adv. Uriel Lynn**, President, Federation of Israeli Chamber of Commerce
<The current trends in the Israeli economy and the possibilities in the Japanese market>

9:30 – 9:45 **Mr. George Horesh**, Chairman, Union Motors Ltd.,
<Creating trust and long-term business relationship in Japan>

9:45 – 10:00 **Mr. Danny Marom**, C.E.O, MOST Technologies
<Success story of setting up business operation in Japan>

10:00-10:15 **Mr. Yossi Shalom**, Managing Director, Yoki-Kal,
<Business culture in Japan and Israel>

10:15-10:25 Coffee break

Seminar – 2nd session

10:25-10:40 **Mr. Shunsuke Sato**, Commercial attaché, Embassy of Japan in Israel
<Recent trends in the Japanese economy>

10:40-10:55 **Mr. Takashi Fukushima**, General Manager, Mitsui & Co.Ltd – Liaison Office in Tel-Aviv
<Interests of Mitsui & Co.Ltd in Israeli sectors and products>

10:55-11:10 **Mr. Hiroshi Iseki**, General Manager, ITOCHU Corporation – Tel-Aviv Liaison office
<Interests of Itochu Corporation in Israeli sectors and products>

11:10-11:25 **Mr. Kei Takagi**, Manager, JETRO Tel-Aviv
<Introduction of JETRO services>

11:25-12:00 **Networking session**