

JETRO

Japan Business Seminar

March 4, 2012

Hilton Tel-Aviv Hotel

JETRO (The Japan External Trade Organization) will introduce the Japanese market trends and the opportunities, through the point of view of Israeli companies and market professionals.

In the attendance of

M.K. Mr. Shai Hermesh, Chairman - Israel-Japan Parliamentary Friendship League

H.E. Mr. Hideo Sato, the Ambassador of Japan in Israel

Among the speakers

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

Mr. Shmuel Schnitzer, Honorary Life-President World Federation of Diamond Bourses

Mr. Gad Zeevi, Chairman, Japanauto-Israel Auto Corporation Ltd.

Mr. Nati Friedberg, C.E.O, BEEM Tech

Mr. Yuval Yanai, C.F.O, Given Imaging

Ms. Ronit Davidovitch, Product Development Manager, Mega retails

Mr. Kei Takagi, Manager, JETRO Tel-Aviv

Participation by invitation only

(Number of invitations is limited)

To register free of charge, apply through JETRO website

www.jetro.go.jp/israel

For further information contact JETRO Tel-Aviv office

Tel 03.688.1739 Fax 03.537.9157

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Agenda

8:00 – 9:00 Registration

9:00 – 9:05 **Mr. Hiroyuki Nara**, Managing Director, JETRO Tel-Aviv

9:05 – 9:15 **M.K. Mr. Shai Hermesh**, Chairman - Israel-Japan Parliamentary Friendship League

9:15 – 9:25 **H.E. Mr. Hideo Sato**, Ambassador of Japan in Israel
<Message from Japan>

9:25 – 9:40 **Mr. Shmuel Schnitzer**, Honorary Life-President - World Federation of Diamond Bourses
<Current business environment in Japan>

9:40 – 10:00 **Mr. Gad Zeevi**, Chairman, Japanauto-Israel Auto Corporation Ltd.
<"Made in Japan" quality>

10:00 – 10:20 **Ms. Ronit Davidovitch**, Product Development Manager, Mega retails
<Japanese cuisine in Israel>

10:20 – 10:40 **Mr. Nati Friedberg**, C.E.O, BEEM Tech
<Creating trust and Long term business relationship>

10:40 – 11:00 **Coffee break**

11:00 – 11:20 **Adv. Uriel Lynn**, Chairman, Federation of Israeli Chamber of Commerce
<Trade of both countries – The past, present and the opportunities>

11:20 – 11:40 **Mr. Yuval Yanai**, C.F.O, Given Imaging
< challenges with enter the medical device market in Japan>

11:40 – 12:00 **Mr. Kei Takagi**, Manager, JETRO Tel-Aviv
<Useful tools for expanding business in Japan>

12:00 – **Networking lunch**