



HAREL - HERTZ
Investment House Ltd.



Word of Trust

Israel Insight Yearly Report 2015

Prepared by: Elchanan S. Harel
President

Harel-Hertz Investment House Ltd.
8 Hamada st, 1st Floor
PO Box 4103, Herzliya Pituach 46140 ISRAEL
Tel: +972-9-9550560 / Fax: +972-9-9563031
E-mail: elchanan@harel-hertz.com
web: www.harel-hertz.com

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January

Japan PM on 3-day trip to Israel, West Bank

By AFP; PUBLISHED: 19:18 GMT, 18 January 2015 | UPDATED: 19:18 GMT, 18 January 2015

Japanese Prime Minister Shinzo Abe flew into Tel Aviv on Sunday at the start of a visit hailed by Israel as an opportunity to boost economic ties.

The three-day visit to Israel and the Palestinian territories is part of the final leg of a six-day tour of the Middle East, aimed also at promoting regional stability and peace.

The visit "gives us an historic opportunity to bring together the great capabilities of the people of Japan and the people of Israel," Israeli Prime Minister Benjamin Netanyahu told Abe in Jerusalem.

"I think there are many economic areas, technological areas and other areas in which we can cooperate," Netanyahu added.

Travelling with Abe is a 100-strong delegation of government officials and top business executives from Japanese firms which are world leaders in their field.

It is the first visit by a Japanese prime minister to Israel in nine years, and Netanyahu told his cabinet it was an opportunity to continue its economic efforts in Far Eastern markets, including China and India.

The reach to the east comes due to Israel's desire "to decrease our dependence on certain markets in western Europe," Netanyahu said.

"Western Europe is undergoing a wave of Islamisation, anti-Semitism and anti-Zionism. These waves are washing over it and we would like to ensure that the State of Israel will have varied markets around the world."

Abe, who was re-elected last month, began his trip in Cairo where he pledged \$2.5 billion in humanitarian and development aid for countries affected by the Islamic State jihadist group in Iraq and Syria.

In Israel, he will hold talks with Netanyahu and President Reuven Rivlin on Monday before heading to the West Bank to meet Palestinian president Mahmud Abbas on Tuesday.

Abe is expected to call on both Israel and the Palestinians to find a way to resume peace talks which collapsed nine months ago, the embassy said.

He was also to urge Israel to refrain from any actions or remarks which would escalate the confrontation with the Palestinians.

Abe's arrival comes just two days after the International Criminal Court said it would open a preliminary probe into possible Israeli war crimes following a complaint filed by the Palestinians.

The move was roundly denounced by both Israel and Washington, and Netanyahu is reportedly planning to discuss the move with Abe.

Japan is both a party to the ICC and its biggest financial backer. According to figures to June 30, 2014, Tokyo contributed 20.4 million euros (\$23.6 million) to the court's yearly budget which totalled 121.6 million euros.

After Japan, the biggest contributors were Germany (13.4 million euros), France (10.5 million) and Britain (9.7 million).

Israel has pledged to lobby its allies to cut off funding to the court.

Israel is also lobbying Canada over the ICC move in talks with visiting Foreign Minister John Baird. Last year, Canada contributed 5.6 million euros to the court's budget.

On January 2, the Palestinians applied to become a party to the ICC in a process that will take effect in early April.

They simultaneously recognised the court's jurisdiction to retroactively cover a period including the Gaza war, prompting the court to begin a preliminary examination.

Last May, Netanyahu visited Japan for a five-day trip which was heavily focused on boosting the hi-tech trade between the two countries.

At a Sunday night economic forum in Jerusalem with Abe, Netanyahu reiterated that Israel "must diversify its markets to include Japan and the other great economies of Asia".

Stressing Israel's innovation and heavy investment in cyber security, Netanyahu said that "we've barely scratched the surface of the potential for cooperation in our relationship."

Israeli exports to Japan in 2013 constituted about 0.1 percent of its total imports.

In Israel, Japan PM says committed to Mideast peace

By AFP | 19 Jan, 2015,

Prime Minister Abe visited Yad VaShem Holocaust Memorial

PM Abe pays tribute to Consul Chiune Sugihara

JERUSALEM: **Japan's Prime Minister Shinzo Abe** said on Monday that Tokyo was committed to working for Middle East peace during a visit to **Yad Vashem Holocaust museum in Jerusalem**.

"Japan is determined to contribute even more proactively to world peace and stability," he

said in a statement translated into English after touring the harrowing Yad Vashem memorial and museum.

"Today, I have learned how merciless humans can be by singling out a group of people and making that group the object of discrimination and hatred," he said.

Abe laid a wreath in the Hall of Remembrance and restoked the "eternal flame" as is customary for international leaders and diplomats visiting the site.

He also paid tribute to late Japanese diplomat **Chiune Sempo Sugihara**, who is known one of the "righteous among the gentiles" who gave travel documents to some 3,500 Jews trying to escape the Nazi Holocaust while he was posted to Lithuania, and in whose honour a tree is planted at Yad Vashem.

"I strongly recognize the extraordinary contribution made by Vice-Consul [Chiune Sugihara](#), who issued visas for life and saved thousands of Jewish lives. I have also reconfirmed the bonds and ties that existed from long ago between the Jewish and the Japanese."

"In March, last year, I visited the Anne Frank House in Amsterdam. Today, I find myself fully determined. The Holocaust, never again," Abe said.

"This year as we mark the 70th anniversary of the end of World War II and the liberation of Auschwitz, I make a pledge that we should never ever let such tragedies be repeated."

Abe said Tokyo would continue to have an "active engagement" in efforts to broker peace in the region as he held separate talks with Prime Minister Benjamin Netanyahu and President Reuven Rivlin

"As a genuine friend, I might offer advice that may not be easy to swallow to both of the parties," he told reporters on meeting Netanyahu.

He did not elaborate further but the embassy said he would be urging both sides to find ways to return to the negotiating table after the collapse nine months ago of the latest round of peace talks.

A Japanese government official said Abe would communicate the same message to both sides.

"The prime minister... believes that hatred does not help anything, and that both sides should refrain from taking unilateral actions that would exacerbate the situation... and (undermine) the two-state solution," he said on condition of anonymity.

For Israel, this referred to "issues like the settlements" as well as to the Jewish state's freezing of Palestinian tax monies.

Earlier this month, Israel blocked the transfer of US\$127 million (S\$169 million) to Ramallah as a punitive measure after the Palestinians applied to join the International Criminal Court where they can potentially sue Israel for alleged war crimes.

The move drew sharp international criticism, including from the United States and the European Union.

Both issues are likely to come up when Abe meets Palestinian leader Mahmud Abbas in Ramallah on Tuesday.

"In terms of the Palestinians ... becoming a member (of the ICC) and the indictment of Israelis does not really help to pursue this (two-state) solution," the Japanese official said. "He would say that both sides should refrain from taking these actions."

At the start of the meeting with Abe, Netanyahu said Israel would continue to defend itself against any threats and would not be deterred by the ICC, which has begun a preliminary examination of a Palestinian complaint relating to Israeli actions last year.

"Israel is adamant that it will have the right to defend itself against all those who wish to propagate terror and other attacks against its citizens, against its territory," he said. "We will not have our hands tied by anyone, including the ICC. We will do what is necessary to defend ourselves wherever we need to do so."



Japanese PM: Technology, Counter-terror Partnership with Israel

In historic visit to Israel, Abe and Netanyahu discuss rapid expansion in ties, from technology to economics, counter-terror to diplomacy.

By Ari Yashar
1/19/2015, 9:04 AM

Japanese Prime Minister Shinzo Abe is in the midst of an **historical three-day visit to Israel** after arriving on Sunday, and during meetings with Prime Minister Binyamin Netanyahu he expressed full support for rapidly expanding economic cooperation between the nations.

"There is no reason for Japan, which places innovation as an engine of economic growth, not to cooperate with Israel, which invents innovative technology," Abe said according to the Japanese-language paper *Sankei*.

Abe, who visited accompanied by representatives from around 30 private Japanese companies in an effort to foster greater business ties, said that he would "like to enter preparatory negotiations" regarding mutual investments with Israel.

Netanyahu and Abe presided over a "Japan-Israel Business Forum" on Sunday night to promote mutual connections, in which Netanyahu emphasized that Israel must **shift its focus from Europe to Asia**, saying such a move is an appropriate response to the growing "Islamization" and "anti-Zionist" policies coming out of Europe.

Aside from urging greater economic ties, Abe during the visit also made general remarks supporting a return to peace talks between Israel and the Palestinian Authority (PA), with such statements being standard fare among visiting leaders.

According to the Japanese-language *Mainichi Shimbun*, Abe said "I worry about the chain of violence and distrust. I would like the great enterprise of realizing peace to be achieved."

Abe also criticized the PA for its recent move to sue Israel for "war crimes" at the International Criminal Court, in a unilateral move in breach of the 1993 Oslo Accords that created the PA.

"I strongly request (from the PA) to avoid moves that do not contribute to Middle East peace," stated Abe, indicating that Japanese recognition of "Palestine" would only come as a result of talks between the PA and Israel, and not unilateral steps taken by the PA at the UN or elsewhere.

Partners fighting terror

The Japanese prime minister also addressed the Islamist terrorist attacks that left 17 murdered in Paris earlier this month, including four Jews murdered at a kosher supermarket..

"Cowardly terrorism cannot be forgiven for any reason, and I would like to firmly condemn (the attacks)," he said.

Netanyahu responded, saying "we must stop terrorism now," and the two agreed to collaborate in the fight against Islamist terrorism.

Cabinet approves plan to strengthen economic ties with Japan

04 Jan 2015

The plan constitutes a roadmap for various government ministries regarding a focused effort to strengthen economic links by investing tens of millions of shekels over three years.

The Cabinet, at its weekly meeting (Sunday,4 January 2015), approved Prime Minister

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Benjamin Netanyahu's proposed plan to strengthen economic links and cooperation with Japan. The plan constitutes a roadmap for various government ministries regarding a focused effort to strengthen economic links by investing tens of millions of shekels over three years. The plan is based on identifying areas of interest common to both countries and is designed - inter alia – to enable the full utilization of the latent Economic potential for the Israeli economy.

Economy Ministry - Opening a trade office in Osaka, in addition to the trade office in Tokyo; increasing the number of commercial attaches in Tokyo; strengthening business activity in Japan; branding doing business with Israel in Japan; increasing Israeli companies' exposure to Japanese firms and vice-versa; expanding the Economy Ministry Chief Scientist's activity in Japan; enlarging the India-China Fund so as to include Japan.

Finance Ministry - Advancing negotiations on a bilateral agreement to encourage and protect investments.

Science, Technology and Space Ministry - Increasing joint research grants by 50% in 2015; increasing space cooperation; strengthening ties between Israeli and Japanese researchers.

Foreign Ministry - Advancing plans for a visit by 500 young leaders from Japan to Israel over three years. The young leaders will be in Israel for approximately one week during which they will be exposed to various aspects of the economy, culture, administration and life in Israel.

Tourism Ministry - Plan to increase the number of Japanese tourists by 45% by 2017.

Transportation and Road Safety Ministry - Increasing cooperation in various transportation technologies and infrastructures with emphasis on public transportation; transportation research and development.

In addition, the government will advance plans for bilateral cooperation by the ministries of Health, Agriculture and Rural Development, Culture and Sports, as well as promoting alternative fuels.

Israel and Japan have become significantly closer in the past year. In this context, there has been an increase in the frequency of official visits between the two countries. Prime Minister Netanyahu visited Japan this past May as a guest of Japanese Prime Minister Shinzo Abe.

Since the visit, there has been an increase in Japanese interest in cooperation with - and investments in - Israel which is finding expression in the arrival in Israel of parliamentary, government and economic delegations. Last November, Prime Minister's Office Director General Harel Locker led an economic delegation to Japan consisting of economic leaders as well as

government, and academic and economic organizations. In July 2014, the Japanese Economy Minister led a delegation of industrialists to Israel.

Although the Japanese economy is the third largest economy in the world (after China and the US) with a 2013 GDP of approximately \$4.7 trillion. Israeli exports to Japan have been stagnant in recent years and amounted to approximately \$720 million in 2013, constituting only around 1.3% of overall Israeli commercial exports. Deepening trade ties with Japan contains several advantages for the Israeli economy. Boosting exports to Japan is an important goal in and of itself but also serves an additional goal - expanding the geographic scope of Israeli exports by helping additional Israeli companies to penetrate the Japanese market, with an emphasis on small- and medium-sized businesses. There is demand in Japan for Israel technologies and know-how which have yet to realize their market potential, particularly in the fields of pharmacology and medical equipment, cyber and information security, agricultural technology, and green energy and the motor vehicle market. Opening a trade office in Osaka will promote broader access to local industry in the Kansai region, where many of Japan's and the world's largest companies are located. The region has high commercial potential for Israeli companies' vis-à-vis cooperation with Japanese firms and in terms of exports.

Japan PM pledges \$2.5 billion in Mideast aid

Cairo (AFP) - **Japanese Prime Minister Shinzo Abe** pledged Saturday \$2.5 billion in humanitarian and development aid for the Middle East as he launched a regional tour that includes visits to Jordan and Israel.

In a speech in Cairo, Abe pledged \$200 million in non-military assistance for countries affected by the Islamic State (IS) group's bloody expansion in Iraq and Syria, which spurred an exodus of refugees to neighbouring countries.

"Japan will newly carry out assistance of 2.5 billion US dollars in non-military fields including humanitarian assistance and infrastructure development, intended for the entire region," Abe said, according to an official transcript.

Speaking to Egyptian politicians and businessmen, he said Japan would "provide assistance for refugees and displaced persons from Iraq and Syria".

"I will pledge assistance of a total of about 200 million US dollars for those countries contending with ISIL (IS), to help build their human capacities, infrastructure, and so on," he added.

A Japanese foreign ministry official told AFP that much of those funds would go towards assisting neighbouring states hosting refugees.

The money is included in the \$2.5 billion figure, she said, which also includes loans to improve Egypt's power grid.

The United Nations has warned that the number of Syrian refugees could shoot up to 4.27 million by December from the current figure of more than three million.

The Syrian conflict has killed more than 200,000 people since March 2011 and displaced around half the country's population, with many fleeing to neighbouring Lebanon, Turkey and Jordan.

Dozens of Japanese company executives are accompanying Abe on his trip.

Since taking office in December 2012, Abe has worked to boost Japan's profile in global affairs.

He has visited more than 50 countries including oil-rich Gulf nations -- but not Japan's neighbours China and South Korea, with which Tokyo is at odds over territory and history.

The last time a Japanese leader visited Jordan, Israel and the Palestinian territories was in 2006 when Junichiro Koizumi was in office.

Abe was the last premier to visit Egypt during his brief first stint in the top job in 2007.

He said Japan had contributed \$2.2 billion to the Middle East in 2012 which had "already been put into execution."

Abe will meet Egyptian President Abdel Fattah al-Sisi before departing to Jordan and then Israel and the Palestinian West Bank.

His itinerary includes a visit to the Yad Vashem Holocaust memorial in Jerusalem.

Abe urged Israel and the Palestinians to resume negotiations, after the Palestinians joined the International Criminal Court this month to seek an investigation into the war in Gaza last year.

"Japan believes that the day will come in the near future when we can recognise Palestine as a state," he said.

"In order for that day to arrive sooner, we will appeal to both Israel and Palestine to resume negotiations to advance the so-called Two-State Solution."

Japan Grants budget for Bethlehem Water Network Rehabilitation

BETHLEHEM, January 29, 2015 (WAFA) – Japan granted Thursday about \$100 thousands in support of the water network rehabilitation project in Za'tara town to the southeast of Bethlehem.

According to a press release issued by the Representative Office of Japan to the Palestinian Authority (PA), Za'tara Municipality would accordingly receive about \$101,000 to rehabilitate a 2,570- meter-long old damaged water pipes in 5 locations with 2-inch underground galvanized steel pipes.

The project would benefit around 2,000 residents who are suffering from insecure quality and lack of water, providing them with sufficient supply of clean tap water and contributing to the reduction of water losses.

According to Za'tara Town Profile prepared by the Applied Research Institute of Jerusalem (ARIJ), the town's total population in 2007 was 6,280, including 3,215 males and 3,074 females. There are 1,046 households living in 1,080 housing units.

The current 12-kilometer-long water network providing the town with water was established in 1972. About 97.1 percent of the housing units are connected to the water network, 1.3 percent is dependent on rainwater harvesting cisterns and 0.7 percent is dependent on the purchase of water tanks, while the source of water supply is unknown for the remaining units (0.1%).

The quantity of water supplied to Za'tara in 2009 was about 159,615 cubic meters a year; therefore the estimated rate of water supply per capita is about 70 liters a day. However, this amount of water is not consumed by many residents due to water losses which are about 28 percent.

The losses happen at the main source, major transport lines, distribution network, and at the household level, reducing the rate of water consumption per capita to 50 liters per day. This is a low rate compared with the minimum quantity proposed by the World Health Organization, which is 100 liters per capita per day.

Za'tara municipality assumes responsibility for the maintenance of water and collecting bills.

The town is gripped with a water crisis as water supply is water is cut off for long periods of time in summer and winter in several neighborhoods of the town for several reasons, most importantly Israeli domination over Palestinian water resources and high rate of water losses.

The grant was signed by Representative of Japan to the PA and Ambassador for Palestinian Affairs Junya Matsuura and Mayor of Za'tara Ahmad Rashid at the Representative Office in Ramallah.

This project is funded by the Government of Japan through the Japan's Grant Assistance for Grassroots Human Security Projects (GGP).

Japan pledges \$100m to rebuild Gaza

Wednesday, 21 January 2015

During a visit to the region, Japanese Prime Minister Shinzo Abe pledged \$100 million for the reconstruction of the Gaza Strip.

In a joint press conference with the **Palestinians Authority President Mahmoud Abbas**, Abe announced the Japanese pledge to help reconstruct the Gaza Strip, which was destroyed during a 51-day Israeli war last summer.

It caused the partial or complete destruction of more than 100,000 houses.

Abe said: "We are concerned about the deteriorating situation between the two sides since the last year. I exchanged views with Israeli PM Benjamin Netanyahu and Abbas and found they are real friends."

Abbas thanked Japan for its role in enhancing peace opportunities in the Middle East. "Palestinians will never forget Japan's support for Palestine, which started when it aided Palestinian refugees and continued after the Oslo Accords," he said.

The Palestinian president said he had updated the Japanese premier on the latest political developments and the plan by Arab foreign ministers to garner political support for a new UN draft resolution calling for the establishment of an independent Palestinian state along the 1967 borders.

In addition, Abbas reiterated that there is no choice but to resolve the conflict through peaceful means and negotiations based on the Arab Peace Initiative and the UN resolutions.

"We tell our neighbours [Israelis] that our hands are extended for peace and they have to choose between peace or settlement expansion," he said. "Peace cannot be achieved by collective punishment, apartheid measures or the detention of thousands of Palestinians."

Abe said that he hoped Palestine and Israel would be able to live in peace and that his country would continue to support peace based on a two-state solution.

Israel-Japan conference to foster cooperation in brain research

January 21st, 2015

Following the visit of **Japan's Prime Minister, Shinzo Abe**, to Israel in the beginning of the week, the end of the week of January 18th saw a visit by a group of leading Japanese scientists to Rehovot, Israel. The **Advances in Brain Sciences conference** the scientists attended was jointly hosted by the **Weizmann Institute of Science in Rehovot and the RIKEN Brain Science Institute in Japan**. The parallels were more than incidental: Abe and Israel's Prime Minister, Benjamin Netanyahu, discussed furthering business, research and development contacts between the countries; Weizmann and RIKEN researchers are already working to advance scientific collaboration between the two institutes and the two countries.

The Weizmann Institute's **Dr. Ofer Yizhar**, one of the conference organizers, is currently involved in a collaborative research project with **RIKEN researcher Toru Takumi**. "Takumi creates mice that have a genetic defect which mimics autism, while my optogenetics lab can work with these mice, turning neurons in the brain "on" and "off" with light. Together, we hope to discover how autistic spectrum disorder develops in the brain and what neural mechanisms are involved in autistic behaviors," says Yizhar.

Over the two days of the conference, speakers touched on many different aspects of brain research: **Yasunori Hayashi of RIKEN**, for example, gave a talk on the roles of the cells' internal cytoskeleton in maintaining the plasticity of the synapses between certain brain cells. The Weizmann Institute's **Prof. Rony Paz** talked about his findings showing how our tendency to overgeneralize may sometimes work against us, for example, when memories of traumatic events turn into post-traumatic disorders. The keynote speaker, **Prof. Shimon Ullman** of the Weizmann Institute, gave a talk on visual recognition - a subject that crosses the boundaries between neuroscience and artificial intelligence. Ullman, who has worked with **RIKEN's Dr. Tanifuji** for a number of years, says: "Scientific and personal connections have deepened over the years, and we are currently planning the next steps of joint work in the future."

Informal events and visits to labs during the two-day conference gave the researchers from the two countries an opportunity to meet and discuss ideas for future research directions. "RIKEN is the premier brain research center in Japan, and one of the best in the world," says **Prof. Yadin Dudai**, one of the conference organizers. "We see that much of Weizmann Institute research complements that being done in Japan; there is great potential to work together in many areas. This can benefit both sides, and we hope to see more cooperation in the future."

Provided by Weizmann Institute of Science

Fuetrek invest in VocalZoom

Fuetrek joins Motorola Solutions ,3M and OURCROWD in latest financial round

Motorola Solutions, Inc. (NYSE: MSI), a leading provider of mission-critical communication solutions and services for public safety and commercial customers, through its investment arm Motorola Solutions Venture Capital has invested inVocalZoom Ltd., a leading developer of sensors for speech enhancement. The terms of the transaction were not disclosed.

VocalZoom has developed a unique optoelectronic microphone able to substantially enhance a speaker's voice over any background noise. The technology creates a "virtual cube" in space, sensing sound from only within the cube. This enables highly significant speech enhancement and precise speaker isolation, which are the key elements missing today to enable mass-usage of voice-driven applications for devices such as radios and smartphones.

FueTrek Co., Ltd. develops and provides speech recognition, speech synthesis, dialogue, and machine translation solutions to various markets in Japan. The company offers vGate ASR, a speech recognition system; vGate TTS, a speech synthesis product; vGate Talk2Me, a speech dialogue system; and speech translation system, as well as software development kit and transcription software. In addition, the company engages in writing memory cards' content for education market; provides platform development outsourcing services, as well as offers certification and training programs for electrical and electronic engineers; provides customer relationship management solutions. FueTrek Co., Ltd. is headquartered in Osaka, Japan

About VocalZoom

VocalZoom was founded in 2009 with the mission to enable clear communication and voice recognition in any natural environment. Its SEEON™ technology "zooms in" on an individuals' voice using a proprietary optical sensor, that measures facial skin vibrations from the speaker's face and is unaffected by any background noise. VocalZoom's patented technology singles itself out from all other Noise Reduction technologies, since it is the only technology that provides an independent and reliable reference audio signal, in any environment and with no physical contact. VocalZoom's technology has been shown to increase speech recognition results by more than 10x, providing the enabling element for widespread use of speech recognition and clear communications

Pluristem's Immunotherapy Could Fast-Track GvHD Studies under Japanese Legislation

Seeking Alpha 5 January 2015

Pluristem's novel cell therapy shown to stimulate the sought-after immune response, a new chapter in medicine pursued by Big Pharma.

All eyes are on Japan, whose revised regenerative medicine law offers quick approval upon safety and efficacy in Phase II.

Pluristem to pursue Japanese studies in GvHD with help of top consultants to find partners.

Risks include positive results for GvHD in larger studies and Japan's current economic woes that could dampen healthcare initiatives.

Close competitor Mesoblast also reaches for Japan's brass ring with GvHD trials.

With data in hand that shows evidence its PLX cell therapy produces an immune response, Pluristem Therapeutics (NASDAQ:PSTI) enters the exploding area of immunotherapy, or treating disease via manipulation of the human immune system, and joins the ranks of its larger pharmaceutical counterparts in an industry estimated at \$35 billion with fast growth expected in the next seven to eight years. Immunotherapy has become the focus of multinational giants like Bristol-Myers Squibb (NYSE:BMJ), Merck & Co. (NYSE:MRK) and Roche Holding AG (OTCQX:RHHBY) who all vigorously seek this new panacea for disease.

A look at the science - in May 2013, Pluristem discovered PLX cells improved grafts of hematopoietic stem cells in failed bone marrow transplant (BMT) due in theory to modulation of the immune system through secretion of cytokines and other proteins to stimulate the production of all blood cell types, a necessary function for recovery after BMT. Of the 25,000 allogenic (from donor) BMT's done worldwide, roughly 15% fail to the great physical detriment of patients already suffering with sickness.

June of that year, Gaberman, E. et.al published data using PLX cells on irradiated mice; results were positive with nearly all of animals rescued and healthy. Microscopic study after sacrifice revealed a startling discovery responsible for the therapy's success - the stimulation and secretion of Interleukin-10 (IL-10) whose job is to stop cytokines from causing harmful inflammation via T cell proliferation, just the way immunosuppressant drugs like cyclosporine work but without leading to infections stemming from compromised immune systems. When PLX cells were treated with lipopolysaccharide (LPS), an organic compound composed of fatty acid and sugars, efficacy was further increased at a statistically significant P-value of less than 0.01, meaning the results are not due to chance. Independent research has determined that LPS does indeed facilitate production of IL-10. Four months later, mice treated with PLX cell therapy after BMT showed a statistically significant drop in symptoms associated with graft-versus-host disease ((GvHD)), a dangerous condition common after BMT where the body rejects implanted tissue from a donor and mediated by T-cell/cytokine response that may lead to liver failure; blistering skin; intestinal hemorrhage; and scarring of the lungs. Mice did not exhibit these symptoms,

and overall improvement in survival 42 days after treatment was observed. Efficacy was achieved regardless of whether cells were given intravenously or intramuscularly, lending the therapy freedom of choice for future patients. More recently, Pluristem presented good preclinical results using PLX cells for complications from GvHD at the 2nd UK-Israel Regenerative Medicine Conference (BIRAX) at Technion, Israel's heart of cell therapy research.

These results came on the heels of compassionate use of PLX cells several years ago for three patients who failed BMT, restoring health with no local or systemic side effects and a significant increase in red blood, white blood, and platelet cell count as therapy stimulated hematopoietic stem cell recovery.

To uphold and expand the role PLX cells play in immunotherapy, international journal *Biochimica et Biophysica Acta (BBA) - Molecular Cell Research* recently published a study using Pluristem's cells in stroke that showed secretion of another immunogenic agent - IL-6, in addition to vascular endothelial growth factor (VEGF), a protein that promotes angiogenesis or the production of blood cells to restore oxygen supply to damaged tissue.

Drawn by the therapy's promise, traditionalist pharma company Pfizer, Inc. (NYSE:PFE) plans to further its race toward immunotherapy by working with German-based Merck KGaA (OTCPK:MKGAF). Bristol-Myers Squibb Company and Celgene Corporation (NASDAQ:CELG) are joint-sponsoring clinical trials combining Bristol's immunotherapy compound with Celgene's anti-cancer treatment. Novartis AG (NYSE:NVS) has data on new immunotherapy initiatives following its February 2014 acquisition of CoStim, intended to vault Novartis outside its areas of eye care, antibiotics, and animal health. Very recently, Amgen (NASDAQ:AMGN) received the FDA's widely coveted Breakthrough Designation, shaving off five months of approval waiting time, for the first drug in its class of immunotherapies where T-cell manipulation alters the way the body responds to disease.

Despite efforts, several have stumbled: Last spring, AstraZeneca PLC (NYSE:AZN) lost an FDA panel vote for its drug designed to modulate T cell response that had been rejected three years earlier. Bone marrow suppression and risk of acute myeloid leukemia were cited. GlaxoSmithKline Plc's (NYSE:GSK) immunotherapy effort flopped in late stage studies, where immune response was not evident. A small immunotherapy study conducted by Novartis revealed 100% of patients showed cytokine release syndrome, an all-body inflammatory response causing in 27% high fever, excessive tremors, and life-threatening build-up of fluid in the lungs.

In comes Japan, long supportive of regenerative medicine and about to play a major role in its future: the country passed a revision of its Pharmaceutical Affairs Law that allows marketing approval as soon as safety and efficacy in cell therapy clinical trials are proven, as soon as Phase II. This way, products will reach patients faster while industry players get an early chance at profitability. The new law could shorten approval time by as much as two years. Japan's move was prompted by demographics; as the 2nd largest healthcare market in the world, its over-65 population is expected to double in the next 10-20 years.

Resources will be strained, so regenerative medicine is attractive as an alternative to traditional medicine that has less impact on diseases common to aging and unable to address unmet medical needs that puts economic pressure on Japanese society.

Competition between Pluristem and its closest rival **Mesoblast Limited** (OTCPK:MEOBF) in Japan is cooking. Last September, Mesoblast, with its Japanese partner **JCR Pharmaceuticals**, filed in Japan for approval of its compound for GvHD. Enter Pluristem, weighing partnerships in Japan with the help of healthcare transaction strategist Sage Group and Japanese healthcare expert Waterfield HealthCom, two highly-respected organizations. Both are vying for a GvHD approval, and should make for an interesting contest. Both have sufficient funds - Mesoblast with \$4.8 million in cash as of September 30, 2014 and approximately \$160 million in unrestricted deposits at call (an interest-bearing account with penalty-free withdrawals) and Pluristem with roughly \$51 million in cash and strong ties to Wall Street funding. Annual burn rate for Mesoblast, however, is much higher than Pluristem's - \$99 million versus \$27 million. Cephalon, now part of Teva Pharmaceuticals (NYSE:TEVA) with a 19.9% equity ownership of Mesoblast may consider Japanese GvHD studies payable from its \$1.7 billion milestone package to Mesoblast, or not, and terms of the original deal four years ago may alter in light of Teva's desire to off-load assets to concentrate on core products.

Investors may recall that the first cell therapy approved for GvHD in 2012, was Prochymal, an allogeneic treatment derived from adult bone marrow and discovered by Osiris Therapeutics (NASDAQ:OSIR) which gained little footing within the FDA and was eventually sold to Mesoblast for a pittance. Puzzling to me is that Mesoblast inherited approvals in Canada and New Zealand but still conducts late-stage studies there, aiming for market release sometime in 2016. Given that Sanofi (NYSE:SNY), originally in partnership with Osiris to develop Prochymal in 2008 had abandoned interest in the project on the heels of two failed late-stage clinical trials in GvHD, I wish them luck.

Pluristem scientist culturing PLX cells

Mesoblast and Pluristem both use similar processed cells as therapy but with key differences. Foremost is the ease of acquisition: Mesoblast takes bone marrow from donors, an invasive, costly practice, where Pluristem harvests cells free of charge from the placentas of healthy Cesarean-section birth mothers. Pluristem owns outright a 3-D manufacturing facility with multi-country approvals to culture its cells and Mesoblast outsources to Lonza Group Ltd (OTCPK:LZAGF) although technique has not progressed past the 2-D use of petri dish and beaker. Most important, Pluristem's cultured cells do not differentiate into bone, fat or cartilage like Mesoblast's, avoiding the possibility that transplanted cells turn into the wrong tissue, a common fear among early adopters of cell therapy.

Mesoblast's Phase II/III clinical results on GvHD done by more than a dozen Japanese medical institutions and presented at the American Society of Hematology (NYSE:ASH) early this month should give investors pause. There are claims for safety and efficacy but with no statistical significance attached in the form of P-values. Side effects similar to chemotherapy occurred in 84% of subjects, and virtually all had some kind of adverse



response, including death in 40% of the 25-patient trial where Mesoblast explicitly states that fault of the drug cannot be ruled out in 16%. Not too promising.

TMJ Inc. (a Benesse Company) Implements Verint's Impact 360 Speech Analytics to Enhance Quality Management and Productivity

Major Japanese BPO Company Extends Investment in Verint Analytics Solutions to Take Action on Customer Trends Identified Through Contact Center Interactions

Verint® Systems Inc. (NASDAQ: VRNT) today announced that **TMJ Inc.**, a **Benesse Group** company that operates call center and back-office operations in Japan, has implemented its **Impact 360® Speech Analytics™** solution--part of Verint's Voice of the Customer Analytics® portfolio. TMJ Inc., formerly known as Telemarketing Japan, operates in 11 cities in Japan and Shanghai, China and has a unique business concept of "Science of Technology" to leverage an advanced scientific and engineering approach in improving customer communications.

An existing Verint customer, TMJ implemented the speech analytics solution earlier this year¹, and has been using it to extract Actionable Intelligence® from call center customer interactions to gain valuable insights into why customers are calling and to enhance quality management and productivity.

"TMJ's contact centers use a proactive scientific methodology of collecting, analyzing and mining customer calls. We were interested in a solution that would allow us to better visualize and quantify customer interactions, as the traditional approach was time and resource intensive. We believe that valuable actionable insights reside in the large volume of customer calls in our centers that can only be made available through the power of speech analytics," states Fuyuki Takeuchi, Analyst, Development Planning Business Promotion Division, TMJ Inc.

Takeuchi adds, "We selected the Verint speech analytics solution based on its ability to help us understand new trends on customer needs and insights with our call center operations. The solution has dramatically shortened the time to perform analysis, allowing us to make faster and more insights-based decisions about customer service and our overall operations. As a result, we are able to perform business enhancement activities in a timely manner to support our ability to drive stronger growth."

Olivier Georlette, Verint Japan President, concludes, "We are very pleased to have extended our relationship with TMJ, and for the results already achieved by deploying our Impact 360 Speech Analytics solution. TMJ can continue to gain Actionable Intelligence through the Verint solutions, coupled with their scientific approach to capturing, analyzing and executing on the insights inherent through customer interactions."

About TMJ Inc.

TMJ is a spin off from Benesse Corporation's in-house center, "Shinken Zemi," and became a separate entity in 1992. With its know-how on product and quality control cultivated from TMJ's continual membership system, TMJ provides services such as design and



management of contact centers, analysis, recruitment and staff training to various clients. On July 2012, marking TMJ's 20th anniversary, TMJ (formerly known as Telemarketing Japan) officially changed its name to TMJ Inc. The company has since been expanding its businesses to areas such as BPO (Business Process Outsourcing) including back office business in addition to the contact center business.

About Verint Enterprise Intelligence Solutions

Verint® Enterprise Intelligence Solutions™ help organizations of all sizes capture and analyze customer interactions, sentiments and trends across multiple channels, improve performance and optimize the customer experience. The solution portfolio includes the Impact 360® Workforce Optimization™ suite and Voice of the Customer software, which serve as strategic enterprise assets for increasing customer satisfaction and loyalty, enhancing products and services, reducing operating costs and driving revenue.

About Verint Systems

Verint® (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions. Its portfolio of Enterprise Intelligence Solutions™ and Security Intelligence Solutions™ helps organizations Make Big Data Actionable™ through the ability to capture, analyze and act on large volumes of rich, complex and often underused information sources—such as voice, video and unstructured text. With Verint solutions and value-added services, organizations of all sizes can make more timely and effective decisions. Today, more than 10,000 organizations in over 150 countries, including over 80 percent of the Fortune 100, count on Verint solutions to improve enterprise performance and make the world a safer place.

Votiro partners Asgent to provide Japanese companies with cyber security solutions

Jan. 28, 2015

Israel-based cyber security solutions provider, Votiro, announced today that it has signed a distribution deal with Asgent to provide its cyber security solutions to the Japanese market.

Under this agreement, the security solutions vendor will distribute Votiro products in Japan, provide customer support and installation, as well as represent the product in marketing activities and at relevant industry events.

In a joint media statement, Italy Glick, CEO of Votiro, said that Japan is one of the most highly-attacked countries in the world in terms of cyber-attacks. As such, he sees great potential in Japan for Votiro's solutions that can help in countering cyber-attacks, especially advanced persistent threats that use zero-day and unknown exploits.

Founded by Glick and Aviv Grafi four years ago, Votiro claims to be bootstrapped and profitable. It is coming off a win at the Global Excellence Awards – a well-known event in the security industry – where it took home the prize for innovations in next generation security. Votiro tries to separate itself from the competition by providing solutions for unpredictable malware.

Takahiro Sugimoto, President and CEO of Asgent, added that organizations across Japan have realised the importance of defending against cyber threats over the past few years.

"The (Japanese) market is ripe for established solutions such as Votiro's that can really address their needs," he said. "We believe that the partnership between Asgent and Votiro will really propel the Japanese market forward in terms of cyber security, allowing organisations to protect their critical IT infrastructure and sensitive data."

Asgent is a Developer and Distributor of pioneering Network Security solutions for enterprise and medium sized organizations. With an eye on the future and a reseller base of over 100 Systems Integrators, we command an impressive reputation for creating markets for new products and for making overseas and domestic network security products best sellers in Japan/

Harel-Hertz serves as Votiro's consultants for the Japanese market

Japan experienced 12.8 billion cyberattacks last year, according to a recent report. Votiro co-founder Itay Glick tells Tech in Asia that the firm will be focusing on protecting companies in the fields of healthcare, financial, and critical infrastructure.

"Our focus is not on trying to detect the malware, but rather on trying to prevent the exploit (either unknown, known, or zero-day exploits) from operating on the computer using a signature-less technique, which cleanses the file before it reaches the end-user in the gateway with near real-time latency," Glick says.

Votiro puts special emphasis on email. Email is gateway that is heavily attacked by malicious hackers, so Votiro's technology takes all incoming email and scans, analyzes, and rebuilds all data files. Glaser says that the process takes only seconds and ensures that all threats are eliminated before arriving in the user's inbox.

It's a solution that could be well-received in Japan. According to Reuters, Japanese companies are surprisingly susceptible to cyberattacks. In a study by cybersecurity firm Trend Micro, the average rating was 58.5, well below the passing score of 72.

Samurai Incubate creating new fund for startups in Israel and Japan

The Bridge is reporting that **Samurai Incubate** is restocking its funds, this time with an added focus on Israeli startups.

The fund, **Samurai Incubate's fifth**, currently stands at JPY 500 million (US\$4.17 million) but is expected to close in June at double, or even quadruple, that amount. According to The Bridge, Japanese seed stage startups can expect to receive about JPY 4.5 million (US\$38,000) and Israeli pre-seed startups will average around JPY 1 million (US\$8,300).

For close observers of Japan's startup scene, the news is not entirely surprising. Since last summer, the founder of Samurai Incubate – Kentaro Sakakibara – has been working in Tel Aviv. Having VC funds to work with is the next logical step considering there is already a Samurai House in the city.

Sprinting ahead to Israel while most Japanese VCs are focused on their home turf and Southeast Asia is not surprising for someone like Sakakibara. He started Samurai Incubate in 2008, several years before many of the incubators, accelerators, and corporate venture funds which dot Japan's startup landscape popped up.

Samurai Incubate's new initiative will invest in plenty of Israeli startups over the next year, but the firm isn't waiting for the fund to close. Using an undisclosed amount of cash from its current fund, it invested in two Japanese-founded, Israel-based services – [Aniwo](#), which connects startups to investors and users, and [Zerobillbank](#), a micro-donation ecosystem.

Cellbrite invests in CelloMat

26/01/2015,

**Smartphone servicing co Cellomat raises \$2.25m
Cellebrite led the investment in the company which has developed a 24/7 servicing, repair and purchasing system for smartphones.**

Smartphone servicing company **Cellomat** has raised \$2.25 million from Israeli mobile data technology company **Cellebrite**.

Cellomat has developed an automatic 24/7 servicing, repair and purchasing system for smartphones. The company's system can contain hundreds of smartphones and be placed inside or outside of stores, making service swifter and more convenient.

Cellomat chairman Meir Rabinovitch said, "The two companies have joined forces to fulfil a mission of improving mobile phone service capability stressing availability and mobility in service solutions for the end-user."

Cellebrite is a global company known for its breakthroughs in mobile data technology for the cellular industry, delivering comprehensive solutions for both the mobile retail and law enforcement sectors.

The company's advanced solutions for mobile lifecycle, offer unique in-store phone-to-phone content transfer, backup and restore; in-store and remote diagnostics and repair avoidance; application and content delivery; automated BuyBack and secure device Wipe.

In addition, Cellebrite offers retail management monitoring, statistics and analysis of in-store sales activities. In excess of 150,000 units are deployed at more than 200 mobile carriers and retailers internationally. This represents well over 100,000 stores handling hundreds of millions of transactions a year, positioning Cellebrite as an acknowledged leader in the global mobile retail market.



In the forensics division, Cellebrite's UFED (Universal Forensic Extraction Device), a high-end mobile forensics solution, extracts, decodes and analyses actionable data from legacy and smartphones, handheld tablets and portable GPS devices for use in law enforcement. Cellebrite also supports the extraction and analysis of Chinese manufactured phones. There are more than 30,000 UFED units deployed to law enforcement, police and security agencies in 100 countries.

The company employs over 400 people of whom more than 200 are engaged in R&D.

Cellebrite was founded in 1999 and is a subsidiary of the Sun Corporation, a publicly traded Japanese company (6736/JQ), based in Nagoya; it has offices in Israel, the USA, Brazil, Germany, Singapore and UK.

Sios-Guru - stringent, started offering domestic sales and Japanese support services of CloudLock

the agency contract entered into cloud-based security monitoring tool "CloudLock for Google Apps"

January 19, 2015

SIOS Technology Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Kita Nobuo, TSE Mothers: 3744, below, Scios), Guru a subsidiary of, Ltd. - a stringent (Headquarters: Minato-ku, Tokyo, Representative Director CEO: Suzuki Toki round, following, guru - Stringent) is, to provide security solutions that support the compliance of companies in the cloud environment (cloud lock)**CloudLock, Inc.** (Nasdaq: Massachusetts, USA, CEO: Gil Zimmermann, below, CloudLock , Inc.) and entered into a **distribution agreement in Japan**, the company developed than provides to that cloud-based security monitoring tool "CloudLock for Google Apps (below, CloudLock)" sale and, I will start to provide Japanese support services for the introduction and operation.

With the rapid increase of cloud use of company, also surged serious damage caused by malicious cyber crime to steal such as critical corporate information from such a server that is the Internet or on the connection. Therefore from the user to use the cloud service, relying only on the security services that cloud operators to provide, in the preservation and management of data of himself in the cloud, the higher the security to prevent the same manner as information leakage and on-premises environment voice overlooking the service that the can be secured is increasing.

"CloudLock" is, companies that use the Google Apps™ is in the same way as on-premises environment, Google Drive™, protect the data stored in the Google Sites™, monitoring,

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control and, personal information and such confidential information in the enterprise a tool that can reduce the risk of information leakage, Collaboration Security (collaboration security), Selective Encryption (Selective encryption), CloudLock for Google+ (cloud lock for Google plus), and is composed of four products of Apps Firewall (ups firewall) have. Since service providers start in the United States, Whirlpool Corporation (Whirlpool Corporation), mainly large companies that, one Spanish, including a bank BBVA of which is a large-scale user of Google Apps, is already about 5 million or more users It is one of the most attention that has been cloud-based security monitoring tool to use.

Companies can be to use "CloudLock", Google Drive™, encryption of data stored in Google Sites™, in addition to enabling and monitoring of the data that is shared by internal and external, sharing of data that is set in advance and be automatically notified by e-mail to the offender in the case of a violation to the set, immediately it to release the sharing of data, also, easily monitor and manage the applications that the user is trying to introduce It becomes possible in the same way as on-premises environment be done.

[CloudLock, comments Inc. Gil Zimmermann (Jill Zimmerman CEO, co-founder)]

"Compliance By utilizing .CloudLock which had become a huge barrier in the use of cloud services from the past, Japanese companies it becomes possible to adopt Google Apps, is not only available in a secure environment, maintain compliance in the form, it will be available without lowering the convenience. "

[CloudLock, comments Inc. Brenton Newell (Brenton Newell, Japan and Asia, managing director)]

"CloudLock continues to commit to invest in the Japanese market, as well as promote market development together with glue stringency is a strategic partner, we will strive to be going up the satisfaction and customer success."

Glue stringent is, so far developed the extension solutions for a variety of Google Apps™, and offers, domestic companies have more peace of mind, safe in order to provide an environment that can take advantage of Google Apps, the sale of this time "CloudLock" I will start. In addition, glue stringent is, as its own service for the Japanese market, we will also provide support services in Japanese on the introduction and operation.

About CloudLock

CloudLock offers the cloud security fabric enabling enterprises to protect their data in the cloud, reduce risk, achieve compliance, manage threats and increase productivity. By analyzing 15 billion+ objects for more than 5 million end users daily, CloudLock delivers the only complete, risk-appropriate and people-centric approach to cloud security

February

Japan to boost SDF staff at its Middle East embassies

JJI

FEB 4, 2015

The government will deploy more military personnel at its embassies in the Middle East after the Islamic State hostage crisis revealed glaring inadequacies in its intelligence-gathering abilities in the region.

The change, announced Tuesday, will see a greater number of defense attaches accredited as embassy staff, while officials will separately urge schools overseas to step up safeguards over the safety of Japanese children.

The government also hopes that the new state secrets protection law, which imposes heavy penalties on those who leak designated state secrets, will encourage other nations to share more intelligence with Tokyo.

The embassy in the Jordanian capital of Amman will be among those to get additional Self-Defense Forces personnel. That facility hosted a government crisis command center as the hostage standoff played out.

Dispatching more defense attaches will help to “establish an intelligence network necessary to protect Japanese citizens,” Prime Minister Shinzo Abe told a House of Councilors committee meeting on Tuesday.

Only SDF officers can establish such a network because other nations’ military intelligence services will not share information with civilian defense officials, government sources said.

Japan currently has 59 defense attaches around the world, including in seven Middle Eastern nations. These include Israel and Turkey, but not Jordan. Japanese Ambassador to Jordan Shuichi Sakurai has served in various posts at the Defense Ministry but he was a civilian official.

Besides Jordan, the government is considering appointing a defense attache to Bahrain, where the U.S. Navy’s 5th Fleet is based, to be responsible for naval liaison across the Middle East.

The government increased the number of uniformed attaches in Africa following a terrorist attack at a natural gas complex in Algeria that killed 10 Japanese nationals in 2013.

In the fiscal 2015 budget plan, Tokyo has called for an increase in the number of defense attaches in Ukraine and Australia, as well as a new posting in Poland.

Meanwhile, officials said the education ministry has called on schools that serve the children of Japanese expatriates to strengthen safety measures following the hostage crisis.

There are 139 such schools in 55 countries. Five of them are in areas where the Islamic State group claims to be operating, the officials said.

The ministry has asked schools in such areas to take action by, for instance, asking local police for further protection, the officials said.

On the domestic front, the ministry has asked universities to inform students heading overseas to study of the potential risks. Those planning to study in countries where the risk of terrorism is high should consider changing their plans, the officials said.

Statement by Foreign Press Secretary Yasuhisa Kawamura on the announcement regarding the settlement construction in the West Bank

February 3, 2015

1. The Government of Japan deeply deplores that, according to information, the Israeli authority has issued settlement tenders for 450 units in the West Bank. The Israeli announcement clearly goes against the ongoing efforts by the international community toward realizing a two-state solution. Japan would like to point out the fact that Prime Minister Abe urged the Government of Israel to freeze all settlement activity during his visit to Israel last month.
2. Settlement activities are a violation of international law, and Japan has repeatedly called upon Israel to fully freeze settlement activities. The Government of Japan strongly calls upon Israel to refrain from any unilateral act that changes the current status of the West Bank and to desist from implementing the above-mentioned plan of construction for the sake of progress in the peace process.
3. Japan once again strongly urges both Israeli and Palestinian sides to act to enhance mutual trust and continue to make steady efforts for peace.

Yahoo Japan among major investors in Taboola.

Financing round pegs Taboola's value at close to \$1 billion

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Israeli-developed content marketing platform confirms it has completed a \$117 million financing round.

Haaretz| Feb. 5, 2015

After months of rumors, Israeli-developed content marketing platform Taboola officially confirmed Wednesday that it had completed a \$117 million financing round, exceeding its \$100 million target.

The funding reflected a post-money company valuation of close to \$1 billion, said sources familiar with the company, which recommends links to other content that the user may like, either on the same site or a different one.

The private financing round, which was oversubscribed, is the largest by an Israeli company this year and one of the largest-ever private funding rounds by an Israeli high-tech company.

“We started Taboola with a mission to build a search engine in reverse — instead of people looking for information, information now looks for us,” Israeli founder and CEO Adam Singolda said in a statement. “As a company, we focus on culture, technology and tangible assets that our partners appreciate and can measure. This round will help us fuel growth, and launch next generation personalization technology.”

Prior to this round, Taboola had raised \$40 million, including a \$15 million effort led by Israel’s Pitango Venture Capital, which did not invest in the company this time. The latest round, the company’s fifth, brings total funding to \$157 million, Taboola said.

The latest financing is expected to result in the hiring of dozens of new employees at its development center in Tel Aviv over the coming year and more than 100 new hires globally. The company currently has a workforce of about 250, about half of whom are in Israel.

Taboola’s platform for referring users to other content drives additional Internet traffic and produces income for websites that depend on such traffic for their revenue stream. The other major player in the content suggestion industry is Outbrain, which is also Israeli, though Yahoo, AOL and Google also provide the service.

Taboola reported that on a monthly basis, it recommends more than 200 billion content links to 550 million users. Its clients include the websites of USA Today, Business Insider, the Chicago Tribune, Fox Sports and the Weather Channel.

Taboola’s revenues last year topped \$200 million, several times more than the year before. Initially the company focused on video recommendations, but it branched out into written



content in 2012, at which point its business took off. The fourth quarter of 2014 was the sixth in which it turned a profit.

The company, founded in 2007 and headquartered in New York, chose Boston-based Fidelity Management and Research to lead the latest financing round.

Also participating are Steadfast Capital and the Marker LLC venture capital fund, which invests in Israel and the United States. Both are prior investors in Taboola.

Also investing was Yahoo! Japan, which is one of Taboola's major clients, with 8.5 billion monthly page views.

New investors include major U.S. publishing company Advance Publications, which owns Conde Nast; Comcast Ventures, the investment arm of the cable company of the same name; Carlo De Benedetti, the chairman of the Editoriale L'Espresso group; and Groupe Arnault, which controls the LVMH luxury brand company. Israel's Pitango Venture Capital fund declined to provide an explanation to TheMarker regarding why it bowed out of the current round.

One of the goals in raising the latest funding is to acquire smaller companies. In August, Taboola made its first acquisition, buying American competitor Perfect Market, although the details of the sale were not disclosed. The acquisition brought Taboola 200 new clients.

SoftBank, Akamai invest in mobile broadband tech developer Saguna Networks

Saguna focuses on improving the connection between mobile networks and users - a fitting investment for companies looking to avoid bottlenecks.

SoftBank Ventures Korea (SBVK) and Akamai Technologies are investing in **Saguna Networks**, a company which focuses on making mobile broadband faster, simpler and more economical.

The investment, will give Israel-based firm Saguna Networks the capital required to expand its presence in North America, Asia and Europe as well as accelerate product development.

Financial details were not disclosed.

Saguna Networks is the developer of an open cloud computing platform within the Radio Access Network (RAN). The Saguna CODS Mobile Edge Computing platform improves mobile network speeds while "improving network economics and reducing congestion,"

according to the company. The platform creates fast-track connections between Internet content providers and web applications, and provides firms with real-time traffic feedback.

"We are delighted that Saguna Networks will be SoftBank Ventures Korea Corp's (SBVK) first investment in Israel. Driven by users' needs to feel constantly connected, mobile traffic is set to undergo explosive growth in the next 5 years with operators increasingly turning to technology to address bottlenecks," said Daniel Kang, COO of SBVK. "Saguna's -Open-RAN is a compelling solution enabling operators to meet their critical future needs."

As part of the investment, SBVK's venture partner, Ben Weiss, will join Saguna's board as an observer.

Data centers provide the backbone for many tech services we take for granted, but what goes on behind those doors -- and why might firms including Apple and Google be interested in moving over?

The investment makes sense for both SBVK and Akamai as providers of mobile broadband and cloud services. The West demands more access to mobile Internet access and there are heavier requirements for spectrum than ever, and so any startup which can make network economics more efficient and reduce congestion or bottlenecks -- where networks slow down due to traffic levels -- is a worthwhile investment.

SoftBank Ventures Korea is a venture capital arm of SoftBank Group based in Seoul, Korea, and has invested approximately \$338 million across 175 startup companies to date.

Internet of Things co IQP teams with Japanese giants

24/02/2015, 16:27

IQP has partnered with Fujitsu, NEC and KDDI to develop IoT applications.

Internet of Things (IoT) startup **IQP**, which provides a platform for developing and executing IoT applications, has partnered with 3 Japanese giants - Fujitsu, NEC Engineering, and KDDI.

IQP is now in the process of raising its first external funding round and is expanding its activity in the US in search for new customers and partners. The company has already established a presence in New York City and plans are underway to set up a branch in the Silicon Valley during this year.

IQP was founded in 2011 by CEO Guy Kaplinsky with an owner investment of \$5 million. The company, which launched sales activities in 2014, is headquartered in Tokyo with R&D operations near Tel Aviv.

According to a Gartner report on the growth of IoT, by 2020 there will be 26 billion objects connected to the internet, excluding PCs, tablets and smartphones. Due to the typically



large investment of both time and money involved in developing and commercializing IoT applications, American and international companies still find it difficult to develop profitable business models around IoT.

IQP's platform makes it simple for brands, manufacturers, telecom operators, public service providers and other organizations to quickly develop applications in IoT and other areas, without any knowledge in programming code. It also enables companies to create their own App Market and allow third parties to develop applications for an ecosystem which generates profits from IoT applications. As a result, the companies turn their Internet of Things activity from a source of expenses and risks to a source of ensured revenue from new services. For example, global corporations such as car manufacturers are required to develop, finance and maintain on their own free IoT applications in many countries over the world.

IQP will showcase its IoT application development platform in the Mobile World Congress (MWC) taking place in Barcelona, Spain from March 2-5, 2015.

Kaplinsky said, "IQP is building its trusted partner relationships by listening to the partner's needs and responding proactively to help the company achieve its objectives. This business momentum prompts us to enter the American market and we are committed to expand our customer base here. Our platform is capable of changing the way IoT will operate in the fields of automotive, cellular, energy, healthcare, smart home, smart city and education. Each one of these fields is an enormous market in itself, which indicates the huge business potential of our platform."

Cellebrite Invests in Cellomat, Provider of 24/7 Automated POS System for Phone Repair, Replacement, and Pick-Up Deal Solidifies Cellebrite's Leadership in Mobile Lifecycle Solutions with Another New Offering for the Mobile Customer Journey

Cellebrite February 9, 2015 6:00 AM

-- **Cellebrite**, the leading provider of Mobile Lifecycle and Mobile Forensic solutions, announced today a \$2,250,000 investment in **Cellomat**, an Israel-based company providing the world's first automated 24/7 point of sales/service system for mobile devices.

The collaboration with Cellomat brings an additional self-service channel to complement the existing set of self-service solutions, provided by Cellebrite, to mobile retail and repair operations around the globe. Cellomat further represents the management of yet another



mobile device touch point between operators and repair centers, and their consumers, which is enhanced by Cellebrite's holistic approach.

Following this investment, Cellebrite will continue research into possible integration paths to combine Cellebrite's capabilities and solutions with the Cellomat platform. The Cellomat investment effectively extends the reach of Cellebrite's diagnostics and repair coverage into a new dimension.

Yossi Carmil, Corporate Co-CEO of Cellebrite, explained that "Cellebrite is actively committed to multiple paths for adding value to mobile operator, retailer, and repair services, including via development, technology partnerships, investments and acquisitions, all aimed at delivering innovative solutions which strengthen our mobile lifecycle positioning. Our success has been in recognizing and acting on touch points in the mobile customer experience that demand operational improvement. This strategic investment expands Cellebrite's offering by bringing more value across new channels both within and beyond the retail environment."

Cellomat units can hold several hundred repaired, new and replacement phones, and are positioned in stores or outside, including at selected shopping malls. The units make it quick and easy for customers to drop off and pick up mobile phones, at all hours.

Meir Rabinovitch, Chairman of Cellomat said "Cellomat and Cellebrite share the same mission of enhancing mobile phone service capabilities, bringing this service closer to the customer, and enabling 24/7 service delivery. We welcome Cellebrite as a strategic investor and partner and look forward to close collaboration in adding value at a critical touch point in the mobile lifecycle."

About Cellebrite

Cellebrite is a world leader in Mobile Lifecycle and Mobile Forensics solutions.

In mobile lifecycle, Cellebrite provides operators and retailers with advanced solutions to enhance customer experience, improve satisfaction, reduce cost, and generate revenue. With delivery channels in-store, on-device, and over the web, mobile retailers can take advantage of Cellebrite's full suite of mobile lifecycle solutions: diagnostics, phone-to-phone content transfer, backup and restore, automated phone buyback, and



application and content delivery. In addition, Cellebrite offers retailers monitoring, statistics and analysis of all activities. Cellebrite is a world leader in the mobile lifecycle market, as the company has more than 150,000 units deployed at more than 200 mobile operators and retailers globally, representing well over 100,000 stores handling hundreds of millions of transactions a year.

In mobile forensics, Cellebrite's range of mobile forensic products, the UFED Series, enables the bit-for-bit extraction and in-depth decoding and analysis of data from thousands of mobile devices, including feature phones, smartphones, portable GPS devices, tablets and phones manufactured with Chinese chipsets.

Cellebrite's UFED Series is the prime choice of forensic specialists in law enforcement, military, intelligence, corporate security and eDiscovery agencies in more than 100 countries.

Founded in 1999, Cellebrite is a subsidiary of the Sun Corporation, a publicly traded Japanese company (6736/JQ).

About Cellomat

Cellomat was founded in 2011 by experienced mobile phone executives. They realized that mobile phone companies faced skyrocketing service costs while customers were becoming increasingly frustrated with long, slow lines in service centers. There had to be a better way to provide sales and service. The team created the first Cellomat prototypes in 2012 – the world's first automated 24/7 cell phone sales and service point. By 2013, the next Cellomat model was released and was placed in the service center of a major mobile SP. Not only did it cut the average time for accepting a broken phone and issuing a replacement to less than 5 minutes, it dramatically reduced lines at the service center. Cellomat is constantly improving and innovating. Its newest model features greater capacity, simpler internal design and increased functionality.

**ISRAEL-JAPAN BRAIN RESEARCH
RIKEN-Weizmann institute**



Following the recent visit to Israel of Japanese Prime Minister Shinzo Abe, a group of leading Japanese scientists participated in the Weizmann Institute Advances in Brain Sciences conference organized with help from the Riken Brain Science Institute in Japan. The two institutes are already working to advance scientific collaboration between them and the two countries.

Dr. Ofer Yizhar, one of the organizers, is involved in a collaborative research project with Riken researcher Toru Takumi, who creates mice that have a genetic defect that mimics autism. Yizhar's optogenetics lab "can work with these mice, turning neurons in the brain on and off with light. Together, we hope to discover how autistic spectrum disorder develops in the brain and what neural mechanisms are involved in autistic behaviors," Yizhar said.

Weizmann Prof. Rony Paz spoke about his findings on how our tendency to overgeneralize may sometimes work against us, for example, when memories of traumatic events turn into post-traumatic disorders. Prof. Shimon Ullman gave a talk on visual recognition – a subject that crosses the boundaries between neuroscience and artificial intelligence.

"Scientific and personal connections have deepened over the years, and we are currently planning the next steps of joint work in the future," Ullman said.

"Riken is the premier brain research center in Japan and one of the best in the world," says Prof. Yadin Dudai, one of the conference organizers. "We see that much of Weizmann Institute research complements that being done in Japan; there is great potential to work together in many areas. This can benefit both sides, and we hope to see more cooperation in the future."

Credorax, the Digital Acquirer, Receives License in Japan

BOSTON, MA--(Marketwired) –

Credorax, the Digital Merchant Acquirer, today announced that it has received a license from Japan's Ministry of Finance. This license further demonstrates Credorax's fast-approaching status as a global merchant acquirer to provide merchants -- through its online cross-border payments platform -- with new seamless and cost-effective access to e-commerce and m-commerce markets worldwide.

Already acknowledged in the banking world as the first technology company to become a licensed financial institution and merchant acquiring bank, Credorax is comprised of a unique blend of technology titans, online payments experts and a risk and fraud management team.



Since its inception, Credorax has been tirelessly enabling both large and small online merchants to discover new financial revenue streams through its unique cross-border, online payments business paradigm. Credorax's fast-track to success is mainly due to its discovery early on that in order for merchants to tap into global consumer markets beyond their own borders, their online payments experience has to be seamless, completely legal and compliant and most of all, not burdened with high banking and foreign exchange fees.

In order to solve these combined issues, Credorax developed the first, single and unified global online technology payment platform. Known as its **"Smart Acquiring"** platform, through a single, completely automated and digital API, merchants and payment service providers can conduct all of their online payments business through one source instead of fragmented solutions dispersed in different "silo" global regions.

More importantly, because Credorax is a licensed acquirer in each local jurisdiction within the countries it practices banking in, through its *Smart Acquiring* platform, cross-border merchants that enter these local markets deal with local vs. foreign banking fees. In other words, they significantly reduce the banking and exchange fees associated with cross-border e-commerce.

"This license is not only a win for Credorax, but one for the entire global online payments ecosystem. We are the first amongst our competitors to receive this kind of license in Japan, which means we are unlocking the door for others to enter this otherwise protective market," said Benny Nachman, CEO of Credorax. "We feel extremely fortunate to be able to pave the road and make it easier for other acquirers as well as our partners and customers to enter this promising market."

Through its new license in Japan, in the near future, Credorax will be able to process U.S., European and other global merchants' online payments domestically, within Japan. In other words, merchants will now have a new, alternative way to access Japan's high-end, international, Internet-savvy market. In addition, Japanese merchants can immediately leverage Credorax as their preferred acquirer to process payments in 27 countries in Europe and soon begin processing with Credorax domestically in Japan and, soon, in the U.S. market.

Jonathan Epstein, Country Manager for Credorax Japan, will continue to lead the company's endeavours on-ground in its Tokyo office. Prior to joining Credorax, Mr. Epstein served as General Manager for Paypal Japan, where he was responsible for growing YoY revenue and profit +40%. He also held c-level executive positions at NASDAQ Japan, AIG Corporation Japan & Korea and Asurion Japan Corporation.

About Credorax



Credorax's Smart Acquiring solutions are based on its proprietary payment platform, ePower™, a Unified Transaction Processing & Acquiring platform built to optimise the payment and acquiring lifecycle process for multi-channel retail environments. Credorax is the first high-tech company to become a principal member of Visa and MasterCard and a PSD-licensed financial institution in Europe.

April

Japan PM hails Holocaust hero Sugihara

Visiting Holocaust Memorial in Washington, Abe praises actions of envoy to Lithuania in World War II who saved lives of thousands of Jews

BY ANDREW BEATTY April 28, 2015, WASHINGTON (AFP)

Prime Minister Shinzo Abe visited Washington's Holocaust Memorial on Monday to hail a rare hero of Japan's World War II past.

Previously, Abe has faced criticism for his allegedly revisionist views of Japan's own war-time behavior.

But, on the eve of a White House meeting with President Barack Obama, Abe solemnly marked the genocide while hailing Japanese envoy Chiune Sugihara, who helped Jews flee Nazi-occupied Europe.

Sugihara was Japan's Imperial Consul in Lithuania, where he issued at least 2,000 visas allowing Jews to flee Nazi pogroms between 1939 and 1940.

"As a Japanese citizen I feel extremely proud of Mr Sugihara's achievement," Abe said as he toured the memorial.

"The courageous action by this single man saved thousands of lives."

As he visited the Holocaust Memorial Museum 70 years after the end of World War II and the liberation of Auschwitz, Abe said "my heart is filled with a solemn feeling."

"Never again," he added.

Abe has been criticized for appearing to minimize Japan's own atrocities during the war, particularly the forced sexual enslavement of up to 200,000 "comfort women" from Korea and China.

Previous Japanese prime ministers have apologized for the war-time excesses, but Abe has stopped short of that.

His visit to the Holocaust Memorial may help quell some of that criticism.

“My heart aches when I think about the people who were victimized by human trafficking and who were subject to immeasurable pain and suffering beyond description,” he said in Boston.

“On this score, my feeling is no different from my predecessor prime ministers.”

During his visit, Abe and his wife Akie Abe held a moment of silence and each lit a commemorative candle in the Hall of Remembrance.

He then viewed the Rescuers’ Wall, adorned with names and images of 10,000 figures like Raoul Wallenberg, Oskar Schindler and Sugihara.

Abe stood alongside three survivors helped by the Japanese consul, including Leo Melamed, who went on to become the head of the Chicago Mercantile Exchange.

As a seven year old Polish-born Melamed fled across the border into Lithuania with his parents, before being granted a transit permit by Sugihara.

“Our life was on a thread,” Melamed told AFP. “This means a great deal to me.

Melamed noted that Sugihara had been ordered by the Japanese foreign service not to issue visas, but disobeyed that order.

“It’s a big deal for the Japanese to know that in their midst they have this unbelievable humanitarian,” Melamed said.

“Japan has a not a very pleasant history during that war, but the people I think deserve better than the image of the government of that time.

“The government was what we know it to be, but the people couldn’t have been nicer to us as refugees. That dichotomy that exists.”

Prince William meets Israeli aid workers in Japan

By *Rosa Doherty*, March 4, 2015 *JC.COM*

Prince William greeted IsraAID workers in Japan this week as he visited areas hit by the devastating earthquake and tsunami in March 2011.

The prince met relief staff from the Israeli aid agency, which has been providing psychological support to children affected by the disaster.

Asia regional director of IsraAID, Yotam Polizer said: "I felt privileged and humbled. "His visit gave us a new wave of hope for a quick recovery. "It was truly a great honour and we all were grateful that Prince William brought attention to the determination and continued recovery of those affected by this disaster, and the needs of the many for whom the scars are still fresh."

During his trip to the Tohoku area, the heir to the throne visited a museum commemorating the victims and showcasing stories of survivors.

The earthquake was the most powerful to hit Japan and killed over 20,000 people and left a quarter of a million homeless.

It resulted in a devastating tsunami measuring over 40 metres high and caused serious damage to the nuclear plant in Fukushima, causing a nuclear radioactive leak.

Japan's Dentsu buys Israeli performance ad co abaGada

20/04/2015, *Globes*

Dentsu Aegis Network is estimated to be paying \$60-90 million for its first Israeli acquisition.

Israel's advertising industry continues to attract global attention: today, Japanese advertising company Dentsu Aegis Network, a unit of Dentsu Inc., which has a market cap of \$13.2 billion, announced the acquisition of Israeli performance advertising company **abaGada**. The acquisition price was not disclosed, but market estimates put it at \$60-90 million.

This is Dentsu's first acquisition in Israel, and represents a significant statement of intent. The Japanese advertising company has operated in Israel in recent years under Carat Israel. The acquisition was led by Liran Chen, CEO of Carat Israel.

abaGada was founded in 2010 by three former employees of Google Israel: Eyal Chen, CEO, Kobi Frankental, and Gil Jones. Among the company's clients are television production company Keshet, Bezeq International, Kia, Issta, Google, Danone, and Johnson & Johnson. The three founders set up the company using their own money and, as befits a performance company, it was profitable from the outset and has not raised external funds.

abaGada will become part of Dentsu Aegis Network and transition towards operating as iProspect - Dentsu Aegis Network's global digital performance agency. Eyal Chen will become CEO of Dentsu Aegis Network, Israel, and abaGada's 22 employees will transfer to this entity. Chen will report to Thierry Jadot, CEO of Dentsu Aegis Network, France & Middle East.

"This acquisition marks another important step in the continued growth of Dentsu Aegis Network and the reach of our digital capabilities," said Jadot, "With advanced services, a high level of technology products and expertise delivered to globally renowned brands and



partners, abaGada is a highly successful business that is both strategically and geographically suited for our global network.”

“Bringing abaGada into iProspect enables us to scale our brand presence in the crucial high tech Israeli marketplace, adding another dimension to our global digital capabilities. We look forward to welcoming Eyal and the whole abaGada team to iProspect,” said Ben Wood, Global President of iProspect.

"We are looking forward to joining Dentsu Aegis Network and offering our digital marketing services and technology to more global brands. Our dynamic team will act as the conduit between the innovative Israeli market and Dentsu Aegis Network's and iProspect's global network, whilst continuing to provide our clients with the highest value in digital marketing," Chen said.

EarlySense and Mitsui Sign Strategic Partnership Agreement

RAMAT GAN, Israel, April 14, 2015

EarlySense Ltd., the market leader in contact-free monitoring solutions for the hospital and home, announced today it has signed a partnership agreement with **Mitsui & Co., Ltd.**, one of the largest general trading companies in Japan, with revenues of 55.7 Billion USD and net income of 4,099 Million USD for the year ended March 31st, 2014. Under the terms of the agreement, EarlySense will exclusively partner with Mitsui in the Japanese market to bring the EarlySense continuous, patient monitoring solution to hospitals as well as the wellness/sleep improvement product to homes.

As part of the agreement, Mitsui has invested \$5 million in EarlySense, bringing the F round financing to \$25 million. Other investors that have contributed significantly to this round include Samsung, Pitango Venture Capital, Welch Allyn, JK&B, Proseed and Noaber.

Mr. Jun-ichi Shibuta, General Manager, Social IT Platform Division at Mitsui & Co., Ltd. said, "The Japanese market has a strong need for advanced healthcare IT solutions to deal with the changing demographics. We have invested several years in studying the market and the various technologies that could answer this need. We found EarlySense and its successful and proven patient monitoring solution to be an excellent fit with the needs of the market. In partnership with EarlySense, we can now considerably improve the health and wellness of millions of people in Japan."

Mr. Ittai Harel, General Partner at Pitango VC and Chairman of EarlySense's Board of Directors, said, "EarlySense, like many Israeli technology companies, is seeing more and more opportunities for accelerated growth in the Asian markets. In approaching these markets, strong and synergistic partners are critically important. We could not have asked for a better partner for the Japanese market than Mitsui."



Avner Halperin, CEO of EarlySense said, "We are proud and honored to have Mitsui as our business partner and as a significant investor. Mitsui's dominant position in Japan will open many doors in this critically important market. Mitsui's addition to our growing list of prominent partners is also further proof, that with our contact-free sensor, EarlySense is strategically positioned to become the standard for health and wellness."

About Mitsui & Co. Ltd.

Utilizing our global operating locations, network and information resources, we are multilaterally pursuing business that ranges from product sales, worldwide logistics and financing, through to the development of major international infrastructure and other projects in the following fields: Iron & Steel Products, Mineral & Metal Resources, Infrastructure Projects, Integrated Transportation Systems, Chemicals, Energy, Food Resources, Food Products & Services, Consumer Services, Innovation & Corporate Development Businesses.

About EarlySense

EarlySense is the market leader in contact-free and continuous monitoring solutions for hospitals and rehabilitation centers. Based on positive data from years of clinical studies of the hospital solution, the company is also developing a product for the consumer wellness market. In both the hospital and home product, a unique sensor is placed under the mattress and advanced analytics leverage big data capabilities to provide unique offerings. The company's solutions monitor heart and respiratory rate, as well as movement and sleep. EarlySense's medical solutions for institution and home environments assist clinicians in early detection of patient deterioration and in identifying and preventing potential adverse events such as patient falls and pressure ulcers. EarlySense's wellness solutions facilitate wellness and sleep improvement and are a key part of smart home solutions. EarlySense also offers OEM solutions for companies looking to expand their products by providing contact-free and continuous sensing capabilities. The company's international headquarters are in Israel. The US headquarters are in Waltham, MA. The EarlySense System is currently installed in hospitals and rehabilitation centers. The wellness product is in beta testing in homes in the USA, Europe, and Asia.

SHL Telemedicine signs distribution agreement for the smartheart™ in Japan

TEL AVIV, Israel and ZURICH, March 11, 2015 /PRNewswire/

SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, today announced that it has signed a distribution agreement for its innovative smartheart™ device with USCI Holdings, Inc.,



of Japan. USCI shall immediately order a sizable amount of smartheart™ devices already this quarter with a target of buying at least 1,000 smarthearts until the end of 2016. smartheart™ is the first and only personal mobile 12-lead ECG device on the market that enables the detection of heart attacks. USCI Holdings will target the professional healthcare community, i.e. physicians and general practitioners. With smartheart and a smartphone or tablet they can perform a full hospital grade ECG and receive from SHL's global telemedicine centre an ECG interpretation.

Erez Alroy, Co-CEO of SHL, commented: "We are delighted to have signed this important distribution agreement in Japan with USCI. It is a validation for the unique features of our smartheart™ and allows SHL, with the focus on physicians and the professional market, to build credibility for the smartheart in the Japanese healthcare community."

USCI Holdings Inc. is a healthcare company focused on the sale of medical equipment and devices founded in 1980. The company's line of business includes the wholesale distribution of surgical and other medical instruments, apparatus, and equipment.

About SHL Telemedicine

SHL Telemedicine is engaged in developing and marketing personal telemedicine systems and the provision of medical call center services, with a focus on cardiovascular and related diseases, to end users and to the healthcare community. SHL Telemedicine offers its services and personal telemedicine devices to subscribers utilizing telephonic and Internet communication technology. The Company operates in Israel, Germany, India and the United States in one business segment, Telemedicine services. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957) and has an ADR program listed over-the counter; Symbol: SMDCY.

About USCI Holdings

Usci Holdings Inc. was founded in 1980. The Company's line of business includes the wholesale distribution of surgical and other medical instruments, apparatus, and equipment

Dimension Data signs first alliance member as part of a multimillion-dollar partnership in Israel.

Med-1 partners with Dimension Data to offer enterprise-class public cloud services Dimension Data, the USD 6.7 billion global ICT solutions and services provider, Fully owned subsidiary of Japan's NTT, today announced that Med-1, Israel's premier data centre provider, will offer enterprise-class public cloud services to its clients in the Middle

East. Med-1 joins the growing list of service providers globally that benefit from membership of **Dimension Data's OneCloud Alliance**.

Members of the Dimension Data OneCloud Alliance gain access to Dimension Data's global **Managed Cloud Platform**, receive end-to-end professional enablement services, and join a global ecosystem of cloud service providers that buy and sell cloud services through Dimension Data's Global Cloud Exchange, enabling Med-1 to launch, market, sell and deliver cloud services under its own brand to its clients in weeks.

Med-1 offers next-generation **data hosting** solutions from the largest and most advanced data centre in the Middle East. The company specialises in providing unique technological and communications solutions to enterprise clients. Utilising the technology and go-to-market support capabilities of the Dimension Data OneCloud Alliance, Med-1 will expand its total addressable market by adding cloud services to its portfolio.

The secure, reliable and flexible nature of Dimension Data's network-centric cloud charts a quick path to future growth and profitability, without the complexity and investment required to build out a proprietary cloud offering.

Derek Wilcocks, CEO of Dimension Data Middle East & Africa, commented: "This multi-year, multimillion-dollar partnership with Med-1 is the beginning of a great relationship with a leading provider in this region, and we're excited about the future and working with Med-1."

Through the Dimension Data OneCloud Alliance, Med-1 will deploy and sell Dimension Data's Managed Cloud Platform and portfolio of cloud services in Israel under its own brand. Med-1 selected Dimension Data after an extensive process reviewing many of the world's most recognised cloud platform providers.

"Dimension Data was chosen for its track record enabling service providers, and our willingness to work closely with Med-1 to meet the needs of their customers. Our skills providing cloud-enabled hosting of production workloads like **ERP solutions, unified communications** and Microsoft Mail, SharePoint and **Lync** also weighed heavily in the selection. This contract further entrenches the positioning of Dimension Data as the cloud platform provider of choice for service providers and large enterprises in the Middle East & Africa, and globally."

Ronnie Sadeh, CEO of Med-1, said: "Dimension Data's enterprise-grade cloud architecture and services, coupled with Med-1's state-of-the-art data centres, will enable us to provide a 99.999% SLA on a public cloud."

"Med-1's multiple cloud platforms, together with Dimension Data's global cloud network, will provide a complete business continuity planning solution in two domestic sites and across the globe, while each component is fully redundant and secured according to the highest standards and regulations."

"If you want to avoid the technical complexity, project delays and costs associated with acquiring, building, integrating and then managing your own cloud infrastructure, yet still

want the best enterprise-grade cloud computing services, then Med-1 cloud is for you; available in public, private and hybrid cloud models. As a result, our customers will benefit from the agility and speed-to-market that cloud services offers."

About Dimension Data

Dimension Data has grown from its humble South African roots to become a global company of over USD 6.7 billion and a **wholly owned subsidiary of the NTT Group**. Our story began in 1983 when a group of young, ambitious South Africans joined forces to establish Dimension Data with a simple vision of 'wanting to do great things'.

Novocure Announces Japanese Approval of Optune (the NovoTTF-100A System) for Treatment of Recurrent Glioblastoma

Approval provides Japanese recurrent glioblastoma patients with a new, effective and safe treatment option. Approval allows for rapid, direct commercial market access in Japan, the world's second largest medical device market

Novocure, a commercial stage oncology company, announced today that the Japanese Ministry of Health, Labour and Welfare (MHLW) has approved Optune™, a Tumor Treating Fields (TTFields) delivery device, for the treatment of patients with recurrent glioblastoma (GBM).

"This approval is an important milestone for Japanese patients who had very few effective and well tolerated treatment options," said Asaf Danziger, Chief Executive Officer of Novocure. "Approval in Japan reinforces our belief that Optune is a new standard of care for this very difficult to treat disease."

"We are thankful for the Pharmaceuticals and Medical Devices Agency's (PMDA) rapid and diligent review of our submission and for the MHLW's approval of Optune in Japan," said Shungo Matori, General Manager Japan and Representative Director of Novocure K.K. "We will continue to work closely with the MHLW to allow recurrent GBM patients rapid access and full reimbursement for Optune."

"We believe that Optune is an important new treatment option for patients with recurrent GBM," said Ryo Nishikawa, MD, PhD, President of the Japanese Society of Neuro-Oncology and Professor, Department of Neurosurgery, Saitama International Medical Center, Saitama Medical University. "The clinical data are compelling and we feel that Optune should be considered as a treatment option for all Japanese patients with recurrent GBM."

“I believe Optune can offer a real benefit to Japanese patients,” said Masao Matsutani, MD, PhD, Honorary Member of the Japanese Society of Neuro-Oncology and Professor Emeritus Saitama Medical University. “Patients with recurrent GBM have very few effective therapeutic options and some cannot tolerate the severe systemic side effects associated with chemotherapy. Optune can give patients renewed hope without diminishing their quality of life.”

About Glioblastoma

Glioblastoma is the most common form of primary brain cancer with approximately 10,000 patients diagnosed each year in the US and approximately 1,600 patients diagnosed each year in Japan. The disease is known as recurrent glioblastoma when the tumor progresses or recurs after initial treatment. Overall survival from the time of recurrence has been reported at 3.5 months without effective treatment.

About Optune

Optune is a portable, non-invasive medical device designed for continuous use by patients. *In vitro* and *in vivo* studies have shown that Optune slows and reverses tumor growth by inhibiting mitosis, the process by which cells divide and replicate. Optune creates a low intensity, alternating electric field within a tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death. Optune has received marketing approval in the United States (US) and Japan and is a CE Marked device approved for sale in the European Union, Switzerland, Australia and Israel.

Approved Indication

Optune (the NovoTTF-100A System) is approved in Japan for the treatment of adult patients with recurrent supra-tentorial glioblastoma after all possible surgical and radiation therapy options have been exhausted.

The US Food and Drug Administration has approved Optune for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed glioblastoma, following histologically or radiologically-confirmed recurrence in the supra-tentorial region of the brain after receiving chemotherapy. The device is intended to be used as monotherapy, and is intended as an alternative to standard medical therapy for glioblastoma after surgical and radiation options have been exhausted. Patients should only use Optune under the supervision of a physician properly trained in use of the device



About Novocure

Novocure is a private oncology company pioneering a novel therapy for solid tumors called Tumor Treating Fields. Headquartered in Jersey Isle, Novocure's US operations are based in Portsmouth, NH and New York, NY. Additionally, the company has offices in Switzerland and Japan and a research center in Haifa, Israel.

Waterfall Deploys its Unidirectional Security Gateways in Japan

Stronger-than-firewalls technology addresses safety and reliability concerns for critical infrastructures

Waterfall Security Solutions(Waterfall Security), which specializes in critical infrastructure protection and industrial control systems security, announced today the successful installation of Waterfall's stronger-than-firewalls, hardware-enforced Unidirectional Security Gateways at two sites in Japan addressing ICS security.

Cyber-attacks become more sophisticated with each day that passes, the safety and reliability of critical infrastructure sites is of growing concern to asset owners, regulators and governments around the world. Waterfall Security's Unidirectional Security Gateway technology, which was developed to address these threats and to allow safe and secure integration between control networks and business networks, is being deployed worldwide. The recent Waterfall Security deployment in Japan was aimed at assisting and securing a **chemical and natural gas plant**, and was integrated with **Azbil Corporation (formerly Yamatake-Honeywell) DOGS solutions, and TAKEBISHI OPC servers.**

Lior Frenkel, CEO and Co-Founder at Waterfall Security, said, "These recent installations in Japan demonstrate continued momentum in the adoption of Waterfall's stronger-than-firewalls technology in national critical infrastructures around the world. In Japan, as in other leading countries in Asia, industrial sites are applying best-practice security to defeat modern attacks on their control networks. Waterfall Security's Unidirectional Security Gateways currently protect power plants, chemical sites and gas control systems in Japan, and we look forward to expanding our install base into other sectors."

About Waterfall Security Solutions

Waterfall Security Solutions Ltd. is the leading provider of stronger-than-firewalls solutions for industrial control networks and critical infrastructures. The company's products are deployed in utilities and critical national infrastructures throughout North America, Europe, Asia and Israel. Waterfall's technologies reduce the cost and complexity of compliance with NERC-CIP, NRC, NIST, CFATS and other regulations, and

include support for leading industrial applications, including the OSIsoft PI™ Historian, the GE Proficy™ iHistorian, Siemens SIMATIC™/Spectrum™ solutions and GE OSM™ remote monitoring platforms, as well as OPC, Modbus, DNP3, ICCP and other industrial protocols. Frost & Sullivan describes Waterfall's solutions as ensuring "optimum security for networks across user verticals," and awarded Waterfall the 2012 Network Security Award for Industrial Control Systems Entrepreneurial Company of the Year, the 2013 North America Award for Customer Value Enhancement and the 2014 Global Award for New Product Innovation Leadership.

Israeli augmented reality startup nabs \$5M funding led by Japanese Pachinko Company

Apr 10, 2015 Tech in Asia

Israeli augmented reality startup **InfinityAR** announced today it has completed a US\$5 million series B funding round led by **Japan's SUN Corporation**, followed by New Zealand's **Singulariteam** and US-based **Platinum Partners Value Arbitrage Fund**.

InfinityAR makes a software-based augmented reality (AR) engine that will let people interact with augmented content in their physical surroundings. It's less Google Glass and more Microsoft HoloLens. InfinityAR says it "can turn any device with two simple cameras into a powerful content augmentation platform."

The technology works indoors and outdoors and requires less computation and energy resources than competitors, says the company in a statement.

The latest funding will go toward further development of the product and expanding into the Japanese market. SUN Corporation is a major player in Japan's Pachinko industry. Pachinko is a mechanical arcade game popular with gamblers, sort of like slot machines in the West.

"For us, SUN Corporation is the perfect gateway into the Japanese market and will help us further establish InfinityAR as a leading developer in the augmented reality space," says CEO Motti Kusnir. "Sun Corporation's experience, tech, know-how, and organizational culture fit perfectly with what our company has to offer, and I believe both sides will benefit greatly from this deal."

According to Masanori Yamaguchi, SUN Corporation CEO, "SUN Corporation is actively committed to multiple paths for adding value to our Communication and Entertainment Customers, including via development, technology partnerships, investments and acquisitions, all aimed at delivering innovative solutions which strengthen our positioning. This strategic investment expands SUN's offering by bringing more value across new channels both within and beyond the Communication and Entertainment market environment."

Zimperium raises \$12M to protect mobile phones from cyber threats, Toyo Inc among new investors.

Toyo inc will also serve as distributor in Japan

As our lives become increasingly connected to our smartphones, the cloud, and IoT devices, mobile security has never been a sexier topic for investment. According to Infonetics Research, the mobile device security market will likely grow to \$3.4 billion by 2018.

Zimperium, which announced a \$12 million Series B investment round today, will be one of many to benefit from this increased market interest. It develops enterprise security solutions for mobile devices that identify and alleviate cyber threats as well as protect phones from attacks. As more companies are aware of how their employees can expose their businesses to outside threats by accessing company information on their phones, such a solution is quite timely.

As Mark Fernandes, managing director of Sierra Ventures – an existing investor that joined this round – explained in a statement, “Zimperium’s trajectory over the past year mirrors the growth of the market and the increased awareness and need for better security on mobile devices. We have our sights set on continuing this energy and momentum as mobile attacks move from invisible to mainstream.”

Founded in 2010 by Elia Yehuda and Zuk Avraham, Zimperium has had only one other round of funding. In October 2013, they raised a Series A round of \$8 million from five investors: Stephen Northcutt, David Eun, Samsung Electronics, Lazarus Investment Opportunities Fund, and Sierra Ventures. Samsung, Lazarus, and Sierra Ventures joined the Series B funding round along with investment round leader Telstra, Australia’s leading provider of mobile phones, and **TOYO Corporation, a new investor and Zimperium’s distributor in Japan.**

The fact they were able to raise such a large round of funding within 18 months of a nicely sized Series A round indicates Zimperium is very much on the way up.

What Zimperium has to offer

Zimperium’s Mobile Threat Defense provides 24/7, on-device protection against WiFi, mobile and host-based cyber threats. It claims to be the first company that provides a comprehensive mobile security system for both iOS and Android systems, and the fact that they identify and alleviate attacks and protect against threats seem like they are hitting most of the right buzz words for cyber security solutions. The main aspect that seems lacking is more detailed prevention, but admittedly, few solutions offer such measures.

At this point, we predict that Zimperium will more likely get bought by a larger manufacturer than strike out on its own since most early stage cyber security firms go this route, and its solution is rather specific in scope.

Japan Celebrates the Opening of New Classrooms in Two Schools in Bethlehem and Hebron

Published on Tuesday, 21 April 2015

On Monday 20th April, 2015, Mr. **Junya Matsuura, Ambassador for the Palestinian Affairs and the Representative of Japan to the PA**, attended the opening ceremonies for two schools projects. The first one was held at Shawawreh Village in Bethlehem and the other was at Beit Ula Village in Hebron. The ceremonies were also attended by some representatives of both communities and the governors as well.

These two projects were funded by the Government of Japan through Japan's Grant Assistance for Grassroots Human Security Projects (GGP). With a grant of USD 121,605, Shawawreh Village Council constructed 6 classrooms on a second floor at Al Halabi mixed school to accommodate around 140 students who used to study in inappropriate and rented rooms outside the school building.

This project would provide the students with better learning environment and comfortable spaces to let them enjoy their educational path. Whereas Beit Ula Municipality in Hebron utilized their grant of USD 120,741 to build 9 classrooms at UNRWA Girls School in Beit Ula in order to mitigate the high density of the classrooms and improve the educational condition for 400 students. It's worth to mention that Beit Ula Municipality contributed to this project with more than USD 60,000 from their own resources.

Mr. Matsuura in his speech emphasized Japan's firm commitment of supporting Palestinian people from human security perspective as well as the importance of implementing social and economic development projects needed for Palestinian communities.

Since 1993 the Government of Japan has extended its official development assistance amounting approximately \$1.6 billion to the Palestinians. GGP projects have been formulated in collaboration with the Palestinian Authority through MoPAD since 2010.

May

Holding of the Japan-Israel investment agreement negotiations - first meeting

The first bi-national meeting will be held in Tokyo between 26-28 May

From the Japanese side, The Ministry of Foreign Affairs and the Ministry of Economy, Trade and Industry officials, including Yoichi Mikami Ministry of Foreign Affairs Middle East Africa Bureau Middle East first Division Regional Coordinator

From the Israeli side Ministry of Finance. Foreign Affairs, Ministry of Economy. Including: Mr. Oded BROOK, Senior Deputy Director General, Head of International Affairs, Ministry of Finance is scheduled to attend are government officials, and Treasury General Undersecretary from the Ministry of Finance.

The meeting is a follow up meeting to the preliminary meeting held in March.

This binational Investment dialogue follows the agreement signed in January 2015 during **PM ABE** visit to Israel.

Japan-based Takeda readies strategic investment in Israel

Largest pharmaceutical company in Asia is now looking to fund promising seed companies that fit in with its strategic vision through its Silicon Valley-based venture fund

Japan-based Takeda Pharmaceuticals, the largest pharmaceutical company in Asia, is increasing efforts for strategic investments in Israel through Takeda Venture Investments (TVI), its Silicon Valley-based venture fund.

“I think there’s a unique set of conditions here in Israel that make it a great place for us to invest in innovation,” said Tetsuyuki Maruyama, who heads Takeda's research and development team in a Monday interview with *The Jerusalem Post*.

In 2013, Takeda launched a commercial subsidiary in Israel to market its pharmaceutical products, and the following year it helped establish FutuRx, a biotech accelerator, with the help of OrbiMed Israel Partners and Johnson & Johnson Innovation.

Though four companies have gone through FutuRx, which focuses generally on biotech, Takeda is now looking to fund promising seed companies that fit in with its strategic vision through TVI. It is currently doing diligence on several promising prospects, according to Michal Silverberg, TVI's Senior Director of External Innovation, who is based in Israel.

According to Maruyama, the expansion in Israel is part of a recent change in the company's strategy, which pushed it toward more global engagement.

"Our external innovation strategy, or collaborative innovation strategy, is evolving rapidly in Takeda, and I think we've realized that in order to really succeed in a changing pharma market we have to look outside our walls to find innovations. And even outside the traditional places we work," he said.

A decade ago, the company was comprised of almost all Japanese employees; now over two-thirds are international, and the company has commercial operations in 70 countries.

"In 2015 we are a very global company," Maruyama said. "As part of that we realized the opportunity to collaborate and tap into innovation in places we hadn't before, so that was part of the drive to establish an R&D presence in Israel."

In particular, the company sees the future in greater personalization of medicine, but the vast technological upheavals going on are pushing the company to keep looking in a variety of fields.

To that end, Maruyama has come to Israel to participate in the IATI Biomed conference, which in recent years has become one of the premier life sciences events in the world. "For me, it's the most important one," he said, adding that he generally skips other such conferences.

Indeed, according to the IVC Research Center, last year set an all-time record in investment in Israel's life sciences industry, with \$801 million invested in 167 life sciences companies. That accounts for almost a quarter of all high-tech investments in Israel last year, the report said.

Exoskeleton that helps paralyzed walk faces barrier in Japan

By YURI KAGEYAMA

ATSUGI, Japan (AP) — Yuichi Imahata's 9-year-old daughter is thrilled her dad stands tall above her head. It's an experience that is new to her.

Imahata, 31, has been using a wheelchair to get around for seven years after a serious spinal-cord injury suffered in an accidental fall while working for a transport company. He completely lost sensation in both his legs and was told he would never walk again.

But he is now walking, at times with his little girl laughing beside him, because of a robotic exoskeleton called ReWalk.



The thrill is still limited to a rehabilitation center in Atsugi city, southwest of Tokyo, where **ReWalk** is available to a handful of Japanese paraplegics, skirting regulations, in the name of research.

It's already available in parts of Europe, and just received approval from the U.S. Food and Drug Administration for individual everyday use. But despite Japan's prowess in robotics, ReWalk advocates say its wider application here could be stymied by convoluted bureaucracy.

"It's a wonderful tool for people who sincerely want the joy of standing up," said Moriyasu Marutani of Kanagawa Rehabilitation Center, who works with Imahata to use ReWalk.

"Safety is the biggest concern for winning its approval for medical use, as well as presenting data that work as scientific evidence of its health impact," he said. "Approval tends to take many years here, and so the hurdle is pretty high."

ReWalk, an invention of Israeli entrepreneur Amit Goffer, who was paralyzed in a 1997 accident, clasps on to the legs and waist, and is designed to create natural walking movements, including standing, sitting and turning through upper-body motion sensors and special software. Medical experts say its use helps keep organs and bones healthy and also enhances mental well-being.

The product was one of the Israeli technologies highlighted with much fanfare as a symbol of flourishing commercial ties when Japanese Prime Minister Shinzo Abe met Israeli Prime Minister Benjamin Netanyahu during Abe's visit to the Middle East earlier this year.

Japanese robotics maker Yaskawa Electric Co. has been distributing ReWalk in Asia under a deal signed last year with ReWalk Robotics, based in Yokneam, Israel.

The effort is going far more smoothly in places such as China than Japan, said Yaskawa spokesman Ayumi Hayashida.



In this April 17, 2015 photo, Yuichi Imahata walks using a robotic exoskeleton called ReWalk at Kana ...

Hayashida believes ReWalk is being met by bureaucratic stonewalling that is typical of the frustrations Japanese businesses face in doing something new.

"We boast the No. 1 skill in robotics, but how we can actually use the skills is where we are behind the rest of the world," he said.

Under the Japanese system, there is a lengthy preliminary vetting process before a formal drug or medical device proposal can be filed. The Pharmaceuticals and Medical Devices Agency works with the health ministry to carry out consultations and nonclinical and clinical tests. Only after that can an application be submitted to be followed by a regulatory review and more testing.

The process has public safety in mind. Japanese drug approvals tend to take longer than the U.S. and Europe but some feel the requirements are overly onerous and ill-suited to new technologies.

Hiroshi Yaginuma, a health ministry official overseeing the approval of medical devices, said ReWalk was not yet being considered for approval, and it was unclear whether it would meet the criteria for a treatment device. It is assessing the Hybrid Assisted Limb, or HAL, developed by Japan's Cyberdyne, in which a wearer's ability to walk is supported though it is not suitable for paraplegics.

Abe has promised a "robot revolution" including deregulation and research funding to double Japan's robot market size in manufacturing from 600 billion yen (\$5 billion) to 1.2 trillion yen (\$10 billion) a year, and boost it 20-fold outside manufacturing, from 60 billion yen to 1.2 trillion yen by 2020.

Annual profits from robotics are already 340 billion yen (\$3 billion), or half the global market. That zooms to 90 percent for parts such as servo motors and force sensors.

Outside of manufacturing, however, regulatory barriers to practical and potentially life-changing robotics applications remain high.

"Technology is evolving and it spreads, finding new uses that weren't anticipated in the beginning," said Tomotaka Takahashi, creator of Kirobo, the boy-like humanoid that went on the International Space Station.

"It's truly pathetic when ridiculous regulations get set up, based on irrelevant and negative predictions," he said of the government approval system which he feels is out of touch with scientific innovation.

Yaskawa, one of the top four robotics makers in the world in market share, built its reputation by supplying robotic arms and other automated machinery for automakers such as Toyota Motor Corp.

More recently, Tokyo-based Yaskawa has been expanding its lineup to robots that can co-exist with people, helping them get around and assisting in health care.

That area could boom in coming years because of Japan's aging population. There is also export potential because many other countries have growing ranks of old people as birth rates decline and longevity increases.

Yaskawa is hoping to fine-tune the \$71,600 ReWalk to make it lighter and smaller and hopefully cheaper. It currently requires upper body strength and is not the best design for the elderly. It also requires 40 hours of training.

Yet even in its current form, the device is freeing for wheelchair users, who can feel confined to a low eye-level.

"I've seen Americans using ReWalk on YouTube. They can reach things on shelves," said Imahata.

His wish is simple.

He dreams of wearing ReWalk to his daughter's school for the annual athletics event, standing in a crowd of parents, peering with anticipation over shoulders and heads, and catching a glimpse of his girl in action

Ubimo Raises \$7.5M for Self-Serve Programmatic Platform

Ubimo, a mobile ad tech firm headquartered in Tel Aviv, Israel, on Tuesday announced it has closed a \$7.5 million Series B round of funding.

The round was led by **Pitango Venture Capital**, a large Israel-based venture capital firm. **OurCrowd** and **Yahoo Japan Capital** also participated in the round. It serves as Yahoo Japan's first investment in an Israeli startup.

Per a release, the company intends to use the new funds to double down on its self-serve programmatic mobile ad platform. Ubimo's platform layers contextual data and location-based data to inform marketers in real-time.

Based in Tel Aviv, Ubimo was founded by the team behind Web widget developer LabPixies, which was acquired by Google for \$25 million in 2010. Its executives are CEO Ran Ben-Yair, CTO Oded Poncz, Creative Director Udi Graff and COO Gilad Amitai. Ubimo will use its new funding to scale up its product offerings and grow its sales presence in the U.S.

Unlike desktop and Web search, mobile devices lack the benefit of cookies, which makes it very difficult for sites to track and store each user's activity. This means that advertisers need to determine the right time and place to deliver content without the benefit of browsing histories. Ubimo's platform helps advertisers by providing location data that enables them to target ads to specific mobile audiences. Instead of relying on geofencing, which sends content to mobile devices based on their current geographic area and is used by many location-based services, Ubimo's patent-pending TRANSLOCAL targeting technology focuses on helping advertisers figure out the right audience, context and timing for different campaigns.

Ubimo launched in 2013 and has now raised a total of \$9.7 million. The company expanded to the U.S. last fall with the opening of an office in New York.

Pluristem's PLX Cells One Step Closer to Entering Japan's Accelerated Pathway for Regenerative Medicine

HAIFA, Israel, May 13, 2015 (GLOBE NEWSWIRE)

Pluristem Completes Successful Meeting With PMDA and Satisfies Critical Prerequisite for Initiation of Clinical Study Targeting Fast-Track Approval in Japan

Pluristem Therapeutics Inc. a leading developer of placenta-based cell therapy products, today announced that Japan's Pharmaceuticals and Medical Devices Agency (PMDA) agreed with the proposed quality and large-scale manufacturing methods for PLX-PAD cells for use in clinical trials. This agreement is an important milestone for initiation of a

Phase I/II study in critical limb ischemia through Japan's Accelerated Pathway for Regenerative Medicine. The new regulatory pathway could potentially significantly reduce time to market for cell therapies such as PLX cells.

"Pluristem is emerging as an early leader in the industry's push to enter Japan's newly established accelerated regulatory pathway. It is our hope that the PDMA will approve our application for a Phase I/II clinical study of PLX cells in critical limb ischemia via the Accelerated Pathway," stated Pluristem CEO Zami Aberman.

Japan's Accelerated Pathway for Regenerative Medicine went into effect in November 2014. According to the law, regenerative medicine therapies can receive conditional, time-limited approval for marketing, and be eligible for reimbursement, upon proof of safety and initial proof of efficacy. Safety and effectiveness need to be confirmed within 7 years after the conditional approval.

About Pluristem Therapeutics

Pluristem Therapeutics Inc. is a leading developer of placenta-based cell therapy products. The Company's patented PLX (PLacental eXpanded) cells release a cocktail of therapeutic proteins in response to inflammation, ischemia, hematological disorders, and radiation damage. PLX cells are grown using the Company's proprietary three-dimensional expansion technology and are an "off-the-shelf" product that requires no tissue matching prior to administration.

Pluristem has a strong intellectual property position, Company-owned, GMP-certified manufacturing and research facilities, strategic relationships with major research institutions, and a seasoned management team.

Cooperation with Israel, "speed is fast" venture is the key

April 25, the venue of the Microsoft Japan Co., Ltd. of Tokyo, Shinagawa, Japan's largest conference for entrepreneurs, is the 11th samurai venture Summit was held. Startup of more than 100 companies, incubator, venture capitalists, media, among which gather about 2000 people, including heavyweights overseas guest, as well as to introduce the talk session of managers who visited Israel, to report the latest developments concerning the Israeli startup .

The speed of the speed is the key

In the 11th samurai venture Summit that took place in April 25, session of "management who with an eye to the" future "visit to Israel" has been made. Last year served as Samurai incubated Mr. Sakakibara Kentaro moderator who immigrated to Israel in May, the large



Mr. Tange of SHIFT president, Mr. Ryo Morikawa of C Channel representative director at LINE former president, in a non-Israeli companies in Israel program of Microsoft Ventures Kouki Mr. Shimada of only participating Copy co-founder and CTO was held the session to talk about the Israeli situation.

During the session, through such Sakakibara and Tange said, came out even talk that already there are some Israeli venture began the Japan deployment.

It has a reputation in the height of the technical capabilities of Israeli companies. SHIFT Tange said a native of company called "Inks" that caused the Revolution to the mold industry in the 2000s, detailed in the CAD / CAM. "Number one of CAM Israel" I had asserted that.

Israel, as well as start-up companies, more than R & D also 250 global companies. Morikawa's C Chanel had to express Israel's specificity as "country itself has R & D something like".

Speed is fast Israel. Affinity with the speed is fast Japanese venture industry is high. Presence of Japanese companies in Israel, Europe and the United States, compared to other Asian countries, among which is also referred to as 3-week delay, venture business owners felt might hold the key to both countries cooperation.

Nayax Ltd. Announces the Establishment of Nayax K.K

Nayax Ltd. co-founders Mr. Yair Nechmad and Mr. David Ben-Avi announced this afternoon at the Nayax Headquarters in Tel Aviv, Israel, the opening of a new office in Japan.

"We are looking forward to working with Mr. Hiroshi Matsumoto, who will be acting as the General Manager of Nayax K.K. He comes with significant experience in business development, sales operations, and IT companies in Japan, and worldwide. We believe that the Japanese market will enjoy Nayax's cashless payments solutions, telemetry systems, and management & monitoring suite. Nayax strives to increase our customers' sales by helping operators communicate with their consumers and streamline their operations" says Mr. Nechmad.

With cashless and mobile payments and telemetry systems dominating the automated and vending machines industry, it is a pivotal moment for Nayax Ltd. to establish a strong presence in Japan, where there are already 5.52 million vending machines, selling everything from cold drinks, coffee and snacks, to flower bouquets and socks. According



to the Japan National Tourism Organization, vending machine annual sales reach almost 6.95 trillion yen (58.3 billion USD).

This announcement comes at a time when Japan is looking forward to hosting the 2020 Summer Olympics in the capital city Tokyo. Establishing Nayax K.K. will help local vending machine operators get ready for the increased levels of international tourism, which means cashless payments with international credit cards and mobile payments using smart phones.

Nayax Ltd. is a global leader in cashless payment solutions and telemetry systems, with offices worldwide.

Novocure Announces Commercial Launch of Optune (the NovoTTF-100A System) in Japan

Optune, a Tumor Treating Fields delivery system, provides a novel, non-invasive treatment for recurrent glioblastoma, the most common malignant primary brain cancer

Physicians at 23 brain cancer centers in Japan are now certified to provide Optune to recurrent glioblastoma patients on prescription order

Novocure, a commercial stage oncology company, announced today that 31 neurosurgeons at medical centers across Japan are trained and certified to prescribe Optune. These physicians are now able to treat recurrent glioblastoma (GBM) patients using this novel, anti-mitotic therapy on prescription order. The certification training coincided with the grand opening celebration for Novocure's new Japanese headquarters in the Chiyoda-ku district of Tokyo and represents an important milestone for Novocure's expansion into Japan, the world's second largest medical device market.

"We are honored to be working with such world-renowned oncology experts to provide Optune to recurrent GBM patients," said Shungo Matori, General Manager Japan and Representative Director of Novocure K.K. "Training leading physicians at these medical centers is the first step in the commercial launch of our product in Japan."

"I am very pleased and excited to be working with Novocure to develop the training and certification curriculum for Optune," said Masao Matsutani, MD, PhD, Honorary Member of the Japanese Society of Neuro-Oncology and Professor Emeritus Saitama Medical University and Faculty Director for Optune certification training in Japan.

"Training our neurosurgery colleagues on Tumor Treating Fields (TTFIELDS) and the anti-mitotic mode of action is very important. This will allow physicians to offer the best possible care for their patients with recurrent GBM," said Ryo Nishikawa, MD, PhD, President of the



Japanese Society of Neuro-Oncology, Professor, Department of Neurosurgery, Saitama International Medical Center, Saitama Medical University and Training Director for Optune certification training in Japan.

About Glioblastoma

Glioblastoma is the most common form of primary brain cancer with approximately 1,600 patients diagnosed each year in Japan and approximately 10,000 patients diagnosed each year in the US. The disease is known as recurrent glioblastoma when the tumor progresses or recurs after initial treatment. Overall survival from the time of recurrence has been reported at 3.5 months without effective treatment.

About Optune

Optune is a portable, non-invasive medical device designed for continuous use by patients. *In vitro* and *in vivo* studies have shown that Optune slows and reverses tumor growth by inhibiting mitosis, the process by which cells divide and replicate. Optune creates a low intensity, alternating electric field within a tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death. Optune has received marketing approval in the United States (US) and Japan and is a CE Marked device approved for sale in the European Union, Switzerland, Australia and Israel.

Approved Indication

Optune (the NovoTTF-100A System) is approved in Japan for the treatment of adult patients with recurrent supra-tentorial glioblastoma after all possible surgical and radiation therapy options have been exhausted.

The US Food and Drug Administration has approved Optune for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed glioblastoma, following histologically or radiologically-confirmed recurrence in the supra-tentorial region of the brain after receiving chemotherapy.

About Novocure

Novocure is a private oncology company pioneering a novel therapy for solid tumors called Tumor Treating Fields. Headquartered in Jersey Isle, Novocure's US operations are based in Portsmouth, NH and New York, NY. Additionally, the company has offices in Switzerland and Japan and a research center in Haifa, Israel.

Japan: Israel Violates International Law

Wednesday, May 13, 2015

Tokyo- The Government of Japan has called on Israel to stop all construction in East Jerusalem saying that the Israeli authorities are violating international law.

An official statement by the Foreign Ministry in Tokyo said the Japanese government "Deeply deplores that Israel has approved the construction of 900 units in East Jerusalem, and that the advancement of the Israeli settlement policy, despite frequent criticism from the international community including Japan, clearly undermines the ongoing efforts by the international community toward realizing a two-state solution." The statement noted that Japan has repeatedly called upon Israel to fully freeze settlement activities and as often stated that settlement activities are a violation of international law

The Government of Japan strongly calls upon the new Israeli government to refrain from any unilateral act that changes the current status quo and to desist from implementing the above-mentioned plan of construction for the sake of progress in the peace process. The official statement went on to say that Japan also "strongly urges both Israeli and Palestinian sides to act toward enhancing mutual trust and to continue to make steady efforts for peace."

Tokyo has repeatedly issued similar statements that counsel Israel to heed the peace process, but has stopped short of taking measures against Israel's violations of international law.

Palestinian Farewell to Ambassador Matsuura

PLO Executive Committee Member **Dr. Hanan Ashrawi** conducted a series of meetings with several diplomats, including the outgoing Japanese Representative to the State of Palestine, **Ambassador Junya Matsuura**;

In her meeting with Ambassador Matsuura, Dr. Ashrawi bid the outgoing representative farewell and thanked him for his contributions in improving relations between Japan and the State of Palestine. She expressed her gratitude to Japan for its continued assistance and support for Palestine and its recent statements concerning illegal settlement construction in and around Jerusalem. Dr. Ashrawi also called on the Japanese government to recognize the State of Palestine in the immediate future.

June

Yasuhide Nakayama State Minister for Foreign Affairs visits Israel

15/06/2015

PM Netanyahu Meets with Japanese State Minister for Foreign Affairs Yasuhide Nakayama

Prime Minister Benjamin Netanyahu met with Japanese State Minister for Foreign Affairs Yasuhide Nakayama, who is responsible for North America and Middle East affairs and who serves as Vice President of the Israel-Japan Parliamentary Friendship League (which was established by his father in the 1980s).

Prime Minister Netanyahu told his guest that Japanese Prime Minister Shinzo Abe's visit to Israel last January had been very important and had contributed the recent period of excellent bilateral relations, and asked that he convey his greetings to the Japanese Prime Minister. Prime Minister Netanyahu added that there were many amazing opportunities for bilateral cooperation in many fields, but especially in the cyber field.

Japanese State Minister for Foreign Affairs Nakayama then held a working meeting with Prime Minister's Office Director General Eli Groner and the professional teams. The two men discussed appropriate fields for investment, advancing bilateral cooperation agreements and opportunities for cooperation in the cyber field.

There is vast economic potential for the Israeli economy in strengthening economic relations with Japan. The Japanese economy is the third largest economy in the world (after China and the US) with a 2014 GDP of approximately \$4.8 trillion. However, Israeli exports to Japan amounted to only approximately \$790 million in 2014, thus constituting only approximately 0.1% of overall Japanese imports. Moreover, there is considerable cartelization in exports to Japan with approximately 9% of exporters being responsible for approximately 75% of total exports. Japan's population is 127 million people. Its annual growth rate is 1.5% and its GDP per capita is \$39,000.

In expanding Israeli exports to Japan, there is great potential mainly in high-tech (software and hardware), cyber, HLS, security industries, health technologies, agriculture and transportation. It should be noted that Tokyo will host the 2020 Summer Olympics. This is of significant potential for Israeli companies, mainly in the fields of HLS and cyber.

Prime Minister Netanyahu visited Japan in May of last year; as noted above, Japanese Prime Minister Shinzo Abe visited Israel last January, at the head of a delegation of over 100 government officials and senior corporate leaders. In January of this year, ahead of Japanese Prime Minister Abe's visit, the Cabinet approved Prime Minister Netanyahu's plan for strengthening economic ties and bilateral cooperation with Japan

Japan's Vice Minister for Foreign Affairs visited Israel on June 14th and held discussions with Israel's Vice Minister for Foreign Affairs Mrs. Hotobelli

Algatechnologies, Fujifilm Join to Promote Natural Astaxanthin

KIBBUTZ KETURA, Israel, June 8, 2015 /PRNewswire/

Algatechnologies Ltd. (Algatech) announces it has signed a supply and long-term collaboration agreement with **Fujifilm Corp.** (Fujifilm) in Japan, for its **AstaPure® natural astaxanthin ingredients.**

Fujifilm recently took over **Algatech's** major distributor in Japan and will promote astaxanthin raw materials. The company already has been using Algatech's natural astaxanthin as the main active ingredient for its nutrition supplement and cosmetics product line named Astalift.

"Astalift is one of the most innovative and successful cosmetics brands in Japan," says **Yutaka Yamaguchi, head of the Life Science Products Division for Fujifilm.** "This is due to state-of-the-art collagen technology and nanotechnology cultivated for our photo film products, coupled with the high antioxidant astaxanthin from Algatech. The Astalift line has built an impressive reputation as an anti-aging cosmetics brand."

"Natural astaxanthin is a key ingredient for us," continues Yamaguchi, "It was a strategic decision to expand our business portfolio in Japan by supplying astaxanthin in bulk quantities and multiple unique delivery formats. We have chosen AstaPure astaxanthin based on its high quality parameters and the reliable-and consistent-supply capabilities of Algatech."

Ronnie Meninger, Algatech CEO, states, "We are proud and excited to strengthen our relationship with Fujifilm. Japan was always a major market for us, and supplying our ingredient to Fujifilm for its Astalift line is an important distinction for us. We are certain the solid reputation of Fujifilm for quality control/assurance, and its strong credibility in the Japanese market, combined with Algatech's expertise in astaxanthin production and development of other special active ingredients from microalgae, will increase our leading position in Japan and the rest of the world.

Billings System Corporation And OTI Partner To Provide NFC Payment Solutions In Japan

TOKYO, JAPAN and ROSH PINA, ISRAEL 06/16/15

Billing System Corporation (*Billing System*), a leading payment service provider, has partnered with **On Track Innovations Ltd.**, a global provider of near field communication (NFC) and cashless payment solutions, to resell oti's NFC products in Japan.

Billing System selected oti as its NFC solution provider and will introduce oti's suite of NFC-based cashless payment readers and devices to Japan's retailers, vending machine operators and taxi companies.

"This new alliance with oti is an important strategic step for us, given oti's already strong global presence, including its 50% market share of the U.S. connected vending machine market," said Toshihiko Eda, CEO of Billing System. "Our partnership positions Billing System to capitalize on the rapidly expanding contactless payment market in Japan."

More than 10 million foreign travelers visit Japan annually, which is expected to increase in the coming years with Rugby World Cup in 2019 and Tokyo Olympics in 2020. However, Japan's current cashless payment settlement infrastructure, Felica, is unique to the domestic market and not compatible with international NFC services.

"Our collaboration with Billing System is also an important strategic move for us given the current state of the Japanese market," said Ofer Tziperman, CEO of oti. "NFC has emerged as the solution of choice for all the major payment schemes, and with practically no NFC infrastructure currently deployed in Japan, this is the perfect time for oti to enter the market with our widely certified product offering."

The incompatibility has become a problem for foreign travelers as more consumers are transacting with credit cards utilizing NFC technology and mobile phone payment schemes like Apple Pay? and Android Pay?. These settlement services are based on international standards and provide high security, convenience and cost-effectiveness.

oti's NFC solutions support a range of payment applications, kernels and technologies, including Visa MSD/qVSDC, MasterCard PayPass-M/Chip, EMV, AMEX ExpressPay, Discover ZipNetwork, Mifare, Mifare DESFire, Proximity and vicinity, Apple Pay and Android Pay. With oti's NFC readers and devices, Japanese businesses will be able to support the growing domestic and international demand for cashless payments.

About Billing System Corporation

Billing System Corporation provides total settlement and processing service in Japan including services related to payment gateway, mobile payment, remittance, billing, reconciliation, bank debit and finance.



About

oti

On Track Innovations Ltd. (oti) is a leader in contactless and NFC applications based on its extensive patent and IP portfolio. oti's field-proven innovations have been deployed around the world to address NFC and other cashless payment solutions, petroleum payment and management, cashless parking fee collection systems and mass transit ticketing. oti markets and supports its solutions through a global network of regional offices and alliances.

Toyo Corporation invest in Zimperium

Zimperium Raises \$12M in Series B Funding Led By Telstra

Mobile defense leader transforms enterprise security as mobile threats go mainstream

Zimperium, the leader in mobile threat defense, announced the closing of a Series B round of funding in the amount of \$12 million. **The Ventures group at Telstra**, Australia's largest telecommunications and information services company and current customer of Zimperium, led the round. **TOYO Corporation**, a new investor and Zimperium's distributor in Japan, also participated along with existing investors **Sierra Ventures, Lazarus Israel Opportunities Fund and Samsung**.

The new funding supports Zimperium's ongoing expansion and continued technological innovation in the fight against cybercrime and will be used to help the company continue to scale operations and support its rapidly growing customer base.

According to Infonetics Research, the mobile device security market is expected to grow to \$3.4 billion in 2018. Enterprises are increasingly realizing that existing traditional security and mobile device management providers don't provide protection against advanced known and unknown mobile threats. With the modern mobile threat landscape changing by the hour, Zimperium's Mobile Threat Defense provides continuous, on-device protection against WiFi, cellular and host-based cyberattacks. Zimperium is the first and only company to provide a complete mobile security system that provides unmatched threat detection, protection and mitigation of threats for iOS and Android devices.

"With the growth in mobility there should be no surprises that criminal hackers are targeting mobile devices at a rate that matches the growth in mobility itself. This presents a unique problem for companies trying to secure their corporate data," said Mike Burgess, chief information security officer for Telstra. "A security solution which protects mobile devices against these growing hack attempts should be a key part of every company's cyber security strategy."

"An investment in Zimperium represents an opportunity for Telstra to acquire a stake in an emerging company with a unique solution to the problem of advanced cyber-security attacks on mobile devices," said Mark Sherman, managing director of Telstra Ventures. "Telstra is well positioned to leverage its investment and provide strategic technology



insight as the market for this service matures and offers the potential for increasing economic returns."

"The level of interest in mobile security among the Sierra Ventures' CIO Board and broadly across the industry, dramatically escalated in 2014 and Zimperium has greatly benefited from this trend," said Mark Fernandes, Managing Director of Sierra Ventures. "We have been impressed with the company's momentum with large enterprise customers and telcos over the past few months as the awareness of this problem as increased."

"Attacks are seemingly coming from all angles and businesses are being breached at an increasing pace. Traditional signature-based defenses can't hold up to the new breed of attacks and with the increasing use of mobile, there needs to be a huge shift in how companies think about security," said Shridhar Mittal, CEO of Zimperium. "This latest funding validates the work we've done for our customers and, combined with our continued innovation and momentum, will help propel Zimperium forward into 2015."

About Zimperium

Zimperium is the leader in enterprise mobile threat defense. The Zimperium Mobile Threat Defense system delivers enterprise-class protection for Android and iOS devices against the next generation of advanced mobile threats. Developed for mobile devices, Zimperium uses patented, behavior-based analytics that continuously run on the device to protect mobile devices against WiFi, cellular and host-based threats wherever business takes them. Founded in 2010 by mobile security experts, Zimperium is backed by Sierra Ventures, Telstra, Samsung, Lazarus Israel Opportunities Fund and TOYO Corporation. Zimperium is headquartered in San Francisco.

Orbotech Announces the sale by SPTS Technologies of its Thermal Products Business to SPP Technologies

PR Newswire

ORBOTECH LTD. today announced that SPTS Technologies Group Ltd. (SPTS), an Orbotech company and supplier of advanced wafer processing solutions for the global semiconductor and related industries, has sold its Thermal Products business to **SPP Technologies Co, Ltd. (SPT), a subsidiary of Sumitomo Precision Products Co., Ltd.** SPT specializes in the production, sales and support of micro electromechanical systems (MEMS) and semiconductor related process equipment. The transaction includes sale of all thermal product lines and virtually all worldwide assets of SPTS's Thermal Product business, and will involve approximately fifty SPTS employees worldwide, who are currently engaged in the Thermal Products business, becoming employees of SPT.



Kevin Crofton, President of SPTS and Corporate Vice President at Orbotech said: "Historically, the Thermal Products business has been part of SPTS's growth and success, with a range of production-proven vertical batch furnaces that continue to be the process tools of choice at leading semiconductor fabs around the world. Divestment at this time, however, will benefit SPTS by enabling us to focus resources on our core Advanced Packaging, MEMS, RF and Power devices businesses. We believe this sale will provide new opportunities for the Thermal Products business under the ownership of SPT, and we wish them continued achievement and success."

Toshihiro Hayami, **President of SPT, said:** "This acquisition will allow us to expand the product portfolio that we offer our customers, create a footprint in the global semiconductor capital equipment industry and establish a worldwide presence for our company. We expect the Thermal Products business to contribute to the success of SPT and look forward to new product development activities related to this business in its current and adjacent markets."

SPT acquired the assets of the Thermal Products business based on a valuation of approximately \$28 million, comprised of \$22 million in cash plus approximately \$6 million in accounts receivable. Half of the cash was paid on completion and the balance will be paid in 2016, without any performance conditions. Orbotech intends to use the net proceeds to repay a portion of the amount outstanding under its credit facilities. The sale does not materially affect Orbotech's expectations for its financial performance in the second half of 2015 or its long term business model.

About Orbotech Ltd.

Orbotech Ltd. (NASDAQ:ORBK) is a global innovator of enabling technologies used in the manufacture of the world's most sophisticated consumer and industrial products throughout the electronics and adjacent industries. The Company is a leading provider of yield enhancement and production solutions for electronics reading, writing and connecting, used by manufacturers of printed circuit boards, flat panel displays, advanced packaging, micro-electro-mechanical systems and other electronic components. Virtually every electronic device in the world is produced using Orbotech systems.

About SPTS Technologies

SPTS Technologies, an Orbotech company, designs, manufactures, sells, and supports etch, PVD, CVD and thermal wafer processing solutions for the MEMS, advanced packaging, LEDs, high speed RF on GaAs, and power management device markets. With manufacturing facilities in Newport, Wales, Allentown, Pennsylvania, and San Jose,



California, the company operates across 19 countries in Europe, North America and Asia-Pacific.

About Sumitomo Precision Products Co., Ltd. (SPP)

SPP develops distinctive and original technologies across various industries, including aerospace and hydraulic systems, heat and energy, environmental protection, micro- and nano-products, and aims to be a leader in a global niche market.

NTT VENTURES, Hikari Tsushin take part in MHealth conference in Jerusalem.

Top executives from NTT Ventures and Hikari Tsushin participated in an International Seminar held in Jerusalem, focused on MHealth

The conference, part of the global MHealth Investment forum hosted Nobuyuki Akimoto EVP & COO of NTT Ventures and Jun Yasumoto Senior Director, as well as Shigenori Miyazaki Senior Vice Chairman and Tadasu Tsuchihashi Vice Chairman of Hikari Tsushin. Mr. Marc Einstein Head of ICT Research, AT Frost & Sullivan Japan, also attended.

They also held a Seminar at the Israel Export Institute to a crowd of Israeli High Tech companies interested in Export to Japan.

They dedicated the rest of their visit meeting Israeli Start-ups who are prospects for their future investments.

July

First Economic Talks between Israel's Ministry of Economics and METI

Talks between the economy ministries of both countries, aimed at strengthening trade ties and fostering export activity, will be held in Tokyo this week. In 2014, total trade between Israel and Japan stood at \$2.3 billion.

The first economic talks of their kind will take place between the Ministries of Economy of Israel and Japan (METI) in Tokyo this week. Ohad Cohen, Head of the **Foreign Trade Administration (FTA)** in the Israeli Ministry of Economy will lead the talks along with his Japanese counterpart, Mr. Hideo Suzuki. The talks are part of Israeli government efforts to strengthen economic ties with Japan.

During the talks, topics related to Japanese imports and exports will be discussed, as will cooperation between the two ministries towards promoting exports and foreign investment. The FTA aims at holding such talks annually to help find specific solutions to obstacles facing Israeli and Japanese businesspeople and to work together with the Japanese Ministry of Economy, Trade and Industry to strengthen commercial ties.

Israeli Minister of Economy Aryeh Machluf Deri: "We see great importance in the Japanese market, one of the world's largest economies, and we believe that this meeting will help Israeli exporters operate in this large, important market. The Ministry of Economy is working towards strengthening cooperation with Japan and increasing our exports to the country, and accordingly we will launch a targeted aid program in this area."

Ohad Cohen, Head of the Foreign Trade Administration in the Israeli Ministry of Economy: "The Japanese economy and society have been undergoing a unique process of change and openness, which presents a golden opportunity for Israel – as a source of knowledge and global exporter of advanced technology – to increase cooperation and tighten economic relations with this country."

Noa Asher, Head of Israeli Economic and Trade Mission to Japan: "Following years of efforts on the Israeli side to promote these talks, one of the reasons for the dialogue at this time is the tightening relations between Israel and Japan. This is due, amongst other things, to the mutual visits of the Prime Ministers of Israel and Japan in May, 2014 and January, 2015, together with high-ranking business delegations. This dialogue and the expected results will strengthen economic cooperation between Israel and Japan in the future."

According to the Foreign Trade Administration in the Israeli Ministry of Economy, total trade between Israel and Japan stood at \$2.3 billion in 2014, with exports to Japan reaching \$800 million and imports \$1.5 billion.

Israeli Life Science Delegation visit Japan

The Life Sciences Delegation is being organized under the framework of the new **Japan-Israel R&D Cooperation Program**, which provides funding support and partner matching assistance for collaborative R&D projects between Israeli and Japanese companies.

Organizers of the delegation include the Office of the Chief Scientist and MATIMOP-The Israeli Industry Center for R&D, the Foreign Trade Administration, and the Economic Department at the Embassy of Israel in Tokyo, together with the Japanese Ministry of Economy, Trade and Industry (METI) and NEDO, the New Energy and Industrial Technology Development Organization in Japan.

The delegation visited Japan between July 28th and July 30th and held several Seminars. Israeli Minister of Economy, Aryeh Deri, said “Developing Israel’s economic ties with Japan and cooperation in the areas of science, technology and commerce are important in view of Japan’s significance and its regional status. This growing cooperation will enable Israeli companies to be exposed to new markets and to develop in the region.”

The cooperation agreement signed between the governments of Israel and Japan enables parallel support of joint R&D projects and helps Israeli and Japanese companies find R&D partners. The agreement is being implemented by the Office of the Chief Scientist at the Israeli Ministry of Economy.

Noa Asher, Trade Representatives for the Israeli Ministry of Economy in Japan, said “The life sciences field is one of the target sectors of our trade mission. Japan, which suffers negative population growth, invests 9.3% of its GDP in its health system. The Japanese pharmaceuticals market is the second-largest in the world and the Japanese government is acting vigorously to revamp its health system.”

Among the participants were representatives of: **AB Dental Devices, CANFITE, Emerald –Medical Applications, EyeYon, KAMADA, Moebius medical, NeviMed, NovellusDX, Pluristem, Polypid, STI, Techsomed and TransAlgae.**

Leading the delegation was Mr. Ohad Cohen Head of Foreign Trade Administration, Ministry of Economy.

Coming soon: Direct flights from Tel Aviv to Tokyo

Danny Sadeh 07.16.15 Israel Travel

New aviation agreement will allow Israeli and Japanese airlines to operate up to 14 weekly flights in each direction.

A new agreement between Israel and Japan may soon lead to direct flights from Tel Aviv to Tokyo.

The aviation agreement signed last week during talks held in the Japanese capital will allow the introduction of a regular route between the two countries – both for Israeli and Japanese airlines.

Currently, there are no direct flights from Japan to Israel apart from several charter flights which bring to the Holy Land organized groups of workers from a seaweed factory. The flights leave from Osaka to Tel Aviv, and on their way back the empty planes carry Israeli groups to organized tours in the Land of the Rising Sun.

Most Israeli passengers who travel to Japan today do it through connecting flights from Hong Kong or Seoul.

The Tokyo talks were attended by Joel Feldschuh, director-general of the Civil Aviation Authority of Israel (CAAI), and other CAAI officials, and their Japanese counterparts. They reached an agreement that would allow the operation of up to 14 weekly flights in each direction.

They also agreed to lift certain restrictions, such as the option to only operate direct flights between Tel Aviv and Osaka. From now on, the airlines will be permitted to fly to Tokyo and other cities in Japan as well.

Yedioth Ahronoth has learned that the talks were also attended by representatives of Japan's biggest airlines – Japanese Airlines, All Nippon and others – who expressed a lot of interest in introducing a route to Israel.

According to Tourism Ministry figures, about 13,000 tourists and businesspeople arrived in Israel from Japan in 2014.

Transportation Minister Yisrael Katz confirmed the details on Wednesday, defining the new aviation agreement as "really good news".

"This agreement is a direct continuation of my policy to open the skies," Katz added. "I believe that adding destinations in Japan itself, as well as flights, will increase the number of tourists arriving in Israel in the near future. The agreement is also an important component in the government's policy to strengthen Israel's relations with Japan."

SOFTBANK adds ADALLOM Cloud Security to SAAS

SoftBank Commerce & Service (C&S) Corp is preparing for the launch of **the Adallom** cloud access platform in Japan, with availability expected soon.

SoftBank C&S is Japan's largest information and communication technology distributor, with a focus on SaaS businesses and SaaS applications such as Microsoft Office 365, Google Apps and Dropbox for Business. Adallom's platform is a complementary addition, as it provides security for the cloud apps within SoftBank C&S's portfolio, as a value-add.

"As Japan's largest information and communications technology distributor, adding Adallom to our technology portfolio is critical to ensuring that our sales partners have access to the world's leading technology solutions. This agreement is good news for millions of business users in Japan and addresses a growing security need in the market," said Kenichi Harayama, vice president of SoftBank C&S.

As the adoption of cloud-based applications continues to grow, one of the biggest challenges for IT organizations is how to deliver governance, compliance and security for sensitive corporate data in the cloud. Adallom's purpose-built cloud application security platform was designed to address these challenges, and aims to govern application usage, address compliance mandates, enable data protection and protect users from threats in real-time.

"Cloud applications are a vital and growing part of enterprise IT, driving huge demand for security controls, governance and compliance for corporate assets in the cloud," said Assaf Rappaport, co-founder and CEO at Adallom. "Adallom offers comprehensive controls, and has been tested and proven effective by innovative enterprises worldwide as the only cloud security platform to detect and thwart attacks in the cloud in real-time. Our agreement with SoftBank C&S further extends that protection to businesses throughout Japan."

The news comes as Microsoft is reportedly on the verge of acquiring the Israeli cybersecurity firm in a deal worth \$320 million. If the deal goes through, Adallom will become Microsoft's cybersecurity center for business in that country, joining other local firms such as Aorato and Equivio as part of the IT giant's portfolio

Israeli bumblebees sent to Japan following mass death of local hives

by [JNi.media](#)

Whole colonies of Israeli bees are being sent from Israel to Japan to help farmers overcome the damage caused by the Japanese bees shortage, which has worsened due to the use of pesticides in rice fields.

The bees making their way to Japan flew in airy hives, each including a fertile queen accompanied by fifty drones who takes care of all her needs.

Members of Bio-Bee, in Kibbutz Sde Eliyahu in northern Israel, some two miles south of Beit She'an, who nurture and ship the bees, take care of the queen and the workers to ensure comfortable, first class flight conditions. Each hive is equipped with a small bag of sugar water in a special drinking facility, a delicious alternative to airplane meals.

The bees make only one fast connection in Moscow, but do not enjoy duty free store privileges.

Upon their arrival in greenhouses across Japan, the Israeli bees get busy pollinating vegetable crops. Without bees, it is nearly impossible to raise some crops. And, contrary to what people think of Israelis, the Kibbutz Sde Eliyahu bees are renowned for their mild temperament and are not quick to sting, so farmers can work alongside them without fear. Bio-Bee bumblebees do not produce honey, they only pollinate. They have been bred to carry out their work even when the weather gets cold, cloudy and rainy, when honey bees turn inactive and prefer to gather inside the hive.

While extracting nectar from the flowers, the bees spread the pollen around.

Pollinating bees have begun to serve Israeli farmers several years ago, when the population of Israeli honey bees started to diminish. The advantage of these bumblebees is that they tend to stay within the closed structure of the greenhouse and don't go out to seek greener—or sweeter—pastures.

The decline in the number of bees is a global phenomenon, made worse in Japan as a result of pesticide spraying in the rice fields around the country. Testing conducted by the Japanese Ministry of Agriculture showed that many cases of death have occurred when bees which had been exposed to pesticides during the search for nectar return to the hive and expand the scope of the poisoning.

Generally, the bumblebee is a social insect, maintaining contacts and cooperation between different individuals that belong to the same colony. The bumblebee community has a number of groups, each with a defined role. The colony Queen is the head, but she does not look very different from the drones, other than being bigger.

Japan mulls lifting sanctions against Iran

JIJI (JAPAN TIMES) JUL 30, 2015

The government is considering lifting its sanctions against Iran, depending on Tehran's progress in fulfilling the terms of the nuclear agreement it reached recently with six world powers, according to informed sources.

Iran is an important energy supplier for Japan and is exploring the possibility of Japanese companies reacquiring oil field interests there.

In the Joint Comprehensive Plan of Action adopted by Iran and the six powers on July 14, Tehran accepted limitations on its nuclear program and inspections by the International Atomic Energy Agency. IAEA inspections are expected to start by the end of this year, after the nuclear accord is endorsed by the signatories.

After confirming that Iran is fulfilling the terms of the plan, Japan plans to lift its sanctions in step with other relevant countries, the sources said Wednesday. The government also plans to help the IAEA conduct inspections smoothly, they said.

Japan imposed economic sanctions against organizations and individuals related to Iran's nuclear program in 2007, abiding by U.N. Security Council resolutions. It expanded the sanctions in 2010 to include such measures as a suspension of fresh investments in the energy sector.

The steps reflected a U.S. push for sanctions even though Japan had been on good terms with Iran.

In line with the lifting of the sanctions, Japan will seek to join the development of the Azadegan oil field. Major resources developer Inpex Corp., partly owned by the Japanese government, withdrew from the project in 2010.

According to a government source, Iran is interested in Japanese technology and investment after it scrapped a contract with a Chinese successor to Inpex due to operational delays.

August

Japan to send vice minister to Iran to build economic ties

POLITICS AUG. 09, 2015 TOKYO

Japan is sending a senior trade and industry official to Iran along with executives from the oil, gas and other industries after a landmark agreement reached on the country's disputed nuclear program.

The agreement paved the way for a relaxation of sanctions and international delegations are now flocking to Tehran seeking business in the biggest economy to rejoin the global trading and financial system since the break-up of the Soviet Union in 1991.

Daishiro Yamagiwa, vice-minister of the Ministry of Economy, Trade and Industry, will visit Tehran and meet top government officials on Aug 8 and 9, the ministry said.

Yamagiwa will convey Japan's strong desire to quickly normalise economic relations once sanctions are lifted, the ministry said.

Italy last week was the latest country to send a government minister to Tehran to hold talks.

Senior government ministers from France, Germany and Serbia have been among those making the trek since the July 14 accord, which raised the prospect of banking and trade sanctions on Iran being lifted, possibly by the end of this year.

Last month Iran outlined plans to rebuild its main industries and trade relations following the nuclear agreement with world powers, saying it was targeting oil and gas projects worth \$185 billion by 2020.

IAI To Supply Its Cyber Training Center To DNP In Japan.

The Deal to supply TAME Range is estimated at \$1.0million

Israel Aerospace Industries (IAI) has signed a contract to supply **Dai Nippon Printing (DNP)** of Tokyo, Japan, its **TAME Range, the Cyber Range training platform** and certification for cyberwarfare teams.

DNP, a leader in publication printing, documentation security and software security products in Japan and around the world, will become a reseller of IAI's Cyber Range in Japan.

TAME Range allows a realistic cyber warfare training environment to improve the cyberawareness and readiness of cyber defenders. There is currently a need in Japan

to train some 80,000 IT personnel so they could prevent cyber-attacks from foreign countries, as well as prepare for the 2020 Olympics.

The system provides its users with authentic, hands-on training in a controlled environment, using real-world cyber threats. While practicing, users gain practical knowledge as they are required to handle actual cyber-attacks – based on most recently discovered threats.

It also covers all aspects of cyber warfare, including threat identification, incident management, mitigation, and forensics. It provides in-depth training on the tools and techniques that are under a team's command when a real attack actually occurs.

DNP spokesman said: "DNP is excited to conduct business with IAI, Israel's biggest hi-tech employer, which has an excellent reputation as an innovative, cutting edge technology company. After a thorough analysis of available cyber training systems, DNP selected the IAI's Cyber Range system as the product that will allow Japanese IT personnel to be best trained against threats that occur on a daily basis and which may harm Japan's critical infrastructure".

Japan's Softbank seeks Israeli startup partnerships

The investment corporation is looking for startups in 4 areas: smart homes, connected vehicles, digital marketing, and health.

Softbank is considering cooperation, and perhaps also investment, in Israeli startups. The communications investment corporation, whose market cap is \$70 billion, has launched its first innovation program of its type, in which it will examine startups whose products are synergistic to Softbank, or to companies with which it works. After a viability examination, the investment corporation, which operates in the field of telecommunications and the Internet, will extend its cooperation with the startups. It may invest in startups, or share revenue with them.

The program is open to startups anywhere in the world, but Softbank is planning a particular emphasis on Israel, and in early September will hold a launching event for the program in Israel, to be attended by its representatives. The bank is looking for startups in four areas: smart homes, connected vehicles, digital marketing, and health.

Behind Softbank is its legendary founder and CEO Masayoshi Son, considered a business and entrepreneurship guru in Japan.

Softbank has already invested in several Israeli startups. The most recent was last February, when it led a \$5 million investment in **Saguna Networks**. Other investments include **Taykey**, **Quixey**, **Talkspace**, **Boxee**, as well as Dov Moran's **Modu** and Shaul Olmert's **GameGround** (both of which closed down).

The Softbank event, which will take place on September 3 at Samurai House in Tel Aviv, is being backed by the Samurai Incubate Japanese-Israeli investment fund, founded by Japanese entrepreneur Kentaro Sakakibara. The fund operates an incubator in Tel Aviv and an investment fund, and has already invested in 16 Israeli companies out of its total of 100 investments, most of which are in Japan. The fund intends to invest in 100 Israeli companies over the next three years.

Samurai Incubate urged Softbank to come to Israel, and helped bring the investment corporation here. The company is currently considered one of the leading intermediaries in entrepreneurship and startups between Japan and Israel.

Clinical trials to begin on Israeli technology to freeze lung cancer tumors

American Thinker 31 Aug 2015

We've told you before about IceCure's amazing tumor-freezing technology that destroys breast tumors by freezing them into ice balls. Now the company has set its sights on another killer – lung cancer. The Israeli biomedical company that pioneered the application of cryoablation (a process which uses extreme cold to freeze and destroy diseased tissue) as a treatment for benign breast tumors (fibroadenomas), intends to expand its technology to the treatment of lung cancer, with a new clinical trial to begin in Japan.

“This study, which is fully funded by the Kameda Medical Center in Japan, may pave the road for IceCure to use its cryoablation technology in lung cancer tumors, in addition to the current commercial applications for the treatment of benign breast tumors and investigational use for small breast cancers,” said IceCure President and CEO Hezi Himelfarb.

IceCure has received FDA approval for its cryoablation system, IceSense3, to treat fibroadenomas and small malignant breast tumors. The procedure is minimally invasive, takes approximately 15 minutes and requires only local anaesthetic.

TERUMO and Israel Chief Scientist Office call for Research Collaboration

A call for proposals is being launched in the framework of the Global Enterprise R&D Collaboration Agreement between the Office of the Chief Scientist (OCS) of the Ministry of Economy and Japanese Medical Device Company the Terumo Corporation. The agreement aims to encourage cooperation between Israeli companies and Terumo Corporation in the areas of research, development and marketing.

As a multinational which has a strong corporate culture of supporting R&D, and a presence in many sectors, this offer is directed to companies that develop technologies and products in the following fields:

Solution Inquiry

TERUMO seeks technologies (Materials and Systems) which enable to cover/coat blood vessel lumen with the biocompatible materials to treat the target lesion. The system and procedure should be easy to implement and use, as well as cost effective. Specific technological interests are in the following areas:

1. Materials

- Biocompatible Hydrogel, Sheet, Mesh and Patch
- Other biocompatible materials, which can adhere to blood vessel lumen and stay there under the presence of blood flow and vasomotion.

2. Systems

- Percutaneous catheter devices, which can deliver the Materials (described above) to the target lesion and apply it to blood vessel lumen.
- Other devices, which can apply the Materials (described above) to blood vessel lumen.

Hydrogel/sheet/mesh/patch and percutaneous catheter devices are likely to exist as a combination of Material and System, however, this is not always the case.

The proposals will be evaluated, on behalf of the Office of the Chief Scientist and Terumo. Companies, whose proposals are found suitable, will be invited to submit requests for support within [the Chief Scientist's Framework for R&D Cooperation with Multinational Companies](#).

Approved applications will receive the following assistance:

- A Chief Scientist Grant of up to 50% of the project's approved budget;
- Additional assistance from Terumo of the same budget amount in-kind, for support in the technological and regulatory areas; use of laboratory equipment for R&D; sub-contractors and professional consultants; etc.

NTT invites Israeli companies to submit proposals on joint R&D projects

A call for proposals is being launched in the framework of the Global Enterprise R&D Collaboration Agreement between the Office of the Chief Scientist (OCS) of the Ministry of Economy and NTT. NTT is a Japanese telecommunications company headquartered in Tokyo, Japan, and the largest telecommunications company in the world in terms of revenue. The agreement aims to encourage cooperation between Israeli companies and NTT in the areas of research and development for Internet of Things (IoT) security.

Telecommunication traffic is still growing rapidly with the expanding use of traffic intensive mobile terminals such as smartphones and with the appearance of super high-definition (4K/8K) video transmission services. On the other hand, steady progress can be seen in the area of IoT, a scenario whereby everything will be connected to the Internet. Like telecommunication network, IoT will also become a social infrastructure. In that case, the IoT security would be an important social issue to protect our lives and assets. In addition, The Olympic and Paralympic games will be held in Tokyo 2020. NTT believes that a lot of M2M (Machine to Machine) devices will be shipped and used for athletes and audiences and their security will be a critical issue to succeed the event.

This Call for Proposals is issued by the Secure Platform Laboratories at NTT. These Labs are working on the R&D for enhancing cyber security capabilities such as cryptography, malware analysis, cyber threat detection and CSIRT. Their responsibility is to develop cutting-edge cyber security technologies and intelligences for NTT-Group operating companies.

Internet of Things security technologies and/or solutions to prevent cyber threats compromising on IT systems and IT devices (excluding SCADA related things).

Machine to Machine (M2M) system/device security technologies and/or solutions which can detect and/or prevent cyber-attacks on M2M systems and/or devices (excluding SCADA related things).

The proposals will be evaluated, on behalf of the Office of the Chief Scientist and NTT. Companies, whose proposals are found suitable, will be invited to submit requests

for support within the Chief Scientist's Framework for R&D Cooperation with Multinational Companies. More information on the Chief Scientist Framework for R&D Collaboration with Multinational Companies is available in Hebrew [here](#) and in English [here](#) .

Approved applications will receive the following assistance:

- A Chief Scientist Grant of up to 50% of the project's approved budget
- Additional assistance from NTT of the same budget amount in-kind, for support in the technological, regulatory and marketing areas; use of laboratory equipment for R&D; sub-contractors and professional consultants; etc.

Japan 'goes crazy' for Israeli sandals

Teva Naot to open its fifth, 'high-class boutique' store in the country

Teva Naot, Israel's shoe manufacturing giant, is hoping to expand its operations in Japan, reported the Israeli daily *Maariv* on Saturday.

In a recent announcement, the company said it would open its fourth retail branch in Tokyo and plan to invest an estimated \$300,000 in the new store.

Teva Naot currently has four stores in Japan, including three in the capital Tokyo and one in the city of Nara, which is located in the Kansai region in the southern part of Japan.

Shoes by Teva Naot are hand-made, using only high quality material, and their stores are all designed to have a high class, boutique feel.

Teva Naot sold over 14 million NIS (\$3,600,000) in Japan in 2015. Its 2016 projections indicate that the Teva Naot will bring in between NIS 18 - 20 million (\$4,600,000-\$5,000,000).

The Israeli manufacturer tailors its designs for the Japanese market, with 20 different models to fit local specifications and trends.

The company's CEO, Michael Iluz, said that their shoes have become extremely popular among Japan's business and celebrity class, reported *Maariv*. The company spent \$250,000 in advertising for the Japanese over the last year.

Teva Naot has been well received in the Far East, especially in South Korea, where the company recently signed a contract to sell their shoes at one of the largest agreement with one of the countries largest department store distributors, HLMC

Collaboration with Israel will boost Japan's innovation mojo, says VC firm

www.techinasia.com/

When we talk about startup activity in Southeast and East Asia, countries that readily come to mind are Singapore, Malaysia, and Indonesia. While Japan is a large economy, its startups aren't performing on par with their regional counterparts.

"Japan is struggling because of its culture," says Yony Golan, head of operations at Samurai Incubate. "There are many reasons for this, but the fact is they are behind other Asian countries. They need to catch up as in a few years they won't have cutting-edge innovation."

Earlier this year, Japan-headquartered VC firm Samurai Incubate announced the launch of its fifth fund, focusing exclusively on building a presence in Israel. Yony explains the firm's decision to entrench itself in the Israeli ecosystem is to assist "Japanese companies and conglomerates with finding innovation."

Samurai Incubate's presence in Israel comes in the wake of deepening economic ties between the two countries. Trade between Israel and Japan expanded last year by almost 10 percent, reaching a total of US\$1.75 billion. Several bilateral agreements were signed to increase cooperation in the fields of research, tourism, and security. [Japanese] Prime Minister Shinzo Abe also visited the country, marking the first trip by a serving head of state since 2008.

Yony explains that their presence in Israel revolves around three activities. The first one is to find companies to invest in at the pre-seed and seed stages, with a target of 100 portfolio companies in three years. The second is managing their co-working space, located in Tel Aviv, and which houses all the startups they've invested in. Finally, the third activity, which Yony describes as a "dojo", is to host events and meetups modeled loosely on Google Campus.

The purpose of such community meetups is to educate Israeli entrepreneurs about opportunities in Asia. "We make them understand Asia is not America or Europe. If you want to do business with Japanese people, you have to understand their culture and traditions," says Yolan. Already, within a year of operations, Samurai Incubate has hosted 54 official events.

What's so unique?

The majority of seed and pre-seed investment in Israeli startups is done by angel investors. VCs are reluctant to participate and rarely do. Yony explains it is this dynamic which makes them different from the competition. Despite Israel possessing a mature startup ecosystem, there's still enough opportunity and growth.

Samurai Incubate takes its induction process very seriously also. It's concerned more with the suitability of the founding team rather than the idea itself. Each 'application' to be part of its program is based around a forty-question-long questionnaire which assesses the applicant's values. "We're looking for creativity, flexibility, and social intelligence as we offer them something no one else does – the opportunity to enter Japan. We invest in teams."

So far, Samurai Incubate has invested in sixteen startups from Israel. They are:

- [Aniwo](#) – Platform for startups to connect with investors from across the world.
- [Zero Billbank](#) – An online platform to support social causes and challenges.
- [CyberTiger](#) – Asian marketing gateway helping startups and mobile app developers promote their products worldwide.
- [StartupEast](#) – Pan-Asian Israeli accelerator.
- [Go Watermelon](#) – Mobile game developer focusing on social casino games for the Japanese market.
- [Wavelt](#) – Community-based mobile app for sharing pictures and videos.
- [CouponRoller](#) – Gamified ecommerce marketplace.
- [Actilife](#) – Cybersecurity and online encryption startup.
- [Dogiz](#) – Mobile application helping dog owners with their urban lifestyles.
- [TrendiGuru](#) – Plugin for content publishers, allowing them to monetize images of celebrities and fashion icons.
- [WiseFuture](#) – Platform for online brokerage, investment, and trade.
- [ThemeGo](#) – Community-based service for information on theme park visits.
- [YapQ](#) – Allows travelers to explore surroundings in real-time
- [RighTune](#) – Plays customized music for websites.



- Parklife – Parking search solution based on statistical parking algorithms.
- WonderVoice – Intuitive speech technology helping people interact with social applications on the go.

Some of these startups have already signed contracts with large Japanese conglomerates. However, Yony declined to give more specific information. For now, Samurai Incubate is keen to solidify its presence in Israel, but future plans may involve expansion into Europe and America. “We want to be an essential part of the ecosystem,” he affirms.

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Japan Gets First-Ever Chief Rabbi

By Moshe Cohen First Publish: 9/17/2015,

The head of Tokyo's Chabad House, Rabbi Binyamin Edre'i, named as Japan's first Chief Rabbi.

For the first time, Japan is to get a Chief Rabbi. The head of Tokyo's Chabad House, Rabbi Binyamin Edre'i, was named to the job by the Japanese legislative body, the Diet.

Rabbi Edre'i has served as head of the Chabad House for 16 years. The Israeli Chief Rabbinate has considered Edre'i Chief Rabbi of Japan for the past three years, although for various internal reasons Japan has not – until now. In recent weeks, Edre'i was acknowledged by the Japanese government as its Chief Rabbi, and a ceremony confirming this took place.

Rabbi Edre'i was presented with official credentials by the Japanese government's official representative, **Yoshihide Suga**. Among the signers of the document were Israeli Chief Sephardic Rabbi Yitzhak Yosef, Jerusalem Chief Rabbi Shlomo Amar, Migdal Ha'emek Chief Rabbi Yitzhak Grossman, head of the Eidah Hareidit Rabbi Naftali Finkel, and others. The wide variety of rabbis ensures that decisions made by Rabbi Edre'i will be accepted by rabbis around the world.

In the last year, ties between Israel and Japan have grown increasingly strong. In May 2014, Prime Minister Binyamin Netanyahu visited Tokyo and met with Japanese leader Shinzo Abe, and in January of this year Abe returned the favor and visited Netanyahu in Jerusalem.

Japan, Iran to start investment talks next week

By AFP | 5 Sep, 2015,

Japan and Iran will start talks next week to negotiate a bilateral investment treaty, as Washington moves to ease sanctions against Tehran and Tokyo looks to step up its interests in the resource rich nation.

Japanese and Iranian officials will meet in Tehran from Monday through to Wednesday to secure a deal, Chief Cabinet Secretary Yoshihide Suga said Friday, as other energy consumers also rush to explore Tehran's commercial potential.

"The aim of these negotiations is to protect the investment activities of Japanese companies," Suga told reporters at a regular briefing.

When asked how resource-poor Japan would tap Iran's energy potential, Suga said:

"Keeping those various factors in mind, Japan will take the necessary steps and not be later than other nations."

Japan's delegation at three days of talks in Teheran beginning on Monday will be led by **Masaaki Kanai, head of the Foreign Ministry's second Middle East division**, the ministry said in news release.

"We are aiming to reach an agreement as soon as possible, but nothing is definite," the official said.

The vice minister of **Japan's Ministry of Economy, Trade and Industry, Daishiro Yamagiwa**, visited Teheran last month with executives from oil companies and trading houses, and met top government officials.

Companies with representatives in Yamagiwa's delegation included trading firm **Itochu Corp** and **Inpex Corp**, Japan's biggest energy explorer which in 2010 was forced to give up a stake in Iran's Azadegan oil field because of sanctions.

The government also plans to send **Kentaro Sonoura, parliamentary vice foreign minister**, later this month to speed up negotiations on the investment pact and work out details of the joint committee, ministry officials said

The move comes as Washington secures support in Congress for its nuclear deal with Iran, designed to limit its nuclear programme in exchange for the easing of US- led sanction regime.

There have also been no new Japanese investments in Iran since 1993, according to official data. There were approximately 30 Japanese firms operating in the country as of July last year, data showed.

Iran has meanwhile praised Japan's nuclear technology, even after the 2011 Fukushima crisis, and said more investment in Iran's atomic sector could boost bilateral relations.

Japanese Foreign Minister Fumio Kishida is also expected to visit Iran as early as next month to set up a bilateral committee to discuss energy and infrastructure development and other economic issues, Kyodo News said.

Dr. Ashrawi meets with newly appointed Japanese Representative to the State of Palestine Takeshi Okubo

PNN/ Ramallah

PLO Executive Committee Member Dr. Hanan Ashrawi met with newly appointed **Japanese Representative to the State of Palestine Takeshi Okubo** at the PLO Headquarters in Ramallah and welcomed him to Palestine.

Both parties reviewed relations between Palestine and Japan, and Dr. Ashrawi expressed her appreciation to Japan for its support of Palestinian institution- and nation-building and its continued projects and initiatives in Jerusalem and in Area C.

She also called on Japan to terminate projects and activities with links to the military occupation of Palestine and to the illegal settlements and to implement sanctions against Israel for its continued violations of international law and conventions.

Dr. Ashrawi provided an assessment of the alarming and worsening conditions on the ground, in particular the escalation of Israeli policies and practices of violence and terror against the Palestinian people, their resources, and their holy sites in Occupied Jerusalem, including the deliberate assaults on Al-Haram Al-Sharif and Palestinian worshippers:

“Israel is flagrantly provoking grave violence and a holy war throughout an already-volatile region. We call on the United Nations Security Council to convene an emergency meeting in light of the disastrous situation and undertake serious punitive measures against Israel before it is too late.”

In addition, both Dr. Ashrawi and Mr. Okubo discussed matters related to the future Palestinian National Council meeting, reconciliation and future Palestinian moves in the international arena.



Asahi Kasei's ZOLL Announces Acquisition of Kyma Medical Technologies

September 16, 2015

ZOLL® Medical Corporation, an Asahi Kasei Group company that manufactures medical devices and related software solutions, today announced that it has acquired Tel Aviv, **Israel-based Kyma Medical Technologies, Ltd.**, which develops technologies to measure early signs of congestive heart failure.

Currently, Kyma is developing a remote patient monitoring system for fluid management in a variety of patients including those suffering from heart failure. This **μ-Cor** System uses radio frequency-based technology to monitor the level of fluid in the lungs. It also collects data on heart rate, respiration rate, activity, and posture, all of which are analyzed using proprietary algorithms to determine patient-specific vital signs trends. Once a potential deterioration in the patient's condition is identified, a notification is sent to the patient's medical team.

"The acquisition of Kyma Medical will allow ZOLL to broaden its product offerings with additional technologies designed to improve outcomes for heart failure patients with fluid management problems, with the goal of reducing hospitalizations," said Jason T. Whiting, President of ZOLL LifeVest. "With the acquisition, Kyma's technology will be able to better reach global markets through ZOLL's existing network. Additionally, we expect to leverage Kyma's strong R&D capabilities as well as the broader research talent available in Israel."

"ZOLL provides Kyma with an increased infrastructure of clinical and commercial resources that will enable our technology to reach a greater number of clinicians and patients," said Murali Srivathsa, Kyma President & CEO. "This agreement gives Kyma the opportunity to become part of a company with a long and sustained commitment to improving patient outcomes."

"We are very proud of Kyma's technological achievements and are extremely pleased that ZOLL has decided to acquire Kyma," said Guy Katsav, Chairman of Kyma. "The strategic and cultural fit between ZOLL and Kyma represents the best opportunity to bring Kyma's innovative technologies to patients worldwide."

In January 2015, Kyma announced that it had received CE Mark approval for the **μ-Cor** System for monitoring thoracic fluid content, ECG, heart rate, respiration rate, activity, and posture.

ZOLL plans to maintain Kyma's facilities and workforce in Israel and California as a part of ZOLL's LifeVest division.



About Kyma Medical Technologies

Founded in 2008, Kyma Medical is dedicated to the development and commercialization of innovative patient monitoring solutions. The company has developed a proprietary technology for the detection and monitoring of changes in fluid contents, using a proprietary RF-based technology.

About ZOLL Medical Corporation

ZOLL Medical Corporation, an Asahi Kasei Group company, develops and markets medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational efficiencies. With products for defibrillation and monitoring, circulation and CPR feedback, data management, fluid resuscitation, therapeutic temperature management, and ventilation, ZOLL provides a comprehensive set of technologies that help clinicians, EMS and fire professionals, and lay rescuers treat victims needing resuscitation and acute critical care.

About Asahi Kasei

The Asahi Kasei Group is a diversified group of companies led by holding company Asahi Kasei Corp., with operations in the chemicals and fibers, homes and construction materials, electronics, and health care business sectors. Its health care operations include devices and systems for acute critical care, dialysis, therapeutic apheresis, transfusion, and manufacture of biotherapeutics, as well as pharmaceuticals, diagnostic reagents, and nutritional products. With more than 30,000 employees around the world, the Asahi Kasei Group serves customers in more than 100 countries

Argus Cyber Security Secures \$26M Series B Funding

SBI Group One Of The Leading New Investors In The Company.

New investors include Magna International, Allianz SE, the SBI Group, with participation of existing investors Magma Venture Partners, Vertex Venture Capital and the Co-Founder of the RAD Group, Mr. Zohar Zisapel. Funding will accelerate the development of Argus' automotive cyber security solutions

Argus Cyber Security, a pioneer in automotive cyber security, today announced it raised \$26M in Series B funding. The round includes Magna International, Allianz SE, the **SBI Group** and existing investors Magma Venture Partners, Vertex Venture Capital and the Co-Founder of the RAD Group, Mr. Zohar Zisapel. The new funding will support the

rapid expansion of Argus' development and customer support teams as market demand dramatically increases.

Car-Hacking a Major Security Gap

As a key driver of the Internet of Things (IoT) Revolution, car connectivity is a rapidly growing market, expected to serve hundreds of millions of passenger cars and commercial vehicles within the next few years. This technology, either embedded or aftermarket based, already supports advanced safety features and improved passenger experience, and will also be the enabler of the autonomous car. However, this digital disruption of the automotive industry also creates a growing threat for car-hacking, as connected cars become mainstream. Several recent hacking events, one of them causing the world's first "cyber recall" of 1.4 million vehicles, prove that the threat is real.

Promoting Car Connectivity without Compromising on Security

Argus bridges the gap between car connectivity and security, helping make the road a safer place. It provides a US government tested, ready-to-embed, cyber security solution suite for automobiles and aftermarket connectivity platforms such as OBD-II devices. Argus solutions prevent a vehicle's critical systems from being hacked and are seamlessly integrated into any vehicle production line, with no architecture changes needed.

Car manufacturers using the Argus Cyber Dashboard gain situational awareness to the cyber health status of their fleets, receive pin-point alerts and respond in real-time to cyber attacks. Based on Deep Packet Inspection (DPI) and Big Data patent-pending technologies, Argus delivers future-proof, adaptable protection against new threats as they emerge, keeping vehicles safe for their entire life span.

Driving Innovation and Keeping People's Safety a Top Priority

"Facing growing public concern and emerging regulatory oversight, the automotive industry clearly adopted a proactive approach towards cyber security. The projects we have completed and others we are now collaborating on with leading car manufacturers and industry players prove that cyber security has become a top priority for the industry's key decision makers", said Ofer Ben-Noon, Co-Founder and CEO at Argus. "This new round, made by well-respected investors at a unique market inflection point, is a vote of confidence in Argus' technology and its team. As demand for Argus solutions increases, we will use the funds invested for accelerating the development of our product offering, and strengthen our market reach."

About Argus

Argus is an automotive cyber security pioneer, helping car manufacturers, their Tier 1 suppliers and aftermarket connectivity providers protect connected cars and commercial vehicles from car-hacking. Founded in 2013 by cyber security experts, Argus solutions combine innovative security methods and proven computer networking know-how with deep understanding of automotive best practices. Argus' R&D is based in Tel-Aviv, Israel, with offices in Michigan, the Silicon Valley, Stuttgart and Tokyo.

DesignOne Japan & Appforma Partner to Distribute Appforma's Marketing Platform to Small and Local Businesses in Japan

On August 20th, 2015, DesignOne Japan Inc. and Appforma Ltd. (Appforma, CEO: Zvika Enav), announced their partnership to distribute Appforma's Automated Marketing Platform to DesignOne Japan's existing customer base, many of which are small and local businesses in Japan.

As the company grows, one of its major goals became to expand globally through strategic partnerships. DesignOne Japan is the perfect partner for us to enter Japan, one of the most interesting and attractive

DOJ, established in 2005, will have exclusive rights to act as Appforma's distribution channel in Japan. DOJ's main grip on the SMB market in Japan is achieved through Ekiten.jp, a leading viral shop search portal owned and operated by DOJ. DOJ plans to utilize their accumulated knowledge in Web Marketing for SMBs to offer Appforma as an innovative Social Marketing tool to their SMB customers.

Appforma, established in 2011, is a fully automated, self-service, one-stop shop, marketing platform for SMBs, serving thousands of businesses worldwide. Appforma is an award winning company, recognized at Facebook's Preferred Marketing Developers Innovation Competition as "an outstanding marketing solution for small businesses".

Appforma's solution automatically generates a 12-month marketing program with weekly ready to launch campaigns specifically designed for the business based on its vertical. The campaigns are executed via email marketing, social marketing, and automated advertising and include auto-generated landing pages and loyalty program activities.

DOJ is Appforma's first distribution partner in a non-English speaking market. "Our strategy was originally focusing, and still is, on the US market" said Zvika Enav, Appforma CEO. "But as the company grows, one of its major goals became to expand globally through strategic partnerships. DesignOne Japan is the perfect partner for us to enter Japan, one of the most interesting and attractive markets in the world".

Tower Semiconductor teams with Japan's Great Wall

17/09/2015, *Globes correspondent*

TowerJazz will produce linear field effect transistor products for the lithium-ion battery market.

Israeli chip manufacturer **Tower Semiconductor Ltd.**, which markets under the name, TowerJazz, has agreed a deal with Japanese company Great Wall Semiconductor Inc. Tower reported that Great Wall has completed a process transfer to TowerJazz Panasonic Semiconductor Co. (TPSCo) to manufacture its family of LFET (linear field effect transistor) products to be used for the lithium-ion battery market.

A lithium-ion battery is a rechargeable battery with the highest electrochemical potential. Some benefits of using lithium-ion batteries include higher current density, low self-discharge rates, and minimal maintenance costs. Lithium-ion batteries are widely used in the consumer electronics, automotive, industrial, and power grid and renewable energy sectors. According to a report by Research and Markets, the global market for lithium-ion batteries is a fast growing one and is expected to reach \$30 billion by 2020.

Great Wall CEO Samuel Anderson said, "We chose to work with TPSCo as TowerJazz is a recognized market leader in process transfer capabilities and are known for the quality of their technical teams and transfer methodologies. We look forward to further collaboration and a strong alignment on future products and technology including our DC to DC products for the Cloud Computing and Enterprise markets."

TPSCo CEO Guy Eristoff said, "By utilizing our TOPS process transfer services, Great Wall Semi will be able to quickly ramp volume production of their LFET products which will enable fast time to market and assist them in gaining market share and end market traction. We look forward to more product engagements in the future utilizing additional platforms offered by all of TowerJazz's global sites. Our geographic proximity to Great Wall Semi's key suppliers will also facilitate faster response for their customers."

"There is excellent collaboration between our two companies and we are pleased to offer Great Wall Semi with both specialty TowerJazz and TPSCo technologies and capabilities," said Zmira Shternfeld-Lavie, VP of Process Engineering R&D and GM of TOPS™ at TowerJazz.

TowerJazz's TOPS business model enables customers to transfer their process flows into TowerJazz's worldwide manufacturing facilities, providing them with needed capacity, manufacturing flexibility and competitive cost. TowerJazz's best in class technology transfer team offers know-how in diverse technologies and the ability to adapt business

models and production flows to its customers' requirements, providing them with a great time to market advantage and major growth opportunities.

Tel Aviv Innovation Festival Lures World's Tech Leaders

(Haaretz 8 sept 2015)

In a testament to Israel's tech prowess, the number of overseas visitors to the DLD conference doubled this year.

Impressive Japanese Delegation takes part in Tel Aviv DLD.

If the DLD Tel Aviv Innovation Festival is an accurate barometer for the state of Startup Nation and its place in the high-tech world, then things are looking good: The conference, whose packed schedule peaked on Tuesday, was expected to host 3,000 overseas guests from 53 countries, double last year's number.

What the guests – most of them executives from multinational companies and high-tech investors – are coming for is to see, hear and meet the denizens of Israel's start-up sector through one-on-one meetings and presentations. All told, some 10,000 people are expected to have attended by the time DLD winds up late on Thursday.

DLD, which stands for Digital Life Design, is a global conference network sponsored the German media company Hubert Burda. As well as Tel Aviv, DLD holds events in New York, Beijing, San Francisco, London, Moscow, New Delhi, Rio de Janeiro, Hong Kong and Munich, but Vardi said that this week's Tel Aviv event marks a step up for Israel.

"There's no question that the festival has won a place as one of the leading such events in the world. As I see it, the festival's success puts Israel on the map," he said.

The panels, meetups and hackathons make up the official conference schedule, but much of the action is happening behind the scenes in informal meetings between entrepreneurs and investors and corporate executives from overseas. Not a few check out business opportunities at Tel Aviv's cafes and bars, and a few are even being hosted, thanks to Airbnb, in the homes of Israeli entrepreneurs.

Among the many national delegations, Japan has sent one representing 20 major companies, signaling what **Keren Rosner**, direct of the **Israel-Japan Chamber of Commerce**, said was a new interest by Japan in Israeli innovation.

"In the last year we've witnessed a change: The interest of big Japanese companies has grown in Israel innovation, its creativity, flexibility and ability to respond quickly to market changes," she said.

Big JAXA Delegation To Visit Israel

(Reuters)

World Space Leaders to Attend Jerusalem Outer Space Convention

The heads of the world's top national space agencies will take part in the 66th International Astronautical Congress (IAC) in Jerusalem next month.

.Participants in IAC2015 include leaders of space program leaders in Austria, Azerbaijan, Estonia, Japan, Vietnam, Canada, Norway, Denmark, Germany, Australia, Brazil, Romania, Italy, Nigeria and the United States. Russia, China, France, the Netherlands, Indonesia, India, Singapore, S.Korea and many more

The convention will be held in Binyanei HaUmah (Israel Convention Center) in the capital on Oct. 12-16. The focus of discussion will be the latest advancements and breakthroughs in space exploration and heightening international cooperation. Specific issues to be discussed will include: Human exploration of the solar system, space debris, medical care for humans in space, small satellite missions, space transportation solutions and innovations, commercial spaceflight safety, and more.

The plenary session will be moderated by German journalist Uli Bobinger, and will include Yitzchak Ben-Yisrael, Chairman of the Israel Space Agency; Charles Bolden, Administrator of NASA; Xu Dazhe, Administrator of China's CNSA; Igor Komarov, Chairman of Russia's ROSCOSMOS; **Naoki Okumura, President of Japan's JAXA**; and Jan Woerner, incoming Director-General of the European Space Agency.

"Space has long proved to be a bridge that overcomes beyond political problems we face here on Earth," Woerner continued. "I strongly believe that all space-faring countries can work together to sustain and enhance international cooperation now and in the future."

Prof. Ben-Yisrael emphasized Israel's role in space exploration: "We look forward to sharing Israel's achievements in the field of space science and technology. Despite being one of the world's smallest countries, we have achieved space-exploration independence allowing us to develop, launch and maintain our own satellites making us an international leader in the field."

"While our space program was originally built for military purposes," Ben-Yisrael added, "we are proud of the efforts that we have made over the past five years to adapt it into a civilian program that is furthering advancements in communications, environmentalism, science and technology on a daily basis."

Naoki Okumura, President of Japan's JAXA, also expressed his delight in advance of his visit to Jerusalem. "I look forward to discussing with fellow heads of space agencies the future space exploration as well as the contribution of space technology and applications to socio-economic and environmental issues on Earth."



Other leading Japanese speakers include:

Satoshi Iwase Aichi Medical University — Japan

Chiaki Mukai Japan Aerospace Exploration Agency (JAXA)

Koji Tanaka ISAS, JAXA —

Junichiro Kawaguchi Japan Aerospace Exploration Agency (JAXA)

Akira Kato Japan Aerospace Exploration Agency (JAXA)

Seishiro Kibe Japan Aerospace Exploration Agency (JAXA)

Keiichiro Sakagami Japan Aerospace Exploration Agency (JAXA)

Tetsuo Hiraiwa Japan Aerospace Exploration Agency (JAXA)

Fuyuto Terui Japan Aerospace Exploration Agency (JAXA)

Toru Shimada Japan Aerospace Exploration Agency (JAXA)

Morio Toyoshima National Institute of Information and Communications Technology

Amane Miura National Institute of Information and Communications Technology

Junjiro Onoda Japan Society for Aeronautics and Space Sciences (JSASS)

Shoji Yoshikawa Mitsubishi Electric Corporation

Ko Ogasawara Mitsubishi Heavy Industries, Ltd.

Hiroshi Furuya Tokyo Institute of Technology

Nobuyuki Kaya Kobe University

Shoichiro Mihara Japan Space Systems (J-spacesystems)

Mengu Cho Kyushu Institute of Technology

IAC 2015 will include 30 top-level symposia and over 2,000 additional presentations. Participants from 70 nations are expected to attend. Special emphasis will be given to Israel's contribution to the advancement of space, and guests will be given the opportunity to appreciate that which makes Jerusalem special.

Teva Announces Approval of COPAXONE® in Japan for the Prevention of Relapse of Multiple Sclerosis

JERUSALEM, Sep 28, 2015 (BUSINESS WIRE)

Teva Pharmaceutical Industries Ltd. (nyse and tase:TEVA) announced today the approval by the **Japanese Ministry of Health, Labour and Welfare (MHLW)** of once-daily COPAXONE® (glatiramer acetate injection) 20mg injection for the prevention of relapse of multiple sclerosis . The product will be commercialized in Japan by **Takeda Pharmaceutical Company Limited (Takeda)**.

In Japan, glatiramer acetate was developed as an Unapproved New Drug **by Teva Pharmaceutical K.K.**, a wholly owned subsidiary of Teva, at the request of the MHLW. In



March, 2013, Takeda and Teva signed an agreement in which Teva granted Takeda the right to commercialize COPAXONE® in Japan.

“Strengthening our offering of specialty medicines in Japan is an important goal for Teva. We are proud to work with Takeda in very close cooperation to make this product available to multiple sclerosis patients and the physicians treating them in Japan,” said Rob Koremans, MD, President and CEO Global Specialty Medicines at Teva. “The partnership has been a success and we look forward to making additional specialty medicines available to Japanese patients.”

The Japanese approval for COPAXONE® is based on the safety and efficacy results of an open-label, 52-week clinical trial conducted by Teva Pharmaceutical K.K. in patients with relapsing-remitting multiple sclerosis in Japan as well as the pivotal trial data sets used for approvals in other countries.

About COPAXONE®

COPAXONE® (glatiramer acetate injection) is indicated for the treatment of patients with relapsing forms of multiple sclerosis. The most common side effects of COPAXONE® are redness, pain, swelling, itching, or a lump at the site of injection, flushing, rash, shortness of breath, and chest pain. The COPAXONE® brand is approved in more than 50 countries worldwide, including the United States, Russia, Canada, Mexico, Australia, Israel, and all European countries.

About Teva

Teva Pharmaceutical Industries Ltd. is a leading global pharmaceutical company that delivers high-quality, patient-centric healthcare solutions to millions of patients every day. Headquartered in Israel, Teva is the world’s largest generic medicines producer, leveraging its portfolio of more than 1,000 molecules to produce a wide range of generic products in nearly every therapeutic area. In specialty medicines, Teva has a world-leading position in innovative treatments for disorders of the central nervous system, including pain, as well as a strong portfolio of respiratory products. Teva integrates its generics and specialty capabilities in its global research and development division to create new ways of addressing unmet patient needs by combining drug development capabilities with devices, services and technologies. Teva's net revenues in 2014 amounted to \$20.3 billion.

October

Israeli Cybersecurity Startup Cybereason Receive SoftBank Invest - \$50 Million

By wsj Oct. 12, 2015 1:54 p.m. ET TEL AVIV & BOSTON

Cybereason to open office in Japan, with SoftBank as local distributor

SoftBank Corp., a subsidiary of Japanese telecommunications giant **SoftBank Group Corp.**, has invested \$50 million in **Cybereason**, a cybersecurity firm based in Tel Aviv, Israel, and Boston, Cybereason said Monday.

The investment, completed in late September, is part of a new \$59 million funding round in the startup, the Israeli company said.

SoftBank wasn't immediately available for comment.

Cybereason makes software that detects hacking intrusions into a company's networks.

Existing investors Boston-based **Charles River Ventures** and California-based **Spark Capital** also participated in the round.

In May, Cybereason announced a \$25 million investment by defense contractor **Lockheed Martin Corp.**

Founded in Israel in 2012 by veterans of the Israel Defense Forces' Unit 8200, the Israeli equivalent of the National Security Agency, Cybereason is the latest Israeli security technology firm to receive funding or be acquired of late.

Last week, Israeli-founded CyberArk Software Ltd. announced the acquisition of Viewfinity Inc., itself an Israeli-founded cybersecurity company, currently headquartered in Waltham, Mass.

In September, Microsoft Corp. confirmed it acquired Tel-Aviv-based cloud-security startup Adallom Inc.

Earlier, Microsoft bought Israel-based Aorato Ltd., a company that develops software that monitors access to central communication components in enterprise IT systems. Cybereason is headquartered in Boston, and retains an R&D center in Tel Aviv.

Its software collects data on everything going on inside a computer network, like actively running programs, files accessed by users, as well as keystrokes and mouse movements made by employees and anyone else authorized to use a computer in the network. The company says it only registers data "relevant to the existence of an actual threat" and doesn't register any confidential or private data.



For instance, it says a record is kept only of the distinction between keystrokes that were made by human users and ones made by remote computers.

This data, which is mapped as the 'normal' day-to-day behavior of the network, is collected and sent for processing, which looks for indications of abnormal behavior — -signs of out-of-the ordinary keystrokes, for example.

An alert is issued only if several related abnormalities are found, in order not to issue false alerts.

Such anomalies can be users making use of a workstation they don't usually work on at unusual hours, changes to programs used like Word, or the transmission of larger-than-usual chunks of data.

The company started marketing its software in 2014 to customers from the pharmaceutical, financial technology and oil and gas sectors.

We invested two years only developing technology that hadn't existed. We began doing business in the final quarter of 2014 and since then we've expanded significantly," said CEO and cofounder Lior Div.

"Now we want to do something in Japan with Softbank, which is the biggest software distributor in the country. They have holdings in 1,500 countries including Sprint in the U.S., Yahoo Japan and 30% of Alibaba," said Div, 38, who said his strategy is to recruit investors who not only provide capital but strategic assets

Following the investment, Cybereason will open an office in Japan. SoftBank, which already uses the software, will act as a local distributor, Cybereason said.

The companies aim to launch commercial services in Japan in the first half of 2016

Ormat and Toshiba Sign Strategic Collaboration Agreement

By GlobeNewswire, October 14, 2015,

Collaboration Expected to Increase Geothermal Market Opportunities to Support Future Growth

Ormat Technologies Inc. and **Toshiba Corporation** announced today that the two companies have signed a strategic collaboration agreement (SCA) to develop strategic opportunities for collaboration in the areas of geothermal power generation systems and related equipment.



Under the terms of the agreement, the parties will explore and develop strategic opportunities that will enable them to offer potential customers a more competitive solution for comprehensive supplies and services related to geothermal developments, from resource assessment, field development, power plant engineering, procurement and construction (EPC) to power plant operation.

Geothermal power plants generally utilize either a binary system or a conventional flash system. In some situations, a combined cycle using both systems can be employed, with the specific technology for each project chosen based on the unique characteristics of the geothermal resource. This collaboration will leverage Toshiba's 49 years of expertise in flash systems and Ormat's proven leadership in binary systems, to offer an efficient solution that combines the two technologies and meets the technological needs of geothermal projects around the world, enabling Toshiba and Ormat to approach and capture a larger portion of the geothermal market.

The first project expected to be implemented under this collaboration is the Menengai geothermal project in Kenya to be constructed and operated by the Ormat - Symbion Power LLC - Civicon Ltd Consortium, majority owned by Ormat. The parties have already initiated negotiations on the supply agreement and the plant design is at an advanced stage.

The parties are actively analyzing global prospects for upcoming and potential projects in which they can jointly submit applications for geothermal power plants utilizing a geothermal solution consisting of Ormat's binary system and Toshiba's flash system.

Yoshihiro Aburatani, President and CEO of Toshiba's Power Systems Company said, "I am pleased that we have signed the SCA and taken the first step forward in our long-term strategy. A collaboration between globally respected Ormat and Toshiba, bringing together Ormat's capabilities in developing geothermal projects and its reliable binary equipment and our expertise in geothermal power, notably our highly reliable flash type geothermal steam turbines, offers tremendous potential for delivering comprehensive customer satisfaction. We look forward to working with Ormat to implement the first project."

"This milestone collaboration with Toshiba, an innovation leader in the geothermal steam turbine industry, is another significant step in our long-term strategy to expand our presence in the geothermal space and ultimately target the larger renewable energy market," **commented Isaac Angel, Chief Executive Officer of Ormat.** "We view this collaboration as a key to support our strategic expansion in the geothermal industry to diversify our technological base, as well as extend our geographic reach. I believe that this collaboration of two market leaders, each with its own area of expertise, will enhance



the value proposition to our clients, expand the market opportunities and accelerate the growth for both Ormat and Toshiba."

About Ormat Technologies

With five decades of experience, Ormat Technologies, Inc. is a leading geothermal company and the only vertically integrated company solely engaged in geothermal and recovered energy generation (REG). The company owns, operates, designs, manufactures and sells geothermal and REG power plants primarily based on the Ormat Energy Converter - a power generation unit that converts low-, medium- and high-temperature heat into electricity. With 69 U.S. patents, Ormat's power solutions have been refined and perfected under the most grueling environmental conditions. Ormat has 470 employees in the United States and over 600 overseas. Ormat's flexible, modular solutions for geothermal power and REG are ideal for the vast range of resource characteristics. The company has engineered, manufactured and constructed power plants, which it currently owns or has installed to utilities and developers worldwide, totaling approximately 2,000 MW of gross capacity. Ormat's current 666 MW generating portfolio is spread globally in the U.S., Guatemala and Kenya.

Hitachi - one of the world's largest electronics corporations - arrives in Israel

(Communicated by the Ministry of Economy)

The vice president of Japan's **Hitachi Corporation, Mr. Yutaka Saito**, arrived in Israel yesterday for a two-day visit sponsored and organized by the Israeli Ministry of Economy and the Israel Export Institute in order to examine possibilities for strategic cooperation with Israeli cyber companies in the national infrastructure sector and the Internet of Things (IOT).

Hitachi is a Japanese electronics corporation dealing in various sectors, from infrastructure, medical and industrial equipment to communications systems and defense equipment. Hitachi is one of the world's leading companies in the field of building critical infrastructures and is on the lookout for cyber solutions to secure these installations.

During the visit, organized by the Foreign Trade Administration in the Israeli Ministry of Economy and the Israel Export Institute, Mr. Saito is meeting with representatives of 11 Israeli companies, including: **Cyberbit Ltd., Israeli Aerospace Industries, RAFAEL, Verint and Check Point.**

Mr. Saito's delegation, which includes three additional senior officials from Hitachi, is also meeting the Chief Scientist at the Israeli Ministry of Economy, senior officials from the Israel Export Institute and the head of the National Cyber Bureau at the Prime Minister's Office.

Noa Asher, Trade Representative in Tokyo for Israel's Foreign Trade Administration, said: "The President of Hitachi was very impressed with the Israeli cyber-security industry and is seeking to promote cooperation between Hitachi and Israeli companies. Recently, the Israeli trade mission in Tokyo has been processing several requests from leading Japanese companies in different sectors which are scouting for innovative technologies in Israel. The Japanese companies today speak more and more about 'open innovation' and see Israel as a source of advanced technology. In addition, five Japanese companies recently signed on to the Chief Scientist's corporate program, and a call for submissions within the framework of the Israel-Japan joint R&D Agreement is open until October 20th."

Achiad Eltar, Director of the Cyber Department at the Israel Export Institute, said: "Israeli cyber companies are renowned for their capabilities and the novel technologies they offer. During the visit, the vice president of Hitachi will meet with a diverse selection of cyber companies, from budding startups to well-based companies. What these companies share are innovative, focused technological solutions for the protecting critical infrastructure. I see this visit as an extraordinary business opportunity for Israeli companies to expand the range of their business activity to Japan."

According to the Foreign Trade Administration, the Israeli Ministry of Economy has defined Japan as a target country for promoting bilateral trade and investments and is working to strengthening relations with the country. Overall Israeli-Japanese trade reached \$2.3 billion in 2014, of which exports to Japan constituted \$800 million and imports reached \$1.5 billion.

Panasonic President visits Israel

Panasonic's President Kazuhiro Tsuga Headed a high profile group delegation to Israel.

Mr Tsuga visited Israel in the midst of October, to seek for new business ventures for the company, here.

His visits follows the visit in January 2015 of **Chairman of the Board Shusaku Nagae,**

Nagae San was part of the Economic delegation escorting P.M ABE.

Panasonic is constantly upgrading its activity here, in 2014 THE COMPANY ENTERED A MAJOR Semiconductors merger with TOWER-JAZZ,

A few months ago Panasonic joined the Bi-national R&D platform to seek new early stage technologies.

Panasonic enjoys a robust market share in Electronic consuming in Israel as a result of the outstanding performance of its local representative agency.

AudioCodes and Fujitsu Network Solutions Enter into Global Distribution Agreement

Companies' cooperation will deliver AudioCodes' One Voice for Skype for Business suite and other voice enabling solutions

Highlights

- Distribution agreement with Fujitsu Network Solutions Limited (FNETS) will help expand AudioCodes' efforts globally
- Collaboration builds on AudioCodes' high quality products and solutions coupled with FNETS' sales and technical expertise
- Cooperation to focus on AudioCodes' One Voice Solution suite for Skype for Business, as well as solutions for other environments
- AudioCodes' One Voice for Skype for Business suite includes a range of Microsoft-certified products, solutions and services

Products include:

- AudioCodes One Box 365™ all-in-one Skype for Business enterprise voice appliance
- Session border controllers (SBC)
- Enhanced media gateways
- IP phones
- SmartTAP call recording solution
- Software applications
- One Voice Operations Center management suite

AudioCodes a leading provider of converged voice solutions that enable enterprises and service providers to transition to all-IP voice networks, today announced that it has entered into a global distribution agreement with Fujitsu Network Solutions Limited (FNETS). Based in Japan, FNETS is a leading provider of advanced network solutions throughout the APAC region and around the world.

Under the terms of the agreement, FNETS will sell AudioCodes' products and solutions with a particular focus on AudioCodes One Box 365 all-in-one Microsoft UC appliance as well as other components of the One Voice for Skype for Business portfolio of solutions. The collaboration has already yielded positive results, having secured a significant order from a leading Japanese telecom service provider.



"AudioCodes is renowned throughout the industry for the quality and reliability of its innovative products and solutions," said Tatsuo Horiguchi, General Manager Project Management Division, Carrier Network Business Group at FNETS. "Together with AudioCodes, we are now equipped to deliver high quality voice-enabling solutions for the ever-growing Microsoft unified communications market."

"Our partnership with FNETS supports our ongoing international activities," added Nimrode Borovsky, VP Marketing at AudioCodes. "FNETS' technical and sales expertise and in-depth knowledge of the local Japanese market coupled with our strong array of voice solutions create a compelling offering for both enterprises and service providers looking to deploy unified communications voice services."

Audiocodes was introduced to Fujitsu by Harel-Hertz

About Fujitsu Network Solutions Limited

Fujitsu Network Solutions Limited (FNETS) was established on March 1, 1989 in Japan and is a global leading provider of best-in-class communications solutions and services such as ICT systems' planning, consulting, design, deployment, commissioning, operation, maintenance and sales as the specialty company of Fujitsu group for networking area.

FNETS widely deploy the solutions from wireless and ICT to BYOD (Bring Your Own Device) that can achieve the work-style evolution.

About AudioCodes

AudioCodes Ltd. (NasdaqGS, TASE: AUDC) designs, develops and sells advanced Voice-over-IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader, focused on converged VoIP and data communications, and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The Company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Routers, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers, Value Added Applications and Professional Services. AudioCodes' underlying technology, VoIPerfectHD™, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes' High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications.

OCZ Storage Solutions Announces Host Managed SSD Technology In Saber 1000 Models

New HMS Driven Platform Enables System Level Management of SSD Background Operations for Greater System Performance and Consistency

OCZ Storage Solutions, a Toshiba Group Company and provider of high-performance solid-state drives (SSDs) for computing devices and systems, recently announced the introduction of Host Managed SSD (HMS) technology, first supported by the Saber 1000 Series SSDs. HMS technology enables Host controls over internal SSD background processing tasks that were previously not exposed to host-level software. System-level software control of background processing tasks, such as Garbage Collection, enable improving overall storage performance, and specifically enable obtaining consistent and predictable latency across a large pool of SSDs.

Hyperscale, Cloud, and datacenters now run software defined storage applications which manage large pools of SSDs across multiple servers. Consistent performance of these SSDs is critical to many modern applications, such as modern data bases and online trading, that have migrated to the Cloud. Exposing HMS functions via API enables integration of HMS functions into the storage stacks.

“We have listened to our customers and they require not only high performance, but consistent high performance,” said Oded Ilan, General Manager of OCZ’s R&D Team in Israel. “Our new Saber HMS SSD, together with a software library and API, enable for the first time software orchestration of internal housekeeping tasks across large pools of SSDs, thus overcoming performance barriers that were simply not possible to address without this technology.”

The HMS-enabled Saber 1000 SSDs are managed by software APIs which provide control over the HMS functionality within the Saber HMS SSD. OCZ is also providing a reference design and demonstration platform which demonstrates the functionality of Saber HMS, and enables benchmarking the HMS system performance in real time. OCZ also provides a software library and a Programmer’s Guide so HMS can be easily integrated into storage stacks of storage OEMs or software defined storage applications.

The Saber 1000 SATA Series is OCZ’s first product to support HMS controls and includes usable capacities of 480GB and 960GB in a 2.5” x 7mm enclosure. Designed for cost-sensitive, read-intensive, large-scale deployments, Saber 1000 HMS delivers the consistent performance datacenters require, at a price point that enables superior ROI. With an ever-increasing focus on higher performance and lower cost, OCZ views HMS as the next evolution in storage systems design.

Impressive Israeli Presence at Tokyo SEECAT.

A most impressive presence of Israel's highly sophisticated HLS Technology was exhibited at Tokyo SEECAT Special Equipment Exhibition & Conference for Anti-Terrorism: the trade show

The exhibition which was held on October 14-16th in Tokyo Big Sight, attracts restricted professional visitors, who could also enjoy professional lectures at the On –Sight Seminars ,organized by the Israel Embassy together with Israel's Export Institute.

The Israeli delegation included: Alvarion Technologies Asine Group Briefcam Communitake IMI ISDSMagna BSP Meprolight (IWI) Mifram Mobile Tornado Radwin Senstar (Magal) 15 Servision Terrogence

Israeli technologies could be found also at the exhibition boots of CornesTech , Cellbrite Mitsui Bussan and JCom.

This is the second time Israeli Defense and HLS industries participate in Japan's SEECAT. To emphasize the growing interest shown by Japanese companies and the growing awareness for collaboration in this field.

oti Will Be Exhibiting at a Joint Booth With Nidec Sankyo at Money20/20

On Track Innovations Ltd. (oti), a global provider of near field communication (NFC) and cashless payment solutions, will exhibit with Nidec Sankyo Corporation, a leading provider of card readers to the financial and retail industries and a subsidiary of Nidec Corporation, at a joint booth (Booth #1421) at Money20/20. The event will be held on October 26-28, 2015 at The Venetian Resort Hotel Casino in Las Vegas.

oti and Nidec Sankyo will demonstrate various products and solutions, including a technology bridging solution from both companies. oti will also showcase its newest products and upcoming innovations, highlighting how the company can assist vendors in integrating payment solutions into successful deployments.

Money20/20 is the largest global event focused on payments and financial services innovation for connected commerce at the intersection of mobile, retail, marketing services, data and technology. With 10,000+ attendees, including more than 1,000 CEOs from 3,000 companies and 75 countries expected at its 2015 U.S. event, Money20/20 is critical to realizing the vision of disruptive ways in which consumers and businesses manage, spend



and borrow money. For more information about the Money20/20, visit www.money2020.com.

About oti

On Track Innovations Ltd. (oti) is a leader in contactless and NFC applications based on its extensive patent and IP portfolio. oti's field-proven innovations have been deployed around the world to address NFC and other cashless payment solutions, petroleum payment and management, cashless parking fee collection systems and mass transit ticketing. oti markets and supports its solutions through a global network of regional offices and alliances.

Nidec Sankyo Corporation (日本電産サンキョー株式会社 *Nihon Densan Sankyō Kabushikigaisha*?)

is a Japanese manufacturing company and a member of the Nidec Group. The company was founded as Sankyo Seiki Manufacturing in 1946; Nidec Corporation became the majority shareholder of the company in 2003.^[1] In fiscal 2013, it had a revenue of more than 9.9 billion yen (US\$800 million)^[2] from the manufacture of various electronic components.

AJC Delegation Concludes Visit to Tokyo

TOKYO, Oct. 15, 2015

An 11-member AJC leadership delegation just concluded a two-day visit to Japan. The trip was highlighted by a 30-minute meeting with Japanese Prime Minister Shinzo Abe, marking the third time that AJC has met the Prime Minister in the past year. The delegation, led by AJC President Stanley Bergman and Executive Director David Harris, also met with senior members of the Ministry of Foreign Affairs, including officials responsible for relations between Japan and both North America and the Middle East; Israeli Ambassador Ruth Kahanoff; and United States Deputy Chief of Mission Jason Hyland. The AJC group met as well with senior representatives of Keidanren, the prominent Japanese business group, and leaders of the small, but vibrant Jewish Community of Japan.

Principal topics discussed during the mission included: (a) U.S.-Japan and Japan-Israel bilateral ties; (b) regional developments in East Asia; (c) turmoil in the Middle East; and (d) the Trans-Pacific Partnership (TPP).

"We have great respect for Japan's democratic tradition and commitment to promoting peace and stability around the world," said AJC Executive Director David Harris, who has made many trips to Tokyo over the past 25 years. "In our meetings, we expressed our



admiration for Japan, a key U.S. ally, and welcomed the expansive dialogue between Tokyo and Washington. Moreover, we applauded the ever-deepening ties between Japan and Israel, as well as the close personal friendship between the two countries' leaders. We are delighted that, as democratic nations in geopolitically challenging regions, the two like-minded countries continue to identify new areas for cooperation."

AJC has been actively engaged with Japan for more than 25 years, and maintains close ties with Japanese officials and other representatives in Tokyo, across the United States, in Israel, and other countries through its Asia Pacific Institute. The Institute is chaired by Jeffrey Stone, directed by Shira Loewenberg, and represented in Tokyo by Jerome Rosenberg, all of whom joined the delegation in Japan.

AJC Launches Partnership with Japan Foundation

TOKYO, Oct. 23, 2015 /PRNewswire

AJC has launched a groundbreaking partnership with The Japan Foundation Center for Global Partnership.

The initiative was marked by a five-day visit featuring AJC Executive Director David Harris, who delivered two lectures on recent events in the Middle East to packed halls of faculty, students, and diplomats at Doshisha University in Kyoto and Tokyo University in Tokyo. Harris also held meetings with senior Japanese influentials in Kyoto and Tokyo.

"AJC was the first Jewish organization to begin regular visits to Japan more than 25 years ago, and we have remained frequent guests and steadfast admirers ever since," said Harris. "We were strong friends of Japan from the outset, and our admiration for the country, a key U.S. ally, has only grown. We hope that our partnership with the Japan Foundation, which graciously hosted us for this path breaking program, will help deepen the essential ties between Washington and Tokyo."

The program included meetings with senior members and researchers at several influential Japanese think tanks, including the Japan Institute for International Affairs, Tokyo Foundation, Middle East Institute of Japan, and Canon Institute for Global Studies.

Other notable meetings featured discussions with representatives of prominent media outlets, including NHK, Yomiuri Shimbun, and the Fuji television network. AJC also met with members of leading NGOs, including the Japan Association for Refugees, the Kyoto Human Rights Research Institute, the Sasakawa Peace Foundation, and the Japan Center for International Exchange, with which AJC first partnered more than 25 years ago.

Principal topics discussed in the meetings included: (a) U.S.-Japan and Israel-Japan bilateral ties; (b) recent developments in East Asia; (c) challenges and opportunities in the Middle East; (d) Japan's role on the global stage; and (e) the Trans-Pacific Partnership (TPP).



Through its Asia Pacific Institute, AJC engages with Japanese diplomats across the U.S., Europe, and beyond. The Institute is directed by Shira Loewenberg and chaired by Jeffrey Stone. It is represented in Tokyo by Jerome Rosenberg, who participated in the five-day program.

Earlier this month, an 11-member AJC leadership delegation, led by AJC President Stanley Bergman and Harris, visited Tokyo and met with Japanese Prime Minister Shinzo Abe, as well as other senior government officials.

November

Japan-Israel Summit Meeting



(Photo: Cabinet Public Relations Office)

On November 30, commencing at 1:15 p.m. (France time) for approximately 40 minutes, Mr. Shinzo Abe, Prime Minister of Japan, held a summit meeting with H.E. Mr. Benjamin Netanyahu, Prime Minister of the State of Israel. The overview is as follows.

1. **Bilateral relations**

(1) **Overall**

Prime Minister Abe stated that Japan-Israel bilateral relations had steadily developed since Prime Minister Netanyahu's visit to Japan last year and his own visit to Israel in January of this year, and expressed his intention to continue to strengthen bilateral relations with Prime Minister Netanyahu.

In response, Prime Minister Netanyahu expressed his view that he welcomed the progress made in bilateral relations that had become more active following both their visits.

(2) **Politics and security**

Both leaders welcomed the continued dialogue between the two countries' defense authorities and cyber-related officials. Prime Minister Abe explained that Japan's "legislation for peace and security" will enable the country to contribute further to the peace and security of the international community. Prime Minister Netanyahu described this legislation as an historic achievement and expressed his congratulations and support for its establishment.

(3) Economic relations

With regard to the bilateral economic relations that have developed significantly since the summit meeting held last year, both leaders affirmed the progress being made in research and development cooperation in the industrial field as well as in the negotiations toward a Japan-Israel investment agreement. Both leaders also welcomed the opening of the Israel Trade office in Osaka and affirmed that they would continue to support further development of bilateral economic relations.

2. Regional situations

Both leaders exchanged opinions on terrorism and the situation in Syria and confirmed cooperation toward achieving peace and stability in the region.

3. Middle East Peace

Prime Minister Abe expressed concerns about the recent chain of violence and called on the relevant parties to prevent the conflict from escalating any further and to cease settlement activities.

Ambassador Matsutomi to end his term in Israel on December 25th 2015

(From the Jerusalem post)

H.E Ambassador Shigeo Matsutomi will end his term as Ambassador of Japan in Israel and shall be replaced by Mr. Koji Tomita, Director-General of North American Affairs Bureau, Ministry of Foreign Affairs,

ALTHOUGH THEY have yet to host a formal farewell party, Japanese Ambassador Shigeo Matsutomi and his wife, Kaori, caused some consternation when the ambassador announced at the reception in honor of Emperor Akihito's birthday that they were leaving on December 25. There was an audible sigh of dismay from among the hundreds of guests congregated in a tent on the back lawn of the Japanese residence. The constantly smiling couple have won many hearts during their all-too-short stay in Israel, although Kaori Matsutomi did shed a few tears during the announcement and following the embraces she received after the formal part of the ceremony.

Even though he was using a microphone, Michio Harada, counselor at the Japanese

Embassy, who was master of ceremonies, had great difficulty in making himself heard above the babble of the crowd. In the final analysis, he removed a bell from his pocket and rang it, thereby achieving the desired silence and attention – at least temporarily.

After the formalities, he went around persuading people to drink some kosher sake, and it really was very good. The silence that had lasted for the address by the ambassador evaporated immediately afterward, with the noise rising to a crescendo during the remarks of Minister Gabbay.

Not too many diplomats appreciated his attempt at humor. Commenting that this was approximately the sixth event of its kind that he had been to and that the crowd was six times larger than any he had previously experienced at a national day reception, Gabbay said that he didn't know whether people had come for the sushi or to make sure that the Matsutomis were leaving. It certainly wasn't the latter, judging by the reaction of the crowd.

Matsutomi reiterated Japan's support for a two-state solution to the Israeli-Palestinian conflict, adding that the absence of a "yes" over a consistently long period of time means "no." He also spoke of the great progress in bilateral relations between Israel and Japan that was accelerated by mutual visits to each other's countries by Netanyahu and Shinzo Abe, who met again in Paris this week. A huge photograph of the two graced one of the walls of the residence. Matsutomi was also pleased that a Japanese airline began flying to Israel in October.

He said that he and his wife had enjoyed their stay in Israel and are sad to leave their many friends. "I will always do my best in my lifetime as a friend of Israel," he pledged, "and I more than believe that my wife will do the same." He then lifted his glass for a toast, voicing the traditional Japanese "Kanpai."

His wife said "Lehaim." Matsutomi will be succeeded by Koji Tomita, who is due to arrive in Israel in the last week of December.

He was previously head of the North American desk at Japan's Ministry of Foreign Affairs.

Japanese ambassador to Israel invites Israelis to 'go get big in Japan'

Jpost Nov12th 2015

Let's lead together the world of technology, Shigeo Matsutomi writes.

Israel is famous worldwide for its innovation and advanced technology. It is a land with a fascinating past and promising future. You all know that, but what you might have missed is that in Japan we have also noticed. Israel and Japan have so much in common, it is no wonder that their relations are evolving rapidly lately.

In the past years, both prime ministers exchanged visits to each other and government-sponsored business fora took place, which sent strong signals to Japanese companies that it's the time to start new business with Israel.

Japanese and Israeli companies can be complementary and develop a win-win collaboration. It is now widely acknowledged in Japanese business that Japanese power of manufacturing and marketing, together with Israeli potential of generating new business opportunities and software development, can bring great synergy. In fact, while Japanese mega-companies are reviewing heavy reliance on in-house laboratories for new applied technologies and seeking more and more outsourcing and networking, they learn about the genuine creativity of Israel to connect new technology to new business opportunities.

Japan itself holds many opportunities for Israelis. We expect 2.9 percent GDP nominal growth in FY 2015.

"Lehman Shock" could do only partial damage to Japanese hi-tech. The number of IPOs has shown a strong increase in recent years.

What's more, Japan has growing domestic markets. These are great opportunities not only for Japanese companies but also for foreign companies.

For example, half of the top 20 companies in the Japanese medicine market are foreign companies. Israel's Teva also came to Japan five years ago, and now it is one of the essential companies in the Japanese market. Stock prices are increasing and have almost doubled in three years.

Another big event is the Tokyo Olympic Games in 2020. The events create new demands for cybersecurity, autonomous driving, high-definition broadcasting and other technologies.

Some economists estimate that the Olympic Games will bring trillions of yen in business. I still remember that in 1964, when the previous Tokyo Olympic Games took place, events were broadcast in color, and many tens of thousands of color television sets were sold. The Games can also be a great opportunity for Israeli companies.

The government of Japan has recently compiled the “Five Commitments for Attracting Foreign Businesses to Japan.” Our government is trying to improve the business environment in five areas: language, Internet, business jets, education for kids and more. We also launched a new visa system for engineers. If you are qualified as a highly skilled professional and stay in Japan for longer than three years, you can live in Japan without any time limitation.

The living environment is also important. The British magazine Monocle has rated Tokyo the world’s No.1 city to live in. Some people think prices in Tokyo are very expensive, but it is not true anymore. There are a lot of opportunities for investment in Japan, lots of common interests with Israelis. Let’s lead together the world of technology.

Shigeo Matsutomi is Japanese ambassador to Israel. This is part of the speech that he gave this week at the Global Markets International Conference.

Israel firms promote products, technologies in Osaka

16 November 2015
JAPAN NOW

Eleven Israeli companies in the information technology and automotive fields promoted their products and technologies at a networking event Monday with Japanese firms in Osaka.

Around 120 people attended the event organized by the Kansai Bureau of Economy, Trade and Industry, and the Osaka Chamber of Commerce and Industry with the aim of advancing exchanges between companies from Israel and the western Japan region of Kansai.

The event also marked the opening of Israel's first trade office in Japan earlier this month in Osaka, following an agreement between Japanese Prime Minister Shinzo Abe and his Israeli counterpart Benjamin Netanyahu at their summit meeting in Jerusalem in January.

"Both countries which have limited territory and (natural) resources are similar in terms of excellence in technical capabilities," said Soichiro Seki, who heads the bureau, in his speech.

Amit Lang, director general of the Israeli Ministry of the Economy, said people from both sides are "considered to be innovative and entrepreneurial" and so "the potential for Israel and Kansai cooperation in trade and economy is tremendous."

Among Japanese participants, Hideki Tominaga, the 40-year-old president of an Osaka-based design company, said, "I'd like to look for excellent human resources in the country."

Japan's SDF Airforce Commander visits Israel

Japan's Airforce chief commander General Harukazu Saitō paid a visit to the Israeli Air Force, in mid-November and met with his Israeli counterpart. General Saito headed an expert delegation who also met with the head of the Ministry of Defense and head of the sophisticated Israeli Defense Industry.

Japan and Israel share a common strategic goal of absorbing the challenging F-35 as the main strategic aircraft in the coming year.

Moreover, Japan and Israel Aeronautic Industries play a major role in the manufacturing of the future F-35.

Japan has interests in Israeli Air defense technology as well as in the advanced Radar systems.

IsraAID Only Foreign Group Still Helping Survivors in Japan, Four Years after Tsunami

by ISRAEL21c | 11.10.15 8:07 am

When ISRAEL21c President Amy Friedkin was touring Japan recently, she met with representatives of IsraAID-The Israel Forum for International Humanitarian Aid.

“I wanted to see for myself what they’re doing in Japan four years after the tsunami, and to learn from **Yotam Polizer, IsraAID Global Emergencies Director**, where else they are in the world right now,” Friedkin says.

She met with Polizer at the Japan International Center for Trauma and Emergency Relief and showed him the Israel Aid Map recently added to the ISRAEL21c home page. Polizer explained to Friedkin that IsraAID is the only foreign organization still on the ground after arriving in March 2011 to provide assistance after the tsunami. This is in keeping with IsraAID’s policy of helping communities move from devastation to self-sustenance, he told her.

“We’re helping the Japanese government and NGOs build a mental-health support system on the community level, involving a lot of training and capacity-building, and training social workers, counselors and teachers — about 3,200 people so far,” Polizer says. “We’ve brought in more than 70 Israeli specialists.”

These efforts pay off beyond Japan, he told Friedkin. “After the April earthquake in Nepal, we brought over 12 Japanese people we trained to work with us [in emergency and trauma care], and they are really using the skills we taught them.” Moreover, it seems that IsraAID’s continuing program in Nepal will likely be funded by the Japanese government.

In Japan, IsraAID also runs Voices of Tohoku, part of the global Imaging Hope initiative to collect testimonies of survivors as a basis for documentation, research and inspiration.

“In this project, we are using knowhow from Israel in collecting stories of Holocaust survivors,” says Polizer, who has a team of 135 psychologists. “In Japan, there is a stigma about talking about trauma. But these testimonies allow survivors to commemorate and document what they went through for their families and communities.”

He adds that survivors of trauma, be it a tsunami in Japan or Ebola epidemic in Africa, often experience what he calls post-traumatic growth, using their tragedy as a kind of platform on which to build positive initiatives for the future.

Polizer is next scheduled to speak on 15 American campuses — including Stanford, Columbia, Boston University and Brandeis – about IsraAID’s work across the globe.

“We are registered as a US charity and want to have a stronger presence in the US, where we have sent teams after natural disasters on several occasions. Right now we have a

team in South Carolina,” he notes. These nine Israeli volunteers are helping residents whose homes were damaged in catastrophic floods.

The Murata Hackathon: Japanese Hardware Meets Israeli Developers

NOVEMBER 11, 2015, 2:42 PM the Times of Israel

Starting on November 30, 2015, **Murata Electronics Europe B.V.**, together with **Samurai House Israel**, will be hosting a two-day hackathon in Tel Aviv. [Murata](#) may not have the same name recognition as well-known Japanese consumer brands like Toyota or Sony, but it is a venerable multinational conglomerate with a 71-year history and 105 subsidiaries in 23 countries. Murata dominates various sectors in electronic sensors and other components, and surpassed \$10B in sales in 2014. If you have a smartphone, laptop or car, chances are it has Murata components.

I had a chance to attend Murata’s information session on the Hackathon, which was held on November 4, 2015 at Samurai House Israel, and caught up with the presenter, “Mitch” Nozaki of Murata’s Israel office, on what’s in store with the Hackathon.

Q: What is Murata’s goals for holding the Hackathon?

A: The goal is to mix our world class hardware with creative software developers for which Israel is now famous, and see what comes out. While Murata has traditionally focused on designing and manufacturing individual components, it has begun shifting its focus to include the tremendous value that innovative software can bring to enable more integrated solutions. The Hackathon will provide a venue in which Israeli developers will have access to Murata’s cutting edge components and attendant know-how to brainstorm innovated applications, while we at Murata will get a chance to (hopefully) see creative uses for our components.

By the way, this is the first ever Murata Hackathon anywhere in the world. Murata had already decided to do an event like this somewhere in the world, and not necessarily in Israel. But, given the dynamism and creativity of the tech scene here, it seemed like a natural fit. We are very excited about what will come out of this event!

Q: Let’s get down to the nuts and bolts. How does this hackathon work? Let’s start with registration process.

Registration is available online (go to this link). The Hackathon will host up to 50 participants in teams of up to 5 members. We are accepting both team and individual



registrations. Like any hackathon, the chances of winning will be higher for pre-organized teams with people who already know each other and their respective strengths. However, we encourage even those who haven't organized a team yet to go ahead and register. If you build or grow a team after registration, we can amend the roster. If you don't manage to build or join a team, we will assign to you an existing team or put together a new team. Once registration closes (**the deadline is November 16, 2015**), we will have a pre-event meeting for all of the selected participants, which will include orientation and finalizing of teams. (To find out more about the event, check out this [online deck](#).)

Before the Hackathon, all participants will receive an information pack with specs for all the components we will have available at the event. The components we will feature in the event will be sensors, including passive infrared (PIR), magnetoresistance, ultrasonic, temperature, air pressure, optical, and shock sensors. We will also provide a take-home starter kit with the components so that the teams will have a chance to play with them beforehand.

Q: And what will happen at the event itself?

At the Hackathon itself, the goal for each team will be to put together a solution using at least some of our components towards a particular application. We are especially interested in applications in the categories of medicine/healthcare, automotive, and energy. Aside from laying out those broad categories, we are mainly looking to be surprised, even blown away. The fact is, if you have something in mind outside of those three categories, give it a go. Also, if you want to bring other components to use with our components, you are welcome to do so. We are intentionally keeping the parameters broad because we want to be open to things that we might not necessarily expect.

Q: Is there a prize?

A: Yes! The winning team will win a flight to Japan to participate in Samurai Incubate's [Israel Summit](#) taking place in Tokyo, and a Shinkansen ride to Kyoto for a meeting with Murata's senior management at Murata headquarters.

Takeda, Teva to Form Partnership in Japan For Generic Drug Sales

*Bloomberg News
November 30, 2015*

Takeda Pharmaceutical Co. is forming a partnership with **Teva Pharmaceutical Industries Ltd.** to sell generic drugs and certain off-patent medicines in Japan, seeking to expand jointly in the Asian country as the government pushes for use of more affordable treatments.

Teva, based in Israel, will own a 51 percent stake in the venture and Takeda, Japan's biggest drugmaker, will have a 49 percent share, according to a statement sent to the Tokyo Stock Exchange statement Monday. The venture will work as an independent company and will start operations in the second quarter of 2016.

Japan's aging population is driving demand for health care. The country's spending on drugs, currently the world's third largest, is expected to grow by three to four percent over the next five years, researcher IMS Health said in a report published this month. Spending on generics is expected to double as the government encourages their use, IMS said.

"As one of the fastest growing generics markets in the world, Japan is expected to continue its high growth driven by social requirements such as increased patients' needs for stable supply of affordable high quality medicines and the Japanese government's policy of reduction of healthcare expenditures," the two companies said in the statement. They didn't specify which drugs would be sold by the venture.

Building a business in Japan has proved to be a difficult task for Teva. It made its first foray into the country through a joint venture with Kowa Co. in 2008, and in 2011 it bought Taiyo Pharmaceutical Industry Co. in a deal valuing Japan's third-largest generics maker at the time at about \$1 billion.

While the company does not disclose earnings for its Japan business, head of investor relations Kevin Mannix said at a conference last year that the company has about \$700 million in annual sales and is the third largest generics distributor there. Teva has highlighted the need to boost profitability in Japan, where generics head Sigurdur Olafsson said the company's margins are significantly lower than competitors'.

Takeda said last week that Teva's blockbuster drug Copaxone for multiple sclerosis patients started sales in Japan.

NanoDimension collaborate with Konika Minolta

October 21, 2015 08:00 AM

Nano Dimension Introduces AgCite™ Highly Conductive Silver Nanoparticle Inks for Printed Electronics. Patented Formulation of Silver Nanoparticles Offers More Flexible Design and Cost-Effective Benefits for Printed Electronics over Traditional Technologies

NESS-ZIONA, Israel--([BUSINESS WIRE](#))--[Nano Dimension Ltd.](#) (TASE: NNDM, OTCQX: NNDMY), a leading printing electronics company in the area of 3D printing, today announced its AgCite™ line of conductive silver nanoparticle inks for inkjet deposition. AgCite inks are among the most advanced in the market today, delivering exceptionally reliable printability and outstanding electrical properties while offering significant time and cost benefits over traditional processes used to produce functional electronic devices.

Among its attributes, the AgCite family of inks sinters at low temperatures and is suited to a broad range of substrate surfaces, including paper, polymers, glass and a range of coatings, applied using inkjet printing. Nano Dimension can custom formulate inks for specific printing processes and applications, enhancing adhesion, flexibility and hardness. The formulation expertise makes AgCite inks applicable for a wide variety of advanced printed electronics applications, including RFID, OLED lighting, circuits, screen bezels, solar, sensors and other applications requiring high conductivity.

Digital inkjet printing with AgCite inks offers a number of advantages over screen printing and other analog options that are traditionally used for printed electronics.

Benefits include:

- No set-up costs and lower operating costs
- Ability to produce with less material and a cleaner process
- More flexible and precise production process
- Ideal for use in low-volume applications

“Moving to digital inkjet printing requires inks that deliver the best possible electrical properties,” said Simon Fried, Chief Marketing Officer, Nano Dimension. “Our AgCite silver inks have achieved performance levels suited to the most challenging electrical environments, and electronics companies can now seriously evaluate the benefits of digital printing, whatever their application, in the defense, aerospace, automotive, telecom, medical, industrial and consumer electronics industries.”



A patented, highly efficient and environmentally responsible nanoparticle synthesis process enables the unique properties of AgCite inks. The process is licensed through inks pioneer Professor Shlomo Magdassi and Yissum Research Development Company, the technology transfer company of the [Hebrew University of Jerusalem](#). The nanoparticle synthesis process begins with a silver precursor raw material and allows for fine control of the size, shape and distribution of the silver nanoparticles in accordance with customers' printing requirements. This nanoparticle synthesis process is critical to the types of nanoparticles and ink formulations that can be produced.

Nano Dimension has two fully-equipped laboratories: one dedicated to the research and production of conductive silver nanoparticle inks, and the other focused on innovative dielectric nano-inks. In addition to creating specialty inks for customers, the labs also are focused on nano-silver and nano-polymers for Nano Dimension's forthcoming 3D printer for multi-layer printed circuit board (PCB) prototypes, the DragonFly 2020 3D Printer.

This 3D printer key of, Nano Dimension developed is a silver ink and an insulating ink conductive. The ink-jet head I have adopted those of manufactured by **Konica Minolta**. Amit Dror, who served as CEO of the (chief executive officer) in the co-founder of Nano Dimension, like many of the companies that aim to "3D printer market, the company is also currently in the development of conductive ink of less expensive copper The efforts are in. But, still everywhere at the moment, he said not been able to solve the problem of "prevent oxidation of the copper in the printing process" ".

About Nano Dimension

Nano Dimension was founded in 2012 and focuses on the research and development of advanced 3D electronics printing, including a printer for printing PCBs (printed circuit boards), and the development of nanotechnology-based ink products, which are complementary products for 3D printers. Nano Dimension uses a unique, novel technology which combines three technologies: inkjet, 3D printing and advanced nanotechnology, enabling the use of conductive ink for printing the conductors on PCBs. By integrating innovative, groundbreaking technologies, Nano Dimension is developing a unique and innovative 3D printer, which is capable of printing multi-layer PCBs, and supplies conductive nano-inks to other fields in the electronics market.

Nano Dimension trades on OTCQX® Best Market in the U.S. and on the TASE in Israel.

NICE to Deliver Customer Engagement Analytics Solutions Tailored for the Japanese Market

[Index](#)¹²¹



NICE will introduce the NICE Engage Platform, tailored to the needs of the local market, which offers 100 percent real-time analytics at unrivaled scalability and low TCO

Tokyo,– NICE Systems today announced that it will deliver its Customer Engagement Analytics solutions tailored to the Japanese market to help organizations create the perfect customer experience. The company will introduce to the Japanese market the industry leading NICE Engage Platform following its recent successful launch, including various deployments underway worldwide. With unrivaled scalability and breakthrough TCO, this next generation platform enables companies to capture and analyze customer engagements and use these insights to drive real-time action.

The NICE Engage Platform makes interaction data available for every application simultaneously and instantly. Latency has been reduced 10-fold and recording capacity has increased to support 10 times more channels per server. The platform makes the use of real-time analytics practical by supporting up to tens of thousands of channels and delivering the relevant insights and guidance during the customer engagement.

The platform will be tailored to the Japanese market, including a compatible user interface and speech analytics engine adapted for local language needs. NICE will also allocate special resources to help ensure the quality of the platform in the region.

The NICE Engage Platform further powers NICE’s broad portfolio of real-time applications, bringing benefits to various functions within an organization. This allows them to react faster, smarter and safer during customer engagements, and save costs. For example:

About NICE Systems

NICE Systems is the worldwide leading provider of software solutions that enable organizations to take the next best action in order to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE’s solutions empower organizations to capture, analyze, and apply, in real time, insights from both structured and unstructured Big Data. This data comes from multiple sources, including phone calls, mobile apps, emails, chat, social media, video, and transactions. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies

December

AGREEMENT ON THE SUBSTANCE ON THE INVESTMENT AGREEMENT BETWEEN JAPAN AND ISRAEL

1. The representatives from the Governments of Japan and Israel have agreed, in principle, on the text of the agreement between the two countries for the liberalization, promotion and protection of investment, after four rounds of negotiation that started in May this year.
2. Recently, among Japanese business circles, there is an increasing interest in Israel. Israel is well known for her start-ups with advanced and innovative technology. Investment on such Israeli start-ups by leading companies in the world including Japan is under way.
3. The Investment Agreement, which aims to improve legal stability for investment, is expected to accelerate investments and related personnel exchanges between Japan and Israel, and to promote further development of bilateral economic relations.
4. Toward the signature and ratification of this Agreement, both Governments will continue their efforts, including ones to draft the Agreement's reservation lists. In the lists, both countries will define the measures and areas where some duties will be reserved.

Reference

1. Japanese and Israeli Prime Ministers had agreed upon commencing the negotiations for the bilateral investment agreement in January 2015.
2. The preliminary negotiation was held in Israel in March 2015. The 1st round of negotiation was held in Tokyo in May, 2015, the 2nd in Jerusalem in August, and the 3rd in Tokyo in October. The 4th round negotiation has been held in Jerusalem from Decembe

Japan, Israel Look to Establish Investment Treaty

By Hannah Sheehan

Law360, New York (December 18, 2015), -- Japan and Israel reached an agreement Thursday to work toward establishing a bilateral treaty to govern terms and conditions for

investment opportunities within the countries following a year's worth of increased talks and cooperation, according to local media reports.

The planned BIT would offer a framework for private investment between Japan and Israel as Japanese pharmaceutical and information technology companies look for chances to gain footholds abroad and Israel touts opportunities for direct investment by multinational companies.

Ambassador Matsutomi on his farewell speech at the December 19th receptions expressed his hope he may have the honor to sign the agreed upon agreement before his departure.

All Nippon Airways (ANA) to start flights from Tokyo to Tel Aviv

ANA will partner with El Al, Lufthansa and Brussels Airlines to offer flights from Tel Aviv to Tokyo through connecting cities in Europe

15.12.15 / port2port

Japanese carrier All Nippon Airways (ANA) has announced that it is launching new flights from Tokyo to Tel Aviv using an airline code-sharing partnership.

ANA will partner with El Al, Lufthansa and Brussels Airlines to offer flights from Tel Aviv to Tokyo through connecting cities in Europe. These cities include: Brussels, Frankfurt, Munich, Dusseldorf, London, and Paris. Before the end of 2015, ANA plans to start code-share services on European routes with Germanwings and Eurowings, two airlines that use Dusseldorf Airport which ANA also has a direct service from Tokyo.

New code-share services with three airlines, all subsidiaries of Lufthansa Group (Germanwings, Eurowings and Brussels Airlines) will give customer access to a wider network. Lufthansa is ANA's joint venture partner on Japan – Europe routes Israel and Japan signed an aviation agreement in July 2015 allowing up to 14 flights a week between the two countries.

According to the Tourism Ministry, some 13,000 people traveled from Japan to Israel in 2014. ANA is the largest airline in Japan by revenues and passenger numbers. ANA flies today on 74 international routes and 120 domestic routes. The ANA group has 35,000 employees and a fleet of 243 aircraft.

In FY2014, it carried 50.4 million passengers and generated revenues of 1.71 trillion Japanese yen. ANA has been a member of Star Alliance since 1999, and has joint-ventures with United Airlines on trans-Pacific and Asia routes, and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.

Takeda to unload off-patent sales to focus on new drugs

Nikkei December 1st 2015

TOKYO -- **Takeda Pharmaceutical** will gradually transfer sales operations for off-patent drugs to a joint venture with Israeli generics titan **Teva Pharmaceutical Industries** as part of efforts to focus on new drugs.

The top drugmaker in Japan said Monday it will set up the joint venture with Teva as early as spring, with the latter having a 51% stake and Takeda holding the rest. Takeda will entrust sales of much of its off-patent drugs to the new company. Teva's Japanese unit will take part in the joint business to promote generics.

Generics gain ground

The Japanese government is promoting generics to curb health care costs. The government has outlined an initiative to have generics account for over 80% of prescription drugs sold in Japan by fiscal 2020, up from an earlier target of 60%. Large hospitals and pharmacies are quickly shifting to generic drugs.

Takeda is not immune to this shift, as the company and fellow pharmaceutical developers look to move away from the old business model of relying on off-patent drugs.

Takeda generated about 590 billion yen (\$4.76 billion at the current exchange rate) in sales of prescription drugs in fiscal 2011, but the revenue has declined for three straight years since. The company has sought to boost sales of new drugs but has been unable to offset the declines in off-patent products caused by competition from generics.

The drop has been notable for previous blockbusters. In the first half of fiscal 2015, sales of hypertension treatment Blopress totaled just over 30 billion yen, down more than 40% on the year.

Such key drugs previously saw only mild sales declines in Japan after going off patent, but the rise of generics has changed this pattern. The Japanese market "is growing more American," an analyst at a foreign securities brokerage said.

Takeda has nearly 200 drugs on the Japanese market, with most likely to see sharp sales declines when generic versions become available. The company decided to move off-patent drug sales operations to the joint venture to cope with the drastically changed business environment and devote more resources to research, development and sales of new offerings.

"We will show a resolve to focus on new drugs," a company official said.

Focus on new products

Only one in roughly 30,000 drug candidates reaches the market. Compounds for cancer and gastrointestinal treatments, acquired via Takeda's 2008 purchase of U.S. biotech startup Millennium Pharmaceuticals, are finally ready to hit the market soon.

Off-patent drugs account for about 45% of Takeda's domestic prescription-drug sales, and the figure seems sure to drop. Increasing sales of new products in the pipeline will be crucial to future growth.

Compatriot [Eisai](#), whose dementia and ulcer drugs are suffering double-digit sales declines, is reshuffling operations to narrow its focus and boost R&D. Eisai agreed in October to split off part of its gastrointestinal business for integration under Ajinomoto Pharmaceuticals. In November it reached a deal to sell a diagnostic reagents subsidiary to [Sekisui Chemical](#) for a little over 22 billion yen.

[Daiichi Sankyo](#) has acquired a cancer-treatment startup as its own hypertension drug will go off patent. It also sold shares in Indian generics giant Sun Pharmaceutical Industries in the spring and will use the 380 billion yen to acquire or develop compounds in areas such as cancer, cardiovascular and metabolism.

(Nikkei)

Takeda Announces Details Of New Business Venture With Teva In Japan

December 27, 2015, NASDAQ

Teva Pharmaceutical Industries Ltd. and **Takeda Pharmaceutical Company Limited** made follow-up announcement regarding the overview of their new business venture in Japan which was initially disclosed on November 30, 2015.

The new business venture, to be established in or after April 2016, will deliver Teva's generic medicines and some of Takeda's long listed products to patients and healthcare professionals in Japan.

The major long listed products of Takeda to be transferred to the new business venture in fiscal year 2016 are BLOPRESS, TAKEPRON and BASEN. Total sales of the products to be transferred in fiscal 2016 were 125 billion yen in fiscal year 2014, which was 7% of Takeda's global revenue.

The new business venture, to be owned 51% by Teva and 49% by Takeda, will consist of **Teva Takeda Pharma and Teva Takeda Yakuhin.**

Takeda will split off its off-patented and data exclusivity expired products business or "long listed products business" via an absorption-type split, and subsequently the business will be succeeded by the Japanese subsidiaries of Teva Pharmaceutical Industries Ltd. of Israel.

This is a triangular absorption-type company split among Teva Pharma Japan Inc and Taisho Pharm. Ind., Ltd. , as well as Takeda. In this absorption-type company split, Takeda will be the splitting company and Taisho Pharm will be the succeeding company. Takeda's long listed products business will be transferred to Taisho Pharm, and Taisho Pharm will allocate shares of Teva Pharma, which will become its parent company, to Takeda as consideration for the company split. The company name of Taisho Pharm, which will succeed Takeda's long listed products business and also continue its generics business, will become Teva Takeda Yakuhin Ltd. , and the company name of Teva Pharma, which will continue its generics business, will become Teva Takeda Pharma Ltd. Both companies will jointly engage in the new business.

Takeda anticipates that the transaction will be both earnings per share and cash flow accretive in fiscal year 2016 and over the long-term, due to growth of the generic business and the addition of products from Takeda and Teva to the new business venture.

Japan completes anti-terror intelligence unit

<http://www.japantimes.co.jp/opinion/2015/12/12>

In the wake of last month's terrorist attacks in Paris, Prime Minister Shinzo Abe has ordered relevant government organizations to step up their efforts to prevent terrorist attacks in Japan as the nation prepares to host the Group of Seven summit next year and the Summer Olympic Games in 2020. While it is crucial to beef up Japan's defense against terrorist attacks, the government needs to take utmost care to ensure that any increase in

surveillance and expansion of the tools of criminal investigation does not infringe on citizens' privacy and freedoms

At a meeting Tuesday of Cabinet ministers in charge of anti-terrorism measures, Abe emphasized that the prime minister's office would serve as the headquarters to push forward necessary steps. His administration plans to strengthen the government's capabilities for overseas intelligence gathering and protection of Japanese citizens abroad, and beef up security at home. A new unit was set up the same day at the Foreign Ministry to collect information about international terrorist activities, as was a council of senior bureaucrats from relevant ministries and agencies, headed by Deputy Chief Cabinet Secretary Kazuhiro Sugita, in the prime minister's office.

The Foreign Ministry unit will comprise some 20 experts from the Foreign Ministry, the Defense Ministry, the National Police Agency and other organizations. The staff will collect intelligence on an area-by-area basis — the Middle East, North and West Africa, Southeast Asia and South Asia. The unit's creation was planned following the murders of two Japanese hostages by the Islamic State extremist group in January and it was to be launched next April, but that date was moved up in the wake of the Paris attacks.

Apart from the new unit, about 20 government specialists with expert knowledge on particular regions will be assigned to Japanese embassies overseas to gather relevant information. The administration wants the information gathered by the unit and the specialists to reach the prime minister's office without fail so it can be used to make vital decisions, including those aimed at protecting Japanese citizens abroad.

It will be important for the administration to tear down the walls between different government organizations to make sure that the collected intelligence is immediately shared by all relevant parties. It has often been pointed out that ministerial walls prevent information gathered by one part of the government from being shared with others. Unless this problem is overcome, efforts made by members of the new unit and the specialists assigned to the embassies will be wasted.

Training experts on terrorism and intelligence gathering is also an important issue. There is a pressing need to nurture experts who have deep knowledge of regional affairs and are well-versed in local languages, as has been advocated for many years.

Domestic steps to be taken in the anti-terrorism efforts will include the introduction of a facial recognition system for immigration control at ports of entry to prevent suspected terrorists from entering the country. Given the increasingly important economic role played by tourism and ongoing efforts to boost the number of inbound tourists, the government

should ensure that the security measures do not impose excessive inconvenience on visitors from overseas.

The Paris attacks reminded us of the vulnerability of venues where vast numbers of people gather, such as stadiums and concert halls. Beefing up security in such places will be a particularly difficult challenge. To this end, the police will need the cooperation of the public and private-sector organizations, and steps should be taken to make sure that the protective measures do not place an unnecessary burden on citizens.

The NPA has instructed the police nationwide to keep close tabs on the activities of suspected sympathizers of extremist ideas. The government is again considering criminalizing the act of conspiring to commit certain categories of illegal activities, even if the crimes aren't committed. Successive LDP-Komeito administrations tried three times in the past to enact such a legal amendment, but strong criticism both in the Diet and elsewhere that such a law would severely restrict people's freedoms forced them to back down.

Also under consideration is an expansion of the scope of investigation authorities' interception of electronic communications in criminal probes. The government should weigh the benefits of such steps in preventing terrorist acts against the risk that the steps could violate people's civil and political rights, including the freedoms of thought, conscience, speech, expression and assembly.

While beefing up the security measures, the Abe administration should also avoid making diplomatic and political decisions that can be used by terrorist groups as excuses to justify attacks on Japan. The government should make diplomatic efforts to prevent the perception that Japan is acting in tandem with the United States and European powers that are waging war against the Islamic State radicals

Pluristem Therapeutics partners with Fukushima Medical University to test radiation therapy

Published 04 December 2015

Israel-based biotechnology company **Pluristem Therapeutics** has signed a Memorandum of Understanding (MOU) with **Fukushima Medical University's Global Medical Science Center**, to test its placenta cell derived radiation therapy.

It is hoping that the therapy derived from human placenta cell can protect people from radiation exposure, especially those involved in nuclear plant decommissioning.

The partnership intends to develop **Pluristem's PLX-R18 cells** to treat **Acute Radiation Syndrome (ARS)** and other ailments that follow radiotherapy in cancer patients.

ARS occurs due to exposure to severely high levels of radiation, posing fatal risk of damage to the gastrointestinal tract, lung, skin and bone marrow, and other body systems.

The collaboration will study the PLX-R18 cells as a plausible treatment for radiation-induced damage to lungs, skin and gastrointestinal tract. The research would include development of preclinical prototypes of radiation damage in these tissues, for use of them in trials.

For the research collaboration, Pluristem will offer PLX-R18 cells and scientific know-how and Fukushima Medical University will carry out studies and supply the required resources.

The partnership will be conducted concurrently with a research being funded by the US National Institutes of Health (NIH), which is researching on the PLX-R18 cells as a probable treatment for hematologic component of ARS.

The data gathered from preclinical study that has been published in the scientific journal PLOS One, has revealed that PLX-R18 cells, when administered intramuscularly, can be an effective treatment for bone marrow failure resulting from exposure to high radiation levels.

Bone marrow failure resulting from inadequate blood cell production, caused by various reasons including ARS and cancer treatments, can be critical as it may cause hemorrhage, lower immunity, and anemia.



Pluristem CEO Zami Aberman said: "The researchers at Fukushima have a strong interest in cell therapies that may offer a treatment for conditions caused by exposure to ionizing radiation.

"We anticipate that our work with Fukushima Medical University, Fukushima Global Medical Science Center will help to maintain the health of those involved in decommissioning the Fukushima reactors; the decommissioning process is estimated to take about 40 years. We hope that this collaboration can advance efforts to safeguard populations around the world from illness related to radiation exposure."

Radiation poisoning is a serious concern in Japan after Fukushima Daiichi nuclear power plant suffered meltdown in March 2011

JA Mitsui to Expand Its Facility Agreement With TowerJazz Panasonic Semiconductor Company

Providing 8.5 Billion Yen (approximately \$70 Million) Term Loan Maturing Through 2020

December 08, 2015: 03:00 AM ET

TOKYO, KYOTO, Japan and MIGDAL HAEMEK, Israel, Dec. 8, 2015 (GLOBE NEWSWIRE) -- TowerJazz, the global specialty foundry leader, today announced the signature of a definitive five year term loan agreement with **JA Mitsui Leasing, LTD., Sumitomo Mitsui Trust Bank Limited and Showa Lesing Co.,Ltd.** Japanese leading banks, to provide TowerJazz Panasonic Semiconductor Company (TPSCo) with an additional long-term loan of 8.5 billion Japanese Yen (approximately \$70 million). The term loan will carry an annual interest of the TIBOR rate plus 2% per annum, will mature by the fourth quarter of 2020 and will be repaid in seven equal semi-annual installments which will commence on the second anniversary of the signing of this agreement. This new loan is in addition to the initial 8.8 billion Japanese Yen loan, which will be repaid commencing in 2016, with 2.5 billion Japanese Yen to be paid during that year.

"We are excited to see the great progress and growth that TowerJazz Panasonic Semiconductor Company made since its establishment, and its future forecasts, all well ahead of its original business plan submitted to us nearly two years ago. We are happy to extend our existing business with TowerJazz Panasonic Semiconductor Company by signing this definitive agreement," stated Kiyoshi Doi, Division Director, Global Business Division, JA Mitsui Leasing, LTD.



"I am extremely pleased that we have signed this agreement with JA Mitsui Leasing, Sumitomo Mitsui Trust Bank and Showa Leasing for this term loan financing," said Amit Mappa, CFO of TowerJazz Panasonic Semiconductor Company. "We believe this agreement is a strong enabler for our ongoing business and operational growth strategy and will support our plans to further expand our capabilities and customer base, while strengthening our financial results."

About TowerJazz

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM) and its fully owned U.S. subsidiary Jazz Semiconductor, Inc. operate collectively under the brand name TowerJazz, the global specialty foundry leader. TowerJazz manufactures integrated circuits, offering a broad range of customizable process technologies including: SiGe, BiCMOS, mixed-signal/CMOS, RF CMOS, CMOS image sensor, integrated power management (BCD and 700V), and MEMS. TowerJazz also provides a world-class design enablement platform for a quick and accurate design cycle as well as Transfer Optimization and development Process Services (TOPS) to IDMs and fabless companies that need to expand capacity.

To provide multi-fab sourcing and extended capacity for its customers, TowerJazz operates two manufacturing facilities in Israel (150mm and 200mm), one in the U.S. (200mm) and three additional facilities in Japan (two 200mm and one 300mm) through **TowerJazz Panasonic Semiconductor Co. (TPSCo)**, established with Panasonic Corporation of which TowerJazz has the majority holding. Through TPSCo, TowerJazz provides leading edge 45nm CMOS, 65nm RF CMOS and 65nm 1.12um pixel technologies, including the most advanced image sensor technologies.

About TowerJazz Panasonic Semiconductor Co.

TowerJazz Panasonic Semiconductor Co., Ltd. (TPSCo) was established by Panasonic Corporation (NASDAQ ADS: PCRFY, TYO: 6752), 51% of which was acquired by Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM) and 49% of which is now held by Panasonic Semiconductor Solutions Co., Ltd. TPSCo has three manufacturing facilities in Hokuriku, Japan which have been producing large scale integrated circuits for over 30 years. Areas of process technology focus include: high dynamic range image sensors (CIS and CCD), integrated power devices (BCD, SOI, and LDMOS) and high frequency silicon RFCMOS. With over 120 qualified silicon process flows on 200mm and 300mm wafers from super micron to 45nm as well as internal back end processing, assembly and test services, TPSCo provides both IDMs and fabless companies with unparalleled semiconductor manufacturing quality and technology, including in-house turnkey services.

About JA Mitsui Leasing, Ltd.

JA Mitsui Leasing, Ltd., a Japanese financial institute with headquarters in Higashi Gotanda, Shinagawa-ku, Tokyo, Japan, provides, together with its subsidiaries leasing, installment sales, financing, and other associated services in Japan and internationally. The company offers finance lease, operating lease, and lease with purchase options. It provides cross-border leasing for construction machinery, machine tools, molding machine,



and other equipment from Japanese manufacturers and trading companies to end users abroad; and other services, including automobile lease and financing, ecology related services, real estate leasing, factoring services, and used equipment sales

About Sumitomo Mitsui Trust Bank Limited

Sumitomo Mitsui Trust Bank, Limited ([Chiyoda-ku, Tokyo](#)) is the largest trust bank and the fifth-largest bank in Japan measured by total assets. It forms the core of Sumitomo Mitsui Trust Group as a trust bank with the largest scale in most of the major business areas of trust banking industry. It has 6 professional business divisions, which are Retail Financial Services Business, Wholesale Financial Services Business, Stock Transfer Agency Services Business, Real Estate Business, Fiduciary Services Business and Global Markets Business.

It has built a balanced network focused on the Tokyo Metropolitan Area, Kansai and Chubu areas. It also has overseas network that can provide global financial services in loan business, asset management and administration business, as well as consulting business, among others.

About Showa Leasing Co., Ltd.

Showa Leasing Co., Ltd., is a non-listed Leasing company headquartered in Bunkyo-ku, Tokyo, adding installment sales, factoring, by variety of financial services and solutions for various type of customers utilizing its Group and Partners.

Over 40 years from its establishment, it has broad business relationships all over Japan. Adding to blue-chip company clients, its strength is to enhance credit to SME's (Small and Medium Enterprise), and Vendor Financing. Its goal is a cost efficient and niche asset based entity in the Japanese market for domestic and international clients. For more information,

MITSUI (EUROPE), and Swiss SYNGENTA invest in AGROTECH company Phytech

LONDON & BASEL, Switzerland & TEL AVIV, Israel–(BUSINESS WIRE)–Phytech, a global leader in Ag analytics and data management solutions, announced today the closing of an investment led by existing investors, Syngenta Ventures and Mitsui & Co Europe.

Phytech's PlantBeat™ technology is a simplified, alert-driven mobile platform which combines predictive algorithms and data analysis tools that integrate continuous crop health and supportive environmental data, distilled into real-time recommendations. Phytech is helping growers in their day-to-day farming decisions impacting both the quality and yield of their crops, while reducing water usage.



Phytech's technology is deployed by world leading growers in the U.S, Brazil, Australia and other markets and in a large variety of specialty crops and row crops, directly and through partnerships with global leading CP partners. The investment will fund the expansion of Phytech's technology platform and support the company's continuing commercialization globally.

"We believe that the support of leading global strategic investors such as Syngenta and Mitsui would allow Phytech to significantly enhance its decision support, cutting edge technology and innovation as well as its commercial development", says Sarig Duek, Phytech's CEO.

Dr. Michael Lee, Managing Director at Syngenta Ventures – "Syngenta's ambition is to bring greater food security in an environmentally sustainable way to an increasingly populous world by creating a worldwide step-change in farm productivity. In working towards our ambition, we put the grower at the center of everything we do. Phytech's grower centric solutions join our breadth of technologies in crop protection, seeds, traits and seed treatment, providing the grower with integrated offers and broad-based innovation for the future ".

"Investing in Phytech meets our consistent strategy for innovative technology and new business development" says **Mr. Masato Hisamune, SVP & DOO of Innovation and Corporate Development Division at Mitsui & Co. Europe**. "We would like to provide Phytech with services and solutions that meet their diverse needs, optimizing Mitsui's global marketing networks and extensive business experience."

About Phytech:

Phytech is a leading Precision Ag analytics company, focused on helping farmers to optimize yields by transforming real-time plant data into actionable, yield-enhancing recommendations. Phytech's proprietary PlantBeat™ platform combines continuous plant monitoring hardware, spatial imaging, hyper-local climate information, agronomic modeling, data analysis and web and mobile software applications that help farmers improve profitability by making better informed in-season operating decisions. For more information,

About Syngenta Ventures:



Syngenta Ventures is the venture capital arm of Syngenta. The firm invests globally in innovative businesses whose purpose helps “Bringing plant potential to life”.

The firm’s mission is to accelerate the rate of innovation in agriculture to support Syngenta’s vision of increasing farm productivity by growing more crops from fewer resources. For more information,

About Mitsui & Co. Europe:

Mitsui & Co. Europe Plc is the subsidiary company of Mitsui & Co., Ltd., one of the most diversified and comprehensive trading, investment and service enterprises in the world, with 140 offices in 66 countries as of August 1, 2015. Utilizing our global operating locations, network and information resources, Mitsui is multilaterally pursuing business that ranges from product sales, worldwide logistics and financing, through to the development of major international infrastructure and other projects in the following fields: Iron & Steel Products, Mineral & Metal Resources, Infrastructure Projects, Integrated Transportation Systems, Chemicals, Energy, Food Resources, Food Products & Services, Consumer Services, IT & Communication and Corporate Development Business. Mitsui is actively taking on challenges for global business innovation around the world.

Waterfall Security Solutions Implements New Test Facility at Toshiba Development Center

– **Waterfall Security Solutions (Waterfall Security)**, which specializes in **protection and security for critical infrastructure and industrial control systems**, today announced the launch of a new test facility at Toshiba development center in Japan.

Waterfall worked together with Toshiba to set up a new test facility at Toshiba’s development center. The facility features a wide-array of Waterfall’s Unidirectional Security Gateways, integrated with a range of different applications including Oracle, OS/soft PI, File systems and several SCADA systems. The test facility is designed to reflect the needs of the utilities sector within Japan.

Industrial ICT Solutions Company, part of Toshiba Corporation is working together with Waterfall with a common vision of ensuring that secure and reliable solutions are being deployed at customer sites. Having a test facility, Toshiba can simulate the customer environment prior to the deployment, and ensure that optimum performance and compatibility is achieved with the customer’s system.



“We are proud to be working together with Toshiba on this initiative,” says Lior Frenkel, CEO and co-founder, Waterfall Security Solutions. “Having a test facility within this region is a great advantage for Waterfall Security and will help us to work more efficiently and enhance our offering to our Japanese customers.”

About Waterfall Security Solutions

Waterfall Security Solutions Ltd. is the leading provider of stronger-than-firewalls solutions for industrial control networks and critical infrastructures. The company’s products are deployed in utilities and critical national infrastructures throughout North America, Europe, Asia and Israel. Waterfall’s technologies reduce the cost and complexity of compliance with NERC-CIP, NRC, NIST, CFATS and other regulations, and include support for leading industrial applications, including the OSIsoft PI™ Historian, the GE Proficy™ iHistorian, Siemens SIMATIC™/Spectrum™ solutions and GE OSM™ remote monitoring platforms, as well as OPC, Modbus, DNP3, ICCC and other industrial protocols. Frost & Sullivan describes Waterfall’s solutions as ensuring “optimum security for networks across user verticals,” and awarded Waterfall the 2012 Network Security Award for Industrial Control Systems Entrepreneurial Company of the Year, the 2013 North America Award for Customer Value Enhancement and the 2014 Global Award for New Product Innovation Leadership.

About Toshiba Corporation Industrial ICT Solutions Company

Industrial ICT Solutions Company is a division within Toshiba Corporation, which provides cloud services and ICT solutions based on Toshiba group’s wide business know-how and technologies. The industries that Industrial ICT Solutions Company serves are within the business sector including power systems and industrial and social infrastructure systems

TRIAL OF NEW Zixi Enabled JVC LIVE STREAMING CAMERA IN THE WTCC A BIG SUCCESS

December 01, 2015

A trial of a new video camera with the capability to stream live footage using wireless internet proved a big success during Thailand's round of the FIA World Touring Car Championship earlier this month (1 November).

The **JVC GY-HM650 ProHD** camera uses real time error correction software developed by **Israeli -US company Zixi** that enables stable and secure video-over-internet delivery to broadcasters around the world.

A crew from Fox Sports in Argentina was onsite at the Chang International Circuit close to the town of Buriram, host venue of the inaugural WTCC Race of Thailand, to conduct the trial with support from personnel from JVCKENWOOD's Japan headquarters. Not only was the crew from Fox able to transmit high-quality broadcast images to its main base in Buenos Aires, it also made a significant cost saving for the network, which avoided having to obtain the footage via satellite.

And with Argentine driver José María López securing his second WTCC title in as many seasons*, there was a significant demand for footage being made available as soon as celebrations begun following the completion of the opening race, which López won to claim the title.

François Ribeiro, Head of Eurosport Events, the WTCC promoter, said: "We were really pleased with the results of the trial and also pleased that the team at Fox Sports, one of the WTCC's most valued broadcast partners, was also satisfied with the outcome, not least the ease with which they could obtain footage and the limited costs they incurred. The JVC GY-HM650 ProHD camera really is a great product and I have no doubt that other WTCC broadcasters will look to take advantage of the many benefits it offers."

JVCKENWOOD is an Official Series Partner of the WTCC.

Remedor Biomed received Patent in Japan for chronic and hard to-heal skin wounds healing.

Remedor Biomed is a bio pharmaceutical company which was founded in 2009 in Nazareth, Israel and develops and markets innovative medications for chronic and hard to-heal skin wounds. The active ingredient of the company's lead product candidate and pipeline products is the potent anti-anemic drug, erythropoietin (EPO). The clinical indications for using Remedor's medications, some of which are in late development stages or are currently being evaluated in clinical trials, include chronic diabetic foot ulcers, pressure ulcers, and Burns.

Remedor applied for Patent in Japan as it sees Japan a strategic market due to the increasing cases of Diabetics and the need to treat chronic wounds for the elderly society. Remedor received the Patent office notification on December 16th 2015. Japanese Patent Application No. 2010-520684 (RMDR.P0002JP (11410530) Remedor is seeking strategic partnership with Japanese leading Pharmaceutical companies.

Can-Fite's CF101 Granted Patent in Japan for Intraocular Pressure a Key Cause of Glaucoma

- CF101's Phase II glaucoma trial recently completed enrollment- Glaucoma market is estimated to reach \$3 billion by 2023

Can-Fite BioPharma Ltd. (NYSE MKT: CANF) (TASE:CFBI), a biotechnology company with a pipeline of proprietary small molecule drugs being developed to treat inflammatory diseases, cancer and sexual dysfunction, announced today that the Japan Patent Office has granted the Company a patent for its lead drug candidate CF101 for the reduction of intraocular pressure (IOP) in a patent titled, "A3 adenosine receptor agonists for the reduction of intraocular pressure." CF101 is an A3 adenosine receptor (A3AR) agonist that binds to A3AR, which is known to be over-expressed in inflammatory cells. Can-Fite has been granted a similar patent in the U.S. for IOP and has pending applications in other key global markets.



Can-Fite's subsidiary OphthaliX (OTCQB: OPLI) is currently conducting a Phase II trial of CF101 for the treatment of glaucoma in Europe and Israel. Patient enrollment has been completed and top line results are expected in mid-2016.

Increased pressure in the eye, or IOP, is a leading cause of glaucoma, which can damage the optic nerve and cause vision loss. While most glaucoma drugs currently on the market are generic eye drops, CF101 is one of only a few oral drugs in development for the treatment of this disease. An estimated 3 million Americans have glaucoma. The treatment market for glaucoma in the seven major markets was estimated to be \$2.4 billion in 2013 and is estimated to reach approximately \$3 billion by 2023 according to GlobalData.

"We are building our intellectual property assets for CF101 in the treatment of glaucoma, a leading cause of blindness. There is no cure for the disease and we believe our treatment alternative would offer benefits including oral administration and an excellent safety profile. Through a Phase II trial, we are advancing CF101 for this important indication," stated Can-Fite CEO Dr. Pnina Fishman.

About CF101

CF101, an A3 adenosine receptor (A3AR) agonist, is a novel, first in class small molecule orally bioavailable drug which binds with high affinity and selectivity to the A3AR, which is known to be over-expressed in inflammatory cells. The drug acts as a neuro-protective agent and prevents apoptosis of retinal ganglion cells

Japanese co joins Genesis accelerator

17/12/2015, [Roy Goldenberg](#)

Samurai Incubate and German reinsurance company Munich Re will be partners in The Junction.

The Junction, venture capital fund **Genesis Partners'** accelerator, is expanding. After recently launching its first cohort of startups under a new plan, the accelerator is now adding two new partners to the accelerator program. The first is **Samurai Incubate**, a seed-stage Japanese venture capital fund, which will offer the startups in the accelerator a possible investment of \$50,000-\$100,000 for a 5% or 10% stake, if they want it.

Samurai House head of Israel operations and Samurai Incubate official representative Yony Golan said, "The partnership with The Junction will provide the companies in the program with a window to the Japanese market, and will facilitate their exposure to leading

giant technological and industrial corporations having international infrastructure in Asia and around the world, which are showing great interest in the Israeli technology market - a subject rapidly gaining traction in Japan."

At the same time another partner has joined the accelerator - German reinsurance company Munich Re. **Munich Re** is searching for innovation in financial technology, and regards exposure to Israeli companies as an opportunity to keep up to date on new developments in the financial market, in addition to Big Data, analysis, etc. "We are interested in access to cutting edge technology for the purpose of developing new products and business models," says Munich Re senior executive Karsten Steinmetz. "The partnership with The Junction is a significant step for us in this direction, and constitutes recognition of Israel's emergence as a global innovation center in our field."

The Junction manager Amir Gelman added, "The partnerships with Samurai Incubate and Munich Re are part of Genesis Partners' strategy of offering companies accepted to the program more possibilities for taking their next significant step.

"The companies in the program are exposed to international companies representing to a large extent the most up-to-date technological needs in the international markets, and the partnership with them makes it possible to devise a consultation and training program for each company tailored to its sphere of business, in addition to the content and benefits that all the companies receive from our other partners, which include SAP Labs Israel, **Bank Leumi** (TASE: LUMI), the Meitar Liguornik Geva Leshem Tal law firm, and the Deloitte Brightman Almagor Zohar accounting firm."

The first cohort of startups under The Junction's new model is scheduled to end in January. The four companies accepted have raised an aggregate \$3 million from both within the program and external investors. Registration for the second cohort of startups in the new program will continue until the end of the month.

Murata Electronics held a Start-ups HACKATHON in Tel Aviv together with Samurai Incubated.

2015/12/17

With Nikkei Shimbun- Over two days of November 30 and December 1, the European subsidiary "**Murata Electronics Europe**" (the Netherlands), the Company's co-host of **Murata Manufacturing Co., Ltd.**, was carried out "hackathon" in Israel.

Hackathon is to form a new business idea, it's an event competition . This leverages the several sensors with a Murata interests in software and hardware.

This is the second event. to carry out the hackathon in Israel together with Japanese major companies .The last time was the Toyota IT Development Center (Tokyo, Minato) a partner of Toyota Motor system.

The age of the current participants widely, under the 15-year-old, top was 60 years old. About 20% of about 50 people of the participants were women. The ratio of women is higher than the case of performing in Japan. 11 teams selected from participants applicant is eagerly efforts, I issued a variety of ideas. I was trying to wake the innovation seriously.

Murata Manufacturing Co., Ltd. was hoping to flexible creativity of entrepreneurs and start-up. We had to explore new business areas can likely take advantage of the company's sensor. The company's marketing manager Nozaki "surprised to your brain of Israel" he had said.

In Israel there are many companies with overwhelming imagination in the field of software. On the other hand, Murata Manufacturing Co., Ltd. is good at hardware development represented by electronic components. Both of chemistry is outstanding good. Nozaki told to be "born a different idea by the country. We will continue want to hold a hackathon in various countries and regions."

The purpose of this hackathon is, Murata and Israeli startup collaboration However, in order to commercialize really is, it's necessary to smooth communication. And across borders, and religious values and culture are different, there is a limit to the fine communicate.

The following three points I felt that it is the reason why the Israelis are continuing to innovate through this hackathon.

One thing I like discussion. Because they are there always hit the opinion, it is possible to think of things from various angles.

The second we always suspect the common sense. And continue to ask myself, are bamboo on the ability to discover the problem.

Finally, it's the speed of problem resolution. If you find any problems, trying to solve immediately. Ability of this country I was recognized again and no doubt.

This time of the winning team of the hackathon is to hand a flight to Japan, he participated in the "Samurai-Israel Summit", which was held in Tokyo on December 4. This event is aimed at matching startup and large companies. They show off the idea of their own in front of several hundred people, it was to hand a big chance to work with large companies in Japan.



Nimrod Kramer, who is a representative of the winning team through "This hackathon, was able ties with Japanese companies, including Murata. High quality and technical capabilities, and Japanese companies and collaboration with a large market, the world change I want to grow the technology together "he told me in Hebrew.