

ISRAEL

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70 years and growing strong: Japan and Israel mark a momentous milestone

Japan and Israel have seven decades of dealings under their sturdy diplomatic relations belt; 2022 marks the 70th anniversary of an alliance that has come into its own since its inception in 1952.

This bond has grown slowly, but steadily and surely over time — especially in the areas of trade, cultural exchange, research and knowledge transfers, and defense cooperation.

“Until the 1980s, bilateral commercial relations were limited, mostly due to Japan’s concerns about the Arab boycott. During the ’90s, trade volume started to pick up, but the main development has occurred over the past decade, when Japanese companies discovered the great potential of partnering with Israeli innovation. Both governments also stepped up collaborations and signed many agreements,” noted Daniel Kolbar, minister for economic affairs at the Israeli Embassy in Japan.



Gilad Cohen, Ambassador of Israel to Japan

Meanwhile, Israel’s Ambassador to Japan Gilad Cohen stressed: “Relations with Japan are constantly growing, especially in the past few years; the potential for future opportunities is exceptional. We view Japan as a strategic partner with whom we share similar interests, based on mutual democratic values.”

As bilateral ties between Japan and Israel continue to progress into the future, Japan’s Ambassador to Israel Koichi Mizushima stressed that the two nations — bonded by common values such as freedom, democracy, human rights and the rule of law — “share the desire to strengthen and deepen our partnership in a wide range of fields in the coming years, including in business and security.” He noted that this “would be beneficial not only bilaterally, but also globally.” ♦

Please click on this link to read the full interviews:
<https://bit.ly/ILJP22-bridges>



Koichi Mizushima, Ambassador of Japan to Israel

Yaskawa Europe Technology: Conduits of trust, trade and technology transfer

Synergy doesn’t always happen seamlessly in a business relationship. But when it is achieved, the results can be tremendous — something that Yaskawa Europe Technology will surely attest to.

The Israeli branch of leading Japanese company Yaskawa Electric Corp. has been a testament to the smooth and solid business relations between Japan and Israel in the automation, robotics and semiconductor equipment sectors throughout the past two decades. Yaskawa, through YET, has enjoyed a robust presence in the Israeli marketplace for over 20 years, and is an exemplary model of successful Japanese investment in Israel.

YET represents its Japanese



Arik Dan, President & CEO of Yaskawa Europe Technology

mother company primarily by developing new technologies, and by selling automation and industrial robots to the manufacturing industry and delivering semiconductor wafer handling robots to the semiconductor industry — a vibrant sector enjoying success both domestically and internationally. Moreover, the company explores innovative investment opportunities for Yaskawa in Israel’s globally recognized startup scene.

“In 1996, we introduced an innovative technology to Yaskawa, one involving motion control for automation and robotics, which they liked very much. Then, we started developing algorithms, software and other technologies for automation. We

developed products based on the technology synergy of Japanese and Israeli know-how and they were exported successfully to global markets,” shared Arik Dan, YET’s president and CEO, who has been with the company since its inception.

“We started to establish trust between Israel and Japan, and in 2008, we became a 100% fully owned subsidiary of Yaskawa Electric Corp. In 2016, Yaskawa established the Investment Innovation Fund for startup technologies globally and in Israel, ranging from medical technology, agri tech, energy, cyber, artificial intelligence, 3D printing and a variety of other new technologies developed by startup companies. Investments in Israeli startups

enable Japanese companies to gain access to advanced innovation and technologies developed in Israel,” Dan added.

While Yaskawa Electric Corp. has shown a deep commitment to its foreign partners, YET is arguably one of its most unique subsidiaries, with every indicator pointing to greater success, in the years to come.

“We’re very active and we love Japan. Of course, there are challenges. But, overall, the process has been very successful. We’re looking forward to growing the business dramatically, in the coming years.” ♦

<https://yaskawa.co.il>

YASKAWA

Beyond the visible: Claroty safeguards and secures cyber-physical environments

Almost every society around the world relies heavily on digital connectivity and the technologies that enable this, so much so that we now have the Extended Internet of Things (XIoT), a vast network of cyber-physical systems across industrial, health care and commercial environments.

Governments, industries and businesses across the globe have come to depend on the XIoT — from operational technology and industrial control systems to the internet of medical things and building management systems — to control external mechanisms for their operations. But how do they safeguard these somewhat more intangible assets from threats and attacks?



Yaniv Vardi, CEO of Claroty

Claroty is on a mission to secure the cyber-physical systems of connected organizations. Headquartered in New York, the company’s cyber-physical systems protection platform robustly protects its clients from external cyber attacks by hackers who typically demand a ransom to restore the hacked systems.

“We have a vision of a future where every asset within the four walls of an organization can safely connect to support our lives — think about utilities like water and energy companies, food and beverage companies, health care and the like. All these companies that support our lives rely on connectivity; hence, they need protection for

their cyber-physical systems,” shared Yaniv Vardi, Claroty’s CEO.

Claroty, in effect, is in the business of safeguarding and securing not only the digital assets and legacies of its clients, but also the physical assets that comprise the XIoT — and the lives that ultimately rely on these. The multi-awarded company has been in the industry since 2015, empowering industrial, healthcare, and commercial organizations to secure all cyber-physical systems in their environments.

“We serve countries, worldwide, including Japan, which, because of its level of industrialization, could greatly benefit from our services,” Vardi noted.

To date, Japanese multinationals SoftBank Group Corp. and Nippon Telegraph and Telephone Corp. have partnered with Claroty — partnerships that have bolstered further expansion, especially in the health care sector and overall operations.

“You can’t protect what you don’t see. And that’s the biggest challenge. We help companies identify their assets, as well as their vulnerabilities, and then we provide the necessary action to mitigate the risks,” Vardi concluded. ♦

<https://claroty.com>

CLAROTY