



# Japan-Israel SUCCESS with Startups

～イスラエルのスタートアップ・エコシステムを知るための1週間～  
- A week to learn Israeli Startup Ecosystem -

主 催：(一財)国際経済連携推進センター

共 催：イスラエル外務省

後 援：経済産業省

駐日イスラエル大使館

日本貿易振興機構(ジェトロ)

協 力：早稲田大学イノベーション・ファイナンス国際研究所  
WASEDA-EDGE人材育成プログラム

2021.2.21 (Sun) - 2.25 (Thu) 18:00 ～ 20:45

# Program

	18:00~19:15		19:30~20:45
2/21 (Sun)	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>・(一財)国際経済連携推進センター</li> <li>・イスラエル外務省</li> </ul>	15 min. Break	<b>Israeli Innovative Ecosystem - operational principles, uniqueness</b> <ul style="list-style-type: none"> <li>・Martin Duifhuizen, Senior Manager, Ernst&amp;Young Israel</li> </ul>
	<b>The Israeli Innovation Eco-System</b> <ul style="list-style-type: none"> <li>・Itay Falb, Partner, KPMG Israel</li> </ul>		<b>Innovation Authority of Israel</b> <ul style="list-style-type: none"> <li>・Avi Luvton, Director of International Collaborations Division Israel Innovation Authority</li> </ul>
	<b>Israeli Eco-System Overview - What is the advantage of Israel?</b> <ul style="list-style-type: none"> <li>・佐野 智哉 丸紅株式会社 テルアビブ出張所長 (日本語)</li> <li>・Zeev Weiss, Adv. Chairman, Israel Japan Chamber of Commerce and Friendship Society</li> </ul>		
2/22 (Mon)	<b>Differences between Japanese and Israeli Legal Systems</b> <ul style="list-style-type: none"> <li>・田中真人 弁護士 (TMI総合法律事務所) (日本語)</li> </ul>	15 min. Break	<b>Startups Round Table</b> <b>モデレーター： 樋原伸彦</b>
	<b>Legal Framework of Operating a Foreign Business in Israel</b> <ul style="list-style-type: none"> <li>・Gilad Majerowicz Partner, Herzog Fox &amp; Neeman</li> </ul>		<ul style="list-style-type: none"> <li>・CropX by Matan Rahav (アグリテック)</li> <li>・Outernets by Omer Golan (AI、マーケティング)</li> <li>・Highpper Food Robotics Udi Shamai (無人ファストフード)</li> <li>・RobotAI by Uri Dubin (AI、3Dビジョン)</li> </ul>
2/23 (Tue)	<b>Case studies of Israeli Innovation hubs</b>	15 min. Break	<b>Interim Discussion</b> モデレーター： 樋原伸彦 (日本語)
	<b>1. Promoting Open Innovation in traditional manufacturing</b> <ul style="list-style-type: none"> <li>・Agmon David Porat <b>Let-Lab:</b> Industry 4.0 Innovation Lab, CEO (イノベーションラボ)</li> </ul>		
	<b>2. Building Innovation eco-system based on GVI concept and Global network</b> <ul style="list-style-type: none"> <li>・Kobi (Jacob) Kalderon, Founder &amp; CEO</li> <li>・Gabriel Hayon, Innovation Ambassador, GVI – Gold Venture Investment (投資会社インキュベーター)</li> </ul>		
	<b>3. Innovation Centers -from vision to reality</b> <ul style="list-style-type: none"> <li>・Uzy Zwebner (先端技術パーク企画・運営) Basecamp, Founder &amp; CEO, Co-founder of High - Tech park</li> </ul>		
2/24 (Wed)	<b>The role of VC for startups in Israel</b>	15 min. Break	<b>The role of Academia in Israeli startup ecosystem, a successful School for Innovation, Entrepreneurship, and an incubator</b>
	<ul style="list-style-type: none"> <li>・Denes Ban, OurCrowd, Managing Partner Asia</li> <li>・David Heller, Vertex Ventures, General Partner</li> </ul>		<ul style="list-style-type: none"> <li>・Elad Shamir Kinneret Innovation Center/Kinneret Academic College, CEO</li> <li>・Ethy Levi Kinneret Innovation Center/Kinneret Academic College</li> </ul>
2/25 (Thu)	<b>Industrial Innovation - Japanese-Israeli cooperation in action - sharing experience of Japanese companies operating in Israel</b>	15 min. Break	<b>Wrap-up Discussion</b> モデレーター： 樋原伸彦 (日本語)
	<ul style="list-style-type: none"> <li>・Arik Dan CEO, Yasukawa Europe Technology</li> </ul>		
	<ul style="list-style-type: none"> <li>・Geva Yanay 丸紅株式会社 イスラエル出張所 Head of Business Development Marubeni Israel (テクノロジースカウト)</li> <li>・Ira Prigat, CEO &amp; President, Network in Motion</li> </ul>		

# Outline

2/21(Sun) – 25(Thu) 18:00~20:45



## Opening Remarks



小島明  
一般財団法人 国際経済連携推進センター 理事長  
Akira Kojima  
President, Center for International Economic  
Collaboration (CFIEC)  
<https://www.cfiec.jp/>



ヤッファ・ベンアリ  
駐日イスラエル大使  
Yaffa Ben-Ari  
Ambassador, Embassy of Israel in Japan  
[www.israel-japan.org](http://www.israel-japan.org)

## Moderators



樋原伸彦  
早稲田大学イノベーション・ファイナンス国際研究  
所 所長  
Prof. Nobuhiko Hibara  
Director, Center for Finance and Innovation  
<https://cfi-wbs.com/>

1988年東京大学教養学部教養学科(国際関係論)卒業、東京銀行(現・三菱UFJ銀行)入行。  
世界銀行コンサルタント、通商産業省通商産業研究所(現・経済産業省経済産業研究所)客員研究員、米コロンビア大学ビジネススクール日本経済経営研究所助手、カナダ・サスカチュワン大学ビジネススクール助教授、立命館大学経営学部准教授を経て、2011年から現職。米コロンビア大学大学院でPh.D.(経済学)を取得。専門はファイナンス全般、特にベンチャーキャピタル、イノベーションのためのファイナンスなど。



Michael Lotem  
Director, Economic Department, Asia, CIS,  
Israel Ministry of Foreign Affairs  
<https://mfa.gov.il/>  
Development of economic and trade relations with countries in these regions through different tools, such as: Bilateral agreement, connecting companies, market research, opening new areas of activities

# Japan-Israel SUCCESS with Startups

# Day 1 Session 1

2/21(Sun) 18:00~19:15



## The Israeli Innovation Eco-System and Japanese Activity in Israel

### Itay Falb

Partner, KPMG Israel

Co-Head of the Japanese Practice, Head of Tax Technology, International Tax and Grant & Incentives

<https://home.kpmg/il/en/>

Since its establishment in 2018, Itay functions as the co-head of the Japanese practice at KPMG Israel. This particular practice provides Japanese partners with a personal consultant and contact person for all stages of their operations in Israel. Itay accompanies them from the stage of scouting potential opportunities in Israel to structuring operations and audit, while reaching and supporting each area of their needs, keeping in mind their specific needs and concerns, for all matters in Israel.

Itay is a Tax Technology Partner and the Head of the Grants & Incentives Department. Before joining KPMG, Itay worked in the tax department of Gornitzky & Co, one of Israel's leading law firms.

Itay has extensive experience advising global companies on tax matters, including M&A, financing group structure, R&D, IP and international tax matters to both multi-national Israeli and foreign clients, providing in-depth planning and insight to meet today's cross-border challenges. Itay's experience enables him to provide quality service to start-up, growth stage, and mature clients alike, as they navigate their markets worldwide. Itay's client portfolio includes global technology MNEs, with local projects covering the ongoing tax topics arising from the digital economy.

## Israeli Eco-System Overview - What is the advantage of Israel?



佐野 智哉 丸紅株式会社 テルアビブ出張所長  
Tosiya Sano

General Manager, Marubeni Tel Aviv Office

<https://www.marubeni.com/jp/>

1986年、丸紅株式会社入社。2018年より、テルアビブ出張所所長。



Zeev Weiss

Chairman of Israel Japan Chamber of Commerce and Friendship Society

[www.israel-japan.org](http://www.israel-japan.org)

Zeev is the founder and head of Weiss, Porat & Co., an Israeli / international law firm with offices in Tel Aviv, Tokyo, Paris, Brussels, Australia and other locations. Zeev has unique experience in Israel in working with Japan in the last 25 years and contributed to strengthening the ties and the business relationship between Israel and Japan. Zeev visits Japan regularly and is familiar with its business environment, its culture and its history. Zeev served as legal advisor to the Government of Japan and to many Japanese companies in their activity and investments in Israel. Zeev holds an M.A. in Buddhism and East Asia culture and religion.

# Japan-Israel SUCCESS with Startups

# Day 1 Session 2

2/21(Sun) 19:30~20:45



## Israeli Innovative Ecosystem - operational principles, uniqueness



**Martin Duifhuizen**  
Senior Manager, EY Israel  
<https://www.ey.co.il/>

Martin leads EY Israel's Corporate Innovation team connecting Israeli and non-Israeli corporate clients to innovation in Israel and beyond. He has over 15 years of experience in innovation consulting across a wide-array of industries. Martin's work includes the establishment of technology incubators, accelerators, CVCs and other corporate innovation vehicles. Martin and this team facilitate large scale collaborations such as innovation consortium but also support collaborations between start-ups and corporates.

## Israel Innovation Authority



**Avi Luvton**  
Director of International Collaborations  
Division, Israel Innovation Authority

<https://innovationisrael.org.il/en>

Avi Luvton oversees collaboration programs of the Innovation Authority with other countries and for developing the Authority's policy for advancing bilateral cooperation between Israeli R&D companies and foreign companies.

Avi is responsible for cultivating strategic relationships with dozens of governmental partners and innovation agencies, resulting in over 15 cooperation agreements with Israel. In addition to building the strategy for cooperation in industrial and innovative R&D with other countries, Avi also leads a variety of other activities to locate foreign partners for small and mid-size Israeli technological companies looking to collaborate and attract investments.

# Day 2 Session 1

2/22(Mon) 18:00~19:15



The legal framework of operating a foreign business in Israel



**Gilad Majerowicz**  
Partner, Herzog Fox & Neeman

<https://herzoglaw.co.il/en/>

Gilad Majerowicz is a senior partner in the Commercial Department of Herzog Fox & Neeman and head of the firm's Japan Practice.

Herzog, Fox & Neeman is the largest law firm in Israel. Gilad's practice focuses mainly on cross-border transactions involving complex technology and related commercial matters across a broad range of industries, including software, IT, Internet, cybersecurity, life science, automotive, and fintech. Gilad regularly advises Japanese corporations and funds on M&A and investment transactions with Israeli companies, the establishment of innovation centers and other local offices in Israel, strategic collaboration agreements, distribution arrangements, feasibility studies, and other legal matters related to Israeli law and business activity with Israeli companies. Gilad regularly devotes significant time and resources to creating bridges between Japanese and Israeli companies.

He frequently travels to Japan to lecture on business and legal aspects of doing business in Israel in seminars, business forums, and conferences. Prior to joining Herzog, Fox & Neeman, Gilad had worked for several years in New York in the Technology Transactions Group of a leading international law firm and as an in-house counsel for a U.S. telecommunication company.



## Differences between Japanese and Israeli Legal Systems (日本語)



田中真人 弁護士 (TMI総合法律事務所)  
**Masato Tanaka**

Associate (Attorney), TMI Associates

<https://www.tmi.gr.jp/>

TMI総合法律事務所所属。2018年から2020年6月まで、イスラエル最大の法律事務所Herzog Fox & Neemanに出向。主に日本企業のイスラエルへの事業展開、投資等をサポートする。弁護士としてイスラエルと日本の架け橋となることを目指す。イスラエル法務、ベンチャー支援、投資、M&A、紛争、労務。

登録・所属

東京弁護士会 (2011) / ニューヨーク州 (2020) / カリフォルニア州 (2020) / イスラエル外国弁護士 (2020)

# Japan-Israel SUCCESS with Startups

# Day 2 Session 2

2/22(Mon) 19:30~20:45



## Startups Round Table



**Co-Chair:**  
**Yuliya Rachinsky-Spivakov**  
**Deputy Director, Economic Affairs with Asia and Eurasia countries, Ministry of Foreign Affairs of Israel**



**Dr. Uri Dubin**  
**RobotAI**  
<https://www.robotai.info>

Dr. Uri Dubin - more than 20 years working in Computer Vision Worked in Israeli Defense industry and several startup companies. CTO at TytoCare startup, that raised \$105M. Holds M.Sc in Electrical Engineering, Ph.D. in Neuroscience from the Technion Univ.



**Matan Rahav**  
**Director of Business Development, CropX**  
<https://www.cropx.com>

Matan joined CropX in 2018 as the Director of Business Development.  
Prior to joining CropX, Matan worked for the Israel Innovation Authority (the governmental funding agency for R&D) where he had provided consultancy services to the Israeli innovation ecosystem.  
Before that, Matan spent several years researching the effect of treated wastewater irrigation on soil properties.



**Omer Golan**  
**Outernet**  
<http://outernets.co>

Omer is a 3x entrepreneur and a media artist with a deep passion for innovation, interdisciplinary, data and technology.

Outernets solves offline customer engagement and analytics challenges by merging online & offline retail environments, taking the best aspects from each space to create a much more complete and satisfying, measurable, and agile customer experience, also known as Phygital.

Our AI platform that can provide an immersive experience on any display, in a way that any physical space can:

- provide conversational, contact-free engagement and targeted communications to passing traffic, and,
- produce actionable real-time customer behavioral data through computer vision and machine learning



**Udi Shamai**  
**Co-Founder & CEO, Highpper Food Robotic**  
<https://highpper.com/>

30 years in fast-food retail chain management. Owner of Pizza Hut Israel; founder of and investor in various system startups in the retail zone.

Highpper is an innovative company committed to reinventing the fastfood industry by introducing a fully autonomous self-contained robotic store-factory hybrid capable of providing fresh, flavorful, healthy, and safe fast food that meets the demands of both the industry and the consumer.



# Japan-Israel SUCCESS with Startups

# Day 3 Session 1

2/23(Tue) 18:00~19:15



## Case studies of Israeli Innovation hubs



**Agmon David Porat**

**CEO, Let-Lab: Industry 4.0 Innovation Lab**

<https://www.let-lab.com/>

Over 18 years' experience in diverse roles at global hi-tech companies turning ideas into reality with creative development and bringing innovation and entrepreneurial leadership to traditional industries. Agmon is leading the corporate open innovation strategy responsible for leap-frog product offerings and factory processes using innovation. Founded Israel's top industry4.0 innovation lab and incubator. Experience in building an industry4.0 Eco-system, identifying, and evaluating startups/investment/collaboration opportunities.



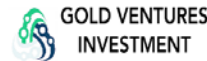
**Uzy Zwebner**

**Founder & CEO, Basecamp**

**Co-founder of High - Tech park Beer-Sheva, Israel**

<https://www.baseca.mp/>

Mr. Zwebner is part of the founding group and private shareholder at the Private Public Partnership initiative of developing the Advanced Technologies Park in Beer Sheva, Israel. His recent initiative is the Innovation BaseCamp, a unique kind of business-oriented platform in cooperation with the academy, located in the heart of the park. BaseCamp is an active entrepreneurship platform, constantly scouting for high potential in academic breakthrough research, mainly focused in HLS, IoT, AI, robotics, cyber fields, automotive technologies, and AR and VR, and it works to develop them into startups and business companies.



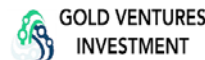
**Kobi (Jacob) Kalderon**

**Founder & CEO, GVI - Gold Venture Investment**

[www.goldventuresinvestment.com](http://www.goldventuresinvestment.com)

Owner and CEO of company that operating incubator global accelerators and investment banking. Former officer in the Israeli intelligences and ICT forces of the IDF (Retired from the IDF Lieutenant Colonel). Managing partner of Global accelerator in DACH region that focuses in life science and digital health I2A. A serial entrepreneur in the high-tech industry for the past 17years. Long time Israeli Hi Tech with many years of experience in supporting young startups, fund raising, venture capital and total management (turnkey solutions) to young as well as mature tech companies in Israel and abroad.

Head of the startup and entrepreneurship department in Israel Chamber information Technology.



**Gabriel Hayon**

**Innovation Ambassador,  
GVI - Gold Venture Investment**

[www.goldventuresinvestment.com](http://www.goldventuresinvestment.com)

Leading Global Tech Entities. International Sales Guru, Business Facilitator, International Speaker, M.C. 25 years' experience in international sales and business development in variety of industries, territories and business models.

# Japan-Israel SUCCESS with Startups



# Day 3 Session 2

2/23(Tue) 19:30~20:45

Interim Discussion (日本語)



# Day 5 Session 2

2/25(Thu) 19:30~20:45

Wrap-up Discussion (日本語)



モデレーター: 樋原伸彦  
早稲田大学イノベーション・ファイナンス国際研究所  
所長

Prof. Nobuhiko Hibara  
Director, Center for Finance and Innovation

<https://cfi-wbs.com/>

- \* こちらの2セッションは、ZOOM Meetingを使用して、インタラクティブ形式で日本語にて行います。当日Session 1の最後にMeetingにご参加いただくURLをお知らせします。

Japan-Israel SUCCESS with Startups

# Day 4 Session 1

2/24(Wed) 18:00~19:15



## The role of VCs for startups in Israel



**Denes Ban**  
Managing Partner Asia, OurCrowd  
<https://www.ourcrowd.com/>

Denes Ban is a Managing Partner of OurCrowd, one of Israel's largest venture capital funds and one of the world's leading wealth management platforms. According to Bloomberg Business week "OurCrowd is hands down the most successful equity-crowdfunding platform in the world".

As a serial entrepreneur turned serial investor Denes has founded a number of start-ups in the past decade, including co-founding and selling an HR company, and co-founding PocketGuide, a TechCrunch winner and one of the world's leading travel apps with millions of users.

His investments and exits include: Lemonade (NYSE: LMND), Beyond Meat (Nasdaq: BYND), Uber (NYSE: UBER), Rewalk (Nasdaq: RWLK), Corephotonics (acquired by Samsung), Briefcam (acquired by Canon), Replay (acquired by Intel), Crosswise (acquired by Oracle), Cimagine (acquired by Snap) and many more.

Denes served for seven years as a diplomat on the Swedish Trade Mission in Europe, leading their management consulting division, where he directed international corporate strategy for companies such as Ericsson, Electrolux, Volvo, Saab, Gripen, and H&M.



**David Heller**  
General Partner, Vertex

<https://www.vertexventures.co.il/>

David Heller has been active in Japan-Israel high-tech investments and businesses since 1990 and has been managing venture capital and private equity investments in Israeli high-tech companies since 1996.

In 1996, David co-founded Israel International Fund, which was the 1st Israeli VC fund for investments in Israeli high-tech companies which managed capital of Japanese investors.

In 1997, following the merger of IIF with Vertex Ventures Israel - one of Israel's largest and longest-standing VC firms - David became a General Partner and a member of the Board of Directors & Investment Committee of Vertex, and is in charge also for the relationship with the firm's Japanese investors (among Israeli VC firms, Vertex Ventures Israel manages the largest amount of capital from Japan and has the largest number of Japanese investors, including Japanese financial institutions and business corporations).

For 25 years from 1996, in addition to managing investments, David has initiated and facilitated numerous direct investment and business transactions between Japanese investors of the above funds and Israeli high-tech companies.



# Japan-Israel SUCCESS with Startups

# Day 4 Session 2 2/24(Wed) 19:30~20:45



## The role of Academia in Israeli startup ecosystem



In the Kinneret Innovation Center, we leveraged 120 years of Israel's advanced agriculture knowledge and know-how in a unique, amazing natural environment.

Our founders are Zemach Industries and Kinneret Academic College.

- Zemach Industries is one of the largest agribusiness cooperatives in Israel, managing more than 1/4 of a million dunams with the full value chain, from farm to fork, in vegetation and in livestock.
- Kinneret Academic College is a national leader in energy, water engineering, nanotechnologies, and agrotech. With advanced labs, hundreds of researchers, I.P.'s, and of course, a vibrant, talented student community.

With these powerful founders we have created the full value chain for innovation: innovation academy - incubator & accelerator - R&D center - a designated investment fund.

Today we grow and nurture a portfolio of over 30 startups that shapes a better tomorrow.

<https://www.kinneret.ac.il/en/kinneret-innovation-center-kic/>



**Elad Shamir**

**CEO, Kinneret Innovation Center/Kinneret Academic College**

Elad Shamir earned a BSc in biology, B.A in international relations, MBA in business. Over the past decade, Elad has become an entrepreneur and has served as a CEO in commercial, social, and public spheres. Including owner and CEO of a tourism company in Argentina, CEO of a commercial company in TLV, Director & Founder of national programs for integrating youth at risk and youth with disabilities, an Entrepreneur & Senior manager of the national services for Arab society in Israel (in charge of 6,000 volunteers at more than a 120 municipalities) and as CEO of a regional municipality. He is a CEO mentor and angel investor, aspires to make "impossible missions" possible and creating changes on a large scale.



**Ethy Levi**

**Kinneret Innovation Center/Kinneret Academic College**

Over 20 years experience in international trade and investments. Co-Founder of the Bridge Hub, Agrifood Innovation Hub based in Australia and Israel. Passionate Founder of Impact Innovation Israel. Former Senior Economic Advisor to the President of Israel.

Advisor to MNCs, governments and startups. Fund Manager of Kinneret Impact Ventures a newly established Impact Fund investing in early stage startups in Agtech, Water and Sustainability. Devoted Mother, Basketball Player and MTB rider.

# Day 5 Session 1

2/25(Thu) 18:00~19:15



## Industrial Innovation - Japanese-Israeli cooperation in action



**YASKAWA**

**Arik Dan**  
President and CEO , Yaskawa Europe Technology  
<https://yaskawa.co.il/>

Arik Dan is President and CEO of Yaskawa Europe Technology Ltd in Israel and board director at Rewalk Robotics Ltd (RWLK).

DAN joined Yaskawa in 2001 serving initially as VP Sales and Marketing. He became President and CEO in 2005.

Aerospace Engineer in Education and background DAN earned profound experience knowledge and understanding of the Japanese business and culture during the 90's studying in Japan and serving as a Diplomat- Political Information and economics counselor at the Israeli Embassy in Tokyo, Japan. Early in his career He worked as a development Engineer at the Israel Aircraft Industries developing the LAVI fighter during the 80's and served as a marketing and sales executive in several hightech companies in the semiconductors, Medical imaging and Robotics areas.

Fluent in Japanese, DAN is President and CEO of Yaskawa Europe Technology, Board director at Rewalk Robotics Ltd., director and one of the founders of the Israel Robotics association and director of Israel-Japan Chamber of Commerce.



**Ira Prigat**  
CEO & President  
Network in Motion Ltd.

<https://www.network-in-motion.com/>

Ira Prigat is a Med-Tech entrepreneur and visionary who is passionate about creating business opportunities for innovative medical technological firms and strategic partners in Japan and China.

Ira is the Founder and President of Network in Motion Ltd., a business consulting firm specializes in creating business opportunities for Israeli MedTech companies in Japan & China. Ira also serves as an executive, consultant and representative in various technological firms in both Israel and Japan.



**Network In Motion**



**Geva Yanay**  
Head of Business Development,  
Marubeni Tel Aviv Office

For the past 21 years I have been involved in an array of diverse cross-border / cross-cultural activities and business initiatives between Japan and Israel. Since 2011, my focus has been on working with both Israeli startups and some of Japan's largest enterprises to use new technologies, develop new markets, and promote innovation.

# Japan-Israel SUCCESS with Startups