

FREE



# 4th KBIC GLOBAL WEBINAR

ONLINE

Date & Time  
8th  
Dec 2021  
9:00 - 10:30 IST

~ Enhance the Competitiveness through Collaboration with Israel, the Silicon Valley of the Middle East ~

Why so many promising startups emerge in Israel? Learn the secrets of fostering entrepreneurship and creating innovation from successful cases of collaboration with Israel, one of the world's leading start-up countries!

## Programs

\*Japanese/English (Simultaneous Translation)

9:00~9:05 Opening Remarks

Tadaaki Hanatani

Acting Director, Foundation for Biomedical Research and Innovation at Kobe

9:05~9:35 Keynote Speech

『Israel Medical Innovation Ecosystem』

Tamar Raz, Ph.D.

CEO, Hadasit Medical Research Services and Development Ltd.

9:35~9:40 Break

9:40~10:20 Panel Discussion

10:20~10:25 Q & A

10:25~10:30 Closing Remarks

Takahiro Nakanishi

Executive Coordinator, Foundation for Biomedical Research and Innovation at Kobe

Organizer : Foundation for Biomedical Research and Innovation at Kobe

Co organizer : City of Kobe

Support : Embassy of Israel in Japan Economic and Trade Mission, Network in Motion Ltd.,  
Life Science Innovation Network Japan (Link J)  
The Foundation for International Trade and Industrial Co-operation (ITIC)



## Panel Discussion

『Israel's Ecosystem and Business Opportunities for Japanese companies』

### Moderator



Ira Prigat

President & CEO, Network in Motion Ltd.

### Panelists



Tamar Raz, Ph.D.

CEO, Hadasit Medical Research Services and Development Ltd.



Daniel Kolbar

Minister, Head of Economic & Trade Mission Embassy of Israel in Japan



Michiyasu Higuchi

Director of Marketing, Philips Japan, Ltd.

REGISTER NOW (Deadline : Dec 3<sup>rd</sup>)

<https://4thkbicglobalwebinar.eventbrite.com/>





**Tamar Raz, Ph.D.**

CEO, Hadasit Medical Research Services and Development Ltd.

Prior to joining Hadasit, Tamar served as VP Marketing and Strategy at Ramot, the Technology Transfer Company of Tel Aviv University, and was responsible for the company strategic alliances, marketing activities and commercialization.

Tamar managed the establishment and served as CEO of Allergene, an Israeli start-up company that was founded as an incubator project.

Tamar's PhD and MSc were earned in Cell Biology from Tel Aviv University School of Medicine. Expertise include; commercialization of medical technologies from the academic/ laboratory bench to the industry in order to turn ideas into viable products and services; establishment and management of corporate and academic relationships, pre-clinical development operations; raising funds including investment of venture capital, corporate collaborations, contractual research relationships and government grants.



**Ira Prigat**

President & CEO, Network in Motion Ltd.

Ira Prigat is a Med-Tech entrepreneur, a visionary and an expert for Japan's business world. Ira is the Founder and President of Network in Motion Ltd., a business consulting firm specializes in creating business opportunities for Israeli tech-companies in Japan. Ira is a board member of the Israel-Japan Chamber of commerce. He serves as an executive, consultant and representative in various technological firms in both Israel and Japan, such as Itamar Medical Ltd., (NASDAQ: ITMR), where he serves as the President for Japan & China, since 2014. Prior to that Ira was the President and CEO of Light Instruments Ltd. From 2010 – 2014, a global leader in dental & aesthetic laser technologies (a subsidiary of Syneron Medical (NASDAQ: ELOS). Ira is an invited speaker and a panelist in various international conferences, such as NEDO, ITAC, US-Japan Med-Tech Innovation Forum in Japan, Med-in-Israel, Israel Ministry of Defense & Foreign Affairs. Ira has over 50 related appearances & interviews in global media. Ira holds a BA in Japanese Studies from the East Asia Faculty and Social Sciences of the Hebrew University in Jerusalem. He is a Tokyo University research alumnus in the faculty of Social Science and a graduate of the JMEC business administration program in Japan.



**Daniel Kolbar**

Minister, Head of Economic & Trade Mission  
Embassy of Israel in Japan

Daniel Kolbar serves as Minister for Economic Affairs at the Embassy of Israel to Japan as of October 2020. Based in Tokyo and Osaka, Israel's Economic and Trade Mission to Japan is building commercial partnerships, creating business opportunities for Israeli companies, promoting inward investment, scouting Israeli technology for Japanese corporations and fostering bilateral governmental cooperation in matters related to trade and investment promotion, innovation and trade policy.

Before moving to Japan, Daniel was Head of Bilateral Trade Agreements at the Foreign Trade Administration. During this period, Daniel was in charge of Israel's trade relations with the European Union, Latin America, Eurasia and EFTA, leading the Free Trade negotiations with the Eurasian Economic Union and Guatemala. In 2013, Daniel founded Israel's Economic and Trade Mission in Rio de Janeiro, and served as Consul for Economic Affairs in Brazil until December 2017. Between 2010 and 2013 Daniel covered trade policy affairs and coordinated the Free Trade negotiations with India and Colombia. Prior to his diplomatic career, Daniel spent eight years in Hospitality Management in Switzerland, Australia, Thailand and Spain.

Born and raised in Tel-Aviv, Daniel is fluent in six languages and holds a BSc. in International Hospitality Management from EHL, Switzerland; MA in Diplomacy Studies from Tel-Aviv University and a Masters in Legal Studies (for non-jurists) from Bar-Ilan University.



**Michiyasu Higuchi**

Director of Marketing, Philips Japan, Ltd.

Michiyasu Higuchi is the Director of Marketing at Philips Japan, Ltd. and responsible for strategy, partnership, and marketing. Before joining Philips also, he has spent most of his career in pharmaceutical and medical device industries. Scope of his experience is wide from M&A, turn-around and divestment to licensing-in/out, etc. by taking the position of General Manager of Business Strategy & Planning Division at a Japanese company, Chief Alliance Officer at American companies and a Director of the Board of a European company, etc.

Currently on-going business with an Israeli company is a good example of win-win collaboration to drive a business of Philips. "Under great upheaval in healthcare industry these days in terms of technology, business model and globalization, nobody can achieve strong growth alone and strategic partnership is much more important than ever". It is his current thought base on his long-standing experience.