



ISUCON, your direct channel to the German market

ISUCON's mission is to help Israeli manufacturers keen to expand to the German Market. ISUCON was set up nearly five years ago by Michael Theis and Michael Schmidt, two businessmen with a background in top-level banking and industry, who have been working with Israel for nearly a decade. The best way to understand ISUCON's corporate management services is by looking at an example:

One widespread problem in fruit juice production is that following pasteurisation, the juice is normally too hot for conventional plastic bottles, entailing time-consuming cooling. LOG Plastic Products from Ashdot-Ya'acov responded by developing polyethylene bottles using hot fill technology. These can be immediately filled with liquids up to 88°C.

CEO Yoni Schanin knew demand would be high for LOG products in Europe - but where to start?

With over 400 fruit juice producers and an annual consumption of 40 litres per head, the German Market seemed ideal. On paper, LOG was well prepared. It had done the necessary market research. It had a unique high-quality product and strong-minded management, and was willing to invest. But it's not easy for outsiders to negotiate their way through Germany. What Yoni Schanin needed was a

knowledgeable guide, one who knew Germany inside out. Enter ISUCON. In next to no time, ISUCON had pinpointed a suitable site, put together the best financial package taking full advantage of public subsidies, and helped out with recruitment.



HOTTEC™ products

With ISUCON's outstanding political and business ties in Germany and Israel, it came as no surprise that Thuringia's Minister of Economic Affairs, Jürgen Reinholz, opened LOG's German production plant, along with Ms Stel Pinhasov Beck, First Secretary of Economic Affairs at the Israeli Embassy in Berlin. Yoni Schanin was delighted: "ISUCON is far more than just a consultant! ISUCON gave us extensive hands-on support and has

proved an invaluable partner."

ISUCON is a member of the Israeli-German Chamber of Industry and Commerce.

Michael Theis is also on the board of the German-Israeli Business Association, the vice president of which is Mikki Federmann. It's perhaps no surprise that ISUCON provides the offices of the association's branch in central Germany. ISUCON also organises regular missions to Israel by business and political delegations. So, please don't wait. Contact ISUCON. Tell us what you need to promote your business in the German market.

ISUCON GmbH

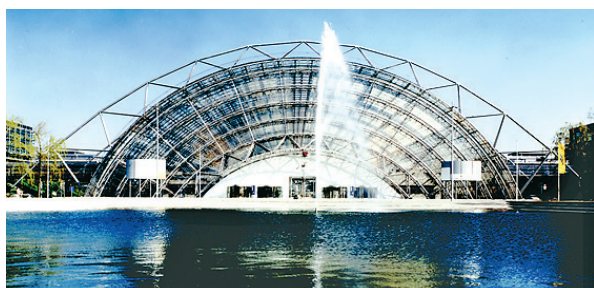
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Leipzig is one of the oldest trade fair cities in the world, and has maintained its importance as a European trade centre over the centuries. In the second half of the 19th century, a new ordinance decreed the legal emancipation of Jews in Saxony, and Leipzig became a popular business centre among Jewish traders. In addition to local business, the city's trade fair, Leipziger Messe, also attracted countless Jewish pelt and fur traders from Poland and Russia. To this day, Leipziger Messe GmbH is an economic hot spot. "More Market" is the

Leipzig in Facts and Figures:

First citation: 1015 AD (as "Libzi")
Geographic location: 51°20' N, 12°23' E
Federal state: Saxony
Population: 510,500
Area: 297.6 km²
Industry: more than 35,000 businesses
Accommodation bookings/year: 1.9 million (2007)
Universities & colleges: 8
Students: 37,000
Libraries: 22
Monuments: 15,000
Museums: 40
Rivers: River Pleisse and 102 other rivers
Area covered by water: 1.4 km²
Bridges: 457
Parks and natural areas: 10 km²
Cycle paths: 557 km

Leipzig exhibition centre, trade shows made to measure

telling motto of the company, which in 2007 generated sales of 76 million euros. More than 12,500 national and international businesses presented their products and services at 31 public and trade-only exhibitions that year, and more than 1.5 million visitors attended the futuristic exhibition centre in the north of the city. For years, shows such as the "AMI - Auto Mobil International" and the "Leipzig Book Fair" have been drawing record exhibitor attendances, asserting their leading positions as international trade shows. This August, the GC - Games Convention once again attracted thousands of visitors and thousands of industry professionals to the long-established and renowned trade fair and congress centre.

The success story of the Games Convention is an excellent example of how Leipzig's foresight is keeping it one step ahead. Launched in 2002 in Leipzig, the event became the leading European trade show of the computer games industry.

With its great transport links and a competitive hotel industry, Leipzig has also become the location of choice for international conferences, a fact to which many international events bear witness, such as the OECD's annual International Transport Forum, which will be hosted at the Congress Center Leipzig (CCL) from 2008, or the 50th World Congress of the International Congress & Convention Association (ICCA) in 2011. Altogether, Leipzig hosts more than 100 conferences every year, where experts from all over Germany, Europe and the world discuss all kinds of specialist topics.

Hosting first-class congresses, Leipziger Messe GmbH also profits from its geographic location next to a transport hub and at the "gates" of Eastern Europe: "The extensive development of international business is, and always will be, the strategic focus on the development of Leipziger Messe", says the CEO Wolfgang Marzin. Consequently, Leipziger Messe International (LMI) last year hosted and co-hosted 29 events abroad. The company is aiming to generate some 40 percent of its sales from international business by 2014.

www.leipziger-messe.de

Leipzig, the city with no limits

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