



Planet Far East - A Bridge Between China to Israel

Profile



Planet Far East - was established to be a **Bridge between China to Israel**.

Planet Far East - is a leading company, Profession and Specialize in China Business activities. With more than 25 years of experience.

Our Vision is to be a **One Stop Shop** and to Supply all the Needs and Requirements for Israeli Companies, in China, as well as in other countries in the Far East and to Chinese Companies and entities in Israel.

Guanxi (关系), Being Connected, is our approach.

Our activity focus in supporting and assisting Israeli Businesses that are interested to develop or to increase their activities in China.

We have extensive experience of over 25 years in China: manufacturing, international trade (import from China), partnerships and more.

The main fields that we are dealing with and specialize in are:

1. Assisting Israeli innovation and Technology companies to reach the Chinese markets and to Chinese investors.

Range of activities includes:

- In the field of Agriculture.
- The medical field.
- In computers, such as: analyzing Big Data industry, encrypted communications, and cyber.
- Environment Protection, such as Renewable Energy, Purification Water, etc..
- Smart City.

2. Assisting Israeli traditional manufacturing companies, to penetrate to the Chinese markets and to sell in China.

Activities:

- Performing feasibility studies and market surveys.
- Opening local offices and representatives of Israeli companies in China.
- Finding local partners, such as distributors and others.
Connect between Israeli and Chinese entities.
- Finding and building a local manufacturing in China for Israeli companies.

From our experience, this utility can transform the prospects of any company to succeed in China. We are faced in many projects and initiatives stranded and often a slight change in the initial approach or work plan, with realistic expectations and willingness could become worth. We understand the culture in China, the differences and the gap between, East & West, and we have all the abilities and skills to close that Gap.



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Our Team

Betsalel Ohana

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Betsalel Ohana, have extensive experience of more than 20 years in the public sector: Head of Planning and Business Development department at the Settlement Division of the World Zionist Organization, Deputy Manager at Bank Ozar Hahayal, General manager of 2 Municipalities, Export manager of a security products manufacturer. Experience of more than 15 years in managing Large and Complicated Manufacturing, Logistics and Import Systems: Sourcing, Logistics, Forwarding and Shipping, advisory and consultancy. Voluntary mentoring in [Keren Shemesh](#).



Avi Huberma

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Avi Huberman, a Mentor for making business In China, with a large experience of more then 20 years of doing business & mutual cooperation with Chinese manufacturers and marketing in Israel and worldwide. Further to his large experience, Avi wrote the Book [Guanxi](#), is writing a [Blog](#), and writing in [LinkedIn](#), [Facebook](#) & [Themarker Cafe](#). Lectures in business forums. Voluntary mentoring in [Keren Shemesh](#). more about Avi here: www.Guanxi.co.il [Blog](#) [The Book](#) [LinkedIn](#) [Facebook](#) [Themarker Cafe](#) [Lectures](#)



Eytan Ezion

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Eytan Ezion, Water & Water Systems Technologies Expert. Eytan have extensive experience of many years and many countries, in the Agricultural Sector . since 2000, more than 20 Years of Training in courses of irrigation and water systems in China , in Research Institutions, Universities and in locations such as: Changsha-Hunan, Anhui, Guangzhou, Hefei, Shandong, Ningxia, Lanzhou-Gansu, Hubei, Jayjiang, Sichuan, Jiangxi, Heilongjiang, Xinjiang, Ganzu, Xinjiang, Lionning. Main Activities: Establishing, Management and Maintenance of Water and Irrigation Systems in Agricultural projects in order to make water Systems more efficient and to increase the Yield of the Fruits and Vegetables. Read more about **Eytan Ezion** [Here](#).



Yair Eshel

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Yair Eshel, Founder of Eshely - Projects & Design, with more than 30 years of experience in the military and aerospace industries, acquired vast knowledge in engineering planning, process development, patents and the manufacturing of interesting & special products, where unique materials and technologies are combined. **Eshely** was founded in 2005, engaged in the design, development and production of products, systems and means of production in the fields of metal, plastics and composite materials. The experience and know-how of the company accumulated over decades, enables it to handle projects in various fields, from idea, development to production. We also guide entrepreneurs and companies from initial concept to final model development. Read more about **Yair Eshel** [Here](#).

