

Israeru.jp, the very first Israel web magazine launched in Japan

Bringing you the most up to date information on lifestyle, business, technology, fashion and interviews with renowned influencers from a multifaceted and fascinating country Israel.

SivanS, Ltd. (Head office: 3F Tokyo Tatemono Aoyama Building, 3-3-5 Kitaoyama Minato-ku, Tokyo / President: Sivan Nakamura) announced that ISRAERU (israeru.jp) - the only web magazine specialized in Israeli lifestyle has launched on Tuesday, July 7th 2020.



▲ Pomegranates have been a symbol of life, the start of something new and bountifulness as with every seed a new creation is born. The seeds have symbolized the many faces of Israel and the abundance for all.

<About ISRAERU>

ISRAERU is a media content platform that showcases the many faces of a blended culture and passionate country. Creating original contents around key themes such as "lifestyle", "culture", "technology", "startup" and "business" that express insights about the heart of Israel, it's unique perspective and the diverse characteristics that have made a small country into a giant of global innovation. This platform will be the gateway for Israeli companies from a variety of businesses to introduce themselves to the Japanese market. As a hub ISRAERU gives the opportunity to communicate with the Japanese audience in their own language.



Sivan Nakamura the founder of SivanS Group and an Israeli herself said; "I've been involved in the advertising and marketing world for a long time, and it is my passion. It's always been a dream to take this passion and turn it towards something close to me. Israel is where I grew up and where my roots are, there is so much about this country to know and discover. Living in Japan for 20 years made me realize that I need to turn my dream into a reality and I'm excited

that ISRAERU is finally here. It is a place for people to meet and discover what an extraordinary place Israel is. From fashion, lifestyle, taste, business and technology I really want to share with the Japanese people a platform that I hope will expand dialog and curiosity about my small but fascinating country”.

Israel’s ambassador to Japan, H.E. Yaffa Ben-Ari, said; “I am extremely excited to see the launch of ISRAERU, an important platform that will further develop and strengthen the relationship between Israel and Japan. As I have mentioned on other occasions, Japan and Israel have had relations since 1952, which makes it the oldest diplomatic relationship Israel has in Asia. I feel especially proud of the developments in the last few years. Since 2014 Japan’s direct investment to Israel has grown over 5000%, and there is a renewed interest not only from the business but also from the private sector from both countries interested in exploring each other’s culture. ISRAERU is the first platform dedicated to expanding both the cultural and business initiatives and I am really looking forward to the collaborations that will come from this.”

<ISRAERU Services>

ISRAERU offers media solutions to those interested in the Japan market both who are currently active in Japan and those who are planning to enter the market. From B-C and B-B it offers a range of services focused on content marketing that will position companies products or services to engage with the right partners. These services include article tie-ups, interviews, interactive video articles, influencer tie-up articles, ad banners, paid and owned social media management, newsletters, E-commerce, as well as online webinars and live-streaming events. Additionally as a part of SivanS Group ISRAERU can take care of all marketing and creative strategy needs in Japan.



Contributing Writers:

Yuko Imazaike	Kuniko Cohen	Lihi Kimura
Sou Matsuzawa	Keiko Navon	Mizuki Koshide
Hiroki Kurita	Naomi Nakashima	

Media Partners:

nocamels	iGoogledIsrael
As Promised	CTech
Tel Aviv City Ladies	

For more information about ISRAERU including editorial and media services along with other inquiries please feel free to contact any of the representatives below.

For any inquiries in Japan please contact Sara Hamada:

s.hamada@sivans.jp

For inquiries in Israel please contact Rotem Kles or Ofek Pahima:

r.kles@sivans.jp

ofek@sivans.jp



[About SivanS Group]

Company Name: SivanS, Ltd
President: Sivan Nakamura
Head Office: 3F, Tokyo Tatemono Aoyama Building
3-3-5 Kitaoyama Minatoku, Tokyo 107-0061
Founded on July 7th, 2011

SivanS is a marketing and advertising agency providing online to offline custom-made solutions with passion, motivation and flexibility from our offices in Tokyo and Tel Aviv.

Service:

marketing, branding digital services [a to z], media buying, editorial content production, advertising, event planning & production (online/offline), sales promotion.

SivanS: sivans.jp Owned Media: ISRAERU (israeru.jp), SHOP ITALIA (www.shop-italia.jp)