

## PRESS RELEASE

### **Israel and China: From Silk Road to Innovation Highway**

Understanding Asia's relationship with the Jewish State, by Lionel Friedfeld and Philippe Metoudi.

*Fascinating book authored about the booming economic relationship between Israel and Asia*

**"An enlightening journey into the heart of the Israel–China relationship."**

*Song Yuanfang, Professor of Economics and Vice-Dean, People's University of China Graduate School*

**"A compelling demonstration of how free trade of goods and ideas enhances economic development in Israel and Asia."**

*Zvi Eckstein, Dean, Arison School of Business and Tiomkin School of Economics, IDC Herzliya; Former Deputy Governor, Bank of Israel*

**"A new perspective to understanding the complexity of relations between Israel and China."**

*Dan Catarivas, First Economic Counselor, Israeli Embassy Beijing; Director, Manufacturers' Association of Israel*

**"An indispensable reference."**

*Mike Chinoy, Senior Fellow, USC U.S. – China Institute; former CNN Beijing Bureau Chief and Senior Asia Correspondent*

**"A neat and tidy overview."**

*Jacques Berlinerblau, Professor and Director of Program for Jewish Civilization at Edmund A. Walsh School of Foreign Service, Georgetown University*

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In their well-documented book, Lionel Friedfeld and Philippe Metoudi show how the Israel and China relationship has evolved from the strong ties of the past, symbolized by the Silk Road, to a new strategic partnership in technology, which they call the Innovation Highway. It is based on Israel's expertise in science, technology and innovation and on China and Asia's global position as a centre of business.

The authors provide an overview of the historical connections between Israel, the Jewish people and the Asian continent. Based on the little known but fascinating historical role of Jews in Asia and the transformations following the establishment of the State of Israel in 1948, they take an in-depth look at Israel's current and growing involvement in the expanding economies of the region.

Landmark business transactions and economic factors have enabled Israel to appear on the roadmap of Asian investors and the book highlights the activity of some of the major Asian investors in Israel, predominantly from China, India, Singapore, South Korea, Japan and Taiwan.

Their book is an indispensable tool in understanding the great opportunities that continue to grow out of this special relationship.

LIONEL FRIEDFELD is the CEO of the Israel Asian Fund (IAF), a leading strategic venture capital firm. Lionel is an experienced investment banker and funds specialist (venture capital, private equity and hedge funds) with a strong international track record in Hong Kong, Singapore, France, and Israel. He has witnessed the boom in the high-tech and venture capital markets in Israel, where he has resided since 2006. Lionel is a Senior Financial Consultant of i24 News International TV.

PHILIPPE METOUDI is a Managing Partner at AlfaSec Advisors, a management consulting and advisory firm, and founder of Duotem Capital Limited, a Hong Kong-based family office. Philippe is an international banker with deep knowledge of China. His financial career spans from Geneva and New York to Hong Kong, where he has lived since 1989. He received a "Lifetime Achievement Award" from Global Custodian in 2011 in recognition of his contributions to the securities industry.

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**For further information: [www.israelandchina.com](http://www.israelandchina.com) or [marketing@israelandchina.com](mailto:marketing@israelandchina.com)**