



HIROSHI SASAOKA

BY NEIL SANDLER

Chairman of Sharp UK, before returning to Japan for his current position.

The market in Israel is between that of the Middle East and Europe, but the taste is definitely European. Israelis, however, prefer bigger American-size refrigerators, compared to European size, and of course, Israelis like the newest technology.

Japanese and Chinese companies are locked in international competition, although the Sharp Corp. LCD TV market in Israel has exceeded all expectations. Israel also has been selected by Sharp to be the first country in the world to launch the 4-door hybrid refrigerator. This model, has more free space and special cooling technology, and is able to freeze at a lower temperature.

The top 2 Sharp sellers in home appliances in Israel, in terms of quantity, are refrigerators and then micro-wave ovens. Televisions are the third biggest-

selling appliance. Refrigerators which have an active-plasma cluster ion purifier cabinet represent over 50% of the Sharp Corp. sales. An advanced 4-door model is being introduced now, and there is such demand that there is a waiting list for delivery.

Micro-wave ovens, of which Sharp is number one in the market, has a new water cooker model due out by year's end. The number three seller is the LCD TV, with such demand now that it is also in short supply, especially because of the World-Cup Championship to be telecast in high-definition.

SharpCorp. hopes to bring its share of LCD TV's in Israel up to at least 20% in the near future. Israel has very strict environmental laws, and Sharp is dedicated to cutting down on CO₂ emissions, encouraging its sales of solar panels, as well as other ecology-minded policies. Sharp is represented by Ralco Agencies Ltd. in Israel.

Hiroshi Sasaoka, a General Manager of Business & Sales Department, Sharp Corporation International Business Group, was honored recently at a reception at the Ga'ash Spa during a 4-day visit to Israel.

Guests included the Ambassadors of Japan, Angola, Cameroun, South Africa, Sweden, as well as the Latvian Ambassador's wife. Also attending was MK Uzi Landau.

Mr. Sasaoka began his career with Sharp Corp. after graduation in 1982, and this was his fifteenth visit to Israel. He had served with Sharp in Greece from 1990-96, and had visited Israel with his wife and son. Subsequent to his work in Greece he was Managing Director of Sharp in Singapore, then

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