



## **Hanan Friedman**

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Dear friends and partners,

This year has been difficult for all of us in different areas of business. The new modern world affected markets as well as personal lives. The changes brought us a new ideology, in which we have found a new reality. During this year we witnessed that technology is the key answer for making our lives easier and more productive. We confronted a new world with new boundaries that helped us to realize that technological development is the most relevant way to move forward during the lockdown.

The logistics industry was hit hard by overloaded tasks during the pandemic; the sector has become the important one, and was one of the first to understand how to find a solution and make fast decisions. Digitalization helped us to create a new domain of transportation systems. Nevertheless, the situation was complicated. However, we have found better and improved ways to use new platforms in order to create connectivity, of stakeholders, in the logistics chain in one ecosystem.

Our future now depends on connectivity that can respond to current environmental emergencies. This is the part of smart and sustainable mobility that connects port/airport and railway in one system to reach an effective and green path for business development. In this journal I would like to share with you some articles from our blog and news.

Have a Happy New Year! We wish you and your family a successful year, full of efficiency and sustainability. Keep yourself safe! I hope in the end we will be optimists like in the song of John Lennon "Imagine": "you may say I'm a dreamer, But I'm not the only one, I hope someday you will join us And the world will live as one".