

March 1, 2026

Operation "Lion's Roar"

Dear colleagues,

Yesterday morning, Israel and the US launched a military operation against the Iranian regime, aimed at eliminating the immediate threat posed by Iran both to Israel and to the free world. Following decades of terror sponsored and initiated by Iran as well public and explicit threats to annihilate the state of Israel, we had no choice but to defend ourselves and the world.

In response, Iran launched missiles towards Israel and other targets in the Gulf area. Even under fire, the Israeli economy is functioning. The banking system is fully operational, and the financial activities are continuing regularly. The sea ports are open for business and operate at full capacity.

It is Important for me to assure you that as in past security related challenges, the Israeli industry continues to demonstrate remarkable resilience. Factories from all sectors are maintaining operations, working regularly and supporting both domestic as well as global markets.

The Manufacturers' association of Israel is working closely with the different ministries and government agencies to maintain business continuity. As soon as the security situation permits, the aerial space will re-open and cargo flights will resume.

We continue to monitor the developments and will update as the situation evolves. Please feel free to contact us with any questions or concerns

The Israeli industry delivers, and we will do our utmost to do so even in face of this difficult challenge .

We thank you for your trust and continued support and look forward to future cooperation.

Sincerely,

Avraham (Novo) Novogrocki


President, Manufacturers' Association of Israel