

tear gas grenades,” as well as colour, infrared and thermal video cameras for night missions. These CAT robots, says InRob, are “ideally suited for a wide range of military, paramilitary, [and] law enforcement” operations. In 2007, InRob said the “Robotic MTL 257B platform will be marketed through Caterpillar’s network of distributors around the world.”

CAT also makes engines used by Israel’s Navy. In 2010, when Israel launched its deadly attack against the “Mavi Marmara” – the lead ship in a flotilla trying to bring aid to Gaza – Israel’s Navy used a commando boat powered by CAT engines. Israel’s Morena Rigid-Hull Inflatable Boat, made by US Marine Inc., uses CAT’s turbocharged 3126 diesel engines.

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Cellcom Israel

Canada Pension Plan 2011 Investment

\$3 million

This major telecom company is “the largest Israeli cellular operator.” The company is controlled by the Israel Discount Banks’ IDB Holding Corp. through the Discount Investment Corp. (DIC) which owns about 53% of Cellcom’s shares. (See DIC, p.25, and IDB in table “CPP Investments,” p.53.)

In 2009, Israel’s *Globes* business paper reported that Cellcom won “a Ministry of Defense tender to provide some landline telephony services for the IDF [Israel Defense Force].... Cellcom will provide 50-100 hookups to switchboards at IDF bases.”

Cellcom’s CEO, Amos Shapira, called “this tender a vote of confidence by the IDF in the capability and reliability of the company’s technology and services in general.”

This 2009 deal came one month after Cellcom broke Bezeq’s longstanding monopoly over phone contracts with Israel’s military. (See pp.11-12.)

That summer, on the fifth anniversary of the International Court of Justice declaration that Israel’s separation wall is illegal, Cellcom ran an ad campaign on Israeli TV depicting soldiers patrolling the wall. When a soccer ball came over the wall, dozens of machine-gun toting Israeli troops jumped from their jeeps to “have some fun” playing with the unseen Palestinians. The ad was “extensively criticized for making light of the Palestinian suffering inflicted by the West Bank barrier,” said Israel’s *Haaretz* newspaper.

In response to Cellcom’s ad, a video posted to YouTube showed what really happens when Palestinians kick a soccer ball over Israel’s razor wire-topped separation barrier. In the video, armed Israeli troops respond to the soccer ball by firing numerous volleys of tear gas at the Palestinian activists.

The “Who Profits from the occupation” database also says Cellcom “erected close to two hundred antennas and telecommunication infrastructure facilities on occupied land in the West Bank and the Golan Heights. The company provides cellular communication services to the settlers and Israeli soldiers in the occupied territory.”

Cellcom’s wholly-owned subsidiary, NetVision, was acquired for US\$427 million in 2011. As early as

On the 5th anniversary of the International Court of Justice decision that Israel’s separation wall is illegal, Cellcom was widely criticised for running a TV ad campaign that depicted laughing, machine gun-toting Israeli troops just “having some fun” kicking a soccer ball over the wall.



2002, this Israeli internet and phone company was one of two IDF Internet Service Providers (ISP). NetVision retained this ISP contract until 2009.

Since 2006, Cellcom's board of directors has included retired Brigadier General Shlomo Waxe. Before serving as the Director General of Israel's Ministry of Communications (1993-1997), Waxe was a commanding officer of the Israeli military's signal, electronics and computer corps (1990-1993).

Another Cellcom executive with military ties is Eliezer Ogman. With Cellcom since 1994 and its Chief Technology Officer since 2000, Ogman is a retired Lieutenant Colonel who "served in the signal, electronics and computer corps" of the Israeli military.

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Cemex

Canada Pension Plan 2011 Investment

\$15 million

Mexico's Cemex company – the world's largest supplier of building materials and third largest cement producer – has refused to help build the US-Mexican border wall. However, the company's Israeli subsidiary, Readymix, provides concrete for Israel's illegal separation wall, as well as for checkpoints and other Israeli infrastructure in the occupied West Bank. Readymix also operates plants in the illegally-occupied West Bank and Golan Heights.

In its 2010 report, Cemex said it owns "54 ready-mix concrete plants, eight aggregates quarries, one concrete products plant, one admixtures plant, one asphalt plant, one lime factory and one blocks factory in Israel."

The Yatir Quarry in the south Hebron Hills of the West Bank, is co-owned by Readymix (50%). International law (Hague Regulations, 1907, Article 55) prohibits the exploitation of natural resources in occupied territories. Swiss human rights activist, Adri Nieuwhof, reported that in May 2011 Readymix was filmed removing materials from Yatir through a checkpoint into Israel using a Volvo truck. (See table, "CPP Investments, p.53).

In 2009, an Israeli human rights group, Yesh Din, unsuccessfully petitioned Israel's high court to end Israeli mining, including at Yatir. The group's attorneys said such quarries are "clearly illegal activity, which constitutes blunt and ugly colonial exploitation of land we [Israel] had forcefully seized."

In another article, Nieuwhof notes that Cemex has also provided "concrete for the construction of Israel's controversial Jerusalem Light Rail project," which "strengthens Israel's grip on the greater Jerusalem area by connecting West Jerusalem with several settlements in or surrounding occupied East Jerusalem."

She also notes that CEMEX has endorsed the UN Global Compact. This "strategic policy initiative" commits businesses to "responsible business practices," such as making sure "they are not complicit in human rights abuses." She concludes that

"Although CEMEX is fully aware of its involvement in Israel's violations of international law in the occupied West Bank and the Golan Heights, it shows no sign of changing its policy."

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Readymix Israel, a Cemex subsidiary, supplies concrete for Israel's illegal separation wall, checkpoints and other Israeli infrastructure in the West Bank and the Golan Heights.

