

20.11.2019

**To: Mr Sung Yong Hong**  
**President of Samsung Electronics - Middle East**

Dear Mr. Sung Yong Hong,

**Re: Suny Cellular Communication workers union - exclusive importer of Samsung in Israel**

1. In the second half of 2018 the workers of Suny Cellular Communication ("Suny") - Samsung's exclusive importer in Israel, exercised their democratic and civil right to join the Histadrut, a workers' union.
2. The workers joined the union in accordance with the Israeli law and ruling out of their desire to ensure their employment conditions and social security.
3. Unfortunately, since the commencement of the workers' unionizing process, more than a year ago, it has become evident that Suny's management has engaged negotiations with the union in bad faith and with a clear unwillingness for a real dialogue. Moreover, Suny has resorted to disrespectful and humiliating conduct towards the workers' representatives.
4. As a leading brand in Israel, I believe that Samsung would wish to avoid its good reputation being smeared by Suny's actions to thwart its workers democratic right to unionize.
5. I would like to request your intervention as soon as possible in order to stop Suny's actions against its workers and the union urge you to demand the company exclusively representing your brand to comply with its lawful and public obligation to accept the workers basic democratic right to unionize.
6. A similar call to the company's CEO and owners was made on June 6, 2019 in order to hold a dialogue with the policy makers, but unfortunately, our request was denied.
7. I will be happy to answer any questions and clarifications.

**Sincerely yours,**

**Yaki Haluzi**

**Chairman of the Cellular,  
Histadrut -Internet & Hi-Tech Workers Union**

**Cc:**

Mr Arnon Bar David, Chairman of Histadrut

Mr Kim, Ki Nam CEO, Samsung Electronics

Mr Yaakov Luxnburg

Mrs Sharan Burrow, ITUC General Secretary

Mrs Teresa Casertano, Head of ICTS-UNI Global