

The Diplomatic Club

April 2019 | Since 1998



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Dear friends,

This issue was composed in the atmosphere of the 2019 elections to the 21st Knesset.

After surviving several coalition crises, Prime Minister Benjamin Netanyahu won.

The result was the highest vote ever for right & ultra-Orthodox parties. Over 57% of counted votes went to right-wing and ultra-Orthodox parties (Likud; Shas; UTJ; Yisrael Beytenu; United Right-Wing Parties; Kulanu; The New Right; Zehut, and Gesher). This is the highest proportion in Israeli history. Only 34% went to centrist and left of center Zionist parties (Blue and White, Labor and Meretz).

So, what happened to Israelis? If this choice is really Israelis' choice? Time will show.

The Diplomatic Club Magazine is Israel's fast growing media magazine since 1998. As events in the Middle East continue to hold center stage and the world's attention, the Magazine provides further and additional real-time English-language coverage and supplements, with accurate in-depth, top-notch quality and quantity than any other Israel-based media.

The idea of the Diplomatic Club was born from the success of Tennis Tournament on 1998 dedicated to 50th Jubilee Celebration of Israel. This date become a birthday of the Diplomatic Club and first issue of the Diplomatic Club magazine was published dedicated to this event.

I'd like remind you – The Diplomatic Club Magazine does not take any political side: not left, not right.

We pretended for objectively given information. We are taking you to the places that no any one will take you in hope that you will receive objective information and right conclusions. By your self.

I am happy to invite you to participate in the Tennis Tournament this year too. Tournament will held on June.

Hope, you will join us. Don't miss the registration.

Looking forward to see you as participants in our activity

Thanks a lot.

Sincerely Yours,

Julia Verdel

General Manager

The Diplomatic Club - Israel

MEET THE FOREIGN PRESS

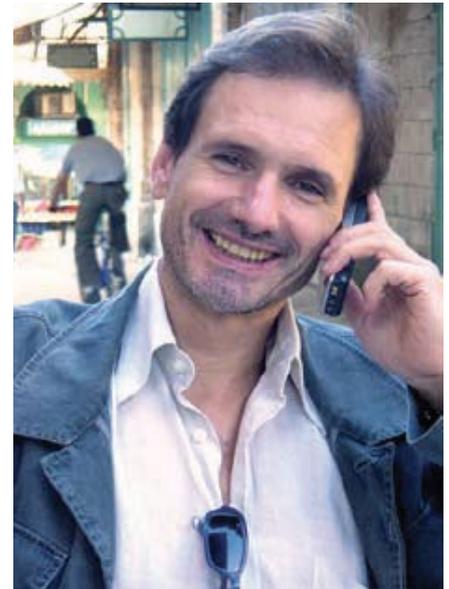
By Ksenia Svetlova



Sergey Pashkov



Richard C. Schneider



Claudio Pagliara

During operation Cast Lead, when Israeli and foreign journalists were groaning together on the border between Gaza and Israel, frustrated about not being able to get inside, a veteran foreign journalist, who has been working in the region for more than 20 years told me laughingly that during the years of peace process his bureau almost closed down. “Back then everybody was really concerned for their work places. It seemed that peace is just around the corner, and when it will happen, the foreign journalists will be no longer needed. We thought that in no time we would have to leave or concentrate on trans-border tomato growing” he said. Well, unfortunately that scenario didn’t materialize as planned, and the foreign journalists stayed right where they were: skipping between Jerusalem and Ramallah, Gaza and Jenin, reporting about the new victims and old politicians, covering funerals, elections and inaugurations. The intifada was followed dis-

engagement in Gaza (2005), elections in PA(2006), war in Lebanon (2006), coup d’etat in Gaza (2007), operation Cast Lead (2009) and this is just partial list of important and unforgettable events that made huge headlines all over the world. Yet lately it seems that foreign journalists in Israel experience “dry season” all over again. Although the situation here is far from being perfectly calm, the daily routine of Qassam here and there, Gaza shelling once in a while, sporadic arrests in West Bank and ongoing FATAH-HAMAS bash doesn’t seem to be enough to provide high-profile stories and headlines. Three foreign correspondents: Claudio Pagliara who works for Italian RAI, Sergey Pashkov – the Middle East bureau chief of Russian governmental broadcast corporation and Richard C. Schneider, German ARD bureau chief agreed to share their experiences of the years spent in Israel, and reflections on the current situation..

Q.What is the special significance of being a foreign journalist in the Middle East particularly today? Especially in the age of citizen reporters and social networks?

Claudio Pagliara

I’m a Middle East foreign correspondent for Italian network RAI, based in Jerusalem. Middle East is very relevant important for a country like Italy who sent me here. Everything that happens here effects the global stability, especially since many issues that traditionally were associated with the Middle East became very important for us at home. For example, in Italy now we are also dealing with radical Islam. We talk about this phenomenon which is now a domestic problem for Italy, we’d like

to understand how our country is affected by it, how can we deal with polygamy, covered women etc.

Sergey Pashkov

I live here since late summer of 2003 when we re-established our bureau in Jerusalem. Back then our administration rightly assumed that Israel will continue to be a hub for many significant events, so there was a need for local bureau. When I came to Israel, I travelled to



Tel Aviv where our previous office was located, then I went to Jerusalem and immediately made up my mind. I thought then and I think now that Jerusalem is the perfect place for a foreign journalist, due to its close proximity to Knesset, Ramallah and the central part of Israel. During the intifada the proximity to PA was especially important. Of course, you can also get all the important information without leaving Moscow through news agency. But our work is different. We bring exclusive stories and unique footage, and for that you need personal contacts, you need to live and create here.

Richard C. Schneider

I've been working here since 2006 as bureau chief and chief correspondent of ARD German TV. I've been to Israel before, but as a visiting reporter, who travelled all around the world. Now I'm based here, and I don't travel as much, but still it is a very dynamic experience. You know that anything can happen very quickly, anything can explode anytime and you have to be ready when it happens.

Q. After so many years of ongoing conflict in the Middle East, is there still a need for news flow from here at your end?

Claudio Pagliara

I do feel that people at home are tired of the usual political stories, so now we are concentrating on human stories. Here, in Israel and PA a journalist can easily locate hundreds of those. Israeli society is extremely rich and diverse, and so is the Palestinian society where people are very resourceful and creative. The last story I worked on in Gaza is fascinating. A few young fellows managed to establish a successful ringtone production company which they run from their basement in one of the houses in Gaza, and recently they got a big contract with one of the major telephone companies to provide them Arabic and English ringtones. I feel that sometimes I break stereotypes, for example when I report about a book of Amos Oz that is being translated into Arabic, and that significant change that the West bank is going through today.

Richard C. Schneider

We have the same situation in Germany. Currently we are hardly doing any news, mostly magazine stories. We produce 6-9 documentaries each year and we are focusing on in depth stories, and also with stories that don't have to do with conflict.

Sergey Pashkov

Today if you want to reach out to people and interest them with your stories, you need to keep up to very high standards, because they are used to high profile stories by now. If you are doing a story about Gaza tunnels, you need at least to get inside, if not to cross to another side. Couple of Qasam rockets in the Negev now don't evoke a great deal of interest, since just recently we reported from a real war and news consumers want drama. Nowadays everybody is waiting to see what will happen with Iran and that's why many bureaus continue to function.



Q. An old joke says that for every two Jews there are at least three opinions. In Israel and PA there are so many narratives, which often contradict with each other. Are you being criticized sometimes for choosing one narrative or version of story over another? Do you believe in absolute objectivity?

Richard C. Schneider

Until now no official side ever complained about my work or accused me of anything. As for the reactions, well usually I get equally bashed by both sides. And since the bash comes from both sides I feel that I'm doing my work right. During the Cast lead operation we were working 24/7 and reported a lot about the implications of the war. So we got plenty of critical reactions: approximately 48-51% acclamation and criticizing from both sides. Also, I remember very well an incident that took place after I reported on a clash between settlers and Palestinians from a neighboring village. Following the broadcast I got an angry mail from a European Jew who wrote to me that I behave like the spokesman of the Palestinian. Soon another viewer, an Arab, blamed me for my "overt sympathies" to the Jews. So what I did is, I sent to each of these guys the letter of the other (without names and email addresses, of course) and saying: well, you judge now again.

Sergey Pashkov

Sometimes it's difficult to escape the temptation to support one side or another to become an active element in this conflict. I suppose that the balanced position is a product of experience and age. It does not exclude emotional engagement, yet I believe that reporters should act like doctors who treat everybody.

I remember that during operation Cast Lead I was cursed by both sides, and I can't say that I was surprised by that. Once I reported on a family in Gaza that lost 16 of its members in a few seconds: their house was heavily shelled by Israeli aviation. I went inside and I saw bleeding people, somebody was holding a baby who lost an eye. The central room that was shelled used to be a children's room and I saw the remains of small beds and uniforms...How can you not show that? And then you hear the reactions on the Israeli side "The Kremlin journalist Pashkov and his traditional hatred of Jews" etc. I understand that perhaps the author of these lines for a bit of a moment felt for these kids, and it scared him, so he chose the anger over empathy.

Claudio Pagliara

A reporter might feel close to the people, but he must always seek the balance. At the same time, I don't believe in absolute neutrality in journalism, I don't believe in not being involved at all. We are human beings, after all. Psychologically it's very hard. I remember the first day of my arrival in 19 of August 2003. I just arrived from Paris, and by 8 o'clock in the morning there was a major terrorist attack in Jerusalem, in bus number 2. It is a line which goes through Orthodox neighborhoods in Jerusalem. 25 people were killed. I have all the memories from the site. And of course the funeral afterwards.

Q. Are there any unique difficulties you must contend with professionally working in Israel?



Claudio Pagliara

During Cast lead operation the reporters were prevented from entering to Gaza all along the war, I believe it was counterproductive decision for Israel, and it was controversial also in Israel. When I entered Gaza, I discovered many facts - I interviewed the human shield - a lady who were inside a building of many floors that was taken by HAMAS to shoot rockets at Israel. Also, I found out that one of the schools that reportedly was shelled by Israel, all the shelling happened outside the building. And all of these things were reported as a fact by some journalists. I believe that the coverage could be more fair. It was very frustrating to be there on the border.

Richard C. Schneider

The war in Gaza was a very frustrating experience. We have an office in Gaza and while I was on the phone with one of my colleagues, we heard explosions and I was very afraid for them.

Of course, I'm a human being and I accumulate feelings and emotions about things that shock me. I've been coming to this region for 20 years now, and it's hard to see the ongoing conflict, the suffering and the losses of lives on both sides without anything moving ahead which you could seriously call a "solution" or even "peace".

Sergey Pashkov

It's not very difficult to work here, but there are some nuances. Psychologically it's difficult to observe the human suffering, it takes time to get used to the way you are treated in the airport, to the slackitude of the people who are responsible for relations with the Foreign press. I especially remember the coverage of Makkabiada. It seems to me as exactly the case when the foreign journalist should be informed, yet we weren't allowed to film the ceremony at the stadium, and we were told that some American Jewish organization was given the filming rights. At the same time, usually when you live in one place long enough and know many people, you can resolve almost all the problems.



Q. After so many years in Israel, do you feel a part of the Israeli landscape? Do you have a sense of “home away from home” here?

Richard C. Schneider

I have a personal attachment to the region as I live my daily life here and I plan to be here for still quite a while. At the same time, I don't feel that I really belong here. In fact I don't think that I belong anywhere. Born in Germany as a child of immigrants, I never developed anywhere “roots”. “Home” is for me rather a metaphorical word. It's not connected to any state or country or territory, it is where my friends are, where I have emotional connections, even to something like food or music or languages.

Claudio Pagliara

Before I came to Israel, I moved a lot. I refer to myself as Ulysses who is always on his way to somewhere. I like Jerusalem very much and during seven years of my stay here I

learned some Hebrew so I could communicate with my friends and understand better the life around me. When I started learning Hebrew I also understood more things about the Bible, and it gave me a push. Now I can use Hebrew during interviews and it helps a lot. I believe it's very important to dedicate time to things like that.

Sergey Pashkov

I became very fond of this land and its people, on both sides of the fence. By now I have a feeling that I know everybody here, as I got in touch with so many people producing different stories on politics, economics, religion, social life etc. My home is Russia, but I feel very at ease here in Israel, perhaps also because so many Israelis speak Russian.



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OYSTER PERPETUAL SUBMARINER DATE



Joint Declaration Between Cyprus, Greece, Israel, and the U.S. After the 6th Trilateral Summit



The governments of the United States, the State of Israel, the Hellenic Republic, and the Republic of Cyprus met last month in Jerusalem to affirm their shared commitment to promoting peace, stability, security, and prosperity in the Eastern Mediterranean region. Secretary Pompeo underlined U.S. support for the trilateral mechanism established by Israel, Greece, and Cyprus, noting the importance of increased cooperation. The

leaders agreed to increase regional cooperation; to support energy independence and security; and to defend against external malign influences in the Eastern Mediterranean and the broader Middle East. They welcomed the recent natural gas finds in the Eastern Mediterranean and its potential to contribute to energy security and diversification.

**Cyprus
Greece
Israel
U.S.**

Hungarian Culture year in Israel



תרבות
מחיי
ליקווייה

The 70th year of the establishment of the State of Israel also includes 30 years of diplomatic relations between Israel and Hungary. The thirtieth anniversary of the establishment of diplomatic relations between the two countries provides an excellent opportunity to present to the Israeli public the rich range of artistic activity and rich cultural life of Hungary.

The coming months will therefore see the arrival of around 20 productions and over 1,000 guests who will strive to give Israelis throughout the country a taste of

Hungary, from ballet and opera to food festivals, art exchanges and nightlife events.

Hungarian culture is not foreign to Israelis. Hungarian cuisine is an inseparable part of the culinary richness that makes up the popular menu of Israelis, with its rich tastes. Hungarian cinema is represented in the best festivals in Israel, as well as representatives of the Hungarian theater of all kinds. Over the past decade, the Budapest Operetta Theater has become a guest of honor at the Israeli Opera House, which has won many audiences,

and admiration for the musical and theatrical virtuosity of its soloists, and performances by the Hungarian Folk Dance Company and Circus Resirkal.

The Hungarian diplomatic trade mission in Jerusalem will be a branch of the Hungarian Embassy in Israel as per the statement of Hungarian Prime Minister Viktor Orban last month that a diplomatic mission would be opened in Jerusalem.

Africa is a future

New mission in Kigali is Israel's 11th embassy on the continent; 'Rwanda has proven to be a steady, true friend,' Foreign Ministry says.



Rwandan Foreign Minister Richard Sezibera, left, and the director-general of Israel's Foreign Ministry Yuval Rotem open Israel's new embassy in Kigali, Rwanda, April 1, 2019 (courtesy MFA).

The new office, headed by veteran diplomat Ambassador Ron Adam, is the Jewish state's eleventh embassy on the continent. The last Israeli embassy opened in Africa was in Ghana in 2011.

"Over the years, Rwanda has proven to be a steady, true friend to Israel. Like Israel, Rwanda is small in area but large in capabilities and aspirations," the Foreign Ministry said in a statement.

"The opening of the embassy reflects the ongoing strengthening of relations between the two states and will enable expansion of the cooperation between them in many areas, such as education, academia, women empowerment, science and technology, innovation and agriculture."

In Kigali, Rwandan Foreign Minister Richard Sezibera and the director of Israel's foreign ministry, Yuval Rotem, cut the ribbon and unveiled a plaque in front of the new mission.

"I am confident that the opening of the Israeli embassy in Rwanda will within a few years bring our relations with Rwanda and with the African continent to a whole new level," said Rotem, who also met with President Paul Kagame during his current trip to the country.

Also on Monday, Rotem was set to inaugurate a "Center of Excellence in Agriculture," under the auspices of MASHAV – Israel's Agency for International Development Cooperation.

RwandAir, the country's national carrier, will begin direct flights to Israel in the coming months, the Foreign Ministry statement said. *"This will undoubtedly increase tourism between the two countries and boost commercial relations between the business communities."*

Prime Minister Benjamin Netanyahu has long declared Africa a priority for Israeli diplomacy, regularly vowing to expand ties with all countries on the continent, including those that do not have diplomatic relations with Israel.



Prime Minister Benjamin Netanyahu (R) and Chadian President Idriss Deby meet at the presidential palace in N'Djamena, Chad, on January 20, 2019. (Kobi Gideon/GPO)

He has traveled to Africa four times in the last three years, most recently to the Republic of Chad in January, where he and President Idriss Deby announced the reestablishment of diplomatic ties, which had been severed since 1972.

In July 2016, the Republic of Guinea, a small, overwhelmingly Muslim country in West Africa, renewed diplomatic relations with Israel, after it had cut ties with the Jewish state in 1967.

Since then, Netanyahu has met with leaders of additional African Muslim-majority states, such as Mali and Somalia.



Swiss and Israeli institutes of education launch partnership



The Haute Ecole Pédagogique BEJUNE and Beit Berl College have signed a Memorandum of Understanding, paving the way for future cooperation between the two institutions in the domain of teachers' education. Ambassador Jean-Daniel Ruch visited Beit Berl College for a discussion with its president, Prof. Tamar Ariav.

165 RECORDED BIRD SPECIES WITHIN 24 HOURS



That is the score of the Swiss team Leica Birders without Borders that took part in the Champions of the Flyway 2019 ornithological race in southern Israel. They started at Yeruham, and then drove via Sde Boker, Mizpe Ramon, the Hameishar plains and the Arava valley all the way to the Red Sea in Eilat.

A team of young Israelis won the race with 173 species recorded. The race is an awareness-raising event with the aim to help saving critically endangered African cultures.

Over 76'000 \$ were raised to support conservation projects in East Africa.

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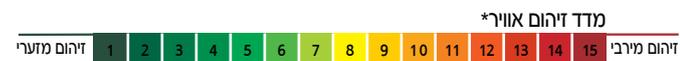


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***3330** | **שמלת MCA**

התמונות להמחשה בלבד. ט.ל.ח.



*המדד מחושב לפי תקנות אוויר נקי (גילוי נתוני זיהום אוויר מרכב מנועי בפרסומת), התשס"ט 2009
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3, 4	COMPASS LIMITED / LIMITED PLUS	6
119,120,122	GRAND CHEROKEE LAREDO	6
147, 146, 145, 144	4D WRANGLER SPORT	0

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COMPASS 1.4 9AT AWD	7.5	15
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2D WRANGLER 2.0T 8AT AWD SPORT/SAHARA	7.1	15

Passover in Israel 2019

Passover in Israel is one of the busiest times of the year when it comes to visitors and events. Passover (or Pesach as it is called in Hebrew) is an important event in the Jewish calendar and is marked across Israel. The first and last days of Passover are public holidays in Israel, and the intermediate days are popular times for families to take vacations and day trips. As a result, events for Passover take place across Israel throughout the period, some religion based, others designed for kids, and families meaning there are loads of great things to do in Israel for Passover. Passover will be celebrated between April 19 and April 26, 2019.

Passover is the festival which commemorates the story of the Exodus, in which the ancient Israelites were freed from slavery in Egypt. The story behind the festival is that God helped the ancient Israelites escape from slavery in Egypt by inflicting ten plagues upon the Egyptians that caused the Pharaoh to release Israelite slaves. When Pharaoh freed the Jews, the story is that they left in such a hurry that they could not wait for bread dough to rise (leaven). As a result, for the duration of Passover, no leavened bread is eaten, and Matzo (a flat unleavened bread) is a symbol of the holiday.



The Kingdom of Eureka

Jerusalem begins to fill up with Christian tourists as Easter approaches. Easter Sunday in 2019 falls on April 21, but special services will take place the whole week before starting on Palm Sunday, April 14 and continue until Easter Monday on April 22. Be prepared for crowds and a wonderful, meaningful experience in the city where you'll be walking in Jesus' final footsteps surrounded by fellow believers.

Here is a rundown of the annual religious events in the Old City:

CEREMONIES AND EVENTS

Easter in Jerusalem features an entire week of services, ceremonies and other events.

PALM SUNDAY – APRIL 14

Palm Sunday procession on the Mount of Olives

Join the popular reenactment of Jesus' Triumphal Entry into Jerusalem. Participants gather at the Church of Bethpage and begin at 2:30 pm to descend the Mount of Olives, singing hymns and bearing palm fronds.

The Church of the Holy Sepulchre

The Armenians, Copts and Syrians make three rounds around the rotunda in the Church of the Holy Sepulchre. The Palm Procession starts at 7:00 am, and the daily procession begins at 5:00 pm.

HOLY THURSDAY – APRIL 18

The washing of the feet is a tradition in imitation of Jesus washing his disciples' feet.

Church of the Holy Sepulchre

8:00 am — Pontifical Mass (Supper of the Lord & Mass of the Chrism), Procession of the Blessed Sacrament

In and around the Old City

3:10 pm — Pilgrimage from St. Savior's Church (from the entrance from St. Francis Street) to the Cenacle, St. James and St. Mark followed by service with the Washing of the Feet

9:00 pm — Holy Hour in different languages at the Garden of Gethsemane on the Mount of Olives followed by private prayer in silence

HOLY SATURDAY – APRIL 20

The Church of the Holy Sepulcher

6:30 am — Easter Vigil

3:30 pm — Entry and solemn procession

6:00 pm — Solemn Vespers the Holy Tomb

11:30 am (Sunday) — Pontifical celebration of the Liturgy of the Hours at the Altar of Mary Magdalene, presided by the Custos of the Holy Land

Late Saturday night is the Holy Fire ceremony. Thousands await the miraculous lighting of the Patriarch's candle from within the tomb. Caution is advised since the crowds tend to be tight and there has been violence in recent years.

GOOD FRIDAY – APRIL 19

The Church of the Holy Sepulchre



7:15 am — Celebration of the Passion of Christ on Calvary in the Basilica of the Holy Sepulchre

12:15 pm — Procession of the Way of the Cross at the Via Dolorosa with the Franciscan Fathers

8:10 pm — “Funeral Procession” in the Basilica of the Holy Sepulchre

The Garden Tomb

For Protestants, there is a Good Friday meditative service (English) at the Garden Tomb.

The Garden Tomb

Resurrection Service (Arabic with simultaneous translation to English)

In and around the Old City

A parade of Armenian marching bands including bagpipes and drums proceed with the Patriarch and priests to the Holy Sepulchre.

The Evangelical Lutheran Church in Jordan and the Holy Land typically holds an Easter sunrise service in English at 5:30 am in the outdoor chapel at the Augusta Victorial Hospital on the Lutheran World Federation Mount of Olives campus. The service will be followed by breakfast, and a 15 NIS donation is suggested.

EASTER SUNDAY – APRIL 21

The Church of the Holy Sepulchre

10:00 am — Entry of the Latin Patriarch, H.B. Fuad Twal

10:30 am — Pontifical mass and procession

5:00 pm — Daily Procession

The Garden Tomb

Sunrise services in English

Resurrection service in English

EASTER MONDAY – APRIL 22

8:00 am — Jerusalem Holy Sepulcher: Daily Solemn Mass

10:00 am — Emmaus Qubeibeh: Pontifical Mass & Blessing of bread presided by the Custos

2:30 pm — Emmaus Qubeibeh: Vespers & Exposition of the Blessed Sacrament

5:00 pm — Jerusalem Holy Sepulcher: Daily Procession

MORE SERVICES AND EVENTS

Get the complete schedule for Easter services at both Catholic and Protestant institutions throughout the city by visiting the Christian Information Centre website.



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Creative
Thinking
To Your
Kids



אופיר גוטמן

ממלכת יוריקה!

מסע אל הדמיון

איורים: טלי פלד

But How? But How? But How?

In 1865, Alice falls through the rabbit hole and reaches Wonderland. A world that is conducted by a different set of logic and governed by different laws of physics.

Our children will not have to fall into a rabbit hole to reach a completely different world when they become adults. The technological revolution of the 21st century will lead them to a world where knowledge is less important because it is accessible to everyone and so is Mastery as many jobs will be performed by robots.

Our children are likely to exchange on average five different professions in their lifetime three of which do not even exist yet!

How then, as parents, can we best prepare them for this uncertain future?

Perhaps, one of the greatest gifts we as parents can give them are tools for creative thinking from a young age.

Children are by nature creative. As parents, our task is not to "take our children out of the box." They were born like that. Usually these are the adults and frameworks such as school that put them into thought patterns. Our task, therefore, is to prevent the formation of these walls around our children's thinking.

Tip # 1: Creativity is a like muscle.

Creativity is a natural and born skill that exists in every child. This skill can be developed from an early age. Create an environment that constantly encourages their creative skills. Remember that there are different levels of creativity and as the child grows and develops we as parents can raise them up a notch every time.

Tip # 2: Play creative games with them all the time.

Games of Imagination can be played anywhere, anytime. Traveling to school, walking in the garden, during dinner or before right before bedtime. You do not need anything beyond your imagination and theirs. Here are some ideas:

"How would the world look if humans did not have to sleep at night?"

"How would the world look if people had 3 hands?"

Of course, every question has endless answers.

Try to give the child hints to move them to different content worlds. For example, *"in a world of 3 hands"* - we would probably buy a lot more rings but the decimal system would also be replaced and counted in multiples of 15

Another Example of a game: Choose an object in your home or outdoor and ask them: *"What's the opposite of a stone?"* Or *"What's the opposite of a frog?"*

The opposite of a frog can be a "tadpole" or a "fly" (that flies away from frogs), or it may also be an "elephant" (that can't jump) or even a "prince" (in the story "The Princess and the Frog" The frog becomes a prince with a kiss).

Tip # 3: Raise them as little inventors and inspire them with Historical figures.

As adults, we all remember the empowering experience of reading a biography of a historical figure or a famous inventor. Create similar cultural heroes for your children. A figure easy to connect to is Steve Jobs.

The Kingdom of Eureka

World's 1st Management Book for Kids



Ophir Guttman, General Manager for Procter and Gamble wrote this book for his 8-year-old daughter Leia with the intent to teach her all the tools for creative thinking he learned throughout his 18-year career in US, Europe and Africa. In which he is also a 5-times Cannes Lions Grand Prix Winner.

In this book, Ophir combines his childhood love for Pixar and StarWars movies with his adult-life passion for Management books and Biographies of Inventors and Historical figures.

Steve Jobs, who invented something that children can no longer live without, was once asked how he thought of such creative ideas. *"When I'm asked this question, I feel a bit guilty,"* he replied, *"because I did not really do anything special, just connected two things that existed before and something new was created."* Steve Jobs knew that $1 + 1 = 3$ and he connect *"phone PLUS computer = iPhone"*. Try to invent new things with your children by connecting two existing but unrelated things and telling them inspirational stories :

The ice cream cone was invented by combining: *"Ice cream plus a Belgian waffle"*, the pen was invented by putting together a *"feather plus Ink"*.

The world our children will meet will be very different but fascinating and exciting. A world in which even a teenager can change the world through creativity and technology. Sounds unreasonable? An 18-year-old named Mark Zuckerberg has already changed the world, overthrew regimes and crowned kings. Is it without foundation that in a few years your children will also change the world?

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world"

Albert Einstein

The Book that both Facebook and Google CEOs recommend for your Kids to read

"In a time where knowledge is already accessible to all, the biggest gift parents can give their children are tools for creative and original thinking.

A fabulous book for Kids and Parents alike"

Adi Soffer , Facebook Israel CEO

"The book manages to deliver a powerful message to young kids- be creative, think outside the box and believe in yourself and that you can do everything. I loved the knowledge and historical facts implanted into the story (Einstein, Newton).

This book can be the bases for an interactive activity between the parent and the child or with a friend.

So much more than just a Book. "

Barak Regev, Google Israel CEO



MIMOUNA

in Israel. April 27-28, 2019

Mimouna is a festival originally celebrated by Moroccan Jews which has spread into more mainstream Israeli culture. Falling each year at the end of the Passover holiday, Mimouna in Israel is something of a feast following the Passover period when so many foods are prohibited. Mimouna is a 24 hour celebration and takes place immediately after the end of Passover. In 2019 Mimouna in Israel will be celebrated from the evening of April 27 to sundown on April 28.

Mimouna begins in the evening after the end of Passover and

features a feast of sweet, Moroccan pastries and sweets. Among the customary foods are trays of fruit, honey and butter wafers, Zaben (white almond nougat), Marozia (fried raisins decorated with nuts), stuffed dates, Mazum (jam), and Mufleta – crepes dipped in honey and butter. The festival continues for 24 hours and for many Jews of Moroccan origin, is a bigger festival than Passover itself!

Each year Mimouna celebrations in Israel get bigger – from private parties to big communal celebrations. One of the most notable is the Mimouna

celebration in Jerusalem's Sacher Park which attracts about 100,000 people, often including the President and Prime Minister. In Tel Aviv, many of the city's clubs and bars will have special events for celebration. On the following day, many families take to the country's parks and gardens and have barbecues and picnics.



Israeli Politician Tzipi Livni here celebrates at a Mimouna Party



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- Heavy (bilirubin, alkaline phosphatase, S.G.O.T, L.D.H., S.G.P.T), phosphorus.

- A blood test for the early detection of prostate cancer (PSA) blood test and monitoring thyroid function (TSH). Blood lipid testing - LDL, HDL.

• General urine tests.

- PH, proteins (albumin, globulin), ketone, orobylinogen, blood in the

- urine, bilirubin, nitrite.

- White blood cells.

• Fecal occult blood.

• Cardiac.

- ECG - Rest. + In an effort to test heart (ECG - effort).

- Argometry.

- Cardiac advice.

- **Pulmonary** function test (spirometer), computer analysis.

- **Eye** examination: IOP, fundus and visual acuity.

- **Hearing** test function.

- **Chest** radiography: straight and versatile, including decoding by a radiologist.

- **Nutrition advice:** will be provided based on individual tests and findings and the patient's request.

Gynecology test

Bone density

Mammography

- **The conversation concludes with a doctor Institute.**

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ROLEX

When the Swiss king reached Ramat Aviv



Elegant design, a selection of luxury models and a personal and professional service. The unique Rolex Boutique of the Watch Show chain from Eurasia brings the Champs Elysées to Ramat Aviv Mall.

The shopping experience is surrounded by a prestigious chic known by prestigious boutiques around the world. This is the essence of the feeling received by customers who visit the Rolex boutique in the prestigious heart of Tel Aviv.

The boutique is located on the top floor of Ramat Aviv Mall. The entrance to the boutique, which covers an area of 65 square meters, gives the customer a different, unique and unique feeling. A striking side of the aqua-green glass that is identified with the brand and displays an underwater motif that connects Rolex to the water world, reflecting the essence of Rolex, which is familiarly known as the inventor of Oyster's first waterproof clock in 1926.

The impressive aqua glass decoration and meticulous design is characteristic of all Rolex boutiques, which are designed according to the aesthetic concept set by the company's internal design charter, which was introduced by the design department at the company's

headquarters in Geneva and implemented in all the boutiques around the world. The modern design and clean lines of the boutique are magnified by the mix of materials used, including elegant wood, green leather furniture, ivory marble floor and warm copper tone of lighting accessories and other architectural items. All of these carefully selected furniture and detail blend harmoniously to create a refined atmosphere in the spirit of the Rolex brand.

The boutique in the Ramat Aviv Mall is the product of another successful collaboration between the company, Aerasia Israel and Rolex Geneva. As part of this collaboration, the Israeli consumer enjoys the latest news in the world of luxury watches, in which the boutique offers a wide variety of Rolex watches.

Aroma Asia invites you to visit the boutique Watch Show at the Ramat Aviv Mall and experience the great selection of Rolex watches and meet the most professional people in the field.

Tel: 054-6219673, Email: tlv2@eurasia.co.il,

Website: www.euro-asia.co.il,

Facebook: Euro-Asia



Dimitri Vegas and Like Mike in Rishon Lezion, Israel. April 24, 2019

Dimitri Vegas and Like Mike will perform in Rishon Lezion, Israel on April 24, 2019. The Belgian brother DJs are known for their unique sound and hits like "Tremor" and "Mammoth". One of their biggest hits is "Melody" with Steve Aoki and Omat Ozchen. The performance will be a vibrant and fun performance showcasing their sound famously known in the EDM scene. The concert will take place at Live Park in Rishon Lezion.



YMCA Jerusalem Passover Event in Jerusalem, Israel. April 19-21 2019

The YMCA Jerusalem Passover Event will take place on April 19-21, 2019 in Jerusalem. Hosted by the Tabernacle Glory Worship, the 3 day Passover event is a free worship concert. The event will take place from Good Friday to Resurrection Sunday with special guests worshippers Carlos and Sharon Perdomo & Family. The event is free but guests should RSVP in advance online.



The Women's Race - Life Run in Tel Aviv, Israel. April 30, 2019

The Women's Race, also known as the Life Run will take place in Tel Aviv, Israel on April 30, 2019. The run that is sponsored by Super-Pharm is a female-only race that takes place throughout the city. Runners can choose either the 4 km, 8 km or 12 km race and will run along the beach tayelet (promenade) ending in the Tel Aviv Port. Runners can enjoy music along the way with Israeli DJs pumping out tunes for the runners, who can also enjoy a fair filled with activities before and after the race.





For more information

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**DARE TO
DREAM**

EUROVISION
SONG CONTEST
TEL AVIV 2019



This is How Eurovision 2019 Will Look

The second wave of ticket sales will begin tomorrow, Tuesday, April 16 at 18:00 Israel Local Time on the Leaan website

The Eurovision Song Contest 2019's official events were presented including the Orange Carpet event which will be held at Habima Square overlooked by Israel's historic Habima Theatre in Tel Aviv on May 12th.

Zivit Davidovitch, KAN's Executive Producer of the Eurovision Song Contest 2019 said, "The Eurovision Song Contest is not what we knew 20 years ago and certainly not 40 years ago. In 1999, there were only 23 participating countries and this

year 41 countries will participate. As people across the globe look to Israel as the 2019 Eurovision hosts, we want to present Israel in the best way we can. The Israeli team working on the Eurovision Song Contest is of the most experienced, both in terms of production and creativity. The Israeli Eurovision team are working on the project with the deep aspiration and mission to represent Israel and to produce the best Eurovision Song Contest in the 64 years of the competition's existence".

The interval acts will play a central role at each of the three performances of the Eurovision Song Contest. Yuval Cohen, TV and Show Producer, Deputy Executive Producer Eurovision Song Contest 2019 said, "After twenty years we are excited to host the world's largest music competition, in which 41 unique songs from different countries around the world will take centre stage. A great deal of thought was invested in developing the line-up of the performances, with the aim of

relating to the 200 million viewers watching across the globe and in the same breath bringing an Israeli experience to the screen".

The First Semi-Final will take place on May 14th, the Second Semi-Final will take place on May 16th and the Final will be held on May 18th, under the direction of the four Israeli Eurovision Hosts: Erez Tal, Bar Refaeli, Assi Azar and Lucy Ayoub. For the first time, the final broadcast in Israel will begin at 21:40 with a special broadcast developed by Yardena Arazi, 40 years after she co-hosted the first Eurovision Song Contest held in Jerusalem on March 31st, 1979.

Announcing the Eurovision Interval Acts and the Artistic Programme:

- The 41 Eurovision Postcards - the artists representing each country flew to Israel to 'Dare to Dance' each in a different location in Israel.
- **The Idan Raichel** Project will perform the song "Bo'ee – Come to Me" accompanied by 24 singers.
- A glimpse of the multi-media video artist **Kutiman**, has redesigned the Eurovision Song-track.
- Israel's very own Wonder Woman, **Gal Gadot**, will show Tel Aviv and Israel as never before.
- **Shalva Band** who taught us all a lesson in the power of a dream and the courage to realize it, will perform.
- Past participants from various participating countries will also

perform at the Eurovision Song Contest 2019 including, **Conchita Wurst, Eleni Foureira, Verka Serdutchka, Måns Zelmerlöw and Gali Atari** winner of the Eurovision Song Contest 1979.

- Winner of the 1998 Eurovision Song Contest, **Dana International** will also receive due respect and recognition and will appear in the Semi-Finals and Final.

- **Izhar Cohen**, the first Israeli to bring the Eurovision Song Contest to Israel will give the score of the Israeli judging team (and will close all the judges' votes).

- Winner of the 1998 Eurovision Song Contest, **Dana International** will also receive due respect and recognition and will appear in the Semi-Finals and Final.

- And of course we will also have Netta Barzilai, who a year ago, in Lisbon, fulfilled her personal dream and that of all of us. Netta will perform with a world-premiere song and an unforgettable performance of "TOY".

Ticket Sales: From 200 New Israeli Shekels

All tickets will be available for purchase through Leaan's official ticket website.

The European Broadcasting Union (EBU) cooperates with the Consumer Federation, Ticket Check. The federation's logo on the website is the sign that this is the official ticket-buying site. The EBU and the KAN recommend buying tickets only from the official website.

How is the Eurovision Song Contest Broadcast from Tel Aviv to 50 countries where the competition is aired and viewed by 200 million people?

KAN, the Israeli Public Broadcasting Corporation transfers the broadcast to the EBU in two different locations in Europe, and from there, the broadcast is distributed to all other countries.

The backup procedure is a complex operation. Each of the three shows are filmed and recorded during the general rehearsals and is used as a backup in parallel to the live broadcast, so that at any point in time during the live broadcast, it is possible to immediately switch to the backup recording of the rehearsals with the touch of a button.

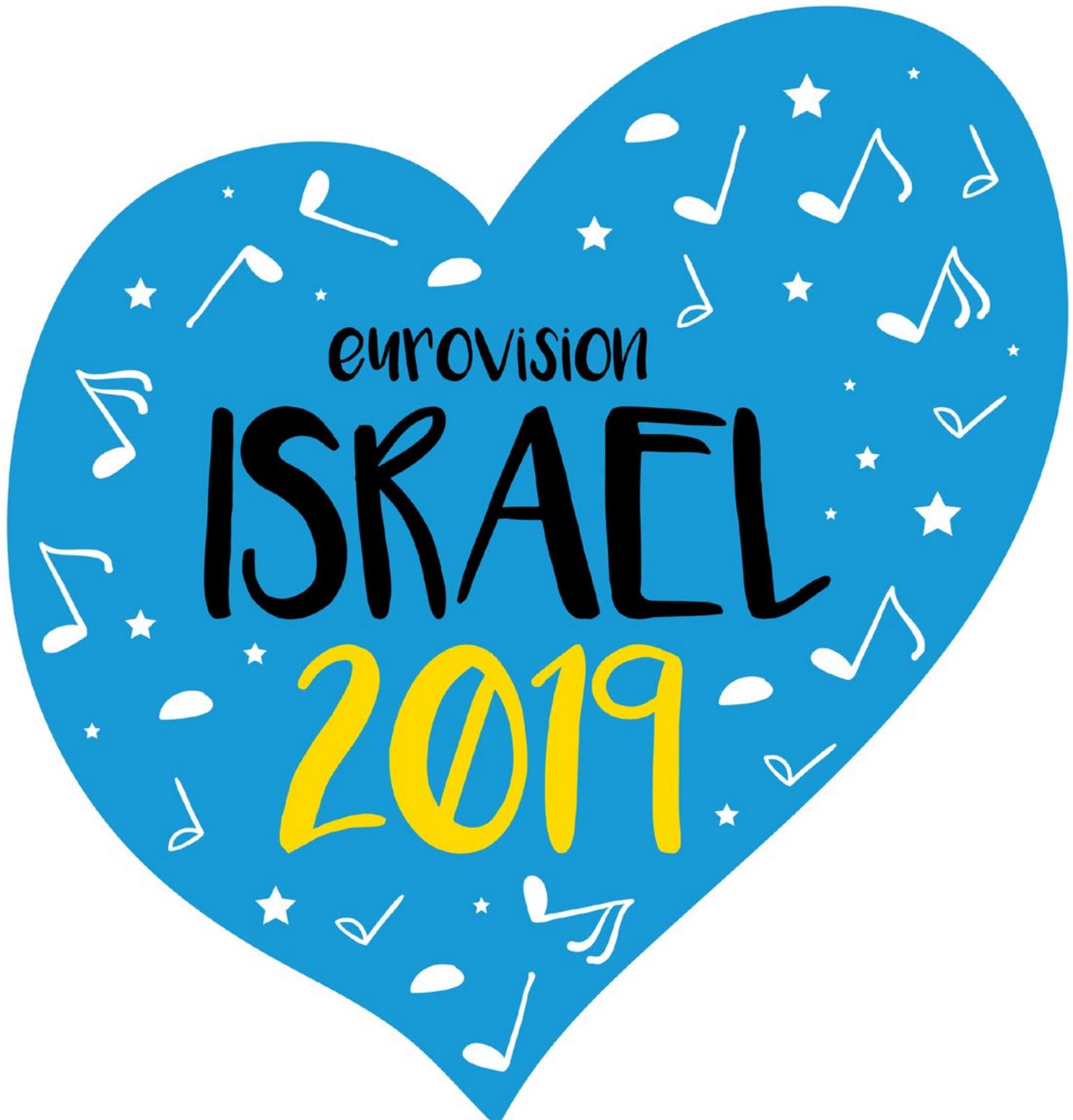
The process of constructing the Eurovision arena takes 54 days and requires 450 trucks carrying containers which are managed and operated by some 300 technicians and expert workers from abroad, who together work in excess of 3,000 shifts during this time. In addition, it takes more than 96 hours to unload the 220 kilometres of cables and fibres that are used by the production teams.

1600 people, work on the production, including about 500 volunteers.

Pavilion 2 contains 7,280 places for the public and 46 commentator booths

Pavilion 1 will accommodate the delegations. There will be 1,500 places for the public and Green Room.

Eurovision 2019 will be broadcast by KAN, the Israeli Public Broadcasting Corporation, on 14, 16 and 18 May. The Eurovision Song Contest will be held for the 64th time and for the first time in Tel Aviv with the participation of 42 countries under the slogan 'Dare To Dream'.



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