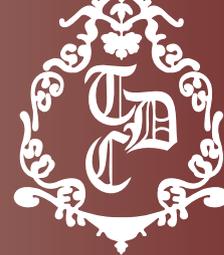


The Diplomatic Club



AUGUST 2012



PEOPLE

**AMBASSADOR OF THE
CZECH REPUBLIC
TO ISRAEL**



STYLE

**IN VOGUE WITH
INDIVIDUAL STYLE**



MIDDLE EAST DIGEST



THE CLASSIC WATCH

No other watch is engineered quite like a Rolex. The Datejust, introduced in 1945, was the first wristwatch to display the date through an aperture on the dial. Its unique magnifying Cyclops eye, added a few years later, became recognised as a Rolex design standard. Now in a larger, more distinguished 41 mm size, the Datejust II is a natural evolution of a classic. The Datejust II is presented here in Rolex signature Rolesor, a unique combination of 904L steel and 18 ct yellow gold.

THE DATEJUST II



מגוון פתרונות | migvan

אז-אסיה יפואנים בלעדיים - שדרות שאול המלך 1 תל אביב 6473301, טל. 03-6857520 - ROLEX SHOW - אבן גבירול 36 ת"א, 03-9685222 - ROLEX SHOW - ירושלים אילרוב, שדרות ממילא 02-6255882
04-8348589 - ROLEX SHOW - אילת שד' לה-בלכארד מלון חיאל גרדן 08-6337002 - ROLEX SHOW - אחוזה 88 רעננה 09-7463046 - ROLEX SHOW - קניון שרונים - הוד השרון 09-7733130 חיפה-מולר חורכ 18 טל. 04-8348589
מילר קניון רמת אביב, תל אביב, 03-6419288 מילר קניון ארנה, מרינה הרצליה 09-9509986, יד הזהב רוטשילד 58, חדרה 04-6322845 03-9757050 Ben Gurion airport-Duty Free Tel: 03-9757050
Euro-Asia - Official representative shaul hamelech blvd, 1 Tel Aviv 6473301 Tel: +972-3-6857520 - ROLEX SHOW - Ibn Gvirol 36 Tel Aviv 03-9685222 - ROLEX SHOW - B.L.V Mamilia Jerusalem
02-6255882 - ROLEX SHOW - La-Boulevard Rd Royal Garden hotel Eilat 08-6337002 - ROLEX SHOW - Achuza 88 Raanana 09-7463046 - ROLEX SHOW - Sharonim Mall - Hod Hasharon 09-7733130

www.euro-asia.co.il


ROLEX
ROLEX.COM



10 Karlisah St., Tel-Aviv
P.O.Box 20344, Tel Aviv 61200, Israel

708 Third Avenue, 4th Floor
New York, NY 10017, U.S.A

Club Diplomatique de Geneva
P.O.Box 228, Geneva, Switzerland

Publisher	The Diplomatic Club Ltd
General Manager	Julia Verdel
Writers	Barry Rubin Anthony J. Dennis Patricia e Hemricourt, Israel Ira Moskowitz, Israel Bernard Marks, Israel Christopher Barder, UK Ilan Berman, USA
Reporter	Neil Sandler Ksenia Svetlov Eveline Erfolg David Rhodes
Advertising	Tel: 972-3-562.20.61/2 info@diplomacy-club.com
Layout	Egor Kutikov Tanya Leschinsky
Accounting	Roded Rinogold
Legal Support	Mati Simchovitz Law Office

Dear Friends,

Like every year in the diplomatic community, summer is the time of changes. So we are happy to welcome all new diplomatic staff to Israel. And to wish our regular members a fruitful year starting straight after the summer break.

As always, the Diplomatic Club is happy to help all his members with adjusting with life in Israel. Whether by publishing for you the Medical Directory and Restaurant Guide, or by offering you loans for car or discounts in many shops, theatre and concert halls, air tickets and duty free boutiques, not to say anything about insurance plans that the Diplomatic Club has secured for community.

The Diplomatic Club will work harder than ever to bring community the new and improved services. We would like to draw the attention of our new members and remind our regular ones a special offers and rubrics that available on our site www.diplomacy-club.com under the names Restaurant Guide, Medical Directory.

One more festive note, the Diplomatic Club is happy to remind you that it will soon celebrate its birthday.

On the 28th of August 2012, it will be 14 years old and fully intend to introduce our selves after the summer holidays.

In the meantime, we hope you will hope enjoy the summer and look forward to another year together.

***Yours sincerely,
Julia Verdel
CEO & Publisher
And the Editorial Team***

The Diplomatic club Magazine
Printed monthly

Tel: 972-3-562.20.61/2
Fax: 972-3-562.02.12
info@diplomacy-club.com
www.diplomacy-club.com

TOMÁŠ POJAR

SECOND GENERATION AMBASSADOR



The relations between the Czech Republic and Israel are unique, not only because of the close political cooperation and understanding, but also because these relations were established on a history of mutual tolerance and trust, as well as sad historical analogies and similarities of fate.

4 THE DIPLOMATIC CLUB MAGAZINE

The current ambassador of the Czech Republic to Israel Tomáš Pojar shares this view. Young, good looking and articulate, he is the son of Miloš Pojar, the first Czech ambassador to Israel after the collapse of the Soviet bloc. He is a journalist, a diplomat and the former Executive Director of “People in need”, one of the biggest non-profit organizations in Central Europe, focusing on providing aid to crisis areas and supporting adherence to human rights around the world.

DC: Today, with public support on any anti-Israeli political agenda, how do you explain the close and unique relationship that Israel has with the Czech Republic?

T.P: Well, it's a hard question because you probably have to look into many aspects of this relationship. Definitely, I think it goes farther back than 1948. It was in 1927 when the first Czechoslovak president Masaryk visited the old Yishuv of Israel. And it was no coincidence that Vaclav Havel, the first democratic president of post-communist Czechoslovakia visited Israel among his first trips after he became president in April 1990. So probably it has to be explained by personalities, and I named those two. By the way, the son of President Masaryk was our foreign minister during the Second World War in exile in Britain, and he was instrumental in securing the supply of the arms to Israel in 1948.

Then I must say that the lowest level of anti-Semitism in Europe, in central Europe, has always been in the Czech Republic, Bohemia, which probably has to do with the secular nature of the Czech nation. So you did not have the traditional or Catholic religious anti-Semitism. Czechoslovakia was the only democracy after the First World War in the entirety of Central Europe. It was also an open country for receiving Jewish immigrants from other countries, where they were already being expelled in the 1930's. Of course, our relations were cut during the communist times and especially after 1967 when we had to close our embassy. However, immediately after the changes in



our country the relations started to flourish, and it's mutual, there's a lot going on in the cultural and economic fields, there are a lot of Israelis traveling to Prague every year.

DC: Speaking about Israelis visiting the Czech Republic, there is a planned visit of Benjamin Netanyahu to Prague with a business delegation. The visit is planned for this year as part of the government-to-government meetings announced during the last visit of the Czech Prime Minister to Israel last year. Does it mean some new development in the political relations?

T.P: Maybe it means certain upgrades in the level of the relationship. We are really trying to get as much going on the level not only of administrations or governments, but supporting people to people contacts, business to business contacts, having several agreements supporting mutual or joint research and development projects, be it on the applied research or the academic research. So for every meeting as such there is a push and focus on really signing new agreements and building that mutual infrastructure.

DC: The economic relations are really strong, the trade agreement was signed in 1996, and a free-trade area was established in 1999. So what can you say about the development of the economic state of relations?

T.P: The figures on our side are different than on the Israeli side because there are different statistics. So in the end it is really hard to find the real figures. There is about

three times Czech export to Israel than there is from Israel to the Czech Republic. However, there is Israeli investment in the Czech Republic, not only in real estate; there are a few companies that have acquired or built factories in the Czech Republic. There is almost no Czech investment in Israel, but there are some examples in R&D. In terms of trade, our figures are that we are exporting to Israel goods worth \$600 million per year, \$650 million last year.

DC: What kind of goods?

T.P: Half of that are cars, Skoda cars, but it is also Hyundai which are produced in the Czech Republic and due to the EU-Israel agreement even those cars are being exported. The second half is quite diversified, starting with beer, railway tracks, there is some other machinery being exported. There are chemicals, there are some optics, by the way optics being sold by the Czech Republic to Israel and the reverse: there are Israeli optics being sold to the Czech Republic. So there, that other half or 45% is quite broad. I think that the Israeli exports a significant portion is pharmaceuticals and chemicals. That is due to the Teva plant in northern Moravia.

DC: So we're trading.

T.P: Yes, we're trading. Of course, we could be trading more, and it should be improved and it can be improved. I was just in Ashdod with a Czech business delegation and we are trying to push it and have more. In Prague the Czech-Israeli chamber of commerce has existed for fifteen years. There was none here, but one was established about a year

and a-half ago. It's a quite active chamber and it's helping our infrastructure here, to spread the word, to give businessmen – Israeli as well as Czech – to find the partners on the other side, etc. We're trying.

DC: How long have you been living in Israel?

T.P: I came two years ago.

DC: And this is the second time for you?

T.P: I was living here with my father. Our apartment was situated on the second floor of the current embassy.

DC: So it's like coming home?

T.P: Yes, my father came in the 1990's, he opened the Czechoslovakian embassy here, and then he became the Czech ambassador four years later. Then I was here for two years studying at the American School, and then I was just visiting. I've been visiting Israel for the last twenty years on a regular basis.

DC: So you are a truly a second generation ambassador?

T.P: Yes, that's correct.

DC: Are you here with your family?

T.P: Yes, with my wife and three children. I am definitely not bored a single minute here. And I like the country. As I've said, I've been coming in and out for the last twenty years in various capacities: as a tourist, as a journalist. I guess after I finish my job here as an ambassador I will be returning. I think for me it is definitely one of the best places to be.

FIVE NEW AMBASSADORS IN ISRAEL



Five new ambassadors presented their credentials on Wednesday, July 11th, 2012 to President Shimon Peres:

- H.E. Mr. Jurk Boon-Long, Ambassador of Thailand
- H.E. Mr. Preldad Kumer Presai, Ambassador of Nepal
- H.E. Mr. Fernando Carderera Soler, Ambassador of Spain
- H.E. Mr. Branko Kesic, Ambassador of Bosnia Herzegovina
- H.E. Mr. Naivakurubalavia Solo Maru, Ambassador of Fiji (Not Resident)

The time has come, Peres said, for global companies to group together, and do what governments can't do, such as for instance investing in underdeveloped countries which will become their future markets.





A World-Class Option

The Kellogg-Recanati International Executive MBA Program offered jointly by the top-rated Kellogg School of Management, Northwestern University and the Leon Recanati Graduate School of Business Administration, Tel Aviv University.

The Next Kellogg-Recanati class, KR17, will commence in September 2012.

If you wish to learn more about the program and perhaps join this exclusive and stimulating educational experience, you are welcome to join the Kellogg-Recanati Virtual Session on

Thursday July 19th, 2012 at 17:30 @ our facebook wall.

Our staff and Alumni will answer all your questions regarding the Kellogg-Recanati program.

ISRAEL'S DIPLOMATIC MISSIONS ABROAD: STATUS OF RELATIONS. 2012 - CELEBRATING OF JUBILEES

Up-Date

Total number of countries with which Israel maintains diplomatic relations: 159.*

- In addition, Israel maintains:
- a mission to the United Nations (New York)
- a mission to the United Nations institutions in Geneva
- a mission to the United Nations institutions in Paris

- a mission to the United Nations institutions in Vienna
- a mission to the European Union (Brussels)
- Number of diplomatic missions:
- 76 resident embassies
- 19 consulates general
- 5 special missions
- Total: 100

Note

Morocco, Tunisia and the Sultanate of Oman closed the Israeli offices in these countries in October 2000 and suspended relations with Israel. Niger, which renewed relations with Israel in November 1996, severed them in April 2002. Venezuela and Bolivia severed diplomatic relations with Israel in January 2009 in the wake of the IDF operation against Hamas in Gaza, followed by Mauritania in March 2009.

State	Place of Representation	Representation	Status of Diplomatic Relations	Date	Years Of Diplomatic Relations	Headed by
Angola	Luanda	Embassy	Estab.	4/1992	20	Ambassador
Armenia		Non-Resident	Estab.	4/1992	20	Rep. by Ambassador in Georgia
Azerbaijan	Baku	Embassy	Estab.	4/1992	20	Ambassador
Belarus	Minsk	Embassy	Estab.	5/1992	20	Ambassador
Benin		Non-Resident	Renewal	7/1992	20	Rep. by Ambassador in Cote D'Ivoire Honorary Consul
China	Beijing	Embassy	Estab.	1/1992	20	Ambassador
	Guangzhou	Consulate General				Consul General
	Hong-Kong	Consulate General				Consul General
	Shanghai	Consulate General				Consul General
Democratic Republic of the Congo (formerly Zaire)	Kinshasa	Non-Resident	Renewal	5/1982	30	Rep. by Ambassador in MFA, Jerusalem
East Timor		Non-Resident	Estab.	5/2002	10	Rep. by Ambassador in Singapore
Estonia		Non-Resident	Estab.	1/1992	20	Rep. by Ambassador in Finland Honorary Consul
Gambia		Non-Resident	Renewal	9/1992	20	Rep. by Ambassador in Senegal Honorary Consul
	Banjul					
Georgia	Tbilisi	Embassy	Estab.	6/1992	20	Ambassador
Guyana		Non-Resident	Renewal	3/1992	20	Rep. by Ambassador in MFA, Jerusalem
India	New Delhi	Embassy	Upgrading	1/1992	20	Ambassador
	Mumbai	Consulate General				Consul General
	Calcutta					Honorary Consul
Jamaica		Non-Resident	Estab.	1/1962	50	Rep. by Ambassador in Dominican Republic Honorary Consul
	Kingston					
Japan	Tokyo	Embassy		1/1952	60	Ambassador
	Kyushu					Honorary Consul
	Osaka					Honorary Consul
Kazakhstan	Astana	Embassy	Estab.	4/1992	20	Ambassador
	Almaty					Honorary Consul
Kyrgyzstan		Non-Resident	Estab.	3/1992	20	Rep. by Ambassador in Kazakhstan
Latvia	Riga	Embassy	Estab.	1/1992	20	Ambassador
Liechtenstein		Non-Resident	Estab.	1/1992	20	Rep. by Ambassador in Switzerland
Lithuania		Non-Resident	Estab.	1/1992	20	Rep. by Ambassador in Latvia
Moldova		Non-Resident	Estab.	6/1992	20	Rep. by Ambassador in Ukraine
Nicaragua		Non-Resident	Renewal, suspended 8/2010	10/1992	20	Rep. by Ambassador in Costa Rica
Nigeria	Lagos	Embassy	Renewal	5/1992	20	Ambassador
Niue		Non-Resident				Rep. by Ambassador in New Zealand
Russian Federation	Moscow	Embassy	Estab.	1/1992	20	Ambassador
	St. Petersburg	Consulate General				Consul General
Seychelles		Non-Resident	Estab.	9/1992	20	Rep. by Ambassador in Kenya
Sierra Leone		Non-Resident	Renewal	5/1992	20	Rep. by Ambassador in Senegal
Slovenia		Non-Resident	Estab.	4/1992	20	Rep. by Ambassador in Austria Honorary Consul
Tajikistan		Non-Resident	Estab.	4/1992	20	Rep. by Ambassador in Uzbekistan
Trinidad & Tobago		Non-Resident	Estab.	1/1962	50	Rep. by Ambassador in MFA, Jerusalem
Uzbekistan	Tashkent	Embassy	Estab.	2/1992	20	Ambassador

SACH EVENT AT THE SWISS AMBASSADOR'S HOUSE

On Thursday, June 21st, H.E. the Swiss Ambassador to Israel, Walter Haffner hosted a memorable cocktail reception to celebrate Save a Child's Heart and bid farewell as he prepares to begin his new position in Riga.

The reception, which took place at Mr. Haffner's residence, incorporated a beautiful display of donated artworks (some of which Mr. Haffner painted himself) that were sold to support SACH's life-saving work. Mr. Haffner, who has been a long-time supporter of Save a Child's Heart, organized the art sale and encouraged other artists to donate their works as well. The funds raised enabled SACH to save the life of Kensia, a 17-year-old girl from Haiti.

Over 100 people were invited to the reception held at Mr. Haffner's home. Among the distinguished guests were the EU Ambassador, Mr. Andrew Standley, Australian Ambassador, Ms. Andrea Faulkner, Greek Ambassador, Mr. Kyriakos Loukakis, Nigerian Ambassador, Mr. David Oladipo Obasa, Romanian Ambassador, Mr. Edward Losiper and Portuguese Ambassador, Mr. Miguel de Almeida e Sousa; SACH board members



from Israel and abroad; SACH donors and supporters; Yaakov Gelbard, honorary president of The Friends of the Edith Wolfson Medical Center, who purchased one of the paintings at the auction; and Dr. Yitzhak Berlowitz, the director of the Edith Wolfson Medical Center.

During the event, Mr. Haffner expressed his commitment to help Save a Child's Heart and encouraged guest to purchase the art works. Save a Child's Heart's Chairman Yoram Cohen and Wolfson Medical Center's Director Dr. Yitzhak Berlowitz also expressed their gratitude to Mr. Haffner and all the guests for all their continuous support.

SOS MEGADIM CHILDREN'S VILLAGE CELEBRATED ITS 15TH BIRTHDAY

SOS Children's Village Megadim in Migdal Haemek opened its gates in April 1997. The village serves as a home to 80 children (age 6-23). On June the 18th, the village has celebrated its 15th birthday.

Among the honorary guests were: the Mayor of Migdal Haemek- Mr. Eli Bardah; Mr. Zidan Kabiah- the head of the Bedouin council of Ka'abiyye; Mr. Hans J. Almoslechner- Deputy Head of Mission, Austrian Embassy and other distinguished guests.

This year event celebrated the cooperation between the Bedouin community and Megadim SOS Villages Israel.

The SOS Children's Villages Israel has been operating three child care facilities in the locality of Ka'abiyye, as a joint project with Ka'abiyye Local Council and the Ministry of Social Welfare.

In the village of Ka'abiyye there are approximately 5,000 Bedouin families, most

of whom are supported by the social welfare agencies due to socio-economic hardship. An estimated 270 children need after-school child care services. SOS Israel seeks to assist this target population by offering its high quality programming model which accommodates 15 children from 7 to 12 years of age in each center. The program enhances their social skills, gives them opportunities to explore math, science and literature and helps them with school homework. It also provides hot meals and offers extracurricular activities and excursions.

SOS Children's Villages Israel, a non-profit organization that operates two children's villages in Arad and Migdal Haemek, serving approximately 220 children and youth, runs an emergency shelter for children who need to be immediately removed from their homes, and various programs in the communities of Arad and Migdal Haemek and Bedouin communities in the North and in the Negev.





One of the hallmarks of pre-adolescence in the '80s was the Model Aviation club. Nowadays, after a slight decline in popularity of remote control toys, these clubs are making a comeback, and this time not only children are enjoying them.

HAVE A PLEASANT FLIGHT

In the past, people used to build their own aircraft almost from scratch. What used to take weeks and months, today, takes no more than quarter of an hour, from the minute of unpacking till the aircraft is airborne.

Shai Kanizo, the manager of RC World – a shop for remote control hobbies, says: "Our customers' ages range from 8 to 80. I, personally, was exposed to this field five years ago, when I was working in the QA department of a Russian company that developed these products. After the company's failure to enter the local market, I opened RC World. Today we have approximately 400 members, 200 of which are regular customers." Kanizo adds that after the market was dormant for many years, the last two years have seen the opening of new race tracks and flying areas all over the country. There's even a league. "While there is nothing formal yet and no regulations are seen on the horizon, more and more industrial areas are used by the model aviation clubs, which operate mainly on weekends. Members of the clubs share their experience and compare products," he explains.

What is the difference between amateurs of the past and amateurs of today?

Kanizo: "Nowadays, there is a noted preference for the RTF (Ready To Fly) aircrafts. In the past, people used to build their own aircraft almost from scratch. What used

to take weeks and months, today, takes no more than quarter of an hour; from the minute of unpacking till the aircraft is airborne. In addition, there is a massive transition from fuel to electrical engines in model vehicles and aircrafts. It is more environmental friendly and less tinkering and dirt, simply charge the battery at home."

What would you recommend for beginners?

Kanizo: "Consult a professional or a veteran in this field before your first purchase. What appears to a layman as an aesthetically pleasing product is not always suitable for the clients' needs and is able to provide the desired results. Many times new customers are enthusiastic about the size and after a brief conversation, I offer them another, more suitable product. With airplanes, for example, sometimes a small craft will provide better performance and higher speed, for it has little weight. You should remember that you purchase not only a product, but an experience. Therefore, each craft should be fit to the individual buyer. In the model aircraft field, before the first purchase, you should try a flight simulation and a lesson or two with an instructor, so you can begin your first independent flight with less potential errors and crashes. One hour on a simulator costs less than NIS100, and an hour of training about NIS100-200 depending on the instructor. The lessons can save a lot of repairs and replacements in the future."

How much money does a beginner need for his first flight?

"Roughly speaking, from NIS1500 to NIS2000. This includes, besides the craft itself, fuel or a rechargeable battery. What attracts me to the mini-motor field is the fact that the level of improvement of any vessel is almost infinite. Anyone can build the ultimate product, but it is expensive. For beginners, I suggest to settle with basic equipment until they study it thoroughly. Remember that anything that flies in the sky at 80 km/h, will eventually crash and need repairs. The more professional you become, the less accidents you'll experience."

Shuki, Shai's partner, has been crazy about model aviation since childhood. When he was looking for a job in the field near to his heart, he came to Shai as an employee and later became a business partner. Shuki's favorite toys are helicopters. As a true professional, Shuki participates in various championships. "Each competition includes ten participants that compete in aerobatic flying and there are certain exercises to perform. The competitors must be very skilled in order to perform these exercises, otherwise their vessels will crash. Last year I got third place in the competition in Amsterdam. I won a helicopter worth NIS15000. It may sound cool, but in practice, it hardly pays back the costs, since in Israel this is not considered a sport, so there is no funding."

[M&G]



Discover the luxury of nature

Spread across 15 Hectares of lush fields, orchards, blooming gardens, and a large dairy & organic farm, Mizpe Hayamim Spa Hotel offers a unique experience; a seamless combination of nature, comfort and simplicity on the one hand and elegant luxury and meticulous service on the other.

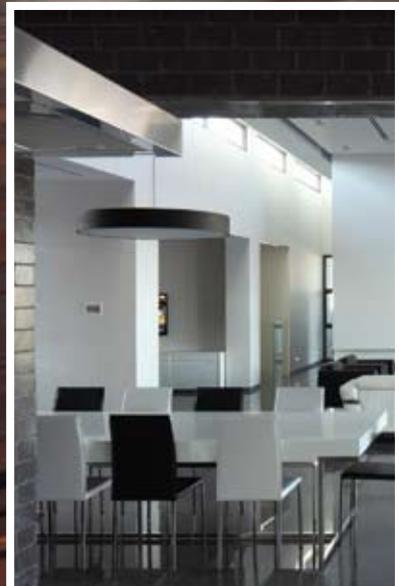
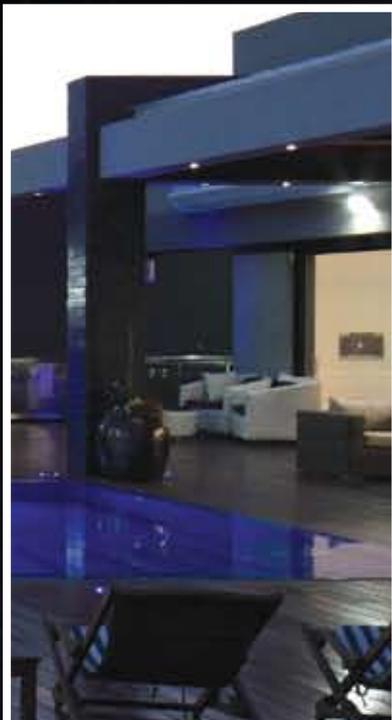
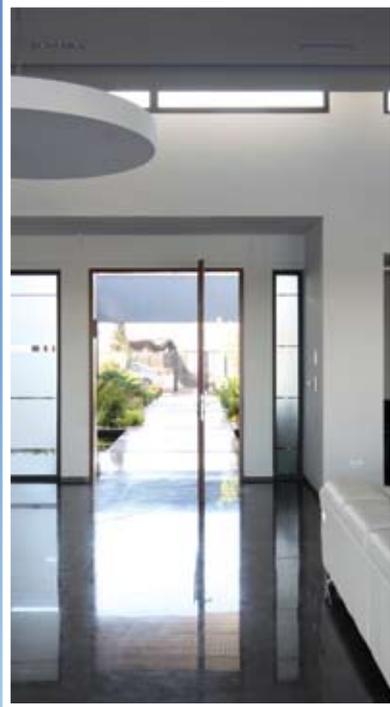
With majestically designed rooms and suites, restaurants that serve fresh produce from the farm, and a spa which has rightly earned its impeccable reputation, Mizpe Hayamim Spa Hotel offers an unforgettable experience of the Galilee.



MIZPE HAYAMIM
HOTEL • SPA • ORGANIC FARM

96 Rooms & Suites | Organic Farm | SPA | Vegetarian & Gourmet Restaurants

Mizpe Hayamim Spa Hotel - 04.6994555 | www.mizpe-hayamim.com



The Sharon area **brand new!**

4 acres | Waterfall and swimming pool
Tennis Court | Garden for hosting events

The last word of international design!
Could be yours!



AVI ISRAELI
LUXURY PROPERTIES



אבי ישראלי
שיווק נדל"ן יוקרתי

Tel 052-3436221 Office 072-2145671 Mail office@i-p.co.il



The "La Fete" ring from the Redlion collection

LUXURIOUS NEW STORE

ROLEX AND EURO-ASIA OPENED THE FIRST BOUTIQUE IN ISRAEL ENTIRELY DEDICATED TO THE 'ROLEX' BRAND AND ITS SUBSIDIARY BRAND 'TUDOR,' AS WELL AS TO THE NEW JEWELRY LABEL 'REDLION'

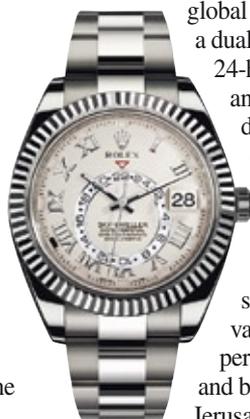
Euro-Asia Ltd., one of Israel's oldest and leading watch importers and jewellers, and Rolex SA are opening the first boutique in Israel exclusively devoted to the Rolex brand. This continues a 37-year relationship between Euro-Asia and the Swiss watchmaker and celebrates the retailer's four decades in the country.

The boutique is housed in a newly constructed, elegant high-rise at the corner of Shaul Hamelech and Ibn-Gvirol Streets in the heart of Tel Aviv. Euro-Asia's headquarters and after-sales service center have also moved to the same building.

The new 70 square meter store carries a wide range of Rolex timepieces, in particular the Professional and Classic models of the Oyster collection, as well as models by its subsidiary brand, Tudor. The new jewelry brand Redlion is also available. Redlion is renowned for its ability to design and create highly personal, bespoke luxury jewelry. Established in 1987, the atelier is the center of creativity and passion, home to a team that is unified in its strong commitment to creating exquisite and innovative

handmade jewelry, and to providing and extremely high level of post-purchase care to their customers.

Visitors will also gain an exclusive glimpse of the latest models presented at the Baselworld 2012 watch fair, including the Oyster Perpetual Sky-Dweller, a revolutionary new watch designed for the global traveller that is equipped with a dual time zone and an innovative 24-hour display. It also features an annual calendar that automatically differentiates between 30- and 31-day months.



37 years of loyalty

As an Official Rolex Retailer, Euro-Asia is dedicated to supporting the brand's unparalleled values of precision, reliability and performance at its Tel Aviv premises and branch shops in Eilat, Raanana and Jerusalem, and via its network of partner stores throughout Israel. Quality service, for which the brand is well known, is carried out by six Rolex-trained watchmakers at the retailer's own workshop.

"The new Rolex boutique is a milestone in the history of Euro-Asia in Israel and a reflection of the company's loyalty to the principles of the Rolex brand," said Danny Peiser, president of Euro-Asia Ltd. "We are

ABOUT ROLEX

A leading brand of the Swiss watch industry, Rolex, headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its Oyster watches, all certified as chronometers for their precision, are symbols of excellence, performance and prestige. Pioneers in the development of the wristwatch as early as 1905, the brand is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism introduced in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, sports, the spirit of enterprise, and the environment through a broad palette of sponsoring activities as well as philanthropic and patronage programs.

proud to have represented Rolex in Israel for 37 years, successfully maintaining the reputation of this market leader. Euro-Asia will continue to give high-quality service in this beautiful new store and in our other stores around the country."

As customers enter the boutique from the bustling street, they are immediately attracted by the imposing, hallmark Aqua glass panel, which depicts an underwater motif. The boutique's striking contemporary design and clean lines are enhanced by the mix of materials, including elegant plane wood, beige and brown leather furniture, a Crema Marfil marble floor, the warming bronzed tone of the light fixtures and other architectural features. The gold-effect Rolex crown, the brand's iconic symbol, decorates the entrance, the walls, the display cases and the front-door handle. All of these tasteful furnishings and details, including the effective lighting, blend harmoniously to create a refined atmosphere. ✨

For more information: www.rolex.com, www.euro-asia.co.il. Euro-Asia Rolex boutique: 36 Ibn-Gvirol St., Tel Aviv; Rolex Show Eilat, Le Boulevard Royal Garden Hotel; Offices: 1 Shaul HaMelech Blvd., Tel Aviv.

PROGRAMMED BY ANCESTORS

The scientists of the Israeli research institute AmHazikaron (the People of Memory) have come to the discovery that can overturn or, at least, change our idea about the kinship bonds. This discovery was awarded with a medal and an international prize "The Olive of Jerusalem". The gist appears in the article "The Jewish people as a phenomenon of historical longevity: the theory of meta-clans and the principle of survival".

They found surprising connections between the life of different families or clans during many centuries on the basis of the eight-year long study of social, psychological and professional characteristics of 63 randomly chosen Jewish clans.

They found out that the members of the same clans, even if they didn't have any idea about existence of each other, chose the same spheres of activity characterizing these clans during many centuries. Naturally, new professions appear in new times, but the spheres of the family activity do not change. Surprisingly, this new discovery refutes our habitual understanding of natural professional tendencies of a person and his/her children. Using the statistical methods, the study has proved that we are genetically "programmed" much more than we would like to be.

Moreover, the scientists have found out that we even choose our marital partners not by chance. If we forget for a moment our stable notion of love that outbursts from nowhere and address to dry statistics, then, the given study proves that in any clan there exists some specific type of a marital partner that is chosen, without

any preliminary agreement (unconsciously), by almost all the members of this clan. Right up to the fact that some of the members of these families were amazed to see the photos of their great-grandmothers for the first time – they resembled their wives as two peas in a pod. But the most impressive fact was the one that different branches of the same family that were separated from each other 100-150 years ago are united again. What is more, they do this unpremeditatedly. Descendants of once one family in the 6th or 7th generations meet each other, fall in love and marry even without any suspicion about their blood relationship. The percentage of these "occasional" marriages of the relatives is unbelievably high. It exceeds the number of possibilities of these "coincidences" in hundreds of thousands times, according to the theory of relativity.

One more surprising fact discovered by the scientists is that the characters, the habits and even the psychological portraits of the members of one family living in totally different times and even on different continents do not only coincide or are identical, but very often they are the exact "copies" of each

other. Being interviewed, one of the scientists confessed that working at this study he experienced an almost mystical feeling that there existed some genetic infrastructure that as if restored itself, following the law of conservation of energy at the con-genetic level.

And surely the most phenomenal discovery of the scientists is the statistically found natural determinism of the surprising repetition of the destinies not only of close but even remote relatives (right up to the level of sixth or seventh cousins). The authors of the article bring some startling facts. Some of them are even tragic. For example, in one of the clans living in five different continents at the end of the 20th century (the relatives weren't in contact for more than a century) the number of cases of tragic deaths exceeded the average number of accidents in other randomly chosen families to 617%. By the way, the genealogical statistics brought in this study points out with the same indifference to much more optimistic situations and family prognostications. For example, if in one of the families the number of divorces and extramarital children during the last three centuries exceeded the average rate in other families to 260%, then, in another family the number of these was 190% lower than the average rate in other families. Thus, it turns out that some genetic or electrical charge inherent to each of us is so strong that neither whole centuries (and the study explores some families to the depth of 800-900 years), nor different political systems, nor the socio-economic status can be an obstacle to what is inherited from our forefathers.





THE WORLD OF GEMSTONES IS MAGICAL

From dream to reality: Luciana Silberberg works at the Brazilian Embassy and moved from Sao Paulo to Tel Aviv eight years ago to meet the love of her life. She assists the competent Brazilian Ambassador, is a mother of two and recently has launched an online store of her wonderful exclusive handmade Jewelry, Flower of Heart.

How did you start working with Jewelry?

I always loved gemstones and Jewelry; the harmony between the elements. When I moved to Israel, I worked for the main jewelry companies where I got the technical knowledge about materials, techniques and design of fine jewelry.

How would you describe your Jewelry style and from where do you get the inspiration?

The world of gemstones is magical, especially in their natural form. Their colors, properties and myths are so diverse and fascinating. I believe they also provide healing and self-balance energy, that's why I also use sacred symbols, especially of Kabbalah.

How does your job at the Brazilian Embassy add value to the creation of your Jewelry?

My daily relation with the Brazilian Embassy's staff holds in my heart the feeling, the music, the magnificent natural wonders plus the happiness of Brazil are reflected on my work. Therefore I use a lot of Brazilian stones on the Jewelry creation.

How do you succeed to create Jewelry to reach the multicultural global market?

My Jewelry incorporates the natural look of the stones, tempered with a good dose of sensuality suitable for stylish women of any culture. The collections are very feminine, designed for beauty and wellbeing.

What do you consider as an ideal piece of Jewelry?

In my opinion the perfect Jewelry is enjoyable, distinct and suitable for any occasion. Gemstones Jewelry is powerful energetically, beautiful and follow the last fashion trends. The Flower of Heart Jewelry is a unique gift for women of all ages.



JUST TRY IT!



One key factor in the recent genesis of in Israel's culinary scene was the creation of the Golan Heights Winery in 1983 which is credited with being the first commercial winery in modern day Israel to focus on making fine wines suited to more demanding international connoisseurs' expectations rather than sacramental wines tailored to observant Jews. As Israeli wine has improved in leaps in bounds over the last two decades with now about 300 wineries following in the steps that the Golan Winery first took, wine improved as part of a symbiotic partnership with fine dining and there are now amazing restaurants featuring world class dishes from world class restaurants all throughout Israel.

Improvements in fine dining, until recently, left behind an often overlooked segment outside Europe. Not everyone is a wine drinker or if they are sometimes they too want a good premium ice cold beer during a hot eastern Mediterranean summer day. For beer aficionado's, exploring premium local beers can be an insatiable thirst that until now Israel was poorly suited to satisfy with domestic beers. It had local beers,

Maccabee and Gold Star, that were mass production beers found at most bars and kiosks but they had the lowest common denominator appeal of Budweiser or Miller in the United States. They continue to be the most popular domestic brands but they failed to deliver the particular punch or pizzazz that "craft" beers offer to those willing to spend a bit more cash to get a lot more character from smaller batch brews. Israel was missing the presence of a market changing brewery like Sam Adams in the States.

So it shouldn't be a surprise that the Golan Heights Winery partnered with developer Chaim Ohayon to do for Israeli beer what the GHW did for Israeli wine. In 2006, together they launched the Golan Brewhouse, a micro-brewery pub in Katzrin, the largest town in the Golan Heights and home of the winery. Until 2010, the distribution of their craft beer was limited to their pub customers in Katzrin, many of whom were workers at the nearby winery as well as tourists and other locals. As the adage goes, "it takes a lot of good beer to make good wine." The beer that originated in the brewhouse is

now available throughout Israel under the Bazelet Brewery label.

Bazelet is named after the basalt rich volcanic soil that permeates the Golan Heights and since the water from the brewery comes from local aquifers it contributes to the special taste of their beers. Its said one reason beer can be so different from country to country or even town to town is the underlying flavor or character that beers rely on as much on the local water as much as on the grains, hops and other flavor components added by the brewer. It's something lost in huge international breweries who have crossed the rubicon of quantity over quality and whose production might overwhelm local water supplies especially in a relatively arid country like Israel.

The brewery currently has four beers in their line-up: Bazelet Pilsner, Bazelet Wheat, Bazelet Amber Ale, and Bazelet Double Hock. The Pilsner is a hops heavy bitter beer with a soft texture typical of European Pilsners with a modest offering of 4.9% alcohol. The Wheat Beer might be more food friendly for some with a medium body with a more fruity bouquet and finish reminiscent of bananas with just a little more bite than Pilsner. Their Amber Ale is another medium bodied entry with a more malty flair and a spicy hint of cloves sporting a more hefty kick of 6.4% alcohol. The Double Hock is their strong dark lager with dark chocolate and coffee notes and a healthy 8.8% heft that may brings some Belgian beers to mind.



BY EVELINE ERFOLG

IN VOGUE WITH INDIVIDUAL STYLE

SHERRI GOLDSMITH AND SARAH FREUND HAVE LIVED AND BREATHED FASHION FROM AN EARLY AGE. EVENTUALLY, THEY DECIDED TO MAKE THEIR PASSION THEIR PROFESSION AND FOR YEARS NOW THEY HAVE BEEN HELPING SAVVY AND SOPHISTICATED WOMEN ACROSS THE GLOBE ENHANCE THEIR LOOK AND UPGRADE THEIR APPEARANCE.



DC: How did you meet each other?

Sherri Goldsmith: My family and I came from New York five years ago. I went to the Fashion Institute of Technology in Manhattan where I majored in fashion-buying and merchandizing. Then I worked in the fashion industry for many years.

Sarah also lived in New York; but, originally she's from Switzerland. Now, she's been living in Israel for the last seventeen years. We met through mutual friends here in Israel and it seemed we were meant to become friends.

DC: How did you come up with the idea for such an unusual business?

We had a mutual love for fashion and style. Then, Sarah came up with this idea to start a business together and she presented to me this idea of "individual styling" and what we would offer clients and I loved it! Because I've always wanted to take my passion and turn it into a business; but, I just didn't know how. Sarah created this great concept and I said "Let's do it!" and we've been doing it together ever since.

DC: What kind of services does Individual Style provide?

Sherri: Individual Style is all about helping clients to identify and heighten their own personal style. We come to their homes and talk with them to find out as much as we can about them, so we can get an idea of what their wardrobe should look like in terms of practicality. After getting to know them a bit, we'll go with them into their closet and take everything out. First, we'll ask them: "what's your favorite outfit?" (just so we get an idea of what they



love). Then we'll go through everything in their wardrobe as they try it all on. We separate what fits, what doesn't fit, what's still good, what needs to go, and we'll help make outfits out of what exists in their closet which forms a base for their future wardrobe.

We take pictures so that the clients remember what works and we accessorize based on what they have. We also make a list of things that are missing, such as basics and staples based on what their lifestyle is and what we feel is missing in their wardrobe.

DC: What do you do if something is needed in the client's wardrobe?

Sherri: We offer to either go shopping with them, recommend where they should go, fly overseas with them if they like to shop overseas. Based on whatever lengths the client wants to go, we're willing to do just that.

We also do "occasion shopping," like if someone's attending a wedding or a bat mitzvah or they change jobs, we'll take them shopping for outfits for this special occasion. In addition, we conduct seminars for groups or for a party, such as a birthday or a bachelorette party. We'll come and give a presentation, we'll ask everybody to bring something from their closet that they don't know how to wear, and we'll help them. When we've done that in the past, it's really been a lot of fun for us, the clients and their guests. People love that!

DC: Who are your clients?

Sherri: We've really had clients that run the gamut in terms of age. We've had clients, women, who were in their fifties and their sixties. We had a client who was twelve years old. There was a mother who had a daughter and they fought all the time about clothing. They needed somebody to take the daughter shopping, to get her clothes, to make her happy, but within the guidelines of what the mother wanted. Sometimes you just need another person to bridge the gap and be a peacemaker between mother and daughter.

DC: Do you have any tips for our readers?

Sherri: The rules are there are no strict rules. However, there are some things that are worth remembering: everything in your closet should fit you, don't hold onto things that haven't fit you in ten years. It will make your life a lot easier. Fit is extremely important. Shop with a friend that you trust; don't walk into a store hoping that the sales person is going to steer you in the right direction. In addition, try not to buy the same things over and over again. Finally, don't be afraid. Take chances.



BRUCE FIELD tie - 145 NIS



BRUCE FIELD jacket 1000 NIS



Avraham Sidov



Avraham Sidov

Salvatore Ferragamo Men's Autumn/Winter 2013



Man Bag Piquardo 2,807 NIS

BRUCE FIELD shirt 350 NIS



DIPLOMATIC WORLD'S GENTELMAN

Black Patent Evening Shoe With Gros Grain Ornament, Biver Design - 2350 Nis



Glove Leather, Bologna Hand Sticbed Craftmanship With Lace, Biver Design - 2600 Nis



Salvatore Ferragamo Men's Autumn/Winter 2013

BRUCE FIELD cufflinks 100 NIS



Man Bag Piquardo 880 NIS
Shose SABBADINI 576 NIS



CHIC, 149 Nis



CHIC, 199 Nis

Avrabam Sidov



Avrabam Sidov



ESCADA SPORT
,2600 Nis



ESCADA SPORT,
1400 Nis



SatinPerfect (Philips house) -
649 NIS



THE DIPLOMATIC WIFE

EST 2011 TEL AVIV

making a home away from home



11

12

13

Tribal Collection

11 Devotion Ring - 24400 NIS, 14 gr; 5 carats

12 Lotus Earrings - 20000NIS, 16 gr; 4.3 carats

13 Bracelet Phoenix, 70 gr; 14.20 carats diamante - 61000 NIS

Bag Prima Class
1,640 NIS



Bag Braccialini 594 NIS



Zborowsky shoes
from Lady Gaga house 1,140NIS

ARCADIA ELITE ISRAELI CUISINE BY CHEF EZRA KEDEM



Arcadia restaurant opened in 1995 by Chef Ezra Kedem and has been considered one of Israel's top restaurants since.

Set in the heart of the historical Even Israel neighbourhood a stone throw away from Machne Yuda market, an enclosed courtyard leads to a beautifully renovated old stone house. Arcadia's cuisine offers a truly local dining experience featuring the finest locally sourced, organic seasonal ingredients from fresh herbs and vegetables grown at the restaurant's organic farm, locally raised lamb meat, the freshest fish and seafood, exquisite caviar produced in the Galilee, local varieties of cold pressed olive oil and artisan goats cheese produced in near by dairies, from which Chef Kedem composes an ever-changing culinary expression of the local terroir in his own unique style and with meticulous attention to detail. Chef Kedem's culinary curiosity has helped define the rapidly evolving new Israeli cuisine and it is this constant strive for culinary excellence and creativity that have gained Arcadia its rich reputation hosting world leaders, statesmen, diplomats and world-renowned chefs.





ארקדיה ARCADIA

Elite Israeli cuisine established in 1995



WHAT WE OFFER

The restaurant is open daily for dinner service in a warm and intimate atmosphere. The restaurant is also available for private events throughout the day upon advance reservation.

Our wine cellar features a variety of carefully selected wines from the finest wineries in Israel, Bourgogne, Bordeaux, Italy and Spain.

ARCADIA PREMIUM – 'GARDEN TO PLATE'

Set in the heart of the Judean hills on the outskirts of Jerusalem is Arcadia's organic farm and garden, an exclusive and highly discrete setting. For a truly unique dining experience, our local and seasonal fine dining menu is served in

an all-glass bespoke dining room set against a breathtaking panorama.

CULINARY WORKSHOPS

A unique and memorable hands-on seasonal cookery master class with Chef Ezra Kedem, incorporating the seasonal produce grown in the farm. The workshop takes place at our organic farm and the adjacent purposely built studio kitchen.

Also available: culinary tours to the Judean hills led by Chef Kedem, including a visit to the restaurant's organic farm and nearby local artisan producers. Upon request, the tour can be concluded with a lunch service served in a bespoke glass dining room set against a breathtaking panorama.



Opening hours: Mon- Sun 19:00-22:30, Fri 08:00-16:00, 19:00-22:30

Address: Agripas 10, Jerusalem

Tel: 02-6249138, 052-5507369

www.arcadiarest.com



Above the rest
 ŠKODA Superb TSI, the best-selling
 Executives' car in Israel*
 with special benefits for diplomats



(Adler Chonshi & Marshavsky)

ŠKODA, Simply Clever

1 Hashalom drive corner Yigal Alon Tel Aviv, 03-5778660
 Ask for your representative - Oren Yashar El

skoda.co.il

The photo is for illustration only. *According to the begining of 2012 up to June registration report. E&OE



*Manufacturer's data from lab results. Standard EC 715/2007*692/2008A
 **Emissions calculated according to the Clean Air Regulations (Disclosure of Air Pollution from Motorized Vehicles in Advertisements), 2009

Model	Gas consumption statistics in liters per 100 km*	
	City	Intercity
TSI	10.6	6.3