



The Diplomatic Club

DECEMBER 2011



INTERVIEW WITH
BISHOP DR. MUNIB
A. YOUNAN

DIPLOMATIC
EVENTS

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PORT'S MARKET –
THE FIRST INDOOR
MARKET OF ISRAEL

THE DIPLOMATIC
WIFE



By Sarah Bronson

Bishop Dr. Munib Younan, 60, was born and raised in the holy land, where he worked as a youth pastor and teacher. After earning a degree from Finland's University of Helsinki, Younan was ordained in 1976 and became pastor of the Church of the Redeemer in Jerusalem, a post he held for three years. He has also served parishes in Ramallah and Beit Jala and has studied at Chicago's Lutheran School of Theology. Bishop Younan was the first to translate the Augsburg Confession, a key document of the Lutheran church, into Arabic, and he holds an honorary doctorate by Wartburg College in Iowa. He has headed the Evangelical Lutheran Church in Jordan and the Holy Land since 1998. In 2010 he was elected President of the World Lutheran Federation.

Bishop Younan and his wife, Suad, have three children and one grandchild.

The Lutheran World Federation (LWF), headquartered in Geneva, Switzerland, is a global communion of 145 regional and national Lutheran churches in 78 countries; membership is based on a common doctrine. Member bodies include, for example, the Churches of Sweden, Denmark and Norway; the Evangelical Lutheran Churches of Tanzania, America, Finland, and Hanover (Germany); and the Protestant Christian Batak Church of North Sumatera, Indonesia. In total, the LWF represents two-thirds of the world's 70 million Lutherans in areas such as theology, humanitarian assistance, and interfaith relations.

The presidency of the LWF is an elected position, with member churches choosing a president every seven years. The most recent elections were held in 2010 and resulted in the election of Bishop Dr. Munib A. Younan, the first LWF president from the Middle East.

He is simultaneously continuing in his position as bishop of the Evangelical Lutheran Church in Jordan and the Holy Land, which has 3,000 members in six congregations in Israel, Jordan and the Palestinian territories.

The Diplomacy Club recently met with Bishop Younan in his offices at the stately Lutheran Church of the Redeemer in Jerusalem's Old City.

TDC highly appreciates Dr. Dani Haimovic, Head of the Israeli Center for Christian-Jewish Friendship and Cooperation, for his kind assistance in composing this interview.

D.C. Tell us about the Evangelical Lutheran Church community in Israel and the Palestinian territories, and the services it provides.

The Lutheran Church entered the Middle East about 170 years ago through missionaries who came here not only to preach gospel, which is essential for us, but also through education and social services. In addition to our six congregations we have a strong educational ministry. The first girls' school in Palestine, Talitha Kumi [now in Beit Jallah], is ours, and was founded in 1852 to promote the role of women in Palestine. We also have primary schools in Bethlehem, Beit Sahour and Ramallah, with a total of 3,000 children in our schools. Only 6 percent are Lutherans, while 50 percent are Muslims. The rest are Christians of other denominations.

The goal is to provide a holistic education. We mold the whole personality and identity of the Palestinian. We teach them how to live with other religions, Islam, Judaism and Christianity. We teach them non-violence education and how to dialogue in order to achieve their human, political and national rights, and at the same time

we promote the role of women, and we give them a quality education.

We also have pilgrimage houses and ministries such as the Augusta Victoria hospital [in Jerusalem] and clinical services in the West Bank. As a Lutheran church we have a vocational training center in Jerusalem which is helping Palestinians -- Muslims and Christians alike -- to get vocational training. We also have women there, of course, getting training in Information Technologies, welding, carpentry, auto mechanics. In Bethlehem we are developing a college for music, art and communication.

The strength of the church today, my church and others, is not in the numbers but in the ministries. We care for the service of the human being, regardless of race, political views, religion or ethnicity - or gender.

For us, the promotion of women in church and society is a big priority. We have a women's committee, made up only of women, while many other churches have women's committees comprised only of men. Our committee is charged with promoting women not only in

attending worship but also as an integral part of the leadership of the church and of society. They take on issues such as domestic violence, women's political rights and women's rights within the church. To empower women is an integral part of the identity of the Lutheran.

D.C. You mentioned that your schools teach dialogue and non-violence. What relationships do you personally have with clerics of other religions?

The church never lives in its own bubble. It is an integral part of the fabric of its society. As God determined that we are living here together, Muslims, Christians and Jews, we have to live together, and must find ways to live together. It is my policy and that of the Lutheran church to find ways and means to teach people to live with Islam, and with Judaism, and the Muslims with Jews and Christians. To live with other religions is an art. Every person who lives in this country must be an artist, to live with the other.

I have an excellent relationship with the Muslim leadership, from the highest levels - the Mufti

and the Chief Justice of the Islamic court - and with normal imams, and we have Muslim-Christian dialogue. We talk about common living. How can we live together? How can we see God in the other?

D.C. What have been the results of those conversations?

The most important result is when you build trust among the community. When you build trust you can dialogue with anybody. And of course there are common statements. For example, we participate in "A Common Word", a document signed by 138 Muslim clerics, stating that the core of religion is loving God and loving their neighbor. The problem today is not loving God - all of us love God, whom we don't see. The crisis today is loving the neighbor: How can I love my neighbor who is a Christian, who is a Muslim, who is a Jew, who is a Palestinian, who is an Israeli, who is a Jordanian, who is from another ethnicity or another nationality? How can I reflect this love and accept my neighbor, and the humanity of my neighbor? Once you accept the humanity of the other you accept his human, political and national rights.

Some years ago we [Christian and Muslim clerics] issued the Amman Declaration, which stated we must respect every religion's symbols, traditions, and holy places, and there should be access to holy places for everybody. And we have been working with the King of Jordan and the United Nations to create Interfaith Harmony Week. Religion should not be a source of problems but an active source of peace and finding solutions.

D.C. What of dialogue with Jewish leaders?

Indeed the second dialogue is between Christians and Jews. We started that 21 years ago, a group with some of our rabbi friends, who are Reform, Orthodox and Conservative. We had meetings every six weeks - maybe now less frequently because we all got busy, not for lack of intention, though I had breakfast with this group this morning - in which we study each other's traditions about justice, co-existence, peace, self-defense, and each other's festivals. Certainly we disagree, but the theological disagreements should not prevent us from building bridges, because when the grassroots sees that we [clergy] are building bridges, they will also try to build bridges, despite the political situation, which is more about separation.

I have been asked several times to go to synagogues to speak. Sometimes Jewish groups come to my church and worship with us. We've had a common Seder meal together.

It is important to learn about each other. Ignorance is the enemy of the human being.

One of the problems of extremism is they want to dictate what the other religion is. It is important to combat any form of extremism, no matter in which religion. We must promote an agenda of moderation.

We have had difficult times, such as in 2002 [during the height of the Second Intifada], we disagreed. The rabbis here, and the clergy, we represent our societies. We can disagree. But even when we disagree we must build bridges, because we have to live together, whether we like it or not.

D.C. What is being done to promote dialogue between Muslims and Jews? How is your church involved in those efforts?

In 2005 we started an important project, the Council of Religious Institutions in the Holy Land. It includes both the Ashkenazi and Sephardi Chief Rabbis of Israel, the heads of local churches in Jerusalem, the Chief Justice of the Islamic court in Palestine and other Islamic leadership.

When [the laypeople] see that we [clergy] have a positive language, it will infiltrate to the grassroots. What the leaders say, the people follow - right or wrong. We leaders have a key role, and sometimes we underestimate it. We must speak the language of living together, not the language of separating each other, not the language it pleases the politicians for us to speak.

For two or three years we have had Palestinians and Israelis monitoring what the [Christian] clergy, rabbis and imams are declaring about each other in the press. Sometimes we have found the problems are with the religious leaders, and we must repent for this. We have to teach what is right about the other, not what we think is right, but to teach about the other as they actually are.

We also have a team of 18 professors, led by a professor at Yale, monitoring 700 textbooks in Palestine and Israel, to see what they are teaching about each other in the subjects of religion, humanities, civics and geography. The results will be announced at the beginning of 2012. We are prepared to approach both the Ministries of Education of Israel and of Palestine to make the necessary changes.

We have to start with the children. We have the right to disagree politically and about our faith, but we have no right, as human beings, to incite each other or to teach the wrong things about each other, even if we disagree.

D.C. Do you think it is possible for the Israeli-Palestinian conflict to be solved through dialogue alone, without one side forcing the hand of the other through force or terrorism?

I am a man of peace. For 63 years we have fought. What did fighting bring to us? More hatred, more prejudice, more separation, more fear. The only way for us is to sit and dialogue for a two-state Jerusalem based on 1967 borders and a shared Jerusalem. Fighting solves nothing. Violence breeds more violence. Dialogue, combating extremism and strengthening moderation, that is what we need in this country, in Palestine and in Israel.

D.C. Regarding negotiations based on the 1967 line, many Israelis are suspicious that such a solution would not be enough for the Palestinian side, that the aim of some powerful Palestinian groups is ultimately the destruction of the State of Israel. What evidence do you have that a two-state solution would bring an end to the conflict and lead to a true peace?

I'm not a politician, but I want to make it clear: We must change the mentality of fear and war to a mentality of trust. This is for me more important than any political solution at the moment. If we want a two-state solution, we must trust in each other, and make every effort that it will be a success. Nobody can erase the other. When we speak of a two-state solution, it means they will be side-by-side, the Palestinians with the State of Israel. I believe it is possible. Certainly, these two states will not have a soldier against a soldier. As a clergyman, I would say we don't need arms. We need

education and economic growth. If there is a two-state solution, the states must cooperate. They cannot be enemies. Once there is a solution, I believe it will be forever.

We must think even further, not be stuck where politicians want us today. If we have a two-state solution, why can't we have a Middle East Union, where every state is independent but at the same time economically and politically are interdependent? Then every state is sovereign, and there is a neighbor they can trust. I believe this vision is possible. Maybe I am naïve, but I'd rather be naïve for peace than anything else.

D.C. In light of the Arab Spring, how optimistic are you about the future of Christianity in the Middle East?

We have to be careful not to generalize. We have to take each country as a separate case.

Iraq is a problem now. We have seen churches vandalized. We have seen even mosques being vandalized - who did it? Certainly extremist forces who want to see a conflict between Christians and Muslims. We must not be naïve.

But you don't see it in this country. In Jordan, in the holy land, we have freedom of religion.

D.C. There is a sense, however, that in Muslim-majority communities, such as Bethlehem, the Christians are being squeezed.

Some are trying to say so. I go to Bethlehem every day. We have churches in Bethlehem. I see what I live. We have full freedom of religion. No one is squeezing the other. You might see individuals speaking this or that. We Christians are speaking freely; no one checks our sermon. But there are always issues between the Church and the government, both in Israel and in Palestine.

We do have a significant problem of a shrinking Christian population in the holy land, due both to birth rate issues [as compared to Muslims, Druze and Jews, Christians have the lowest birthrates in Israel and Palestinian territories], and emigration. Christians are now less than 2 percent of the population here - we used to be 15 percent. Studies show that when Christians leave the region, they have three reasons: the lack of peace, the lack of jobs, and growing extremism in Israel and Palestine.

But even in Bethlehem or Ramallah - on the West Bank- the Christian church is respected. I'm not talking about fringe groups who always look for problems. I mean, we have not had one church burned. We have good relations with the Muslims and with the local mosques.

D.C. How would you characterize your relationship with Hamas?

I would prefer not to go into these things. I am not a politician and I don't want to speak about these issues. They go out of my sphere.

D.C. What is your message to the people of the Middle East, in one or two sentences?

The Arab awakening has shown us common values in the Middle East we all share, and we must encourage them: dignity, respecting each other's human rights, accepting gender balance, freedom of religion, freedom of expression, freedom of minorities. If we in the Middle East continue to make these values a reality, we will have changed it to a Middle East that accepts the other as God created them. Let us give peace based on justice, and reconciliation based on forgiveness, a chance.

FIVE NEW AMBASSADORS

Five new Ambassadors from Macedonia, Korea, Paraguay, Japan, and Myanmar submitted letters of Credence to the President of Israel Shimon Peres. The official ceremony of welcoming their entry into Israel as their countries' Ambassadors was held, as usual, at the President's residence.



Ambassador of Paraguay
H.E. MRS. ANA BAIARDI



Ambassador of Macedonia
H.E. MR. PETAR JOVANOVSKI



Ambassador of Korea
H.E. MR. KIM IL-SOO



Ambassador of Japan
H.E. MR. HIDEO SATO



Ambassador of Myanmar
H.E. MR. AYO AYE

Romania National Day



National Day Reception of Romania took place on November 30, 2011, at our Ambassador's Residence in Herzlyia Pituach. This day memorializes the unification of Transylvania into 'Greater Romania' in 1918 (formalized by international treaty in 1920) as well as Bessarabia and Bukovina.

Mr. MICHAEL EITAN, Minister for the Improvement of Government Services and Mr. EDWARD IOSIPER, Ambassador of Romania to the State of Israel.

Angola National Day

The Republic of Angola celebrated Independence Day on 11.11.11. like every year at Dan Panorama Hotel, marking their independence from Portugal.



Mr. RUI MANGUEIRA, The Secretary of State of the Angolan Ministry of External Relations, Mr. JOSÉ JOÃO MANUEL, the Ambassador of Angola (in the middle) and Mr. GILAD ERDAN, the Israeli Ministry of Environmental Protection

Israel, Poland and the Jews

The Menachem Begin Heritage Center and The Israel Council on Foreign Relations

are pleased to invite you to an evening dedicated to "Israel, Poland and the Jews" as a tribute to

H.E. AGNIESZKA MAGDZIAK-MISZEWSKA
Ambassador of Poland

on the occasion of the completion of her diplomatic mission in Israel

Concluding presentation
H.E. Agnieszka Magdziak-Miszewska
Ambassador of Poland

Tuesday, January 10, 2012 at 18:00
Menachem Begin Heritage Center
6 Nahon St.
Jerusalem

Light refreshments and musical interlude
Admission by advance registration
Email: icfr@wjc.co.il
Tel: 02 565 2011



Kazakhstan Independence Day

On December 6th the Embassy of the Republic of Kazakhstan in Israel celebrated the 20 anniversary of Independence.

Official guest of the event was the Minister of religious affairs Jacob Margi. Honored guests were Minister of immigrant absorption Sofa Landver, Minister of national infrastructures Uzi Landau and Minister of Tourism Stas Misezhnikov, head of the Parliamentary Association "Israel-Kazakhstan" Faina Kirschenbaum, MK Binyamin Ben-Eliezer, Robert Tiviaev, Robert Ilatov, Alex Miller, Anastasia Michaeli, Yulia Samalova-Berkovich, Amnon Cohen, Zeev



Elkin, Deputy Mayor of Jerusalem Masha Novikova, Deputy Mayor of Yokneam Roman Perez as well as representatives of other ministries and large organizations, the members of the diplomatic corps accredited in Israel. The total number of visitors has exceeded of 500 people.

After the official part of the event was organized the concert "Kameraty Kazakhstan", under the leadership of the national actress of Kazakhstan, Professor Gaukhar Murzabekovoj.

Preparing for Christmas

Minister of Tourism, Stas Misezhnikov, welcomed yesterday (12 December) in Jerusalem the leaders of the Christian community in Israel, ambassadors, representatives of various religious denominations and members of the tourism and pilgrim industry in Israel in celebration of the upcoming Christmas holiday.

"The Christian community in Israel in its various denominations, together with the hundreds of millions of believers worldwide, represents one of the central anchors in incoming tourism, a bridge for peace and for the promotion of pilgrimages to the Holy Land," stated the Minister.

According to statistics from the Ministry of Tourism, during the first half of 2011, 1.6 million tourists visited Israel, 60% of which were Christian. The Ministry of Tourism is preparing for the arrival of 90,000 tourists during the Christmas holiday, one third of which are pilgrims, visiting sites and holy places and participating in large public celebrations of Mass to take place in Bethlehem and Nazareth.



International Women's Club



International Women's Club Christmas/Chanukah's Party was graciously hosted by Julie Fisher at the U.S. Ambassador's Residence on December 12th

This was a great chance to wish a Happy Hanukkah, Merry Christmas and just to have a good wishes for the season. Along with good food and good cheer it was a some very special musical performances that kept all audiences in the mood for the holidays!

Thai Embassy



On 5 December 2011, the Royal Thai Embassy held a special function to celebrate on the Auspicious Occasion of His Majesty King Bhumibol Adulyadej's 7th Cycle Birthday Anniversary at the King David Hall, Dan Tel Aviv Hotel. His Excellency Mr. Daniel Hershkovitz, Minister of Science and Technology of the State of Israel had given the Royal Thai Embassy an honour to be a representative of the government of the State of Israel to attend the function. The function was a success with many important guests of diplomatic community, government offices, business and private sector gathered to celebrate the prosperous relations between the 2 countries and to enjoy exquisite Thai food in the beautifully decorated King David Hall.

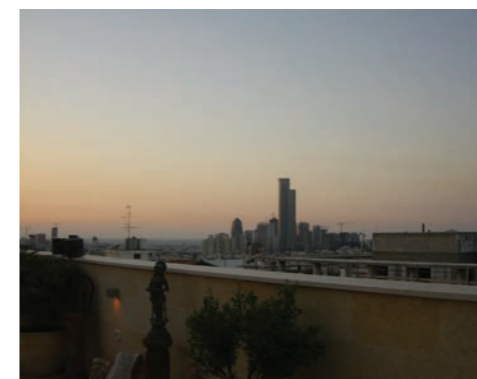


Kenia Independence Day

On December 12, 1963, Kenyans celebrated their independence from the British. Locals often refer to Independence Day as Jamhuri Day. (Jamhuri is a Swahili word that means "Republic".) This is Kenya's most important holiday and the most widely celebrated, joined by all Kenyans around the world.

Traditionally Ambassador of Kenia gives a speech at the party, accompanied by government officials and military forces.

Kenyans dress in traditional and colorful kikoyis and kitenges and celebrate their country's freedom. Natives make typical Kenyan dishes such as Ugali, porridge made of maize, or Irio, mashed vegetables rolled into balls and dipped into meat stews. Kenyan communities all over the world usually gather during this day and celebrate their African heritage.



FOR RENT

Penthouse: located in Givatayim, 74 Jabotinsky street.
4 bedrooms and living room, about 130 sq. m.
and an open balcony of 100 sq. m.

3 covered parking spaces and a private elevator to the apartment.

3000
euro per month.

Contact: Nissim Sasson 052-3560900
or Guy Sasson 052-3560800



RANGE ROVER EVOQUE



DESIGN, ACCESSORIES AND PERFECT PERFORMANCE

The Range Rover Evoque is a car that has everything - a spectacular design, the most advanced technology and a commitment to the environment, according to the Land Rover tradition. It looks like it is possible after all to create a vehicle that is environmentally friendly as well as beautifully designed.

The new Range Rover Evoque by the Land Rover Company is an encounter of worlds and sensations. On the one hand, this is a Range Rover vehicle that belongs to the most prestigious segment of the Land Rover family. On the other hand, it reflects the trend towards compact leisure vehicles with low emissions. The Evoque is a fascinating combination of knowledge accumulated in the field, with technological leadership and original thinking that comes neatly packed in a fresh and clear futuristic look. Even without the impressive dimensions of the Range Rover, the Evoque has the same entry effect, and certainly sends the same message to everyone who sees it. Window lines, door angles, the front and cabin ratio, the wheels and even the lighting units - all engineered and designed to perfection, creating a luxurious and assertive look.

IMPRESSIVE PERFORMANCE AND MAXIMUM SAFETY

The Evoque is equipped with a powerful and economical 2.0-liter petrol engine with 240 PS, 34 kg per mm and 6-speed automatic transmission. The performance data are also impressive: acceleration from zero to 100 km/h in approximately 7.5 seconds and a maximum speed of 217kmph. Euro NCAP safety rating recently tested the Range Rover Evoque 2.2-liter five-door and awarded the vehicle with a five-star overall safety rating (out of a five star maximum). The vehicle also has 6 airbags including side-curtain and side-thorax airbags that ensure a high level of safety for all occupants. It also features anti-lock brakes (ABS), emergency brake assist (EBA), corner brake control (CBC), hill descent control (HDC), roll stability control (RSC), dynamic stability control (DSC), traction control system (TCS), trailer stability assist (TSA) and more. In addition, the 4x4 models

benefit from permanent four wheel drive and of course that true and legendary Range Rover off road ability.

ADVANCED TECHNOLOGY AND HIGH QUALITY ACCESSORIES

In terms of accessories, much was invested into the new Range Rover Evoque, in order to provide the Range Rover customers with the best in vehicle control, connectivity, convenience and luxury. There is an 8-inch touch-screen display in the center of the dash, for control of navigation, multimedia and phone functions and an additional instrument panel with 5-inch full colour TFT message center display, which represents a revolution in the clarity and accessibility of driver information, communication and entertainment. Other essential information or commands can be accessed easily and safely through the multi-function steering wheel controls and the optional, intuitive Voice Control system. The impressive Meridian Sound System delivers 380 watts of power, through 12 channels driving 11 loudspeakers including a subwoofer, centre and surround loudspeakers. It delivers involving, enveloping surround-sound as well as an impressive stereo experience for everyone in the vehicle.

The Evoque is available with xenon headlamps with an adaptive feature which follows the curves in the road, and provides additional illumination in tight bends. The high beam assist function detects ambient light levels and the presence of oncoming traffic, and switches automatically between high and low beam.

Amongst other features the Evoque offers heated windshield, seats and steering wheel; Bluetooth hands-free mobile phone use and audio streaming, plus a range of USB and auxiliary inputs for iPods and other portable devices; full glass panoramic roof with integrated power sun blind; subtle, customer configurable, interior

mood lighting creates a signature Range Rover driving experience day and night.

The impressive design, the high quality accessories and the advanced technology transform driving Range Rover Evoque into a unique and exciting experience, which no one is able to ignore.



THE RANGE ROVER EVOQUE - SPECIFICATIONS

- Engine: 1999cc Petrol
- Engine power: 240 hp at 5500 rpm
- Torque: 34.6 kg per mm
- Transmission: 6x-speed Tiptronic® automatic transmission
- Drivetrain: permanent four wheel drive
- Acceleration 0-100 kph: 7.5 seconds
- Maximum speed: 217 kph
- Length: 4.365 m.
- Width: 1.965 m.
- Height: 1.635 m.
- Fuel consumption: Urban L/100km 13.5
- Fuel consumption: Extra urban L/100km 7.9
- Fuel consumption: Combined L/100km 9.9
- Warranty: 4 years or 150,000 km

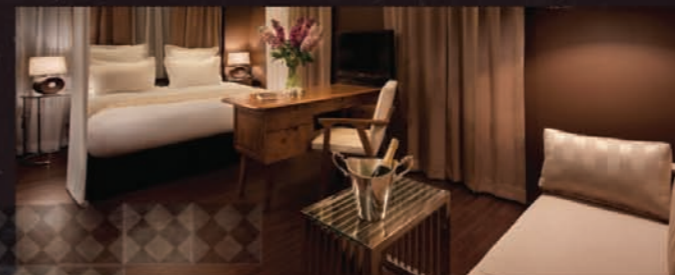


"Tel Aviv gets sexier each year...
If you sleep, do it at the stylish
new Brown TLV Hotel"

New York Times, 3.12.2010



NERUBAY DESIGN



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Time is just an excuse to have a watch



EURO-ASIA IMPORTS WATCHES THAT ARE A MESMERIZING COMBINATION OF SOPHISTICATION AND LUXURY

The Euro-Asia company has been a success story in Israel for about 40 years. The company is an exclusive importer of the world's leading watch brands, unquestioningly headed by Rolex - a brand with a worldwide reputation, a symbol of status, due to its uncompromising quality and innovation that have defined it for many years.

THE KING OF WATCHES

Rolex is much more than a prestigious watch brand. It is considered as one of the hundred most well-known and sought after brands in the world, and as the most desirable brand of wristwatches. Everyone is familiar with the Rolex watch, but not everyone knows of the impressive Rolex history. Hans Wilsdorf, born in Bavaria in 1881, was a man of vision and practice and it was he, who, in the beginning of the twentieth century, introduced the wristwatch to the market that at that time was limited to pocket watches. He coined the Rolex brand name and started to make the watches in England, but, after a while, he moved the manufacturing to Switzerland.

THE LEAP FORWARD

One of the important milestones in the development of the Rolex was in 1926, when water and dust resistant Rolex watches were made. These watches were called Oysters and they featured a hermetically sealed case, which provided optimal protection for the movement mechanism. This technology had contributed to the establishing of the Rolex brand watches as reliable watches that combined advanced technology and clean classic design. In 1927, a young swimmer crossed the English Channel, while successfully wearing an Oyster waterproof wristwatch. She was actually the first of many great athletes that wore Rolex in races and bold adventures around the world that led to the further recognition of the brand's superiority.

EXCELLENCE

Over the years, Rolex manufacturers has striven to lead the world's wristwatches market - they created the first watch that displays the date on the dial plate and the first watch that displays two time zones simultaneously. In addition, Rolex was the first in the world to earn chronometer certification for a wristwatch. Rolex also participated in the development of the original

quartz watch movements, and was the first company that created a water resistant wristwatch that could withstand pressure up to 100 m.

EXTREME ENVIRONMENTS

Rolex has a lot of expertise in making watches that are tailored to extreme conditions. For example, the company has created a series of watches for divers, pilots and mountain climbers. The company's watches also reached a depth of more than 10,000 m. below sea level and 8488 meters high at the conquest of Mount Everest. Rolex sponsors many famous sports events around the world, including Wimbledon, Daytona International Speedway, yacht races, horse races and more. The Euro-Asia company, which is Rolex's exclusive importer in Israel, also strives to uphold this glorious tradition and sponsors golf tournaments held in Israel, such as the Israel Open Golf Championship.

LUXURY WATCHES

Since the 1940's, Rolex has manufactured luxurious watches that were worn and still are worn by important personae in various fields, including key leaders and rulers. Many James Bond films feature the Rolex watches that adorn the wrist of the

charming English spy. Designs of Rolex watches symbolize prestige and status; they incorporate clean lines with daring combinations of the most expensive and finest materials in the world.

UNCOMPROMISING QUALITY

The Rolex watches are cast of a single precious metal such as 18-karat gold, stainless steel or platinum, which undergo a process of no less than 150 stages, in order to create the perfect protection against water penetration and extreme field conditions. Each watch produced by Rolex goes through a strict testing process which lasts 3 months, in which its quality is guaranteed and its performance and accuracy are tested for a period of time under different conditions. Rolex watches have a two-year international warranty. The exclusive importer of Rolex watches in Israel, the Euro-Asia company, provides its customers an additional year of warranty for the watches in its service centers. Due to a fact that Rolex watches are the object of numerous forgeries, these service centers also provide an authentication service, which allows distinguishing between a fake and an original watch, and provides a certificate of authenticity after the examination. Euro-Asia's watchmakers undergo periodic training in Geneva, in order to gain expertise and keep up with various innovations.

TOP BRANDS

The Euro-Asia company also imports other leading watch brands, such as Tudor, Certina, Balmain and Michel Herbelin. Rolex sells less expensive watches under the Tudor brand name, which was introduced by Rolex founder Hans Wilsdorf in 1946 as a part of an idea to create high quality luxurious watches that meet the standards of Rolex, but may be sold at a price affordable to all interested parties. Since its establishment and until today Tudor reflects a successful combination between accuracy and reliability, design, technology and quality.

Certina is a leading Swiss brand that offers a variety of watches: sporty, elegant and classic, for men and women in a wide range of prices. The Certina watches are notable for reliability and exceptional quality. The Certina brand has a registered patent for Double Security Concept, which provides double protection and makes the watches especially resistant against water. The Certina watches have a two-year international warranty, but the Euro-Asia company, provides its customers with additional three years of warranty for the watches, so that overall warranty is for five years (only in Israel).

The Balmain watches are characterized by both elegant forms and bold designs, which are made using innovative technologies. The brand is named after Pierre Balmain, who was one of the outstanding figures of

Parisian haute couture. The Balmain brand is a part of the Swiss Swatch Group and its watches are the official watches of the Miss Switzerland beauty contest. The winner of this contest is considered the ambassador of Balmain watches.

The Michel Herbelin brand comes from France and it is characterized by original, creative and high quality watches that combine French design with Swiss mechanical reliability. The Michel Herbelin watches have ultra-thin bracelets; dial plates made of mother of pearl and combinations of diamonds and zircons.

6 THINGS YOU NEVER KNEW ABOUT ROLEX

1. The brand produces a million watches every year and still, demand exceeds supply.
2. Four Rolex factories across Switzerland manufacture all the components and materials of the watch (gold and stainless steel) and, of course, the mechanisms as well.
3. Rolex watches were worn on historical events, such as the conquest of Everest and the breaking of the sound barrier.
4. The Rolex company is part of the Wilsdorf family estate, were 70% of profits are invested in further development and 30% are directed to the benefit of society, humanity, animals and the environment.
5. Over the last 14 years the Rolex Awards are presented for initiatives in the field of environmental protection.
6. Tudor is a subsidiary brand of Rolex and is named after the English Tudor dynasty that ruled England from the medieval age and until the Renaissance period.

Euro-Asia, exclusive importers, Ibn Gabirol Street 17, Tel Aviv, Tel: 03-6857520
www.euro-asia.co.il

In 2012, the Euro-Asia company is planning to move to the Gindi tower, located on the corner of Ibn Gabirol and Ha-Shofrim St. A Rolex boutique will be opened on the ground floor, and the offices will be located on the first floor.



ON THE TIP OF THE POINTER

Euro-Asia is family company. It was founded in 1973 by Horst Peizer, a son to a family of refugees from Germany, who immigrated to Bolivia and then to Israel. His son, Danny Peizer, is head of the company today. Since 1975 Euro-Asia has been the exclusive importer of Rolex watches in Israel and during the years, it expanded its services to additional luxury brand wristwatches. Euro-Asia is the owner of the exclusive chain of Rolex show stores and has four branches in Israel: Tel Aviv, Ra'anana, Jerusalem, and Eilat. Alongside luxury brands of watches, the stores offer unique jewelry and complementing fashion accessories for visitors with a particularly prestigious taste. Euro-Asia also offers its luxurious watches and jewelry in elite stores across the country.

Royalty – Here, All That Glitters Is Gold



sell their small apartment and buy watches and jewelry to sell at a little stand, which they set up by themselves.

Gradually, he acquired more and more stalls until finally, in 1994, he decided to expand his activities and open a new chain of jewelry stores. Inspired by media coverage of the King of Jordan and his royal dynasty during the peace treaty signing that year, Uri decided to call his new venture "Royalty." Many years and thousands of watches and bijoux later, Uri Falach and his family are the proud owners of 50 Royalty branches located throughout the country.

"The management process of a retail company begins with the purchase of a

Royalty jewelry chain is the oldest and largest company in the watch and jewelry industry in Israel. The chain has about 50 stores across the country. Among the leading and exclusive watch brands are names such as Seiko, Ferrari, Milus, Nina Ricci and many others. The jewelry collections are imported from the best designers and fashion houses in Europe, where they are designed and manufactured exclusively for the Royalty chain. In addition, the company markets its brands to about 320 private stores across the country.

This glittering business began 30 years ago, in a place far from anything glamorous, when Uri Falach, a former public servant, found himself unemployed at age 35. Uri's story is a sad and fascinating life story of a son to a large family of religious Libyan immigrants that lived in a transit camp in Beer-Yaakov. When he was just five years old, his mother died. Seven years later, so did his father. Thus, he and his brothers began an uneasy journey through various Youth Aliyah institutions.

If he'd grown up in another place and another time, perhaps, he would have fulfilled his childhood dream and become a famous theater director. However, Uri didn't have enough money to finance his studies. Over the years, he did manage to complete a degree in psychology and became a public servant in the municipality of Bat-Yam. Failing to find satisfaction in clerical work, he and his wife, who were already parents to 4 children, decided to

product," says Falach, "if you bought or designed the right product you've already delivered 50 percent of your success. We never stop learning; we talk to both female and male customers, trying to absorb and understand the new trends. Without sounding arrogant, we're definitely leading the market in determining its tastes. I started the trend of colored gemstones and I was laughed at back then, but soon enough this trend swept the whole country. There is hardly any jewelry today without colored gemstones."

The sales of the chain are comprised of watches (34%) and gold jewelry and diamonds (66%). Stores feature over 100,000 items, with a constant flow of new designs. Collections are regularly replaced twice a year and are imported mainly from Italy. The jewelry manufacturers are among the best in the world: The Fifth Season, Quadri, DMF, Punto Oro, Devecchi, Tal-



ento, Recarlo and others. "Every item we sell comes with a gemological certificate that indicates the size of the stones, their color, clarity and weight, all provided to the customer" says Falach.

Royalty is considered a prestigious chain that offers affordably priced luxury. "The market in Israel is divided into three categories," explains Uri, "the upper crust has H.Stern and Padani, which are respectable and very expensive chains. For the same ring with the same stone of the same clarity, sold at Royalty for a certain price, you'll have to add sometimes thousands of dollars if you purchase it in the "elite" stores. On the other hand, there are private stores that offer a variety of merchandise of all kinds. In this context Royalty offers fashionable and classic brands, but at a sane price level that gives the consumer his money's worth. We do not sell only jewelry, but also a shopping experience."



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MI.MI.SOL

A Personal Lullaby

Imelde Bronzieri was born in San Paolo D'Argon (BG) on the 25th August 1950, the fourth of six sisters. The cult of work, the family as her richness, the certainty that she can't win only by and for herself, a deep agreement with the world: these are Imelde's grounds. Basically self-taught, she developed a personal formula to lead her factory to success. She has three sons together with Stefano Cavalleri, her life-companion, fellow worker and a travel companion.

In 2011 she launched 'Mi.mi.sol' - her new collection of children's wear made in Italy.

She began her career in a women's wear factory, where she worked from 1965 to 1979. A year later she established a partnership with Stefano Cavalleri under the name I PINCO PALLINO. The company - aside from being a testament to Imelde's personal vision - is also a commercial success, with an annual turnover exceeding € 20 million and with over 400 sales points worldwide. Its flagship stores circle the globe: Milan, Roma, Paris, Berlin, Zürich, Moscow, Dubai, Tokyo, Taiwan and Hong Kong. I PINCO PALLINO is carried by some of the world's most prestigious department stores like Harrods, Le Bon Marché, Takashimaya and Sogo.

Diplomatic Club recently caught up with Imelde to discuss not only fashion, but how her personal philosophy guides both her professional and private life.

"Today, more than ever before, it is important to consider the social attention children receive through clothes"

Imelde Bronzieri



D.C. What is the meaning of "Mi.mi.sol"?

MI.MI.SOL. are the first musical notes of the music of carillons and lullabies, of nursery rhymes. The inspiration comes from the most popular of the sonatas by J. Brahms opera 49.4. In the collective memory they recall a special time, evoke trust, harmony, enchantment. The beauty and simplicity of these notes are a part of a story of grace and respect for an aesthetic linked to childhood.

D.C. What is the philosophy of the company?

MI.MI.SOL. is fashion for children that aims to dress them with respect for their individuality. The brand presents the elegance of Italian tailoring as something to experience and enjoy in everyday life. We make beautiful dresses that do not imitate the adult world, but create their own flawless world.

D.C. What, in your opinion, are the tendencies in children's fashion?

Contemporaneity, practicality and beauty: these are the watchwords not just for next season, but the basic rules that guide all 'Mi.mi.sol' collections. We see the wonder of couture clothing every day, we just keep to the style created in Italy.

D.C. Is "global" fashion is our reality, or is there still room for the richness of ethnic traditions?

Globalization and fashion have a complex



relationship; on the one hand "fashion" incorporates unique attributes, often related to their place of origin. These are definitely "ethnic" values. On the other hand, each item has to address the market, which is increasingly global.

D.C. Can there be such a thing as a "Mother & Child" alliance in the fashion industry?

Yes, I believe that can be realized if we think of fashion as the 'production of beautiful things', which is a fundamental believe present in all my work. If a mother and a daughter share this approach, fashion can become an experience equal to watching a good movie or a show.

D.C. Accessories - are they important for children?

"MI.MI.SOL." offers a total look that finds its perfect complement in shoes and matching accessories: small bags and hats for little girls or ties for boys. Children love accessories because they're fun! Designing them is a relaxing moment for me. By now, it should surprise no one that Imelde Bronzieri takes this approach not just towards her business, but to the entire world. In February 2001 she was appointed Goodwill Ambassador by the "Together for Peace" Foundation, under Chairman Mariapia Fanfani. The same year, she won the prestigious Golden Apple for Management during the "Marisa Bellisario Prize." June 2003 saw Imelde and Stefano receiving the UNICEF prize for companies supporting projects toward children. Four months later, she was awarded 'Commendatore of the Republic' by the then-president of Italy, Carlo Azeglio Ciampi.

A year after that, I Pinco Pallino joined forces with the Scott Neeson's Cambodian Children's Fund to build a school in Phnom Penh. Today, the Cambodian Children's Fund school is home to over 300 refugee children and I Pinco Pallino continues to support this project by looking for new contributors and supplying the uniforms for all the children every year. Her work in Cambodia was not a one-time public-relations gimmick. A second project was launched in 2007, with the simple title Cambodian Children's Fund school II, for which Imelde and Stefano received the "Angel of the year" award for the engagement in Cambodia

In 2008 she was awarded the China Trading Award for creating a winning entrepreneurial reality, combining the attention to production made in Italy with the potentialities of the commercial and economic relations with the East.



On the seam of East and West Jerusalem, on the grounds of The Pontifical Institute Notre Dame of Jerusalem Center, a gourmet restaurant is waiting for you. As opposed to some other restaurants of a similar status, La Rôtisserie does not offer a defined cuisine, but exciting combinations of flavors and aromas from all over the world.

The chef, Rodrigo Gonzalez-Elias, loves food in all its aspects: he loves to buy it, cook it and, of course, eat it! This love can be seen in every part of the restaurant - its clean and elegant design, the artistically plated dishes, the seasonally changing menu and the fact that he tries to approach every table in order to inquire about his guests' preferences. This is a man, who truly believes that food should be enjoyed in its fullest and attention is paid to the smallest details, which together create an aesthetic and delicious culinary experience.



La Rôtisserie - a delicious aesthetic experience *By Eveline Erfolg*

One could say that Gonzalez-Elias' formal culinary education isn't exactly on his resume: he has a college degree in engineering. He describes his culinary style as a reflection of his life experience: it is "Cocina de autor" - cuisine of what I do. His individual cooking style brings together western Mediterranean and Latin flavors, incorporating his own curiosity and technical background, as well as a fascination with molecular cuisine.

Born to a Cuban family in Pennsylvania in 1964, chef Rodrigo Gonzalez-Elias moved to Spain at the age of six. The son of a project manager, Gonzalez-Elias and his

family moved numerous times, with postings in Venezuela, Singapore, and India. This opportunity to sample the culture and cuisine of so many different countries and lifestyles sparked his interest in cooking, and set the foundations for his future career as a chef.

Before his arrival at Notre Dame, Gonzalez-Elias worked at a variety of restaurants in Madrid's bustling restaurant scene, adding more experience every step of the way. He managed the kitchen at the Real Café Bernabeu, a high-end restaurant located in the famous Real Madrid Stadium. Prior to joining Real Madrid in 2007, Rodrigo was hired by Victor Enrich, owner of the eponymous restaurant at la Moraleja Madrid. It was at the Enrich restaurant that Gonzalez-Elias was first exposed to sophisticated cooking techniques, a move that paved the way for his own professional development.

In December 2008, Gonzalez-Elias arrived in Jerusalem for the first time and he immediately fell in love with both the city, and particularly, the grounds of Notre Dame of Jerusalem Center. The challenge was formidable - to manage the renovations of the kitchen and introduce a new concept by redesigning the menu. Apparently, another restaurant had been operating in the same spot for around 30 years before the renovation took place, in fact, it has been mentioned that it was one of the best if not the best restaurant in Jerusalem before the intifadas. La Rôtisserie continues the tradition of excellence established by its predecessor with the help of an interior designer, who managed to create

a pleasant and intimate ambiance using natural materials such as wood and stone. Combined with soft lighting and quiet music, the renovation allows the restaurant's guests to enjoy an inviting and exclusive dining experience.

La Rôtisserie is open seven days a week including holidays, and offers dinner a-la-carte, degustation or set menu, as well as special holiday menus, all prepared with the best and freshest seasonal ingredients. Tapas and cocktails are available in the separate lounge bar. The restaurant is ideal for hosting guests and corporate events. Gonzalez-Elias has developed a menu at the Rotisserie which has its roots in Europe, while harnessing the variety, color and taste of ingredients purchased daily from the local markets. Perhaps this duality is best summed up in his own words: "At the Rotisserie, I like to offer diners a European-style gastronomic experience, complete with European-style service, within sight of the Old City walls."



La Rôtisserie

At La Rôtisserie, a gourmet restaurant situated within the Notre Dame complex and open seven days a week including holidays, you can enjoy an intimate and exclusive dining experience, complete with European-style service yet within sight of the Old City walls. U.S-born and Spanish-raised Chef Rodrigo Gonzalez-Elias's individual cooking style brings together European and Mediterranean cuisine with a distinctive Latin American touch, with each dish artfully-designed and individually-plated in the open kitchen. Choose from the a-la-carte, degustation or set menu, as well as special holiday menus, all prepared with the best and freshest seasonal ingredients. Tapas and cocktails are available at the separate lounge bar. Ideal for hosting guests and corporate events, La Rotisserie is, quite simply, the complete culinary experience.

OPENING HOURS: DAILY 18:30-23:00;

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Port's Market – The First Indoor Market of Israel



Shuk HaNamal (port's market) was established to create daily access to fresh seasonal produce. Situated in the beautiful new port of Tel Aviv, Shuk HaNamal, Israel's first covered market was established to answer the growing demand for daily access to high quality fresh and seasonal produce.

Shuk HaNamal is a one-stop shop for the best ingredients, both local and from around the world, available from a wide variety of specialty shops and stalls. A wide range of "good, clean and fair" fruits and vegetables grown by small and medium-sized farms, harvested on the day they are ripe, are being offered by the farmers themselves in order to help return money to the local economy and shorten the cold chain.

The specialty shops include: fresh fish and seafood; an organic store with daily produce; an American-style deli; fresh meat; top notch canned food from Spain and Italy; a concept wine store; fresh coffee from southern Italy; a charcuterie, fromagerie and boulangerie. Moreover, the market visitors can enjoy a Fruit & Shake stand, a Tapas Bar, a fresh pasta place and a café with a culinary library. The market also includes a demonstration space, a cooking school and a cookware store.

The main goal is to provide the customers with access to knowledge and the options to choose from: Israeli Customers are "fed with a spoon" when it comes to food consumption. Retailers and conventional food markets don't give any information beside price for kg, so there is no way to know where the food is coming from or how it was treated.



In Shuk HaNamal, customers see sustainability ratings, so they can decide whether to choose one apple over another. They receive info about the meat and cheese, based on how efficiently the products were grown and shipped and whether they contain milk powder. What was the cow fed with and was the livestock treated with hormones or not.

We wanted to create a place where asking farmers, cheese makers, fisherman or any other producer questions about water, fertilizer and chemical use is a main part of the shopping experience.

In addition to the mesmerizing seafront view, shops and stalls, the market offers a wide selection of dining venues with stalls, bars and restaurants offering anything from a light snack to an entire meal, throughout the day.

On Fridays only, Shuk HaNamal joins forces with the Tel Aviv farmers market, already a local culinary institution, as 60 small producers set up stalls in the adjacent squares for a unique culinary celebration.

The market building itself will be the first green commercial building in Israel - there will be wind turbines and solar panels placed on the roof. This will create green and clean energy for the market's use (this will save the equivalent of what 15 homes would use every year). The building was also designed to be energy efficient.

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Celebrating the New Year with Derech Hayaiin



The right Champagne for New Year's Eve – Wineroute suggestions

Sparkly hats, shiny dresses and champagne are synonymous with New Year's Eve, but how do you choose the right champagne to compliment your night? Finding the perfect balance from sticky dry to sickeningly sweet can be hard without having an extravagant champagne taste test!

Wineroute stores offer several brands of champagne and sparkling wine, because the choice of champagne naturally depends upon the taste of the person drinking it. In order to assist its readers in choosing the best champagne for this New Year's Eve, The Diplomatic club decided to consult with the manager of the Tel Aviv Wineroute branch - Marcelo Goldraj.

DC: Marcelo, what would you recommend to our readers from your vast collection of champagnes?

MG: Champagne and sparkling wines are always popular in December. They are usually divided into basic wines and cava of all kinds. Some wines come from Spain, where they're made using the traditional method. I highly recommend Cava Faustino, which is made of the local varieties of grapes. Another sparkling wine that I recommend comes from the Veneto region in Italy and is called Prosecco; one of my favorites is made at the Villa Sandi Winery.

DC: What about genuine champagne?

MG: As it is well known, the term "champagne" is used to refer to wine produced exclusively within the Champagne region

of France, from which it takes its name. The primary grapes used in the production of Champagne are Pinot noir, Pinot Meunier and Chardonnay. Champagnes are also divided into categories of dry, semi dry and rosé and I have some great recommendations for this New Year's Eve champagne. Let's start with Drappier, which comes from a small winery called Cart d'Or. Drappier is considered, amongst wine experts, to be one of the finest of cuvees.

DC: Can you recommend "the best" champagne?

MG: Of course, a highly recommended champagne belongs to one of the most important wine producers in this field - Louis Roederer, which offers the "basic" Brut Premier and the jewel of the house - Cristal, created in 1876 for Tsar Alexander II, who nominated Louis Roederer as the official wine supplier to the Imperial Court of Russia. This is champagne at its finest, as inspiring today as it has always been, the embodiment of elegance and purity. We offer this brand at special prices for the New Year's Eve.

DC: How about Israeli sparkling wine?

MG: I would recommend Yarden Blanc De Blancs, which is made entirely from Chardonnay grapes grown in the northern Golan Heights. Blanc de Blancs is ready to drink, yet will age gracefully for up to about nine years from the vintage. If you want to drink local sparkling wine - this is the best there is.



Established in 1993, Wineroute stores offer a wonderful selection of quality wine and spirits from around the world as well as Israel, all stored in optimal conditions. In each of the stores you will find a professional and knowledgeable staff and in the cellars - the finest wines from the world's greatest wine regions.

Moreover, Wineroute offers wine tasting events, lectures, wine festivals, as well as a variety of courses and educational programs. Wineroute assists wine lovers in arranging visits in wineries all over the world as well as in Israel and specializes in shipping wine around the world.

As the center for wine culture in Israel, Wineroute conducts various wine courses. In the introductory course to the world of wine, participants learn to taste and appreciate wine, learn about wine from the vineyard to the glass, and are given the tools to continue their education and learning.



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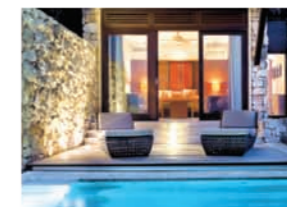
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