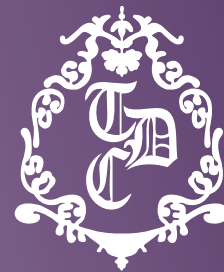


# The Diplomatic Club



February 2010

## PEOPLE

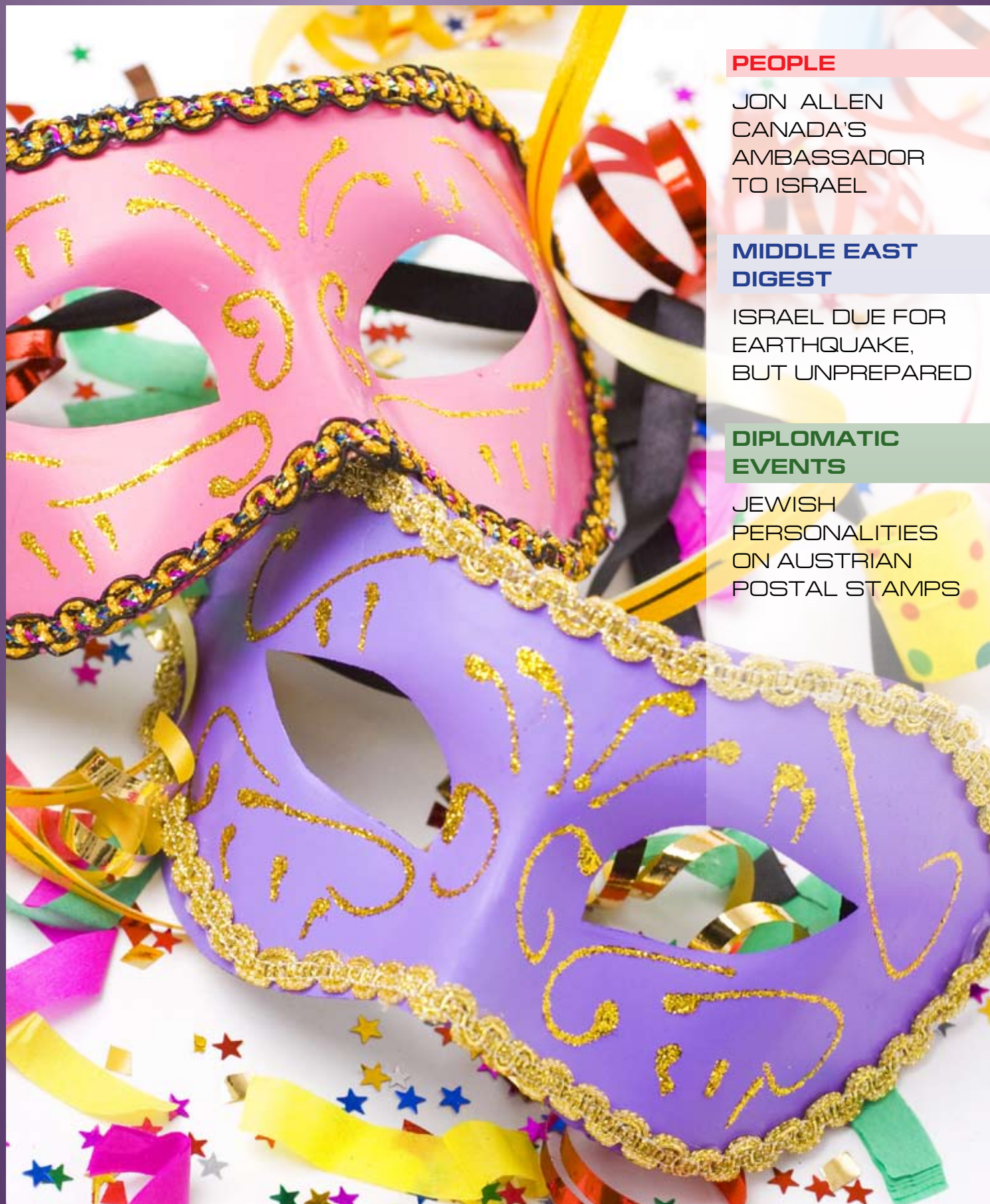
JON ALLEN  
CANADA'S  
AMBASSADOR  
TO ISRAEL

## MIDDLE EAST DIGEST

ISRAEL DUE FOR  
EARTHQUAKE,  
BUT UNPREPARED

## DIPLOMATIC EVENTS

JEWISH  
PERSONALITIES  
ON AUSTRIAN  
POSTAL STAMPS



G A L L E R Y  
L I T V A K

Eternal Temptation - Detail - Lucio Bubacco Photo: Norbert Heyl

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### ***Dear friends,***

February is a busy month with lots of major festivals and events taking place in the world .

Saint Valentine's Day is an annual holiday held on February 14 celebrating love and affection The holiday is named after one or more early Christian martyrs named Valentine and was established by Pope Gelasius I in 496 AD. It is traditionally a day on which lovers express their love for each other by presenting flowers, offering confectionery, and sending greeting cards (known as "valentines"). The holiday first became associated with romantic love in the circle of Geoffrey Chaucer in the High Middle Ages, when the tradition of courtly love flourished.

Modern Valentine's Day symbols include the heart-shaped outline, doves, and the figure of the winged Cupid. Since the 19th century, handwritten valentines have largely given way to mass-produced greeting cards

Metal Tiger energy in 2010 gives you more confidence and hope about getting what you want out of life! It's a short year (The Chinese New Year begins on February 14, 2010, and ends on February 2, 2011) and one that should be used to get your priorities and goals in order.

Israel preparing to celebrate Purim on the beginning of March. Purim commemorates the survival of the Jewish people in Ancient Persia, from the threat of annihilation at the hand of the powerful and evil Haman, the "prime minister". Haman plotted to kill the Jews on the 13th of Adar, but his plan was foiled and he ended up being killed himself. As a consequence, the Jews celebrated the next day, the 14th of Adar.

To celebrate the joyous holiday is reading Megillat Esther (The Book of Esther) which tells the whole story of the events relating to the holiday, dressing up in costumes, giving gifts to the poor (matanot l'evyonim), giving gifts to friends (mishloach manot) and having a large Purim feast (seudat purim)!

The Diplomatic Club is aiming to facilitate the integration of foreign diplomats in Israel and internationally, and to promote worldwide ties and networking opportunities between members of the Diplomatic Corps and with the business, industry, hi-tech and other communities in Israel.

I am pleased to represent the second edition of the Diplomatic Club Restaurant Guide as a service to the diplomatic corps. We too understand the difficulties of living in a foreign country and hope that this service will prove helpful to diplomatic staff and their families.

The Diplomatic Club will work harder than ever to bring the new financing benefits and improved ideas and services .We would like to draw the attention of our readers and remind our regular ones a special offers and rubrics that available on our site [www.diplomacy-club.com](http://www.diplomacy-club.com) under the website : [www.mall-on-line.com](http://www.mall-on-line.com).

The Diplomatic Club will organizes social events, including seminars, exhibitions, fashion shows, tennis and shooting tournaments, sightseeing tours, as well as other diverse activities.

***Welcome you all to The Diplomatic Club, Israel.***

***Sincerely yours,  
Julia Verdel  
General Manager***

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# JON ALLEN

## CANADA'S AMBASSADOR TO ISRAEL

By Neil Sandler



*Ambassador Jon Allen*

**C**anada's Ambassador to Israel Jon Allen was posted in Washington as head of the Political Section, when he got a call suggesting that he apply for the Ambassador job he now holds. Even though his sister lives here, and his wife has relatives here, he had never thought about Israel as a posting. He applied and he was accepted. Now he sees how challenging and fascinating the posting really is, the Canada-Israel relationship is burgeoning and his time here filled with high-level visits. Following the political scene is challenging, but it is an amazing experience. Israel is an "innovative giant", and he enjoys the opportunity to learn about it close hand. He wants to enhance the bi-lateral relationship in all its facets. The political relationship is very strong, and is being nurtured well, but he also wants to expand the trade and defense relationship. The Ambassador wants to see expansion in trade of goods, along with much more cooperation in information technology, clean technology, and biotechnology. In the area of defense Canada and Israel are cooperating, but can do a lot more together.

The Canadian Deputy Foreign Minister Len Edwards and Chief of Defense Staff came to Israel recently to mark the 60th Anniversary of relations between Canada and Israel. The Deputy Minister is the Director General, in Israeli terms. He is not a junior minister, but the most senior bureaucrat in the department. Yossi Gal, Director General of Foreign Affairs is his counterpart. Edwards headed the high-level

bilateral consultations at the Ministry of Foreign Affairs in Jerusalem. Canada-Israel relations were opened in 1949, with Canada instrumental in many ways in the establishment of the State of Israel. Ivan Rand and Lester Pearson (later Prime Minister of Canada) were both involved in the committees and sub-committees that agreed on the division of Palestine and the creation of the State of Israel. Canada, of course, voted for

Israel in the famous U.N. vote, and has been a strong supporter of Israel's security ever since. Canada and Israel have a full range of relationships: security, intelligence, defense, trade, consular and immigration, all within the Canadian Embassy, and the relationships go even further beyond these.

Canadian Minister of Industry Clement was just here as well. There was a conference on bilateral relations sponsored by the Israel Embassy and it was decided to jointly issue a stamp and book to celebrate the 60th Anniversary of relations. The bilateral consultations should be seen as the beginning of year-long activities in celebration of relations. It was agreed to double the science and technology fund, to set up a bilateral science fund, and a Memo of Understanding was drafted to allow Israelis to work and/or study in Canada for one year, and vice versa, with Canadians coming to Israel. There was a mutual recognition agreement on the telecom front, to be finalized soon, and a wide array of cooperation on terrorism and in the political field. The Minister of Citizenship and Immigration Kenney helped celebrate last Canada Day, July 1, in Israel. There have been four Foreign Ministerial visits so far in the Ambassador's posting, by Mackay, Bernier and Cannon (who visited twice). In addition,



there have been visits by Minister of Finance Flaherty and Minister of Public Security Day. Both former Foreign Minister Tzipi Livni and current Foreign Minister Avigdor Lieberman have visited Canada during the Ambassador's posting. Israel Minister of Agriculture Simhon and former Minister of Public Security Avi Dichter, as well as Minister of Science and Technology Hershkowitz have also visited Canada. Ambassador Allen is hopeful for a visit by Prime Minister of Canada Harper to Israel, and Harper and Netanyahu met in New York recently. Prime Minister Jean Chretien was the last Canadian Prime Minister to visit Israel.

Canada will soon assume the Presidency of the G-7, the G-8, and will be co-hosting, along with South Korea, the G-20, the latest multi-lateral organization. It is a major undertaking for Canada, in the same year as

the Winter Olympics, both major security and administrative efforts. The focus of the G-8, among other agendas, will be Afghanistan and Pakistan and non-proliferation. There will inevitably be a discussion of the Middle East, and of course, terrorism and asymmetric warfare. The economic discussions tend to be G-7 and G-8 tend to involve only economic discussions, with the G-20 both economic and political discussions. A member nation of NATO, in a country that has a partnership with NATO but is not a full member, becomes a liaison between NATO and the partner country. Israel is part of the Mediterranean Dialogue, which is a partnership with NATO, and Canada facilitates the relations between Israel and NATO. There are a number of outstanding issues that Israel has with NATO and Canada is working together with Israel and the Organization and trying to solve some

of those outstanding issues. The Canadian Embassy hosted the NATO Secretary General here last year, and recently they had the Deputy Secretary General here. The Canadian Embassy is offered as a forum in which these officials can brief all the other NATO members and others, and the Embassy also tends to play host when NATO officials come and provide a forum where Israeli officials and think tanks such as the Institute for National Security Studies (based on the Tel Aviv University campus) and Atlantic Forum come together on issues related to NATO. Another example where Canada has gone out of its way to assist Israel is in agreeing, at Israel's request, to handle relations between Israel and Venezuela since the Israel Embassy was closed in Venezuela. This request went to Ottawa through the Canadian Embassy in Israel, and Israel got the "green-light" within the day. This was a

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decision of the Canadian government within 6 hours of its being requested, which is pretty unprecedented. Among other steps, Canada was also the first country to decline to attend the Durban Conference and to declare Hezbollah and Hamas terrorist organizations long before many other nations did. So there is a strong continuation of the support for Israel.

Canada has an office in Ramallah, referred to as an office of the Government of Canada. Canada is working with U.S. Security Coordinator Keith Dayton, with 18 Canadians working with him now. Most of the 18 Canadians are members of the Canadian Defense Forces helping to train the Palestinian Security Force. Canada is spending \$300 million over 5 years in the territories. Some of the money goes into the Justice sector in the territories where the Canadians are building prosecutorial and forensic training and building courthouses in the territories. These are consistent with Palestinian and Israeli objectives to build up the institutions of state. Canada was also the gavel holder, or chairman of the Refugee Working Group, which was established in the '90's as part of a multilateral framework. This came out of the Madrid Peace Conference. There were a number of multilateral groups established

for water and environment, and Canada was made chairman of the refugees group, and while it has gone dormant, the Canadians continue Track 2, which is through NGOs and institutions in Canada to continue to work on that file, and some work has also been done on Jerusalem, etc. And through the Embassy the Canadians do all they can to contribute to the Peace Process.

Ambassador Allen states that Canada is very concerned about the Iranian nuclear threat and opposes Iran's efforts to obtain nuclear weapons. Canada sponsors a resolution annually at the UN on the human rights situation in Iran. Canada does not have nuclear weapons for military use, although they produce nuclear reactors. They support all efforts to contain Iran's efforts to go nuclear at this point and support the NPT and efforts of the IAEA and the P5+1 to negotiate with Iran. The P5+1 is Security Council 5 plus Germany, the main negotiators with Iran right now.

Canada is trying to double its current Science and Technology fund, which is called the Canada-Israel Industrial Research and Development Foundation. They are trying to establish a bilateral science fund, which would see Ph.Ds and post-doctorates working together. A number of Canadian Fed-

eral and Provincial Trade Ministers from Canada were brought to Israel. A delegation of sixty businesspeople from universities and institutions came to see how the Israeli business "miracle" operates and to collaborate. They had 10 university presidents visit Israel individually to understand better how Israeli universities commercialize their research and to partner with them. These are all efforts to increase collaboration and they are happy to see an increase in the trade of goods. The two-way trade is now \$1.8 billion and Canada would like to see it grow. Ambassador Allen had just attended a meeting in trying to increase the export of Canadian food goods to Israel. The Ambassador stresses that Canadians need to be exposed to Israel, and Israelis to Canada, in order to increase business. Now Israel looks to Europe and the U.S., and Canada tends to look South, and now to some extent to China and India, but Canadians and Israelis need to realize that they have a free trade agreement and a Research and Development agreement, they have the building blocks to allow them to work together, and they have to expose their respective communities to each other. Because of the Canada-Israel free trade agreement and the Canada-U.S. free trade agreement you can have goods going from Israel to Canada,



*Ambassador John Alan, hockey player*

with some goods staying in Canada, and then goods going free of tariffs and custom duties into the U.S. and then into Mexico. So Canada serves as a gateway into the rest of North America. There is an effort to increase the funding in the R&D agreement, so more grants can be given to companies that want to collaborate with each other, and the numbers of Canadian business people traveling to Israel, and Israeli business people to Canada can be increased to see opportunities. More ministers from both countries are being encouraged to visit the other country and take business delegations with them to get "exposure".

Ambassador Jon Allen was born in Winnipeg, Manitoba, attended University of Manitoba for his undergraduate degree, then received his LL.B from the University of Western Ontario, his LL.M in International Law from the University of London (LSE) and joined the then Department of External Affairs in Ottawa in 1981. He had postings in Mexico City (1983-85), New Delhi (1989-92) and Washington (1997-2001). He spent his early career in the Legal Bureau where he represented Canada in disputes under the Canada-U.S. Free Trade Agreement and worked in the areas of human rights, humanitarian and environmen-

tal law. He was Director General of the North American Bureau (2001-2004) where he was responsible for Canada's relations with the U.S. and Mexico and Minister (Political Affairs) at the Canadian Embassy in Washington (2004-2006). He was posted as Canada's Ambassador to Israel in September 2006.

The Ambassador is Jewish and visited Israel a number of times before coming here, his father was a great supporter of Israel, so he always had a strong "sense" of the country. He has been in the Foreign Service for almost 30 years, so this has prepared him for different postings and locales. Ambassador Allen's wife is Clara Hirsch, a teacher and an artist, who has established a group of expatriate women who work at a school in Netanya with Ethiopian children, teaching them English, and other skills. She works in painting and ceramics and has had a couple of exhibitions during the time of the Ambassador's posting. They have 2 sons in the university in Canada. Jake is studying Law at McGill University in Montreal, and A.J. is getting his Masters in Global Health at Simon Fraser University in Vancouver. They come to visit Israel two times a year, during Christmas and Hanukkah and in the summer. The Ambassador and his wife

also visit them. The sons have cousins and friends here in Israel, and they certainly enjoy the sunnier and warmer weather, as does the Ambassador. He meets fairly frequently with the other Ambassadors, has a lunch group with the British, Australian and Japanese Ambassadors, when they meet with political and other figures in Israel, and meets with American colleagues, as well as the Egyptian, Turkish, Jordanian and Russian Ambassadors, among others. In addition, he plays tennis with some of the other Ambassadors, the Ambassador and his wife occasionally entertain them as guests, he talks on the phone with them regularly, and meets them at National Days and other occasions, such as when visitors come into the country, etc.

Ambassador Allen enjoys swimming and playing tennis. He goes on hikes around Israel and also enjoys spending time in Jerusalem and goes on tours there, in the Old City, among other sites. The Ambassador and his wife enjoy bird-watching in the Hula Valley. The Ambassador had been in Israel 4 times before his posting, the first time at age 19. So Jon Allen, Canada's Ambassador to Israel, draws on his life-long relationship with Israel and its people to pursue a beneficial bonding between the two nations. ■



Organized by Cukierman Investment House Ltd. and Catalyst Fund, Go4Europe is one of the most prestigious conferences in Israel. It brings together more people and more organizations focusing on Europe.

Go4Europe is addressing the current issues of raising funds and establishing strategic alliances in Europe.

In previous years, conference has welcomed several Heads of State, including Mr. Ariel Sharon, Mr. Benjamin Netanyahu, Mr. Ehud Olmert and President Nicolas Sarkozy.

For 2010 conference received confirmation from 80 Key European Decision makers and Parliamentarians, as well as investors of leading Family Offices.

Some of the panels include innovating discussions on how to close M&A transactions in an economic crisis? How to raise funds in a crisis environment? How early stage deal making can bridge the gap between access to innovation for Pharma and access to finance in Biotech? The Secondary Market impactations.

These are some of the many crucial questions that will be addressed at the 8th Go4Europe Business Conference.

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Companies that have been invited, presence to be confirmed:

SANOFI-AVENTIS, NOVARTIS, ALCA-TEL, ALSTOM

A preliminary agenda will be announced soon on our website [www.go4eu.com](http://www.go4eu.com) and [www.diplomacy-club.com](http://www.diplomacy-club.com)

Go4Europe, one of the most prestigious business conferences in Israel, has had numerous important figures from Israel and Europe attending the conference, including Israeli Prime Ministers and key European leaders.





# IWC CHARITY COMMITTEE

A unique Concert will be performed by the acclaimed "Moscow Rachmaninov Trio" under the patronage of H.E. Ambassador Pyotr Stegny.

Proceeds to aid of "Make A Wish" organization.

The concert will take place at Weil Auditorium in Kfar Shemaryahu on February 10, 2010 at 8.00p.m.

The debut of the Moscow Rachmaninov Trio took place in 1994 at the concert hall of the Gnessin Music Academy and happened to be such a success, that starting from this moment the Trio began regular performances at the best concert halls in Russia and abroad. Among the most interesting were the concerts at Salle Gavoue in Paris, Great and Small Halls of the Moscow Conservatory, Chapel hall and Philharmonic hall in St-Petersburg, Ojje hall in Tokio, DRS II studio hall in Bern, Hall of the Nations of UNO in New-York and in Geneva, Geneva Conservatory hall, at President Palace in Indonesia.

Since 1980, the Make-A-Wish Foundation® has enriched the lives of children with life-threatening medical conditions through its wish-granting work. The Foundation's mission reflects the life-changing impact that a Make-A-Wish® experience has on children,

families, referral sources, donors, sponsors, and entire communities





*"The Program for Diplomats at IDC Herzliya was fascinating, erudite and enlightening", said diplomats who participated in the program*

# Diplomacy and Strategy

**Diplomats from all over the world study at the Lauder School of Government, Diplomacy and Strategy at IDC Herzliya**



A prestigious academic program aimed at members of the foreign diplomatic corps is now offered at the Lauder School of Government, in Israel. The first class of this unique program opened last year with ambassadors, consuls, and attachés from more than 20 countries participating. The program is headed by Professor Alex Mintz, Dean of the Lauder School of Government at IDC Herzliya and Editor of the University of Chicago Press Book Series on Leadership and Decision Making in the International Arena. According to Professor Mintz, the program's objective is "to familiarize diplomats with key characteristics of Israeli society in such areas as politics, law, economics, the Arab-Israeli conflict, the media in Israel, and Israel's role in the global village."

Course graduates receive a Certificate from IDC Herzliya as well as the opportunity to study with IDC's world-renowned lecturers such as: former President of the Supreme Court Prof. Aharon Barak; Prof. Amnon Rubinstein, former Minister of Education; Prof. Rafi Melnick, IDC Provost; Prof. David Nachmias, MA public policy track coordinator and author of numerous books on public policy; Prof. Galia Golan, head of the MA program and an expert in the Israeli-Arab conflict; Dr. Boaz Ganor, Director of the International Institute for Counter-terrorism

at the Lauder School; and Dr. Isaac Berzin, one of Time Magazine's 100 most influential people in the world in 2008. The program is held in the form of a round table, encouraging discussion and interaction among participants, who are invited to exchange opinions, thoughts, and impressions in a friendly and informal atmosphere.

Among the participants of the first class was the Ambassador of Belgium, H.E. Mrs. Bénédicte FRANKINET, who welcomed the Lauder School's initiative and said that the program had been very useful for both new and veteran ambassadors. It brought together a very wide range of topics in a form that presented diplomats with vital information through talks given by the top lecturers and experts in Israel, the ambassador added: "Is there any better way to learn about the Israeli legal system than from the man who headed it, Professor Aharon Barak?"

The Ambassadors of Croatia, H.E. Ms. Marcia MATKOVI, who also participated in the program, remarked that the program was fascinating and well organized. Discussions were interesting and there was a lively dialogue between the lecturer and participants, as well as among the participants themselves. The ambassador also noted that as one who had only recently arrived in Israel, the program helped her to gain a better understanding of

Israeli society. In addition, the program introduced her to important Israeli speakers who presented invaluable expertise that she will undoubtedly make use of in the future. "For me, as a new ambassador, the ability to acquire first-hand information is essential to my success", she added.

The participants were also introduced to lecturers from the practical world. Ms Ayala Hasson, Channel 1 political correspondent, explained the dynamics generated between politicians and the media and what takes place behind the scenes while Col (res.) Lior Lotan of IDC's Institute of Counter-Terrorism included fascinating video clips to illustrate points made in his lecture. The fact that he comes from the field, and not from the academic world, provided another viewpoint. The participants were impressed by the fact that the information as a whole was presented objectively.

Many of the diplomats participating in the program agreed that the course lectures were excellent, enriching, and very erudite, saying that they would warmly recommend other ambassadors and diplomats to take part.

The next program is planned to open in February 12, 2010. This year's program will also be taught by world renowned IDC faculty members, including: Prof. Aharon Barak; Prof. Amnon Rubinstein; Prof. Rafi Melnick; Prof. Moshe Bar Niv; Prof. Galia Golan; Prof. David Nachmias; Dr. Boaz Ganor; Dr. Isaac Berzin; Col (res.) adv. Lior Lotan; and Dr. Tal Samuel-Azran.

The program will include the following 9 sessions plus a tour: the Israeli Political system, the Israeli Economy in the Global Arena, the Arab-Israeli Peace Process, the Israeli Education system, the Israeli Legal System, Alternative Energy Solutions Developed in Israel, Counter-Terrorism - Israel as a Case Study, the Media in Israel, and Archeology in Israel. It is offered every other Friday.

For further details or to register, please contact Hila Ziv, Head of the Dean's Office at:

09- 952- 7358, or via e-mail: [hilaz@idc.ac.il](mailto:hilaz@idc.ac.il)

# ISRAEL DUE FOR EARTHQUAKE, BUT UNPREPARED

**The magnitude of the earthquake that struck Port au Prince was 7.0 on the Richter scale, with an epicenter 15 kilometers from the city and at a depth of 10 kilometers. In 1770 a powerful earthquake occurred, destroying the city, but many years have passed and it has slipped from Haiti's national memory.**

In Israel the last destructive earthquake, with a magnitude of 6.2 on the Richter scale, occurred in 1927. Its epicenter was the Dead Sea, and its effects were felt in Jerusalem, Nablus, Jericho, Ramle and Tiberias, resulting in 500 deaths and injuries to 700. An earthquake in 1837 killed 5,000 people. According to the Jewish historian Josephus Flavius, in 31 B.C.E., 30,000 people lost their lives in an earthquake.

On average, a destructive earthquake takes place in Israel once every 80 years, causing serious casualties and damage. The more time passes since the previous earthquake, the closer we are to the next. In other words, we are running out of time.

The news from Port au Prince suggests that the destruction is complete - of buildings and infrastructure. The earthquake occurred in the afternoon, at a time when schools and public buildings were empty.

The main concern in Israel is that an earthquake would strike during hours when public buildings are populated. Most schools and hospitals in Israel were constructed before 1980 new building codes - which take into account the effects of earthquakes - were enacted. Moreover, some 50,000 residential buildings in Israel do not meet the new codes and are expected to collapse in the event of an earthquake. Even though this fact is known by all decision makers, nothing has been done to strengthen buildings and prevent them turning into death traps.

Billions of shekels are invested in the defense budget, and this is seen as an obvious investment, but reinforcing hospitals or schools so they can withstand earthquakes and their aftermath receives no allotment. The plan for installing safety cages in classrooms may be a move in the right direction, but in practice their installation has not begun and the budget for this will most likely be taken from the funds allotted for reinforcing buildings.

Israel is situated in the northern part of the Great Rift Valley in an area which historically has known devastating earthquakes.

Seismological experts are convinced that a large-magnitude earthquake in Israel in the next few decades is all but inevitable.

It is important to note that public buildings will have to serve as places of refuge for many after a disaster. Also, even though there have been plans and government decisions, the program for reinforcing buildings, especially in towns situated in high-risk areas - along the Jordan Rift Valley and the Zevulun Valley - has not been promoted sufficiently.

It does not appear that in the coming decade the situation will change, even though the danger of a powerful earthquake is no less than that of a nuclear disaster - with the difference that we know that an earthquake occurs on average every 80 years.

Dr Avi Shapira, chairman of the inter-ministry committee responsible for preparing Israel for a quake, warned a special meeting of the Knesset Home Affairs Committee on Tuesday that a large proportion of the buildings in Israel were built before legislation setting out appropriate building standards was passed.

The experts gave varying estimates as to how many buildings are in danger of collapse in a major earthquake.

Dr Shapira said that at least 90,000 buildings, over 20 per cent of all the buildings in the country, were not built according to the specifications. Brigadier General Shalom Ben-Arieh, head of the IDF's national search-and-rescue unit and commander of the delegation to Haiti, estimated that the proportion of buildings in danger could be as high as 50 per cent.

Officials at the meeting said that the government has still not come up with an effective policy as to how to strengthen such a large number of buildings. Meanwhile, the government is planning various ways to inform the public about basic survival methods in case of an earthquake and working to

ensure that all new buildings will indeed be built to the appropriate standards.

The National Emergency Directorate in the Defence Ministry has sent a special fact-finding delegation to Haiti to learn more about the implications of such a disaster and how a country can return to normal afterwards. The Directorate is planning a nationwide exercise some time this year in which a siren will be heard throughout Israel, all the citizens will be asked to take basic precautions and the rescue services will practice emergency procedures.

Another area of concern is the major pollution that could be caused if factories storing hazardous material are hit. The National Infrastructures Ministry is carrying out a program to reinforce all storage areas of hazardous materials but it is expected to be at least two years until all such areas are quake-proof.

Another concern raised at the Knesset meeting was the issue of burial. In Haiti, over 120,000 dead were buried in mass graves. ZAKA Chairman Yehuda Meshi Zahav warned that such a method was unacceptable by halachah and preparations had to be made for proper identification and burial in the case of a large-scale tragedy.

As part of the preparations it is possible to install a national warning system. A proposal on this has been made to the relevant ministers and the Finance Ministry. Such a system will not replace the necessary strengthening of buildings, but can offer short-term warning to those in endangered buildings. The system would provide warnings 10-60 seconds before the shock waves reach the buildings, based on sensors placed along the Afro-Syrian Rift, and record the movement of tectonic plates, sending the information to a nerve center.

The distance of most of Israel's population from the rift enables most residents to have at least a 20-second warning time. Twenty additional seconds usually pass before the building begins to collapse. In practice, this provides a 40-second window. The estimated cost of the system is \$20 million, with an additional \$1 million per year for operation and maintenance. The system is already operational in Japan, Taiwan, Turkey, Romania, California, Italy and Mexico.



# SOME 30 COUNTRIES WILL BE PARTICIPATING IN ISRAEL'S INTERNATIONAL TOURISM FAIR, IMTM 2010

**Japan, Portugal, Estonia and Vietnam will be participating for the first time in the fair, which will be held on February 9 – 10 in the Tel Aviv Exhibition Grounds**

Many tourism representatives from about 30 countries in the world will be coming to Israel to participate in the international IMTM 2010 tourism fair, to be held on February 9 – 10 in the Tel Aviv Exhibition Grounds.

This year for the first time Japan, Portugal, Estonia and Vietnam will be participating with their own national booths, alongside many other countries such as Italy, Panama, Croatia, Brazil, Croatia, Turkey, Slovenia, Tenerife-Spain, Bulgaria, Georgia, Belgium, Greece, Cyprus, Korea, Romania, South Africa, Thailand, India, Ukraine, Belorussia, and Tanzania, among other.

In addition, there will be dozens of tourism and vacation entities from Israel who will introduce the Israeli audience to all the innovations and attractions of the coming year, to encourage domestic tourism.

During the fair there will also be a number of professional conferences, including a meeting between travel agents and journalists on the subject of the Dead Sea, the 5th annual conference of the Center for Academic Studies, this year on: Innovation and Creativity in the Tourism Industry in Israel 2010, and a special conference for HR and welfare managers.



# Litvak Gallery

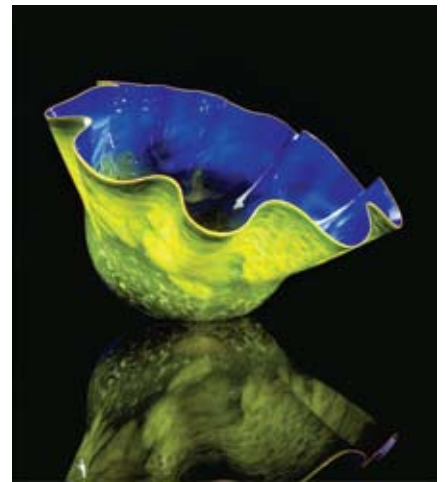
## Spectacular Litvak Gallery Opens in Tel Aviv with World-Class Glass Show

The magnificent 9,000 square foot, 20 foot-tall- ceilinged Litvak Gallery, the largest art gallery in Israel, opened to the public on December 21, 2009 with an exhibit of works by twenty-four of the world's leading contemporary glass artists. The opening was held on December 17, with fifteen of the twenty-four artists represented in attendance. An exhibition of this scope has not been shown in any museum or gallery until this one. The artists' works presented are those by Howard Ben Tre, Peter Bremers, Lucio Bubacco, Jose Chardiet, Dale Chihuly, Vaclav Cigler, Daniel Clayman, Steffen Dam, Richard Jolley, Joey Kirkpatrick and Flora C. Mace, Vladimir Kopecky, Dante Marioni, Tobias Mehl, William Morris, Stepan Pala, Zora Palova, Jaromir Rybak, Davide Salvadore, Lino Tagliapietra, Bertil Vallien, Julius Weiland, Ann Wolff and Jirina Zertova. The artists represent The United States, The Czech Republic and Slovakia, Italy and Western Europe and Scandinavia. The Owner of the Gallery is Muly Litvak, the Gallery Director is Orit Ephrat-Moscovitz, Installations Design was done by Gottesman-Szmelcman Architecture and Sandler Architects LLC (Seattle, Washington), and Lighting by Sandler Architects LLC, and Yehuda Frank. The



late Dan Klein, of Christie's London, worked on the project as well; sadly, he passed away before the opening. A solid accompanying catalogue to the exhibition is available, with contributions by Steven Henry Madoff, Clementine Schack von Wittenau and Asaf Gottesman with photos of many of the installations. There is a separate award-winning catalogue based on the Lucio Bubacco installation, also available. The Litvak Gallery is located in the Museum Tower, behind the Tel Aviv Museum of Art.

Perhaps the most spectacular Dale Chihuly piece on display is "Cranberry and Ice Chandelier, 2000", created on a grand scale, which contains a Medusa-like nest of serpent-tendrils and has a Venetian style and Rococo aesthetics. Another superb Chihuly piece is the "Jerusalem 2000 Cylinder", a homage to his exhibition at the David Tower in Jerusalem in 2000, seen by more than 600,000 exhibitgoers. Among others of his blown glass pieces are baskets and macchias. Another United States artist represented is William Morris, who gained his glass-blowing skills working with Dale Chihuly. From Morris is exhibited an exquisite "artifact", "Hunter", from hot-modeled glass, a full size horizontal human skeleton. Czech artists are represented by, among others, Vaclav Cigler, who cuts solid pieces of lead crystal and solid optical glass into prismatic bodies into which he combines and blends convex and concave lenses. In his "Half Black Egg with Optical Lens, 2008", our eyes experience the sculpture at the same time as surface, volume and shape. Zora Palova, who came from Slovakia, bases her sculpture on Constructivist principles, but her works are qualified by emotional expressiveness. Palova loves brilliant orange-reds, blues, greens and yellows, in spite of her often rough surfaces, the absolute beauty of glass comes through in her works. Her "Gray-Green Sea" and "Nostalgia" are included in the exhibition. From Italy, Lino Tagliapietra, himself born on the renowned glass art center, the Venetian island of Murano, where he now has an independent studio. He currently divides his time between Murano and Seattle, having worked closely with Chihuly. Tagliapietra,



along with Lucio Babacco and David Salvatore (represented by blown and carved pieces), have taught internationally. Tagliapietra is the first master in Venetian glass history to have willingly acquainted people outside Venice with secret processes and skills acquired while working at the furnace with expert glassmakers. He blows glass in the traditional Venetian style, with caning (pulling hot colored glass into thin threads) and applying color to get linear patterns and has developed a method of rotating the axis of his works to create complex patterns. Among the pieces on display are "Dinosaur, 2005", a vessel with delirious twists. Lucio Bubacco, also born in Murano, is represented by the stupendous "Eternal Temptation" specifically created for this exhibition. The installation sits alone in its own room, with hundreds of miniature figures combined in an operatic assemblage, reminding us of Dante or John Milton in its depiction of the passion of damnation, salvation, and earthly delight. The installation calls on biblical themes and features his signature "winged" figures, angelic and devilish, and Baroque feeling with groups of figures arranged as if appearing on stage. It is impossible to do sufficient justice to this incredible exhibition in this brief article, you must experience it for yourselves. Many of the pieces in the exhibition can be purchased.

By Neil Sandler ■

## The Embassy of Austria



The Austrian Cultural Forum proudly announced the upcoming exhibition  
**Jewish Personalities on Austrian Postal Stamps**

at Eretz Israel Museum, Tel Aviv, Haim Levanon Street 2 on Monday 08.02.10  
 at 06:30 p.m., opened in the presence of the Austrian Ambassador Michael Rendi

The exhibition was organized by the Department of Philately – Austrian Post Corp. in cooperation with the Alexander Museum of Postal History & Philately of the Eretz Israel Museum and the Austrian Cultural Forum.

## The Embassy of Switzerland

Due to the intervention of former Swiss President Jean-Marie Musy, on February 5th 1945, a train with 1200 inmates from the Ghetto Theresienstadt reached Switzerland. Sixty-five years later, the Raanana Symphonette and the Israeli Opera's Opera Studio Singers interpret the Arias of Freedom, Love and the Music played in the Theresienstadt Ghetto. In the presence of Holocaust survivors from this transport, MP Ze'ev Bielski, MP Ophir Akunis, and the Swiss Ambassador in Israel, Mr. Walter Haffner.

### Transport to Freedom

Concert performed on Friday, 5 Feb 2010 at Raanana Music and Arts Center .



## The Embassy of Japan



The Embassy of Japan in Israel opened the photo exhibition

### **Hints. Reflections of Japan** *by Hanan Shafir*

February 1 to March 26, 2010  
 The Museum Tower, 19th floor, 4 Berkowitz St., Tel Aviv

**Opening hours:**

Monday to Friday, 09:30 ~ 12:30

# Greenvurcel Jewelry – Wearable Art



*"Xemex Avenue certified chronometer, 18k rose gold, limited edition of 250 pieces".*

For many years, Jerusalem-based Greenvurcel, Silversmiths & Jewelers, has been famous among design aficionados and extremely discriminating clients from around the world.

It is probably not surprising that the pieces have been widely exhibited, and adorn many well-known private and public collections as well as the permanent collections of more than fifteen international museums.

Greenvurcel is committed to introducing its clients to the world's most creative, unique and exciting creations, be it jewelry, Judaica or Silver Objects D'art.

True to the Greenvurcel tradition, each piece is a unique work of art, crafted to the highest level of quality with meticulous attention to detail.

The Greenvurcel jewelry collection, containing many one-of-a-kind pieces, is made of some of the rarest gemstones set in gold and platinum, as well as wonderfully designed contemporary pieces, made of gold, sterling silver, titanium, acrylic, palladium and other materials. The magnificent pieces are created by the award-winning

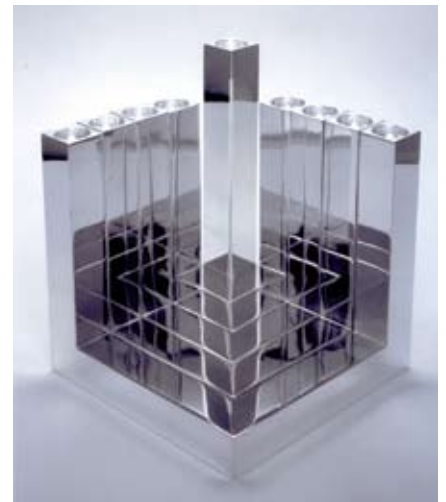
team of internationally renowned designers, stone-cutters, goldsmiths and other master craftsmen who work closely with the company.

Judaica and objects d'art are designed by world renowned and award-winning artist Yaakov Greenvurcel. Mr. Greenvurcel graduated with distinction from the Bezalel Academy of Art in Jerusalem in 1980 and is one of the most prominent artists in his field. The wonderful works of art are hand made of sterling silver in very small editions, consistent with our exclusive concept. Greenvurcel's ritual objects have been admired by many who described them as "breathing new life into ancient forms and at the same time each of them is designed in accordance with the Halachah (Jewish Law)".

A recent edition to the gallery's collection is the Xemex Swiss Watch line, exclusively Imported to Israel By Greenvurcel Silversmiths & Jewelers. Like all other pieces in the Greenvurcel collection, these wonderful watches are truly unique, contemporary and distinctive as well as exclusive as they are made in small editions. If you like the simple, classy style of these watches, you are not the only one; fashionable and design-aware celebrities, such as Elton John, Sharon Stone, Jay Leno, Princess Christina of Spain, Andre Agassi and the late Luciano Pavarotti, to name but a few, have chosen this watch as their very own stylish adornment.

The Jerusalem gallery is located on Yoel Salomon St. in the beautiful Nahalat Shiva in Jerusalem's city center.

Greenvurcel has recently opened its Tel Aviv gallery on the famous Kikar Hamedina, Israel's most prestigious location for high-end shops, galleries and boutiques.



*"The Ever changing Menorah/Candelabra, an award winning design, is a registered patent and the only one in the world that may be rearranged in endless ways. It is part of the permanent collections of four museums in Europe and the USA. It is all hand made of sterling silver."*



*"A one of a kind necklace - center piece may be worn as broche: Tahiti Pearls, 24k gold, black silver, black and white diamonds and Mabe Pearl."*



*"A one of a kind ring and earrings made of 18k gold set with rare spessartine, uniquely cut like a sculpture."*

# Upper Galilee paradize



Pausa is an exclusive Boutique Hotel – located on a charming private estate – lovingly created, owned and operated by hosts Einat and Avigdor Rothem. Avigdor was born in Moscow and arrived to Israel as a child in 1970. He is a Businessman, Chef and the President of Slow Food Upper Galilee organization. Einat was born in a kibbutz. Together with Avigdor they went to live and work in Russia for two Years, in the early 90th. Now days she works as a mediator and involved in Consensus Building Processes within small communities in the north of Israel. Both Einat and Avigdor speak Russian.

Pausa, located adjacent to the Israeli Northern Galilee village of Shear Yeshuv, a short 20-minute drive from the Hermon Mountain Ski Resort, provides an ideal point of departure to explore the areas numerous attractions. Pausa provides a distinctive retreat for individuals and couples, the perfect setting for friends who wish to meet, dine and relax together, and is also suitable for personal and corporate events, board meetings, and company retreats for both local businesses and visiting delegations from abroad.

Pausa's guests can rely on meeting other interesting people, as Pausa is a place for social and business networking and as a

fertile watering hole for finding new social and business acquaintances.

Part of the Pausa experience is enjoying culinary delights. All meals are prepared from the finest, freshly picked, and carefully selected local ingredients (usually from the Rothem's own garden). Dinners are served "family style" at a large knight's table, with all guests dining together with the hosts. Breakfast is served buffet style. The food is not kosher.

Pausa Inn's eight guest accommodations are meticulously designed, and mostly intended for couples. Each room has air-conditioning / heating, a stocked mini-bar, satellite TV, and Wi-Fi access. Crisp bedding, lush towels and luxurious robes are carefully selected for the guests comfort. The bathrooms, equipped with Euro-rainfall showerheads, feature Pausa's signature



line of pampering toilette products, created from top-quality natural aromatic oils. Guests can also enjoy A large Jacuzzi – located atop of Pausa's own "little volcano hill", A bar – featuring local wines and spirits and a 24-hour, self-service hot beverage station Charming common area – containing comfortable indoor/outdoor seating, Private garden walkways – through Pausa's rolling hills and down to the Banias River, Cult movies – screened on the outdoor cinema screen, on the grass, under the stars, Unique activities, arranged in advance – field trips, horseback riding, jeep tours, kayaking, sport-shooting, wild-animal observation, and other agricultural and environmental tourist attractions. A full range of tourist services – including help in arranging travel itineraries, restaurant reservations, and ground and air transportation, etc.

Pausa is the perfect venue when planning a business trip, holding a corporate event or hosting a VIP in the North of Israel.

Soon coming in the next issues: Seasonal Fresh Food in Pausa and Original Fashion House of Pausa.

[www.Pausa-inn.co.il](http://www.Pausa-inn.co.il)



# Massos

## Exquisite Jewelry from the Heart



The name “Massos” is formed from the initials of Meir and Shoshana Schechter, the founders of Massos, the jewelry store in Bnei Brak, outside Tel Aviv. And “massos” also means “happiness” in Hebrew. Word of mouth has spread the joy of buying jewelry from Massos, year after year. Massos sells jewelry for all ages and every great event in life, from earrings for babies just born, to Sweet Sixteen, to engagement rings and wedding rings, to Mother’s Day, birthdays, bar/bat mitzvahs and so on. They are the source for all jewelry - rings, necklaces, brooches, bracelets and on and on, including with pearls. The sales personnel include family and others who are honorary family. Massos has an exclusive with some manufacturers who only work with them, and advertise Massos to sell their uniquely styled jewelry. Feige Horowitz and Dasi Schwartz, sisters in the Schechter family, travel around the world choosing jewelry from different manufacturers to sell at Massos. They select the most stylish jewelry at rock-bottom prices for Massos’ customers. Even the top dia-



mond dealers in Israel prefer buying their set diamond jewelry from Massos, without using their own diamonds, because it is more valuable to buy the jewelry from Massos. Styles are always changing, and Massos is on top of the styles, selecting from shows year-round. Right now, for example, colored stones are very “in”, so Massos has all varieties of pendants, earrings, bracelets, etc. with the stones. People like to select warm coloring for winter, or lighter coloring for summer, the right stones for skin tones, and they try to carry all the right colored stones for the customers.

The original Schechter family business was in the Ramat Gan Diamond Exchange, begun in 1955, dealing in diamonds. After the business switched to a full line of jewelry in 1980, it became involved in manufacturing jewelry itself, which better-educated the family and sales personnel about the jewelry itself. Later the family switched to getting their jewelry from other manufacturers, enabling them to branch out into other areas and styles, and because of having such great buying power, and able to get the best of everything. The business remained in the Diamond Exchange until the Gulf War in 1991, when that Ramat Gan area was threatened with missile attack. The business moved to Bnei Brak, where it is now. The family members live in Bnei Brak, so it was more convenient, and customers also found it more convenient, escaping the red tape, paperwork and identification called for in entering the Diamond Exchange, and also liked the easy parking (there is a large parking lot near the store). Massos would like to invite back whatever customers not returning yet to the “new” site after leaving Ramat Gan. The staff of Massos mention fondly their following, customers from Chile, France, Italy, U.S. and other countries. Among the staff, visitors can find English, French, German, Hungarian, Yiddish, and of course, Hebrew speakers, to speak with. There used to be a store in Tel Aviv, Le Yam, and Massos was invited to have



a jewelry stand there, and this helped develop their following, especially with the diplomatic corps. Important visitors from abroad do a lot of homework before they decide where to purchase their diamonds and jewelry in Israel, and the loyalty and trust of the customers has carried over from the Diamond Exchange days of Massos to the location in Bnei Brak. People from abroad find that Massos gives the greatest price value, because the jewelry is “first-hand”, bought directly from the manufacturers, the price not boosted in going from hand to hand, that they find in other stores abroad.

White gold set with diamonds is very popular, as well as colored stones, sometimes three-tone gold is “in”, sometimes heavy gold is popular, at other times thin, delicate gold. Massos changes its styles constantly with the fashion. Current fashion is for jewelry set with diamonds mainly with white gold, jewelry not set with diamonds is mainly with yellow gold. The colored stones are with either white or yellow gold, depending on the coloring of the stones and the people’s style. Massos will buy back gold jewelry, “trade-ins”, to update and change jewelry, and jewelry can be repaired. The jewelry business, and jewelry itself is “kind of magical”. Customers from abroad, from the past, sometimes ask Massos to ship jewelry or diamond jewelry to them for special occasions, sight unseen- this is how great the trust and loyalty are for Massos.

*By Neil Sandler* ■

18 Rabbi Kotler St, One Floor Up, Bnei Brak / Opening hours: 10:30-13:30, 17:00-22:00 - Sun, Mon, Wed, Thu 10:30-14:00 Tue / 10:30-12:30 Fri / Tel: 03-5799010 / Fax: 03-5782340 [www.massos.co.il](http://www.massos.co.il) / [dassimassos@gmail.com](mailto:dassimassos@gmail.com)



# THE PASTELTOYS WOODEN TOY FACTORY

**Kishorit's toy factory raises the flag of blue/white manufacturing by the village members. Those working there manage to convert a block of wood into a toy using their own two hands, after which it is packed and continues to exist as childhood scenery and as part of the developmental process amongst children 1-6 years of age around the world.**

Diverse parts of the toy production process provide work for people of different levels of functioning and offers a broad range of jobs according to each member's limitations and abilities, with the possibility of shifting from one department to another according to their changing needs. For certain members repetitive, conveyor-belt type work is apt, while for others diversified physical labor is appropriate. Some members are better suited for working in a group, while yet others prefer a private and individual workspace. Working helps members develop attributes of exactitude, concentration, manual labor, perseverance, control and individual considerations.

Thirty people work in the factory, with an employee-member ratio of 2:1. All the meals and coffee breaks are shared, birthdays are celebrated together, and a friendly, supportive and cooperative atmosphere reigns there.

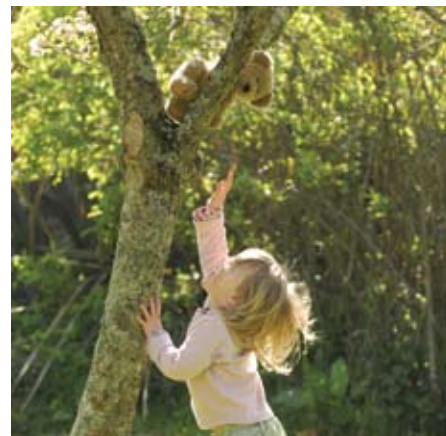
The interaction with outside employees aids the rehabilitation process and improves the members' self-image. Nowhere in the factory is there a sign 'Staff only'. On the other hand, the members must be serious and diligent; punctuality and attendance are insisted on and a member who cannot come to work must report in, exactly like the salaried employees.

The products of Pasteltoys are unique for their 'Once upon a time' design, and are noted for this within the toy market. Their design is naïve and unsophisticated, and the use of pastel colors affords children who play with the toy a harmonious, calm and relaxed mood. Parents who purchase the toys for their children enjoy a feeling of nostalgia and the added value embedded in the purchase itself – participating and contributing to Kishorit.

All the toys are produced with high awareness of the use of natural materials, uncom-

promising quality and finish. All bear the Israel Standards Mark. We are currently seeking foreign marketing outlets and hope to export the toys, despite the stiff competition from Far Eastern manufacturers.

In addition to marketing through boutique shops and networks, there is a factory shop that sells the products in full view of the members who manufacture them. This knowledge imbues them with great pride in their productivity, for being part of the blue/white industry, and above all, the magic primacy discovered every time that a child points to a toy and says, "I want that".



# What's new on the site

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**Undoubtedly one of the best, if not the best organic cotton fleece around**

This beautiful snuggle fleece not only looks gorgeous, but feels gorgeous on too. With snuggly fleece one side and smooth interlock cotton the other.

**Features:** \*made from organically grown cotton \*fairly traded \*designed in England, made in India \*dyed using safe dyes \*also available in dusky pink \*easy to pull on and off thanks to poppers on the neck and shoulder \*versatile as it is reversible and children can wear the collar open or closed \*great quality - designed to last!



### Ananda products

Ananda products, based on many years of scientific research and development, are fruits of the Earth, collected from nature with respect and appreciation, and created in a loving and understanding

fashion in our own boutique laboratories. All Ananda staff are partners in this achievement through their happiness, joy, creativity, and deep belief in the Ananda way: Nature's eternal way. Ananda takes its name from the mythological Vedic Goddess of the Earth, who symbolizes inner bliss - the cleanest, purest state we all strive to achieve. Ananda - The first organic cosmetics line. For what it includes, and what it leaves out. The basis of organic philosophy is the belief that the Earth, as the source of all life, has a proven and powerful ability to fulfill all of our needs. As a result, the use of organic cosmetics has the real potential to bring about significant changes in our lives.



### Patented designed items for the ultimate wine experience

Menu's patented decanting pourer filters, splits, and oxygenates the wine as you pour. Goodbye to decanters and too many bottles opened before dinner, and hello to a grand taste sensation - even when the wine is an everyday table variety. Drip-free and easy to use.



### Pearl Earring

Most majestic Pearl Earring / 7mm pearl earring 14k gold diamond: 0.28ct



**Model: VTB 99 Novel Design, Wide Applicability Name: Bluetooth Hands-free Car Kit (Ultra-thin Bluetooth Rearview Mirror)**

### Features:

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7. Built-in high intelligent microphone and powerful speaker.
8. Able to store 200 phone numbers (optional), and support sync phone book upload.
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