

The Diplomatic Club

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JULIE FISHER – LIFE AS
A DIPLOMATIC SPOUSE



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DAVE SHARMA –
THE AUSTRALIAN AMBASSADOR
TO ISRAEL



DIPLOMATIC EVENTS

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A FEW REASONS FOR OPTIMISM THIS INTERNATIONAL WOMEN'S DAY

As a nation, we tend to dwell on bleak statistics that highlight the pervasive gender gaps when it comes to leadership positions and salary. While progress remains painstakingly slow, the truth is that women have achieved a tremendous amount of success; today they wield influence across a diverse array of industries and fields. As we celebrate the 106th annual International Women's Day this March 8th, we have an opportunity to applaud some of these staggering accomplishments, successes, and triumphs – all a testament to the incredible progress women are making.

Here are just a few of the major strides that women have made in recent years that should inspire you.

• **Banking Big Bucks:** Israel's banking industry has gradually fallen under the leadership of women, a process that was formally capped with the appointment of Karnit Flug as governor of the Bank of Israel. By sheer coincidence the decision to appoint Flug came days after another woman, Lilach Asher-Topilsky, became CEO of Discount Bank, the third-largest bank, thus joining Smadar Berber-Tzadik, who heads the First International Bank, which is the fifth largest, and Rakefet Russak-Aminoach, who last year became, at age 47, CEO of Israel's largest bank, Leumi.

• **Driving National Dialogue:** Politically, women are incredibly active – their voices more powerful than ever. Since the founding of the State of Israel, relatively few women have served in the Israeli government, and fewer still have served in the leading ministerial offices. While Israel is one of a small number of countries where a woman – Golda Meir – has served as Prime Minister, it is behind most Western countries in the representation of women in both the parliament and government. As of 2013, women comprise 23% of Israel's 120-member Knesset. For comparison, the female ratio in the Arab world is 6.4%, in European Union average is 17.6% and in Scandinavia over 40%. Female representation varies significantly by demographics: most female politicians have represented secular

parties, while very few have come from Arab or religious Jewish parties.

• **Making History:** Women have served in active military duty in our armed forces since 1948 (and, before that, in medical units). How far we have come in this male-dominated military culture? The IDF is the world's most female-friendly army, statistics released this year showed. More than one third of the army's "enlisted men" are women. At 34%, the number of women in the IDF is the highest of any army in the world.

• **High-Tech:** This year in particular was a banner year, with companies such as Waze being acquired for \$1bn by Google and mega IPO of Wix. Israel's ecosystem of startups boasts some 3000 companies, but what inspires me as I meet so many talented entrepreneurs in Israel are some of the female founders, who are building businesses utilizing unique technologies and addressing huge markets. Women tech founders in Israel face similar challenges to their US counterparts, bootstrapping and operating in a largely male dominated industry. According to Israel's Central Bureau of Statistics (CBS), women make up about 35% of the nation's high-tech workforce, but less than 10% are founders of tech startups and only a handful are backed by venture capital.

As the Secretary-General of the United Nations Ban Ki-moon said: "Countries with more gender equality have better economic growth. Companies with more women leaders perform better. Peace agreements that include women are more durable. Parliaments with more women enact more legislation on key social issues such as health, education, anti-discrimination and child support. The evidence is clear: equality for women means progress for all."

The Diplomatic Club is wishing you lots of love, health, understanding and fun.

Sincerely,

Julia Verdel
CEO & Managing Director



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JULIE FISHER – LIFE AS A DIPLOMATIC SPOUSE

by Eveline Erfolg

Diplomats have always been considered a privileged class. They move in the highest circles, easily meet with presidents and ministers, live in splendid residences and attend a whirlwind of parties. Such a life may seem charmed, but only from the outside, because the diplomatic service does not imply sweet idleness. Moreover, it is one of the few professions where the wife is obliged not only to support her husband, but also to be an adviser and a full-time mother, who often has to sacrifice her own career and move to a foreign country. These duties are so important that there are several chapters dedicated to the

role of the diplomatic spouse in various books on diplomacy.

In honor of International Women's Day, the Diplomatic Club magazine decided to interview Ms. Julie Fisher and ask her

on a person's personality, what they feel comfortable with: It's been an amazing opportunity. We're in the public eye a lot, so you have to be comfortable with that. Not everybody enjoys that or knows how to deal effectively with that.

hosts speakers and lecturers, and the goal is to help diplomatic spouses learn about the host country. Our local diplomatic spouse club holds a morning coffee lecture every month. When I hosted it, I invited Elisheva Darar an Ethiopian-born Israeli,



what it is like for her being the wife of the American ambassador to Israel.

What does it feel like to share the life of an ambassador?

It's really busy and exciting. For me it's been a wonderful experience, although I did have to leave my own career. It's been such an honor to serve the United States in this way – we've had such great opportunities to meet people, to bring people together and to work on the friendship between our two countries at all levels. So for me, it's been great, but I think it really depends

Do people treat the wives of diplomats differently?

Sometimes they do, but diplomats are just like everyone else, of course. They have the unique experience of traveling around the world representing their country, but they are just like everyone else. It's wonderful to meet the other diplomats who are living here in Israel from all over the world. We share many of the same experiences. In fact, I've met many people who have served as diplomats in Washington and they say it's very similar to Israel in this sense. There is a diplomatic spouse club that

“Diplomats are just like everyone else. They have the unique experience of traveling around the world representing their country, but they are just like everyone else.”

who is a community leader, to come and speak with us. We also have a trip once a month where they take the diplomats'



spouses to different parts of the country – we’ve been to an Arab village, a fashion house in Tel Aviv, the Knesset, everywhere.

What do you think of Israel so far?

It’s great! People are very warm, very friendly, and we’ve had a terrific reception. We’ve been here for a few years now, and gotten to know a lot of people, traveled all over the country and wherever we go people are warm and welcoming.

How are you dealing with the security situation in Israel, are you not afraid sometimes?

We’re asked that a lot, what it’s been like going from being a regular citizen to being a diplomat and surrounded by a lot of people... That took a lot of getting used to, there’s less privacy than you’re used to in a regular family setting. What’s happened is that the people who are around us have become part of the family over the years, which is great. As for Israel – I’ve always felt safe here. We lived here in 1988-89,

during The First Intifada, we were students at Har HaTzofim in Jerusalem, and we always felt very comfortable in Israel.

Have you been with your husband in other countries?

No, my husband is a political appointee. He was sent here by President Obama and Secretary Clinton because he has expertise professionally in the Middle East, and when he’s done we’ll go back.

What about you, what do you do?

I assist my husband in many different ways. You know the traditional role of the wife used to be entertaining, and of course, that’s still very important. However, these days, the role of an ambassador’s spouse – sometimes the spouse is a man and sometimes it is a woman – the role of the spouse has changed. The spouse is more engaged in outreach to the host country’s community. I’ve really enjoyed this and going to sites that our embassy supports, schools, charities and universities.

Sometimes I travel with my husband and sometimes I’m on my own.

Do you have time to be involved in charities more than just visits?

I do. Of course, it’s a balancing act because we do have a family – three daughters of seven, nine and thirteen, so I also spend a lot of time with them, helping with the homework, driving them to school, doing the things that normal families do.

Your daughters are quite young! How are they acclimatizing in Israel?

They’re doing very well. They adjusted to some of the cultural differences, for example, children here are very independent, and so my daughters have flourished. It’s been good for them to gain new skills, skills of independence, as well as the skills of being the children of a diplomat – having to adapt to new situations and meet different people. They’ve gained a tremendous set of skills and they’ve adjusted really well to Israeli



*“The role of the Ambassador’s wife.”
This picture was actually published
by the Journal of Marriage and
Family (Volume. 31 No. 1)*

“Diplomats have always been considered a privileged class. They move in the highest circles, easily meet with presidents and ministers, live in splendid residences and attend a whirlwind of parties. Such a life may seem charmed, but only from the outside, because the diplomatic service does not imply sweet idleness.”

culture. Last year we went to Jerusalem for the puppet festival and the girls just loved it! It’s amazing what a kid friendly country it is.

Speaking of the Israeli culture, what do you think of it? Do you find anything that interests you in particular?

It’s very diverse. There’s a lot going on. When people think of Israel they think of ‘Start-up Nation’, they think of it economically or business-wise, but we’ve been able to go out and see the non-business world as well, the NGO world, with that same mentality where people see a problem and go out to solve it. Sometimes we are able to partner with them at the embassy and it’s really

fascinating. We also enjoy the cultural offerings of Israel. We just saw the Batsheva Dance Company with the kids and my daughters asked whether we can come every month – they absolutely loved it. We also enjoy Israeli music; we’ve seen Shlomo Artzi and my husband went to see the Idan Raichel Project. There’s a lot of exciting things happening culturally and we try to take advantage of them whenever we can.

What would you be doing if you weren’t an ambassador’s wife?

I’m an educator by training. I was a teacher, then I was the vice principal of an elementary school. My professional background is in curriculum development

and teacher training and supervision. So that’s what I would be doing.

What do you think of Israeli schools?

I’ve had some amazing visits to many schools. I’ve gone on visits with ‘Youth Renewal Fund,’ they’re working with schools all over the country to make schools even stronger, particularly in the periphery. I was just in Tirat Carmel, to see the students they are working with there, and our embassy is involved with promoting the teaching of English. So I’ve gone to schools all over the country where our embassy is partnering with them in the teaching of English and other wonderful projects.

Are you planning any special events for this International Women’s Day?

Yes. At the International Women’s Club we are putting on a special Purim celebration in honor of International Women’s Day. The story of Purim is a story with two strong women, so we decided to put those two events together since they coincide on the calendar. We are raising money to support a women’s shelter in Tel Aviv.

There isn’t much press about you; it’s mainly about your husband. How does the press treat you?

I’m really not in the press that much, which is great, because I’m really focused on the kids, and when I do my outreach sometimes it gets press, but it’s not about getting press, it’s about doing outreach.

DAVE SHARMA - FAR AWAY FROM HOME

In May 2013 Dave Sharma was appointed the Australian Ambassador to Israel. His appointment, at the age of 37, makes him the youngest person to be appointed as an Australian Ambassador and the second Australian Ambassador of Indian heritage. The Diplomatic Club met with His Excellency to discuss the role of Australia in the affairs of the Middle East.

DC: Mr. Ambassador, Israel and Australia have many things in common. One and the most important is that Australia, like Israel, is the only democratic country in Oceania and the whole region. How do you feel about it?

We are the oldest continuous democratic country in the region, but since its independence, Papua New Guinea has

been a democracy as well. So is Indonesia, since 2001. In Southeast Asia, also the Philippines and South Korea are democracies, although, for most of the 20th century we were one of the few democracies in that part of the world.

However, we are not surrounded by hostile countries. We always had a big ally, first with the UK and then the US. Since the 1950's we have increasingly sought to be a part of the regional security structure by building our relationships with our neighbors through trust and dialogue. Israel is going through this transition as well.

DC: What is Australia's potential role in the Israel-Palestine peace process? What is at stake?

I don't have any grandiose ambitions for us in that area; there are many other countries that have much more influence and better chances of success than us, like European Countries. I think the best thing that we can do is to support those efforts and not trying to take the lead we are a good friend of Israel. We have a long track record of being friends with the Jewish State and we can give the Israeli government the sort of political and international support it needs to make the difficult decisions, to make difficult compromises, take the risks that are involved.

On the Palestinian side, we are one of the top ten donators to the Palestinian Authority, giving them budget support and technical assistant and support. Our role is that we are trying to help to form and create neutral institutions for a future Palestinian State, like their security forces, finance ministry, tax authority and revenue collection. That is the best contribution that Australia can make.

DC: Already two years after the so called Arab Spring and the overthrow of some governments like Libya, Egypt, how do you see the future of the Middle East evolving? What are Australia's interests in a changing Middle Eastern security environment and what can you contribute to this problematic area?

Yes, we are far away from here, but Australia has always had an interest in stability and prosperity in this area. Our country was involved in all the major conflicts in the Middle East. Our troops fought here in the First and Second World Wars. We participated also in the two Iraq Wars and in Afghanistan. We don't follow it with the



same degree of interest like Europe or the US, but we are still very much interested in the region.

I think anyone who rips up the Arab Spring is prematurely rushing to judgment. I mean it is easy to say that it has not developed into what we had hoped, but it has given rise to the importance of legitimacy of the ruling regime. Even though there are regimes in the region that are not democratically elected, they are increasingly responsible to public needs; this could be the price of bread, the cost of living, employment opportunities, the infrastructure, education and so on. The Arab Spring is a political force for domestic needs.



*Melbourne Cricket Ground
Photograph by John Gollings/Arcaid/Corbis*

I think it has been encouraging in some respects that people have now become such a force in politics in the Middle East. Not necessarily for good, that's the nature of democracy, but not necessarily for bad either. Governments should be more responsible to their own people's needs; this could make the Middle East more stable and more secure.

DC: But again, why this special focus on the Middle East? Why is Australia less interested in Africa, for instance?

The Middle East is a big region, not as big as Africa, but more than 300 million people are living here. This area is an important economic region; it is quite critical to world energy supplies and we are all dependent on that in a global energy market. It is a region of potential instability that has in the past exported instability, like Al-Qaida and terrorism. So it is a security and economic relationship in

which we have always been involved. We take interests in many parts of the world, including Africa, but the Middle East has always been a particular focus point of external powers, Australia included.

DC: In this era of globalization, what is the place of Australia in world politics? Given its track record of mediating conflicts in Indonesia, South Africa and Kosovo, can Australia play a significant role in the Middle East peace process?

We are a regional power with global interests. But, for sure our priorities are always going to be closer to home, what is happening in Southeast Asia and in the Southwest Pacific. The Arc if you like, is from China- and across to America, the Indo- Pacific Region. That's where most of our trade is, that is where most of our economic partners are. That's where our security threats emerge from. It is where the fastest growing, most dynamic economies in the world are located, and the biggest

“ 10,000 Israelis are visiting Australia each year and 30,000 Australian tourists are visiting Israel ”

emerging middle-classes are there. That is a big focus for us, but we never will have interest in just our region, because of our alliances, because of our history, because of our people and their connection to Israel, to Europe, to America. That's why we will always taking interests in global affairs.

DC: What is Australia's military contribution to the international campaign against terrorism?

We have about 1,500 troops in Afghanistan. We are, in fact, the largest non-NATO member with soldiers there. Afghanistan was a NATO-led mission; we are not a NATO member. In addition, we have got ships and people in the Horn of Africa in



the Counterterrorism Joint Task Force, fighting piracy in Somalia and the Gulf of Aden. It is not a direct link to terrorism, but we have Peacekeeping Forces in Sinai with the MIFIL and in the Golan Heights with the UN disengagement plan and South Lebanon with UNIFIL as well.

DC: More than 10 years ago many Australians got killed by a brutal attack in Bali. Do you ever ask yourself if Australia could be threatened by terrorism, or homegrown terrorism?

Of course, we are very concerned about that. There was this bombing on October 2002 in the nightclub in Bali that killed 202 people, including a lot of Australians, Europeans and Americans. As a matter of fact, I think our embassy in Jakarta was bombed in 2004. In Bali our embassy was attacked in 2007. I think we lost an employee there in 2009 or 2010. So that's a big concern. We have not seen any hard profile incidents of homegrown terrorism like London or Madrid. Our biggest concern at the moment is what is going on in Syria. There are some Australians who are travelling there, not

“ We have a long track record of being friends with the Jewish State and we can give the Israeli government the sort of political and international support it needs to make the difficult decisions. ”

in big numbers, and mostly of Lebanese or Syrian background. They are going there for ideological purposes. They are going there to fight. We think that there are around 100 Australians who are fighting in that brutal civil war. I think that this is a worry for the entire West. These people are going there to fight. We don't know for whom, but they will come back indoctrinated and well trained. They will bring their views back home to our societies. Of course those people are Australian citizens and they have rights, that we all need to respect, but it is a worry for us that these people are going over to

Syria and being radicalized.

DC: Australia just elected a new government a few months ago; can we expect any new policies from the new PM Tony Abbott?

It is a conservative center-right government. Our political system is pretty similar to that of Great Britain, and on the political spectrum with a Conservative and Labor Party as well. I think this government is very supportive of Israel and its security needs and have a lot of sympathy for the difficult neighborhood in which Israel is located and the security challenges. But this has been the case with all Australian governments. Historically, and viewed globally, we are one of the most pro-Israel countries in the world and that has been the case, whether we had a center-left or a center-right government. We have a deep understanding of Israel's security situation. Australia, with Canada and the US, is one of Israel's strongest supporters.

DC: Is the Arab community in Australia very influential?



Surfer
 Photograph by Ben Moon/Aurora Photos



Aboriginal Dancers
 Photograph by Penny Tweedie/Getty Images

They don't play a big role yet. The Arab community is big and growing, but they have not been politically well-organized. So they don't have necessarily a lot of a political voice. Our finance minister is of Palestinian and Armenian descent. We have a Muslim member in the Australian Federal Parliament,

with Bosnian background, because we had a big wave of immigration from former Yugoslavia to Australia in the early 1990's.

We have a big Turkish, Lebanese and Egyptian community, as well. All of them are focused on their own particular

nationality. The Lebanese Christians and Lebanese Muslims, in general, have not tended to unite with the Egyptian Coptic and Egyptian Muslim communities to form a Pan-Arab party. They have a voice in public debate. They also have a constituency and followers, which is very positive. They are an important part of the Australian community. Most of their political issues are domestic, like religious education in schools, building of new mosques, and so on.

DC: What can you tell about the Jewish community in Australia? Are they fully integrated in the society? What about Anti-Semitism?

Anti-Semitism, I wouldn't say it does not exist and it is not a challenge for us, but it's not a big or growing problem. There is opposition to Israeli policies and it's legitimate to criticize foreign policy, like for instance, when there was a Republican government in the US, there were demonstrations in Australia against their foreign policy.

“Historically, and viewed globally, we are one of the most pro-Israel countries in the world and that has been the case, whether we had a center-left or a center-right government”

However, in general, there is a lot of racism towards several communities, like the Chinese, Arab, Jewish and African. It is part of a big challenge that we have to deal with. A multi-cultural integrated society will always be susceptible to racism.

The Jewish community has deep roots in Australia and is very well established

there. They have been living there more than 200 years. A lot of Jewish people came at the beginning of the 20th century. Then of course in the 1930's and post war. There are a lot of Holocaust survivors predominantly from Eastern Europe. In the 1990's a few came from the former Soviet Union as well, but it was not the same as in Israel, or Germany.

DC: How has the economic crisis changed trade relations in Australia, and what goods are going back and forth?

Most of Europe, the US and even Israel went into a negative growth around 2008

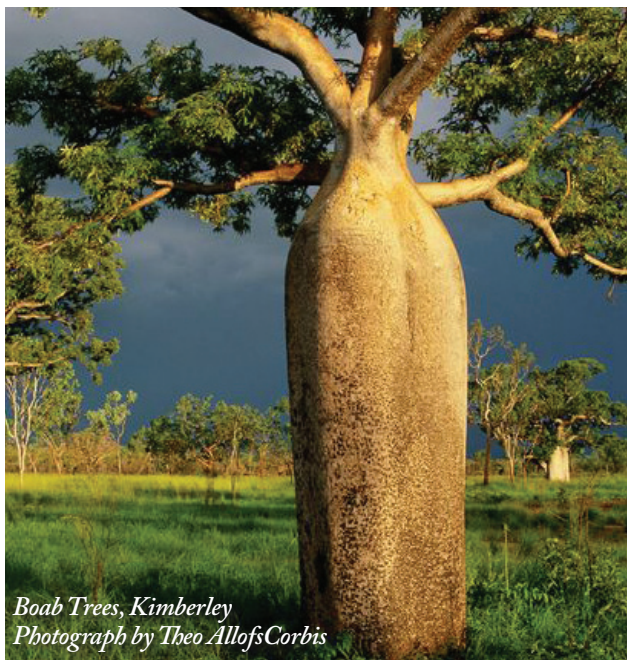
which they need to industrialize.

We are also a big agricultural producer. As people become wealthier, they tend to consume more protein, which means dairy and meat largely, and we are a big source of quality farming, which is close to these markets, so we are increasingly supplying them with agricultural goods and protein, like milk, dairy and meat. There is also the other end of it, which is services exports, like education, tourism and professional services. Our law, accounting, consulting and engineering firms are all very well placed in Asia.

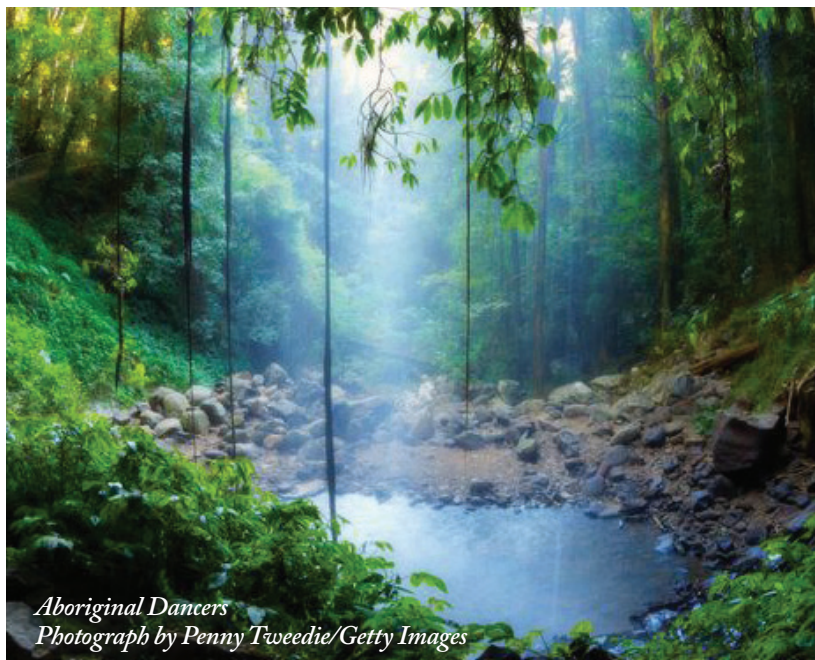
DC: What initiatives are you working

more than 7 million. But there are a lot of beneficial exchange of expertise and ideas. I think that we can offer Israel the access and knowledge about the Asian markets. How to operate there, what the consumer wants, as well as issues of local business regulations and the environment, and many other answers and solutions.

Israel can help Australia in the High Tech innovations sphere, because we don't have this sort of cultural innovation or commercialization in this field. Definitely we could benefit from that. I would like to help in the exchange of ideas and links between the two countries.



*Boab Trees, Kimberley
Photograph by Theo AllofsCorbis*



*Aboriginal Dancers
Photograph by Penny Tweedie/Getty Images*

and 2009. Our economy has kept growing, despite the global financial crises. The main reason is that Australia is an attractive place to do business and invest. In addition, we are a major player in the growing market of Asia. However, most of the world's economic growth is coming from East of India and West of China. Most of the world's middle class is emerging in that region. Any kind of big industry is coming from there and we in Australia are close to these markets. We supply them with energy and raw materials, like natural gas,

on to try and increase trade, tourism or foster better relations between our two countries?

For me, trade is about mutual beneficial exchange of something. Like we are selling coal, because we can produce it cheaper than Israel can and we buy diamonds from Israel, for instance. But trade has never been huge between Australia and Israel. First of all the countries are too far away, and second, both are small markets. We are only 29 million and Israel is a little

DC: How many Israelis visit Australia every year and how many Australians are visiting Israel?

Not a lot. 10,000 Israelis are visiting Australia each year and 30,000 Australian tourists are visiting Israel. Israeli travelers to Australia are about 1% of our tourism. We Australians love to travel and are adventurers. About 5% of our people are abroad at any given time, which means 1 million people. Europe and Asia are popular, but mostly the Middle East, with Turkey



*Twelve Apostles on Great Ocean Road
Photograph by James Wang*

“ We are the oldest continuous democratic country in the region ”

DC: As Australia is very far away from Israel, what especially do you miss from your home country? How often do you travel back and forth?

I miss having Christmas with my family and all the preparations. It's in our summer vacation which is a very relaxing time. We miss home very much mostly in the end of December and in January, because it is summer time in Australia and during this period is the Cricket season and Australia



*Koala
Photograph by Trevor Keyler, My Shot*



*Brighton Beach Huts
Photograph by Lucky Nugraha*

and Egypt as well. Israel has not been so present on our cultural map, even with this amazing history here, with Jerusalem and the nice museums, the art and the nightlife of Tel Aviv, with those beautiful beaches. There is tremendous nature in the Galilee and the Negev. I would like to put it more on our tourism map.

DC: What do you do in your spare time?

I am here with my family. We have been in Galilee a few weeks ago. We visited

Safed and the Sea of Galilee which is very beautiful. We like to visit Tel Aviv as well. I love to spend time with my young children. We go to the beach on the weekend or to visit Jerusalem, to see a museum, or to see the archeological sites.

I also like to do a lot of activities like cycling, running and playing tennis. I run at the beach and boardwalk. Saturday is a good day to cycle; the rest of the week is a little bit crazy, but this is a tough job.

is a Cricket nation. I would like to explain you the rules, but it will take more than a day. I always enjoyed playing it, but since I am in Israel, I have not played it.

I have not been to Australia since I got here this year. All my European colleagues are going back home, all for three or four weeks. The British Ambassador for instance, who is a friend of mine, goes back pretty often. I will go home probably once a year. It is very far away from here, you cannot go just for a weekend.



FOREIGN MINISTRY WORKERS ANNOUNCE GENERAL STRIKE: 103 EMBASSIES SHUT DOWN

Foreign Ministry workers announce general strike: 103 embassies shut down

For the first time in Israel's history, Foreign Ministry workers will close down all embassies, consulates and delegations around the world due to fierce labor dispute. Foreign Affairs Minister Lieberman: "Miserable decision that harms State."

The Foreign Ministry's workers union has called for a general strike as part of an ongoing labor dispute. All 103 of Israel's embassies, consulates and diplomatic

delegations across the world will be closed, including the ministry's headquarters in Jerusalem. The workers union added that Foreign Minister Avigdor Lieberman will not be able to enter his office.

The Foreign Ministry's employees have been engaged in a struggle to improve their working conditions for more than a year, and the struggle has led them to lock horns with the Ministry of Finance, whom they claim refuses to acknowledge diplomats' rights and improve their salaries. In addition to increasing pressure on the Ministry of Finance, the workers union

decided to escalate their struggle and have instructed the ministry's employees to leave their workplaces and announce a general strike Sunday afternoon.

The workers will shut down the entire Foreign Ministry, as well as Israeli missions and embassies around the world, for the first time since the establishment of the State of Israel in an open-ended strike which could paralyze Israel's diplomatic services.

After a 7-month mediation process with the Ministry of Finance failed, Foreign Ministry's workers have decided to continue protesting against what they claim is a series of failures in their terms of employment, including low salaries, which they claim are even lower than what is reported, as well as insufficient benefits and inadequate pension plans. The list of complaints also includes the fact that the diplomats' salaries have not been updated for inflation in 10 years, and the cost of

living in different countries outweighs their meager salaries.

Foreign Minister Avigdor Lieberman condemned the unprecedented strike, saying it harms the State: "It is a miserable decision that points to loss of control. It has no benefit and only causes more damage to the ministry's workers. I regret that irresponsible measures come at the expense of the country's citizens, while negotiations are underway with the Ministry of Finance, and a mediation process is aimed at reaching a fair agreement. We will do everything necessary to minimize the damage caused to the country and its citizens."

Chairman of the Foreign Ministry workers union Yair Frommer said that "the Ministry of Finance had declared war on Israel's Foreign Service and the dedicated diplomats fighting for the future of Israelis day-by-day, hour-by-hour. We will not comply with the intolerable neglect of the Finance Ministry's officials who sabotage the vital interests of the State of Israel. The treasury's officials are irresponsible people who do not care for Israeli citizens and with their own hands kill the Israeli economy, the national security and our future. We will not let them lead Israel into a catastrophe in the international arena and keep fighting for the future of the Israeli Foreign Service."

Due to the sanctions led by the Israeli diplomatic workforce in the past few weeks, following the ongoing labor dispute, Israel's day to day contact with international organizations, decision makers and influential forces around the world have been severed. As a result, no initiated advocacy or public relations activities with the foreign press are given, and passports and consular passes are not being issued. In addition, official visits both to and from Israel are untreated or canceled, permits for defense exports are not addressed and lucrative international transactions are stuck. So far, the direct damage to the Israeli economy as a result

of the dispute is estimated at millions of dollars.

Despite the ongoing labor dispute, the workers continued to deal with matters with high importance and sensitivity. During the general strike, these issues too will be left untreated.

Foreign Minister Avigdor Lieberman slammed Israel's striking diplomatic staff, saying that they had behaved unacceptably with their industrial action, which has shuttered embassies and missions around the world. "You have crossed a red line and caused damage to the Foreign Ministry staff," Lieberman told a press conference at the Knesset as the union of ministry workers' strike entered its third day. The union action is in protest of low salaries for diplomats, which they say they cannot live on. "I am always on the side of the workers and it is right to improve their situation," Lieberman said. However, "the fight is heading in an unhealthy, wrong direction and has lost legitimacy and the support of the public."

Lieberman presented what he said was data on ministry salaries, saying that he was considering a request for a back-to-work order for the striking staffers. "It is the right of the workers to strike and demand improved working conditions, (but) I do not like that they are hurting the helpless," he said. "What is happening today is that poor souls who have lost their passports cannot come back to Israel... and we cannot return the bodies of people who passed away abroad, or those in need of support whose caregivers are out of the country and must return."

For instance, British Prime Minister David Cameron arrived in Israel despite the Foreign Ministry's refusal to assist in the preparations prior to his visit. Ministry officials also said Pope Francis had canceled his May trip to Israel due to the labor sanctions, but Vatican officials later said the visit was still on. Israeli embassies and consulates stopped servicing Israelis

abroad and diplomats were instructed not to arrange or conduct any work meetings and cease sending diplomatic cables or to engage in pro-Israel public diplomacy.

The strike has also thrown state visits into disarray, with Prime Minister Benjamin Netanyahu cancelling a trip to Latin America, after the National Security Council said that would be impossible to organize this kind of trip without the assistance of the Foreign Ministry workers.

The ministry workers have been engaged in a struggle to improve their working conditions for more than a year, leading them to lock horns with the Ministry of Finance, which they claim refuses to acknowledge diplomats' rights or improve their salaries. One of the victims of the strike could be the largest Seder in the world, as organizers call the annual event in Kathmandu, Nepal. They rely on the Israeli embassy to help import supplies for the Seder, which attracts hundreds of people, including Israeli tourists from around the world. "We have a problem, we have not been able to get any food shipments through so far for this Passover," said Rabbi Chezki Lifshitz, co-director of Chabad House Nepal told Arutz Sheva.

Hanan Goder-Goldberger, Israel's ambassador to Nepal, defended the strike and said he hoped the dispute over pay and staff conditions would be resolved soon. "All diplomats are entitled to a decent salary, but my colleagues from other countries get double what I get, it is not fair," Goder-Goldberger told AFP. "I am sorry the cargo is stuck and causing a big problem for people who want to celebrate Passover ... but I am optimistic we can reach agreement soon."

Last summer, the Workers Union initiated labor sanctions, which were suspended at the end of July when the diplomats and the Ministry of Finance agreed to employ a mediator. However, the talks broke down earlier this month with no result.

DIPLOMATIC EVENTS

CEREMONY IN JERUSALEM TO MARK THE FIRST EVER JOINT STAMP ISSUED BY THE POST OFFICES OF ISRAEL AND MALTA



On the 29th of January 2014, a ceremony was held at the Ministry of Foreign Affairs in Jerusalem to mark the first ever joint stamp issued by the Post Offices of Israel and Malta. The event was organised in conjunction with the Embassy of Malta in Tel Aviv and the two Post Offices.

The Maltese Minister for Health, the Hon. Godfrey Farrugia, who was in Israel leading a high-level delegation to discuss technical co-operation in the health sector with the Israeli Government and with Israeli medical institutions, emphasised in his key-note speech, the importance of this ceremony as further evidence of the excellent relationship between the two countries which reached its high point last October with the first ever official visit to Israel by a Maltese Prime Minister since independence.

Other speeches were made by the Senior Deputy Secretary General at the Ministry of Foreign Affairs Ambassador Pinchas Avivi, HE Oren David, Ambassador of the State of Israel to Malta, HE Simon Pullicino, Ambassador of the Republic of Malta in Israel and the CEOs of the two Post Offices.

The stamp bears testimony to the rich artistic and cultural heritage in both



countries interlaced in both countries' mutual Mediterranean roots. It depicts, besides the Knights' halls in the city of Acre, the entrance hall of the Mediterranean Conference Centre in Valletta, which was built originally in the late 16th century by the Knights as a hospital the same order which owed its conception to the healthcare needs of pilgrims to Jerusalem where they had established a large hospital in the eleventh century.

Both Valletta and Acre are UNESCO World Heritage sites. They are historical maritime cities with a common heritage – that of having been built as fortified enclaves in very strategic locations. The Knights held each city at different intervals as their headquarters. Most of the fortifications in Acre were built by the Crusaders, Knights Hospitallers and Templars and it is claimed that the experience gained from this experiment led to the building of the magnificent bastions

surrounding Malta's Grand Harbour which preserved the presence of the Knights on the Malta islands for well over two hundred years.

The ceremony, which ended with the unveiling of the stamps by the two sides and the presentation of framed copies of the stamps to the speakers, was attended by a number of distinguished guests including senior MFA officials, diplomats, Israel Post officials and members of the small but active Maltese community in Israel.

Photo taken following the unveiling of the stamps; from left to right: Ambassador Simon Pullicino, Malta Post CEO Mr Gafa, the Hon. Dr Godfrey Farrugia, Maltese Minister for Health, Israel Post CEO Mr Elmoznino, Ambassador Oren David, Senior Deputy Director General Pinbas Avivi, Director Israel Philatelic Services, Mr Yaron Razon and the designer of the stamp, Mr Ronen Goldberg

REDLIONluck

"Luck Drop" is a new collection from REDLION made from white and yellow 18k gold with white diamonds, in form of drops with an image of an eye and captions about luck in Hebrew or English.

REDLION is a unique jewelry brand and design concept inspired by the European art and culture with a focus on Parisian fashion. This elegant and luxurious brand offers handcrafted quality at the highest level, with a variety of personalized jewelry made from the best raw materials. All the designs can be perfectly adjusted to your every wish.

The price range of the entire collection – NIS 2500-5500.

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Fri: 10:00-14:00

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Royal Garden Bulivar
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Fax: 08-6337006
Sun-Thu: 10:00-22:00,
Fri:10:00-15:00, Sat: 18:00-22:00

ROLEX SHOW Jerusalem

Mamila Road
Tel: 02-5663432
Fax: 02-5663575
Sun-Thu: 10:00-23:00,
Fri:9:30-15:00, Sat:19:00-23:00



PRESIDENT PERES RECEIVES NEW AMBASSADORS

The new ambassadors thanked President Peres and expressed their wish to assist in the strengthening of bilateral relations. They all thanked President Peres for the warm welcome they had received since their arrival in Israel. The new ambassador from Micronesia said, "Micronesia stands by Israel and we will continue to do, I represent a small country but a big friend to Israel."

The ambassador of Hungary said that relations between the Jewish people in Israel and the Hungarian people is full of history. He expressed his opposition to the minority in Hungary who expresses anti-Semitic views and added that Hungary will continue to fight against any expression of racism.

In a ceremony held at the President's residence in Jerusalem, the representatives affirmed their commitment to strengthening bilateral relations between their respective countries and Israel. After Peres raised the issue of mounting anti-Semitism in Hungary, ambassador Andor Nagy replied by denouncing the trend, saying that his government was opposed to it and had taken steps to counter it.



Ceca Stanojevic



H.E. Dr. Andor Nagy of Hungary



H.E. Mr. Milutin Stanojevic of Serbia



H.E. Mr. Serdarov Ata Oveznepesovich of Turkmenistan



H.E. Mr. Asterio R. Takesy of Micronesia

CELEBRATION OF THE NATIONAL DAY OF THE REPUBLIC OF BULGARIA

However, the most intriguing moment came when Serbian ambassador Milutin Stanojevic presented his credentials and proceeded to sign the president's guest book. A source present at the ceremony told Arutz Sheva that Peres was pleasantly surprised to learn that Stanojevic's wife, Ceca, spoke perfect Hebrew, which she said she had learned by studying in Ulpan at Tel Aviv University. "I am very happy to be here in Israel and to speak Hebrew once again," she told Peres.

The new ambassadors are:

Hungary: H.E. Dr. Andor Nagy
Serbia: H.E. Mr. Milutin Stanojevic
Turkmenistan: H.E. Mr. Serdarov Ata Oveznepesovich
Micronesia: H.E. Mr. Asterio R. Takesy

Photo credit to Mark Neiman.



On Monday, March 3, H.R. Ambassador of the Republic of Bulgaria to Israel, Mr. Dimitar Mihaylov and his wife, Mrs. Nora Mihaylova, held a reception at the Dan Accadia Hotel in Herzliya, to celebrate the National Day of the Republic of Bulgaria, following the Treaty of San Stefano of March 3, 1878.

Honorary guest was Mr. Gilad Erdan, Minister of Communications and Home Front Defense, who came to congratulate the Ambassador and the embassy staff on this special day.

ISRAEL AND INDIA STRENGTHEN THEIR ECONOMIC COOPERATION

Specialised teams are discussing the establishment of a joint fund of approximately \$40 million to promote cooperation between Indian and Israeli companies as well as technological development.

A delegation led by the Director General of the Indian Ministry of Science and Technology is meeting in Jerusalem today with a joint team from the Ministry of Finance, Ministry of Economy and the Ministry of Foreign Affairs, to strengthen the economic cooperation between Israel and India. The purpose of the discussions is to establish a fund of about \$10 million for five years to deal with industrial and technological subjects.

The fund will help Israeli companies to participate in huge projects led by the Indian government, develop joint work by Israeli and Indian companies in mutual research projects, and adapt products developed in Israel for the Indian market. The fund will focus on a variety of subjects, such as agriculture, water, energy, ICT and aerospace.

The Chief Scientist, Avi Hasson: "The highlight of the establishment of the fund is the establishment of a tool that may be used as a breakthrough in assisting Israeli developers and industrialists to penetrate the Indian market. Emerging markets are a priority for both the Office of the Chief Scientist and for the entire government,

penetration of these markets could lead to extensive business opportunities for the Israeli developer."

The Ministry of Finance Deputy Director of the Budget Department, Yonatan Regev: "Increasing exports to the Indian market is an essential part of the State of Israel's export diversification strategy. These discussions advance the promotion of economic ties with India."

Mr. Oded Keneresh
Mr. Daniel Hadow Ericson
Overseas Economic Information
Chief Economist Department
Ministry of Finance



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THE LIFE'S WORK OF ILANA GOOR

Ilana Goor is an individualistic, self-taught, multifaceted, international artist, who knows no boundaries and whose art transcends conventions. Her creations are a blend of vitality and obsession, functional simplicity alongside expressive complexity bordering on surrealism. The sources of inspiration are dependent on neither time nor space, and are incredibly vast. Her body of work includes sculptures, furniture, Judaic, lighting fixtures, jewelry and fashion items which are displayed in well known galleries worldwide and are distinguished by their powerful, dominant presence. Goor's pieces create a personal statement, but also allow a worldwide audience to connect to her work and make meaning for them.

Ilana Goor was born in Tiberius in 1936 to an educated family of highly respected doctors and artists. Due to undiagnosed dyslexia, Goor was disinterested in school, and from a young age rejected the idea of the classroom. She preferred to spend her time in nature, creating small sculptures from multiple different parts. It was clear even at that age, Goor was an artist, and had a remarkable ability to blend seemingly disparate materials. Goor never studied art or design in any formal setting, and has developed her artistic techniques on her own. A milestone in her career occurred when she first went to the United States and captured the eye of Bloomingdale's with her belt buckles for men. This began a reign of success in North America, which also allowed her to continue creating in all mediums. Goor's first one-woman exhibition was held in 1972 at the California Museum of Science and Industry in Los Angeles. In 1986, Goor was honored for her work in furniture design, and received the prestigious Peres Roscoe Design Prize. Since then, her works of art have been

exhibited in numerous museums both in Israel and abroad, namely the Tel Aviv Museum of Art, the Museum of 20th Century Art in Vienna, and more. Her signature, which is identified in all her work, can also be seen on a number of large, outdoor sculptures around Israel, such as the moving piece entitled “Never Again” which is on display at Yad Vashem in Jerusalem and the “Woman in the Wind” sculpture situated in Charles Clore Park in Tel Aviv.

“ Ilana Goor is a person of fire, earth, water, iron, gold and all the other materials she sculpts with. They are interwoven within her life. ”



Although Goor’s body of work is multi-faceted and quite vast, there are many characteristics inherent to any piece that bears her name. She mostly works with crude, strong and rough materials such as iron and bronze, which are used in her sculptures, furniture and lighting design. Opposing those tough materials, Goor will use Plexiglas, leather, animal skins, and create a harmonious piece with extreme visual interest. She rarely uses artificial colors, but rather highlights the material’s natural colors, preserves and even emphasizes its fabric as a gesture of respect.

Her many sculptures address a wide range of thematic realms. For example, the ritual of working the earth, or agriculture, is a salient motif in Goor’s work, which claims that the earth and moreover nature is a sacred gift which should be taken seriously. Tiberius, a city in the North of Israel where Goor grew up, was a place of agricultural abundance in the 1940s, and it is apparent that her upbringing had a large part in her observation and beliefs in the ominous power of nature.

Another large theme in the work of Ilana Goor relates to animals and their sacrifice and the ritual stemming from the connection between animals and the earth through the use of agricultural tools. As an artist, she emphasizes their mutual dependence. Another theme close to Goor’s heart relates to life and death and their

cyclical nature represented through skulls, mutilated bodies, candles and perishable materials that represent transience and the passage of time. Release from the dreadful moment in Goor’s work is achieved through humor, which is a testimony to the artist’s tolerance and wisdom gained over the years. Religion and atheism, the Land of Israel, and the blood ties of a mother and her children are some of the other themes in her work. The common stylistic denominator among the work is a range from the figurative to the abstract and from the classical to the brutal. Although her artistic mix is tremendous in range and no two sculptures by the artist are the same, her hand print and stamp are widely recognized. Her work process is consistent in any of the media she selects. Ilana Goor is a person of fire, earth, water, iron, gold and all the other materials she sculpts with. They are interwoven within her life. They are her and she is them, as a single entity.

Her voyages across the globe and her travels throughout Israel are the source of her inspiration. The same goes for the objects that she finds along the way; sometimes she acquires them from merchants and remote villages, other times she makes something out of nothing just by using various materials and yet in other instances, she also collects them on the roadside. They make their way into The Ilana Goor Museum, which is also the artist’s home when she is in Israel. The building is an ancient artifact in itself, built in 1740 and used as a Jewish guest house for pilgrimages to Jerusalem. Years later, a local Arab family purchased the building and while living in it, they operated a cosmetics





“*Ilana Goor is an individualistic, self-taught, multifaceted, international artist, who knows no boundaries and whose art transcends conventions*”

factory in the lowest level. The building was purchased in parts beginning in the 1970s, and was originally intended as a summer house for the artist and her family while vacationing in Israel. However, Goor

decided in the early 1990s that this home would become a private museum, housing her work and collection, but remaining a place of residency. She believes that art should not only be viewed in the framework of a museum; rather, it should be lived with and in. The atmosphere of the museum is undeniably dynamic, as Goor is constantly re-cureting formally completed rooms and installations. At the moment, the Ilana Goor Museum exhibits over 500 works of art from new and well-known Israeli artists (Yitzhak Danziger, Yaacov Agam, Menashe Kadishman), well known

international artists (Diego Giacometti, Henry Moore, Alexander Archipenko, Frank Gehry), as well as a large collection of artifacts varying from Italian crucifixes and pieta sculptures to African tribal masks and beds. The most interesting part of the collection is that it is ever-growing. Goor is still extremely busy, creating in Israel and exhibiting around the world. Beginning in April 2014, her newest furniture collection will be on display at Donna Karan in Manhattan, after its appearance at New Jersey's MANA Contemporary Gallery mere months earlier.

ilana Goor museum מוזיאון אילנה גור

Contact the Ilana Goor Museum in Tel Aviv - Israel

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Groups, Events and Guided Tours Department

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etty@ilanagoormuseum.org



The Ilana Goor Museum, which holds a fascinating history within its walls and boasts over 500 works of art by Israeli and international artists alike, is ideal for business events.

The events take place in the Museum's spacious balcony and rooftop sculpture garden overlooking the Mediterranean landscape and the old city.

For further information please contact:

Etty Gargir, General Director Tourism & Events
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Tel. 972 3 683 7676 #28
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ELLA'S STORY

Dr Ilan Preiss BChD

Ella is a young woman who came to my clinic desperate for help and wanted to share her story. She had not been able to smile for years and this had affected her everyday ability to function normally, we worked hard, first on making sure the foundation to her teeth were healthy and quickly moved on to the aesthetics.

"This situation of "life without a smile" affected me every minute of the day, it got

“I can show my teeth without shame, and it's a gift that has no price”



Ella before treatment



Ella after treatment

to me and affected the motivation to get out and meet people, go to work or any other activity. I was very sad.”

We discussed with Ella options how we could improve her smile and how to make it healthy again. Very quickly with some conservative porcelain veneers we got Ella to uncover her hand from her mouth when she smiled and to feel good about herself. Very quickly her self-confidence grew and the joy that gave us at the clinic is the motivation and reward we get for doing this type of work.

“Treatment was relatively short and painless, and after I left the clinic I felt like a new person. I feel my smile changes my reaction to my surroundings. But more importantly - change my feeling toward myself. Hard to describe what the ability to smile makes to a person's soul. I can show my teeth without shame, and it's a gift that has no price.”

There are many ways we can improve a smile but it always starts with making sure you have a healthy mouth. We carry out the highest quality general dentistry using leading technology from Europe and US.

Cosmetically we can improve your smile in a variety of ways :

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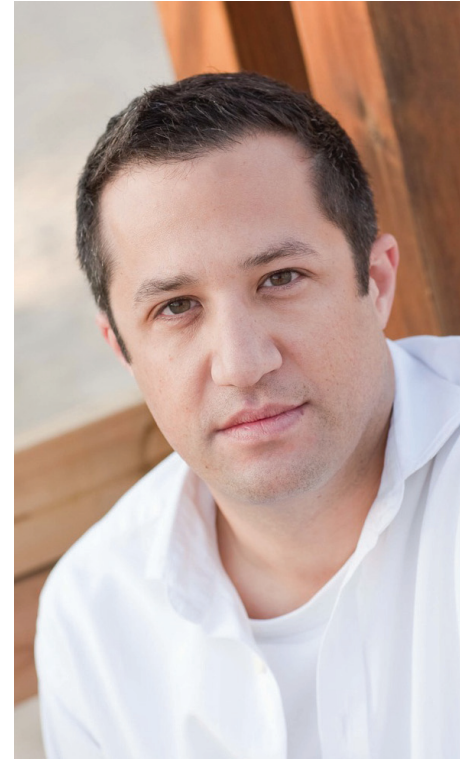
Having a regular cleaning with a professional hygienist improves the health and color of your teeth. As well as getting rid of the bacteria of bad breath

Whitening

This treatment has been carried out safely for many years, leaving beautiful natural white teeth. We use Rapid Power Whitening from a US leading company. Or make customized home whitening trays and gel over a 2-3 week period.

Porcelain Veneers

The traditional veneer is a thin porcelain shell cemented on to your tooth surface to change color and shape of your teeth



in an effective and natural way. Making sure that they do not look like Hollywood or fake teeth is the artistry behind this work and why both my technician and myself have perfected this art. We now offer ULTRATHIN and Non-Drilling Porcelain veneers that allow us to get that smile without needing to drill your healthy enamel from the teeth. Of course this needs to be assessed by the dentist since it is not suitable to all cases.

“ This situation of " life without a smile" affected me every minute of the day”

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The three main ways to improve your smile with braces that work well and are cosmetic enough for adults are:

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Inman Aligner: This is a rapid (6-14 weeks) treatment for straightening your teeth. It is fast and focuses on the front teeth only, which mean it can be completed in **weeks**, not in months (see picture below).

• **Inside Braces:** this uses the metal brace system but placed on the inside of your teeth so it is completely hidden.



before smile make over



after treatment



before rapid removable braces



after 10 weeks



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I know 3 or 4 Israeli people. One is super smart, the other two are super good marketers, but they are all really really difficult to work with. Why? Is this shared experience? I work in technology in Silicon Valley.

Oren Shamir, Worked with several multinational corporates

I'm an Israeli. My grandmother was American and my mother grew up in Brooklyn. I've worked for (and with) a few American companies. The following story might highlight some of the cultural differences, the way I see them.

Imagine you're an executive in a big American company that makes home appliances. Your market research team suggests that people may want to have straight bananas, since Americans love to slice bananas up and put them in a sandwich or a cereal bowl, and straight bananas are easier to slice. You decide to try and solve this problem using both of your R&D teams. One is located in the US and the other in Israel. You call the two team leaders and tell them what you need - a machine that bends bananas backwards to straighten them up.

The American team leader says they will get right on it. The next morning he posts a job opening on LinkedIn, looking for a banana expert. He hires a guy from CalTech who knows everything there is to know about the molecular structure of bananas. He also hires two more engineers and an industrial designer. Initially,

After around 24-30 months of hard work, you have a sleek, shiny new machine that bends bananas backwards and produces perfect, straight as an arrow bananas 100% of the time, with any kind of banana that currently exists. It costs about 300 dollars and needs as much power as a small refrigerator.

At the same time, the Israeli team leader listens to you for about 3 minutes then

Oren Shamir's answer to:

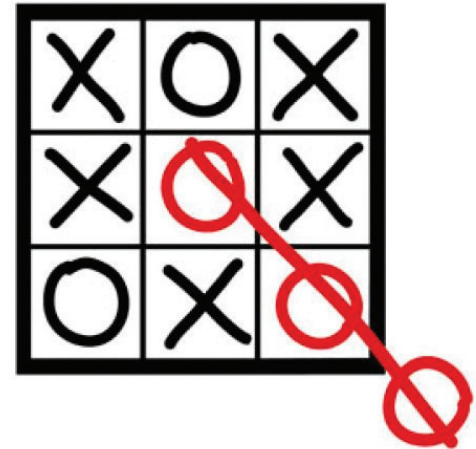
ISRAELI CULTURE: WHY ARE ISRAELI PEOPLE SO HARD TO WORK WITH?

interrupts to say that this is a really stupid idea. He doesn't know anybody who slices bananas. Israelis just eat them. Although we usually do peel them first. He suggests you might want to build a machine that peels bananas. After a long, frustrating meeting you give up. But on his way home, the Israeli team leader thinks about what you asked him to do, and while he still thinks it's a stupid idea, he likes the challenge. The next morning he calls a couple of friends from the Kibutz who grow bananas and then he lets you know that his team will have a machine ready within a week.

After exactly 11 days the machine is indeed ready and a demonstration is scheduled. The machine is made out of spare parts of Uzi guns and costs 13\$ to build. It also functions as an emergency torch. It looks like a scaled down model of a tractor accident. It also produces perfect, straight as an arrow bananas... in about 62.5% of the cases. 37% of the bananas are either broken, squashed or toasted beyond recognition. About half a percent of the bananas mysteriously disappear.

When you note these shortcomings to the Israeli team they look at you with complete puzzlement. The machine, they would tell you, does exactly what you asked for and

THINK OUTSIDE THE BOX



the PRD never stated it has to do it to ALL the bananas you throw at it. Some bananas are obviously defected. Besides, it was a stupid idea to begin with.

So this is how we are:

- We're really good at improvising
- We think we're smarter than most
- We help each other out
- We prefer to cut corners, and get to the chase
- We say exactly what we think (but we're not always happy with criticism)
- We LOVE to argue. We argue with our commanders in the army, with our professors in the university and with our bosses at work. We have a "healthy" disrespect for authority
- We love challenges and dislike wasted talent
- We like to tell stories



Question:
How do I promote my country through cultural means?

One of the most important missions of any diplomat is introducing the local population to the homeland's culture, as financial means become more scarce the mission becomes more challenging.

Tel Aviv Yafo offers the Embassies several platforms for joint cultural activities; here

are a few options but the name of the game is definitely creativity and co-operation.

Cultural events – if a performance artist is visiting in Israel we may include them in existing cultural platforms such as: White Night, Street Parties, Performance in the open space (mostly boulevards).

Conferences: we hold a few conferences a year, among them Urban Innovation Summit (September 15th), Gender Equality, education and more – introducing a prominent speaker into a conference is one of the most valued contributions to be had.

Showcasing experts to Tel Aviv Yafo Municipality staff – if a professional

expert is visiting Israel, we would value the opportunity to learn from them as well. Tel Aviv Yafo Municipality will provide the stage and the relevant professional who will benefit from such an exchange for an opportunity to think together about common challenges and opportunities.

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HOW TO ADDRESS AN AMBASSADOR

An Ambassador accredited to Israel is accorded the style of His/Her Excellency within the United Kingdom and Colonies.

It is always correct to describe an Ambassador by name, adding the country after the name.

For example, 'His Excellency M Maurice Gourdault-Montagne, the French Ambassador'.

It is also correct, and often preferable, to use the adjectival form if of long established use, for example 'His Excellency the Spanish Ambassador', but there is a growing use of the name of the country in place of its adjectival equivalent, as for example 'The Jordan Ambassador' rather than 'The Jordanian Ambassador'.

'Netherlands' is used in diplomatic circles in preference to 'Dutch'.

If in doubt, check with the Secretary of the Ambassador in question.

Precedence within the Diplomatic Corps is accorded to an Ambassador in a common roll from the time they take up their duties in London.

In a letter to an Ambassador, it is usual to mention 'Your Excellency' in the opening and closing paragraphs. In a long letter, further references may be made to 'you' or 'your'.

The recommended social form of address to an Ambassador is as follows:

Beginning of letter: *Dear Ambassador*

End of letter: *Believe me, My dear Ambassador, Yours sincerely*

Envelope *His Excellency M Maurice Gourdault-Montagne, CMG, LVO The French Ambassador*

Verbal communication (social) *Ambassador (or by name)*

Name on invitation (social) *The German Ambassador*

Joint invitation (social) *The German Ambassador and Frau Ischinger Other Styles, Ranks and Titles*

His/Her Excellency always precedes all other styles, ranks or titles (including foreign equivalents of 'Mr', and Don and Doctor). An Armed Forces rank immediately follows His/Her Excellency, eg:

His Excellency General ...
His Excellency Doctor ...
His Excellency M, Mr, Herr, Sr ... etc

'Esq' cannot be used in conjunction with 'His Excellency'.

If an Ambassador is His/Her Royal Highness, or His/Her Serene Highness, 'His/Her Excellency' is not used.

The Wife of an Ambassador

The wife of an Ambassador is not entitled to the style of 'Her Excellency' and is referred to and addressed by her name in official documents, but she is sometimes called 'Her Excellency' by courtesy if coupled with her husband's name or in a list of Ambassadors' wives.

The husband of a female Ambassador receives no style or title as such.



sun	mon	tues	wed	thurs	fri
8:30 - 10:00 all levels				8:30 - 10:00 all levels	9:30 - 11:00 beginners
	20:15 - 21:45 experienced	18:30 - 20:00 beginners	18:30 - 20:00 gentle	16:00 - 16:45 kids 7-9 years	17:00 - 17:45 kids 10 - 12

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EVENTS IN TEL-AVIV & JERUSALEM

FESTIVAL TallinTLV 2014

In February, MustonenFest 2014 takes many Israeli musicians to Estonia, and continues as Tallinn – Tel Aviv musical meeting point in Hatakhana

This festival that was started in 1989 by Andres Mustonen and Hortus Musicus as a series of baroque concert has evolved into a major festival, has had different names, has expanded its stylistic scope and has brought many famous musicians to Estonia. It continues now, for a third year, as MustonenFest, with Andres Mustonen as its engine and artistic director.

“MustonenFest is dedicated to art that is alive. Every day, we create a new musical world, and at the same time, we are strongly linked to traditions and to the past,” he says. “This year, the focus is on



the Middle East, and also the Holocaust. Therefore, at the opening concert we perform the “Symphony of Sad Songs” by Mikolaj Gorecki”, written in 1976 and dedicated to the Holocaust.

David Ensemble with Coptic songs, British ensemble La Serenissima with

Vivaldi cantatas, Italian cellist Mario Brunello with Schumann and world music, and Estonian choirs with the mystical hymns of late John Tavener perform at the festival. Noticeably, there are many Israeli artists: Israel Camerata orchestra , Taysir Elias (ud), Menachem Wiesenberg (piano), Bracha Kol (mezzosoprano and recorder), and Gil Shochat (piano).

The festival took place in Tallinn, and other cities in Estonia, from January 30 to February 8. It continues as Tallinn – Tel Aviv international festival in Tel Aviv Hatakhana compound from 20 to 24 February. Estonian National Opera soloists Helen Lokuta, Teele Jõks, Pavlo Balakin, but also Art Jazz Quartet, Hortus Musicus ensemble, and Tuule Kann on Nordic harp, performed together with Israeli artists in 6 concerts.

HOUSES FROM WITHIN, MAY 24-22

Roughly 100 homes that have special architectural value are open for two days during a single weekend, offering dozens of tours and discussions about architecture, ecology, preservation, and the public space. The event is open to the public free-of-charge, and this year will highlight art in the public and private space. Among others, there will be displays dealing with domesticity, art exhibits in homes, museum and gallery tours that will talk about museum architecture, and tours dealing with art in the public space. Moreover, homes where some of the most important and influential Israeli artists lived will also be open to visitors.



“HORTUS MUSICUS” VOCAL ENSEMBLE

“Hortus Musicus” (www.hortusmusicus.at) concentrates in its Israel concerts on Italian composer Carlo Gesualdo (1560 - 1613). While performing a concert dedicated to Gesualdo’s responsories in Jerusalem, the concert in Tel Aviv “Moro lasso” will contain pieces by contemporary Austrian composers inspired by Carlo Gesualdo’s madrigals.

The ensemble consists of Christa Mäurer, Waltraud Russegger, Michael Gerzabek, Michael Nowak, Günter Mattitsch and Dietmar Pickl.

A very special sound experience awaits all visitors of the concerts!



March 29, 2014, 19:30
Austrian Hospice,
Old City of Jerusalem
 Free admission

Program: Sabato Sancto -
 Responsories - Carlo Gesualdo

March 30, 2014, 20:00
Felicja Blumental Music Center
Bialik St. 26, Tel Aviv

Program: Moro Lasso - Music and
 Lyrics.
 Compositions by Dieter Kaufmann,
 Fritz Keil, Wolfgang Liebhart, Günter
 Mattitsch, Gunter Schneider and Tomaz
 Svete. Lyrics by Jani Oswald

LATIN SPRING AT ZAPPA

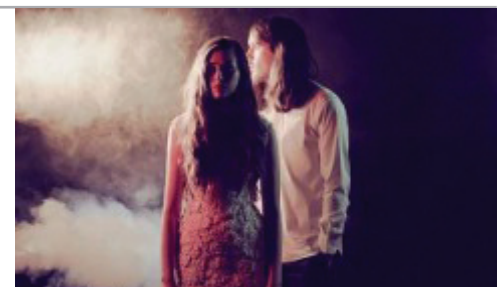
Zappa, 20th March 2014

Grammy winning pianist and composer, Danilo Perez, will be performing together with percussionist Pedro Martinez. Perez has worked with some of the greatest musicians in the world. The innovative jazz pianist’s new album, Panama 500 celebrates the diverse traditions and history of his home country – Panama and, the many influences on his musical style from native folk music to European classics and American jazz.

BARRINGTON LEVY

Barby Club, April 9, 2014

Reggae legend Barrington Levy is heading back to Tel Aviv for his second performance in Israel in recent years, in April 2014. Barrington Levy is one of the most iconic reggae artists of the 20 years, having released countless hit records and won many awards in reggae circles. Barrington Levy will perform at Tel Aviv.



CULTS CONCERT

Barby Club, April 6, 2014

Up-and-coming American indie band, Cults, heads to Tel Aviv for a concert in April 2014. Cults rose to prominence with their 2011 album, “Cults” which was ranked by Pitchfork as one of the top 50 albums of 2011, and songs included the recognizable “You Know What I Mean”. Cults’s concert in Tel Aviv comes as part of their European tour following the release of their new album, “Static”. Cults will play at Tel Aviv.



SHLOMO ARTZI CONCERTS

April 2014

Shomo Artzi is one of the 'sounds of Israel', one of Israel's most iconic and successful singers who's been at the forefront of the local music scene for over 45 years. To this day, Shlomo Artzi's concerts across Israel remain sell out performances, and Artzi's legendary summer performances including the series at the Caesarea Amphitheater are almost national institutions, and his music is loved by generations new and old alike. Artzi was named the seventeenth greatest Israeli of all time in 2005, and, having sold over 1.5 million records, is one of the country's best selling musicians. Upcoming Shlomo Artzi concerts can be found below, as well as some of the most iconic music from his long career

EPOS INTERNATIONAL ART FILM FESTIVAL

Tel Aviv. March 19-29, 2014.

EPOS, The International Art Film Festival, is Israel's only film art festival, dedicated to encounters between the arts and cinema, taking place every March. The EPOS Festival is based at the Tel Aviv Museum of Art, however, sees films simultaneously shown across the country. The festival will feature about fifty films, from Israel and around the world, as well as workshops, master-classes, lectures, and interactions with film-makers from around the world. The EPOS International Art Film Festival will take place between March 19-29, 2014.

For EPOS festival has become one of the top film events in Tel Aviv of the year.



Because of the diversity of the program, check out the full event listings on the festival website.

FOREIGNER IN CONCERT

Mann Auditorium, Tel-Aviv, 25th and 26th march 2014

The legendary rock/pop band returns to Israel for two performances, where they will perform their classic hits like 'Waiting for a Girl Like You', 'I Want to Know What Love Is' and 'Hot Blooded'. The veteran band has been performing since 1977 and has sold more than 80 million albums.

PURIM



Then...

The story of Purim told in the Book of Esther, which is traditionally read twice – once on the eve of Purim and once on the day of Purim – tells of King Ahasuerus who was convinced by his assistant Haman to destroy all the Jewish people in his kingdom. His new queen, Esther, and her cousin and/or husband Mordechai, collaborated to

turn the fate of the Jewish people around, succeeding without one mention of God in the entire 10-chapter book.

And now...

“They tried to kill us. We won. Let’s eat.” That is the theme of many of the Jewish

holidays, and Purim is no exception, except in this case: “Let’s also drink (alcohol), give charity to needy people and gifts of food to friends.”

On Purim, in order to celebrate the complete turn-around of the Jews’ lot (in Hebrew pur – hence the name Purim) and of the hidden face of God in the story, we dress up in costumes and drink alcohol which both help us see the world from a different point of view.

Jerusalem hosts many festivals and parties, some for families and children, some for those who want to go all out with their drinking, dressing up and dancing until they can no longer tell the difference between Haman (the bad guy in the story) and Mordechai (the good guy).



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TUESDAY 19.03.2014**

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Minimum Emissions 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Maximum Emissions

*Manufacturer's data in accordance with laboratory tests European directive EEC/80/1268

**The emission level is calculated according to the Clean Air Regulations (Disclosure of Air Pollution from Motorized Vehicles in Advertisements), 2009

Model	Fuel consumption in liters per 100 km*				Emissions Level
	Urban	6.8-7.4	Urban Extra	4.6-5.0	
C180	Urban	6.8-7.4	Urban Extra	4.6-5.0	4
C200	Urban	6.8-7.2	Urban Extra	4.4-4.7	4