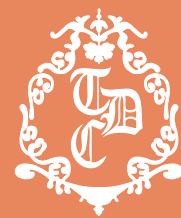


The Diplomatic Club

MAY 2013



PEOPLE

**INTERVIEW WITH SOUTH
KOREA'S AMBASSADOR
TO ISRAEL**



CULTURE

HOMEGROWN ISRAELI ART



ISRAELI WINE

**TISHBI WINERY LAUNCHES
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Thursday, May 9th, 18:00 | Thursday, June 6th, 18:00 | Friday, July 5th, 9:30

Recanati building, Tel Aviv University.



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Chinese movie production of "Old Cinderella"
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Dear Friends,

This issue was composed during the festive atmosphere of celebrating the 65th year of Israel's Independence.

The people of Israel are celebrating this event in a spirit of optimism that Israel and its neighbors will one day be partners in peace and prosperity. After the hopes of a better future were raised for the region during the "Arab Spring" of 2011 uncertainty has returned in Egypt, while Syria is in the midst of a disastrous and horrifying civil war. The whole Middle East seems like its a mess with Israel the calm at the eye of the storm and nobody knows for certain how or when the present chaos might escalate or be resolved.

In Europe, no decision has been taken concerning the European Union budget and the creation of a Banking Union. In contrast with the USA and China, the economic prospects in Europe for 2013 seem grim.

So, what is the aim of the diplomatic media in this world? Only to provoke intelligent dialectic discussion from the heart of the Diplomatic Community that our readers including diplomats, foreign journalists as well as UN & Red Cross staff find enlightening and timely. This is one reason why we are once again facilitating diplomatic trips, organized every year since 1998. I'd like to remind you – The Diplomatic Club Magazine does not attempt to take any political side: not left, not right.

"Two nations – two states".

We intend to present information objectively but in an interesting manner. We are taking you to places and people that no any one will take you in hope that you will receive objective information and come to the "right" conclusions on your own.

So, I am happy to invite you to the settlements. You will see by your own eyes where it is and how businesses and individuals are operating by day to day under the theme: "Two Nations- Two States."

We hope you will join us. Don't miss the registration.

I also would like to draw your attention to the competition of pictures taken by diplomats. We'd like to see Israel through your eyes (and lenses) as visitors with a more extensive travel log than most tourists and see how the world views Israel. The best of them will be awarded prizes and will exhibited in the one of Israel most prestigious museums, Beit Hatfutsot, for two weeks.

Looking forward to see you as participants at our activities and your photos of when we're not around.

Sincerely,

Julia Verdel

Publisher

And the Editorial Team



SOUTH KOREA: GROWTH, CHANGE AND THE MIDDLE EAST

AN INTERVIEW WITH THE SOUTH KOREAN AMBASSADOR TO ISRAEL

By David Rhodes

With the increasing escalation of tensions on the Korean peninsula dominating the news recently, we were fortunate at the Diplomatic Club to have the opportunity to sit down with South Korea's Ambassador to Israel, Ilsoo Kim. The Ambassador is a career diplomat who arrived in Israel September 2011, with his wife, for a three year tour. His three children all work in the United States. Previously, he has served in the United Kingdom, the United States, Jamaica, Russia, Saudi Arabia, a second tour in the the UK and just recently he served in his first posting as an Ambassador in Kazakhstan.

[Throughout the interview, often South Korea was referred to as Korea but for clarity's sake when implied it is called South Korea in our text].

Ambassador, are you finding what North Korea is saying and doing lately unprecedented provocations?

Ambassador Ilsoo Kim: As far as the belligerent proclamations we've been hearing out of North Korea, these aren't new. There has traditionally been a "war of words". But this time there is contained within these proclamations somethings quite horrifying including a state of war and a threatened nuclear strike on the United States. So we are concerned. We also take into account their long history of bellicosity. But there has been so many statements lately that we are concerned they may back up their words with some actions. But from our observations its more talk than action and the South Korean people are used to that and remain calm and unaffected. For instance, our stock market so far seems unaffected.

Our President, Park Geun-hye, has said that we in South Korea are prepared to

respond to any provocation but that she believes the situation is now abnormal and she would like things to return to normal and would like to pursue a dialogue that returns things to normal. American Secretary of State Kerry agrees with us that a dialogue is preferred to a confrontation as long as that dialogue will lead to the denuclearization of the peninsula. Currently, North Korea has stated they won't endure, what they view, as the humiliation of being lead to the negotiating table and that South Korea needs to apologize for demonstrations by our people, private citizens in a democracy, who have been protesting in the streets against North Korea who have been frustrated with all of the statements coming from there. North Korea hasn't out and out refused potential dialogue. I believe they are weighing when to return to the negotiating table but that all speculation but we believe for now things are under control and look forward to when we can return to a dialogue.

And the canceling of the armistice, the cutting of of the hotline?

Ambassador Kim: The cutting off of the hotline has happened several times before but the canceling of the armistice is unprecedented and it means technically we're at a state of war, not yet a hot war, so that's a precarious situation. Most recently they closed a joint industrial center close to Demilitarized Zone (the most fortified border in the world). Some in the South Korea media had criticized that sure the North Koreans are making threats but they haven't closed this complex because they need the money. So North Korea did close it as a response and that an unfortunate collateral damage of the current situation but North Korea hasn't said it will close it forever. Within the armistice there is a provision if the armistice is canceled that another agreement will be sought to replace it so we are hopeful that is what will take place.

China is North Korea's most traditional and most significant strategic ally and



Ambassador Ilsoo Kim

there has been a lot of criticism coming from China recently targeting North Korea. Do you see that as beneficial in pressuring North Korea back into engaging in a dialogue?

Ambassador Kim: Most of this criticism is coming from the private sector. Many private citizens in newspapers and on the internet are saying that they are fed up with North Korea. "It is better to be without North Korea. Why do we support them when they embarrass us all the time?" Some official newspapers, well known scholars and analysts are making similar statements. The official Chinese position is looking for stability in the region so they're saying to both the North and to us that they don't want further escalation. China is known to have the most leverage of any country on North Korea so we expect that China will play a most constructive role moving forward. Mr. Kerry's recent visits included China. China did join other UN Security Council members in condemning North Korea's most recent nuclear tests last February. So China may support North Korea but the message is that they don't like seeing them develop nuclear weapons and that it's in China's interest to want stability on the Korean peninsula.

How are you getting along with your other neighbors? China was an ally of North Korea during the Korean war 60 years ago. How is South Korea getting along with China today?

Ambassador Kim: We get along very well



with China today. China has become our number one trading partner for the last ten years. About 20% of our trade today is with China. We have hundreds of flights each day between our countries. I think we have the largest foreign student body in China and we have found many ways in which to cooperate. With Japan we have had some issues with islands in the South Chinese Sea (known as Dokdo to Koreans and Takeshima to Japanese) but compared to our difficulties with North Korea these are issues we can deal with.

What is at issue with these islands?

Ambassador Kim: Japan claims its their islands going back to its occupation of Taiwan in 1894 but they've been our islands since the sixth century. The islands are uninhabited but its currently under the sovereignty of South Korea. Japan has claimed them since 1905 and Japan annexed Korea in 1910 so there was no formal way for Korea to protest its claims at the time. Japan said the islands were unclaimed but our history books going back to the 11th and 16th century and their's predating Japanese claims both say the islands belong to Korea. So all their claims are based on their actions in 1905. There are no natural resources except possibly concentrated hydrates under the sea that are not accessible with current technology. So, its not a matter of each side wanting them for economic reasons. The islands are geographically closer to inhabited islands of Korea than Japan. We don't like to think of the islands as being under dispute but just being ours as a matter of fact. Japan and (South) Korea are good friends. We have close relations between our market economies. This disagreement occasionally gets press time to time.

[At this moment, our conversation was interrupted by a phone call from one of the Ambassador's daughters who was in Israel heading to Eilat for scuba diving whose flight was canceled due to a rocket attack from the Sinai. She was determined to go scuba diving and was calling to tell her father she would be

taking a bus to continue to Eilat].

The Soviet Union was a one time ally of North Korea. How has relations with Russia evolved with South Korea?

Ambassador Kim: I was director of Russian Affairs when I was at the foreign ministry and at the time we were signing a new treaty of cooperation with the then new Russia in 1993. Even before the collapse of the Soviet Union we started formal relations in 1991 and our relations are continuing and prospering. And relations between Russia and North Korea has changed as well. They were once allies and now they are merely neighbors but Russia has a long history with North Korea so they too have interest in stability in the region and they are part of six party talks (with the two Koreas, China, Japan and the United States) started in 2003 to deal with North Korea's nuclear problem.

Israel and South Korea became countries about the same time in 1948 and Israel actually supported South Korea during the Korean War. How has Israel and South Korea's relationship evolved since then?

Ambassador Kim: We have excellent relations between our two countries. Not the least of it because we share so many things in common. We both, for example, just became members of OECD, the Organization for Economic Co-operation and Development. We both are market economies and democracies and we both gained membership to OECD without any natural resources but with human resources and technology. Now Israel has discovered natural gas and I am envious. As of yet we haven't found any. We both live in tough neighborhoods and that helps our countries understand each other. Israel is known as a start-up nation based on its science and technology and our economy is also based on science and technology. Our new government just formed last February and the President gets to create the make-up of the government and she just created a Future of a Creative Economy Ministry and we are trying to define now what is the Future Economy but definitely it is

based on a knowledge based technology of science and technology.

So with Israel's reputation as a start-up nation built mostly on science and technology there is strong support in South Korea for closer relations between our two countries.

South Koreans are good at manufacturing and selling those products and our Gross Domestic Product last year was just over \$1 trillion.

How much trade is going on between Israel and South Korea? Where is there potential for growth?

Ambassador Kim: Right now trade is at about \$2.5 billion but expanding. We are importing mostly high-technology items like micro-chips and electronics. We are selling Israel mostly manufactured like Hyundai and Kia automobiles and Samsung Galaxy III mobiles. As Ambassador, it's my wish to see our trade diversify further and to further our relations develop our technological relations. I am getting more interest from South Korean think tanks and other sectors who want to see us expand and expedite our cooperation. Our new government is showing interest and that should boost our efforts. Samsung and other companies have launched research and development centers in Israel so the process has already started. I want to get more companies involved in this kind of cooperation including small and medium size companies. What I find

interesting in this kind of cooperation is an understanding of each other, a knowledge of each other culture is very important.

What would you like Israelis to know about South Korea? How would you expand their knowledge of your country?

Ambassador Kim: We have 40,000 South Koreans visiting Israel yearly which we think is significant considering the size of our population. We have a direct flight from Seoul servicing Tel Aviv by Korean Air yet the average Israeli doesn't seem to know much about South Korea so that's one area where I want to expend more effort is to increase the awareness of South Korea in Israel. Many ordinary Israelis, as well as opinion makers, have been to China and Japan but have never been to South Korea and have said they'll go there next time they're in the region. I want to promote Israeli interest in South Korea as a constructive way to further improve and expand our relations. I believe there are a lot of misconceptions Israelis have about South Korea, I would want them to know that South Korea is very highly developed with a the highest speed broadband in the world yet it too like Israel has an ancient culture and traditions worth exploring with a beautiful landscape. Korea consists 70% of mountainous terrain with mountains in North Korea reaching 2700 meters and 2000 meters in South Korea so it's dramatically different views than find in Israel. South Korea plays hosts to

many international events. We hosted the summer Olympics in 1988, the World Cup in 2002 and we will host the Winter Olympics in 2018.

What has impressed you in traveling around in Israel?

Ambassador Kim: I've travelled around the region a bit including Jordan and Lebanon. I was in Lebanon a while ago but the terrain is similar to Israel but I find in Israel that's its quite taken care of, that's its quite green. Also since that I'm a (non-denominational) Christian (about 1/3 of South Korea's 50 million citizens are Christians), I'm very interested in the places related to Christianity and Judaism as well. Many of the 40,000 Koreans visiting Israel are Christian pilgrims. I've read that Israel will be self-sufficient in water this year or next year based on desalination and other projects so its not totally dependent on rainfall. I'm impressed with the love the average Israel has for the country and the knowledge they impart and are willing to share. I love reading about Israel. It has such a rich history. My head is spilling over with facts. Besides its ancient history which is full of events, it has had a lot of events in its modern history so just to have a conversation with my Israeli friends I felt I had to study a lot and now my brain is full of talking points. Every single parcel of land has its own history.

I like Israeli food. I like the way its prepared. I enjoy the fresh fruits and vegetables. But one thing that surprises me is the portions. My wife and I went out breakfast and what we ordered for two could have fed four Koreans. I would like to see a greater knowledge of Korean cuisine in Israel. It seems virtually unknown here so last year I initiated an effort last year to introduce Korean cuisine to Israelis. Getting people interested in one's food is one way to get them interested in your country. For example, I think the amount of Japanese restaurants in Israel has helped Israelis become interested in Japan. I think there is a chance for Korean food as well to attract Israelis to Korean culture.



Ambassador Ilsoo Kim with his daughter

GALA OPENING OF THE NAZARETH JEWISH-ARAB INDUSTRIAL PARK

Nazareth is the location of the newest addition to industrialist Stef Wertheimer's chain of industrial parks in Israel and Turkey. On his visit to Israel, Pope Benedict XVI visited the site of the park and heard from Wertheimer and Nazareth Mayor Ramez Jeraisy that the industrial park is to be the first implementation of a unique model to promote the advancement of Arab-Jewish Israeli export companies.

A model of cooperation, the Nazareth Industrial Park is located at a meeting point of Israel's diverse populations, in the historic city of Nazareth, just beneath the Christian holy site of Mount Precipice and overlooking the agricultural communities and villages of the Jezreel Valley and the Galilee.

The Nazareth Industrial Park is the seventh of Stef Wertheimer's parks. Like its counterparts at Tefen, Tel-Hai, Dalton and Lavon in the Galilee, Omer in the Negev, and GOSB in Turkey, it is based on five principles: exports, education, co-existence, community, and culture

Built with an investment of some \$20 million, the industrial park comprises a beautifully designed complex of over 18,000 square meters in a landscaped area of 14 acres. With space for about 30 Israeli Arab and Jewish export-oriented



Saraya Building, Nazareth

firms, the park is expected to provide 1,000 jobs in the next decade and to play an active role in strengthening Nazareth's economic base through the expansion of its productivity beyond tourism and service-oriented businesses.

While built to benefit the Israeli Arab population of this region, the equal opportunity principle that guides all of Wertheimer's parks will prevail here as well. Firms coming into the park will enjoy the benefits of National Development Area A, and a package of benefits encouraging the employment of professionally educated Arab employees.

Part of the operational program for the Industrial park will be the recruitment of Arab and Jewish entrepreneurs to participate in a practical industrial entrepreneurship course. Arab and Jewish graduates from the course are hoped to generate potential Arab-Jewish partnerships of industrial enterprise that can develop within the Nazareth Industrial park.

As in all of Wertheimer's parks, the Nazareth Industrial park will aim:

1. to serve as a center for the growth and

generation of industrial companies producing high-quality products for export;

2. to create a local community of entrepreneurs and industrialists through vocational training and entrepreneurship courses;
3. to foster co-existence by encouraging a culturally-integrated workforce;
4. to serve as a gathering place for all the local communities; and
5. to showcase the cultural expression of all Israeli citizens.

Nazareth is the largest Arab city in Israel with some 70,000 inhabitants. Nazareth's economy relies mainly on the tourism industry, which has been hit by the economic recessions of recent years.

The industrial area available in the city is limited and dispersed over a 110 hectares area, whereby the existing development does not meet the needs of a modern, developing city. Most of the industrial buildings are scattered throughout residential neighborhoods and the city center and are environmental hazards.



*President Peres opens
Nazareth industrial park*

INTERNATIONAL TOURISM SUMMIT

The Second Jerusalem International Tourism Summit on innovative technologies will bring together global leaders, entrepreneurs, investors and experts in the field of tourism

The Second Jerusalem International Tourism Summit for 2013 is initiated by the Prime Minister's Office, the Ministry of Tourism, the Jerusalem Municipality and the Jerusalem Development Authority in cooperation with the Hebrew University and the Jerusalem International Convention Center. The JITS is one of the most important annual conferences in the field of tourism, presenting Israel as a Start-Up Nation and Jerusalem as a leader of technology.

With a focus on subjects such as Urban Tourism and Groundbreaking technologies the summit will host leading speakers on the subject of tourism and innovation such Mr. Sheldon Adelson - chairman and CEO of the Las Vegas Sands Corporation, Dr. Richard Florida- Professor at the University of Toronto and NYU and the Senior Editor for The Atlantic, Michael Arad- Partner at Handel Architects and designer of the National September 11

Memorial at the World Trade Center site, Alison Copus- Vice President, marketing at TripAdvisor for Business, Hugh Aitken- UK Commercial Manager at easyJet, Mr. Uri Levine- Co-Founder and President of Waze, etc.

Nir Barkat, the mayor of Jerusalem spoke of how proud the city is "to continue the tradition and host the Second Jerusalem International Tourism Summit of 2013. As a world leader in innovation and tourism, Jerusalem has broken numerous records for the number of foreign and domestic tourists arriving to the city. Jerusalem is most befitting to host the key figures within the world and national tourism industry and also to present the next world changing technological advancements."

Dr. Uzi Landau Israel's Tourism Minister expressed that one of the main goals of the summit is to offer "the opportunity to host key world figures within the tourism industry at the Second Jerusalem International Tourism Summit. Israel encourages innovation and leads the world in innovative technologies. The combination of innovation and tourism, similar to cooperation between countries,

are a prerequisite for the promotion of tourism across the globe, and we will continue to strengthen the two."

Moshe Leon- Chairman of the Jerusalem Development Authority: "Jerusalem is a leading international tourist destination and is the prime location to host the summit. The Jerusalem Development Authority initiated the Tourism Summit in order to promote Jerusalem as an engine for economic development."

The key players of the industry will discuss a variety of topics including important subjects such as The Smartphone Revolution and the Impact on Users and Managers of Challenging the Status Quo in the Tourism World, Urban Tourism, Follow the Asian Success Story, Adaptation to the Passengers in the Aviation World, The Future of Tourism, A Private Public Partnership, Intangible Heritage and Urban Tourism Development, Sport and Urban Tourism and Hotel Development in Cities and more.

Government officials including Charm Lee, President of the Korea Tourism Organization (KTO), will attend the various panels as well as world tourism experts, business leaders, entrepreneurs, academic and industry leaders, travel writers, bloggers and many others.

Alongside the conference sessions, the summit will host a professional exhibition of the consulates, hotel chains, airlines networks, startups, etc, and include a display of recently exposed findings and tourism discoveries.

*For registration and further information:
www.jits2013.com*

The readers of the The Diplomatic Club, Israel can enjoy special discount of 20% off the registration fee for two days of the summit using the complimentary registration code: JITS.Diplomats





The Second Jerusalem International Tourism Summit

May 27-29, 2013

New Era of Tourism

The summit is initiated by the Prime Minister's Office, the Ministry of Tourism, the Municipality of Jerusalem and the Jerusalem Development Authority in cooperation with the Hebrew University and the Jerusalem International Convention Center.

This year a special emphasis will be placed on Urban Tourism as well as Innovative Technologies in the world of tourism and travel. Global leaders, academics and experts in the field of hospitality will conduct panels discussing a wide range of issues affecting the tourism industry and a special panel will focus on technology in tourism, including tourism-related 'apps'.

Don't Miss Out on Your Chance to Meet



Mr. Sheldon G. Adelson
An internationally renowned businessman, entrepreneur and philanthropist



Charm Lee
Korea Tourism Organization



Michael Leven
Las Vegas Sands Corporation



Michael Arad
Architect & Designer
The National Memorial



Dr. Mark Rosentraub
The University of Michigan



Dr. Bob McKrecher
The Hong Kong Polytechnic University



Dr. Richard Florida
Author, Thought-Leader and Researcher



Uri Levin
Waze



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The Bradford Group



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For registration and further information, go to: www.jits2013.com

TOUR JUDEA AND SAMARIA

Tour Schedule

Region of tour: Judea & Samaria

Save the Date: 9/06/13

Changes in schedule are possible.

The tour will be lead by Miri Maoz-Ovadia, International Desk Liaison of the Yesha Council.

Time	Location	Notes
	Tel Aviv	Departure by bus
9:00-10:00	Nachalat Binyamin visitors center Psagot	Coffee & cake Light & Sound presentation about the establishment of Judea & Samaria settlements
10:30-11:30	Ancient Shiloh Heritage site	Guided tour through the ancient capital of the Israelite Kingdom
11:45-12:00	Kida	Observation spot towards the Jordan valley and the eastern border of Israel
12:30-13:00 13:00-14:00	Rechelim	Visit of Tura winery and meet with a resident of the community Lunch accompanied by Dani Dayan, former head of the Yesha council
14:30-15:30	Ariel	Visit of Ariel university and meet with the Professor Yehuda Danon, chairman of the university. Meeting with Israeli and Arab students from the campus
16:-17:00	Barkan	Visit the industrial area of Barkan, workplace of Palestinian and Israeli residents of the region. Tour of the Lipski factory lead by the manager Yehuda Cohen
17:30		Arrive at Tel Aviv



Please register before 02/06 through The Diplomatic Club:

Phone: 03-5622061; Fax :03-5620212 or Email:info@diplomacy-club.com

REGISTRATION FORM

Name(s): _____

Embassy: _____

Contact person: _____

Phone number: _____

Mobile number: _____ Please note the name of each participant.



Photo by Adam Baker

ISRAEL THROUGH FOREIGN LENSES

COMPETITION OF PHOTOGRAPHS TAKEN BY DIPLOMATS STATIONED IN ISRAEL

We are glad to invite you to participate in a unique Diplomatic Photographic Contest on the occasion of **Israel's 65th Year of Independence and International Friendship Day**.

This photographic competition strives to promote the appreciation of photography, discovering emerging talent and introducing amateur photographers from the Foreign Diplomatic staff, foreign media, foreign foundations, and foreign religious figures to the artistic community of Israel.

Winning photographs from this competition will be displayed in Beit Hafutsot Museum in Tel Aviv.

Contest Categories:

1. Family
2. Nature & Environment
3. Daily Life
4. Fine Art
5. Religion & Spirituality

SUBMISSION

Please submit your images to the competition online through the Diplomatic Club website according to the specific categories:

(JPG only, 72 dpi, each image must be no larger than 1000px)

Winning photographs are (10 from every category - 50 in total) juried by leading photographers, curator and committee members and will be exhibited for two weeks until August 15th at Beit Hatfutsot Museum in Tel Aviv.

The opening of the exhibition will be July 31st 2013 - Date of the International Friendship Day with presence of Committee members.

Competition Committee:

1. Talya Lador - Chief of State Protocol - Ministry of Foreign Affairs
2. Minister Uzi Landau - Ministry of Tourism
3. Orit Shaham Gover (PhD) - Chief Curator of Beit Hatfutsot Museum
4. Yoram Aschheim - Commercial Photographer
5. Eddie Gerald -Documentary Photographer
6. Oded Balilty - Photojournalist
7. Ziv Koren -Photojournalist
8. Julia Verdel, CEO & Publisher, The Diplomatic Club Magazine

Don't miss this opportunity to participate in this unique competition.

Start of submission: May 20th 2013

You can submit as many photographs in as many categories as you want.

All winners will be announced online two weeks after the final submission deadline - June 15th 2013.

- Prizes will be given to 1st, 2nd and 3rd places
- 1st place – Digital camera and 1 night accommodation at Mizpe Hayamim Spa in Rosh Pina.
- 2nd and 3rd places - Digital camera

Feel free contact us.

The Diplomatic Club :03-5622061

Or by mail: info@diplomacy-club.com



Photo by Rafael Ben-Ari/Chameleons Eye

"COOL GLOBES" ON DISPLAY AT MAMILLA MALL

Cool Globes, an international public art exhibition featuring 18 oversized globes, are on display in Israel for the first time at the Alrov-Mamilla Esplanade near the Jaffa Gate, designed to inspire a call to environmental action. The globes, an initiative of the Chicago-based non-profit Cool Globes which aims to raise awareness of climate change via these attractive, giant art exhibits, were brought to Jerusalem within the framework of the First International Jerusalem Symposium on Green and Accessible Pilgrimage which took place at the Jerusalem YMCA, 21-26 April.

Each globe artistically showcases a solution to climate change – from solar power to rooftop gardens, green buildings to fuel efficiency. All 18 globes will be donated post-exhibit for sponsorship and permanent installation in Israel, with proceeds from the sponsorships going to support local educational programming on climate change and the environment.

Chicago-based Cool Globes Founder Wendy Abrams noted the suitability of bringing the Cool Globes exhibition to Jerusalem in honor of the First International Jerusalem Symposium on Green and Accessible Pilgrimage: "This exhibition is all about Tikkun Olam (repairing the world) and there is no city that embodies this spirit more than Jerusalem. Climate change is an issue that will affect all of Earth's creatures, regardless of religion, ethnicity or borders. And again, Jerusalem speaks to everyone."

Cool Globes Jerusalem has been made possible through the support of Cool Globes and its sponsors, as well as the partnership and assistance of the City of Jerusalem, Green Pilgrim Jerusalem, Energiya -Global and Alrov Mamilla.

Cool Globes: Hot Ideas for a Cooler Planet is a public art exhibition designed to raise awareness of solutions to climate change. It is public art with a purpose. Cool Globes grew out of a commitment at the Clinton Global Initiative in 2005, and was incorporated as a non-profit organization in 2006. Cool Globes premiered in Chicago in 2007 to rave reviews and over 3 million visitors and went on tour across the U.S. from Washington DC to San Francisco, San Diego, Sundance, Los Angeles, Houston and Cleveland. In the fall of 2009, Cool Globes opened the first international exhibit in Copenhagen. From there the

globes have been in Geneva, Marseille, Vancouver, Amsterdam, with an upcoming Cool Globes exhibit to open in Boston in August. It is the hope of Cool Globes that the millions of people who have experienced the exhibit, leave with a vast array of solutions to climate change, and with one clear message....we can solve this.



CHILDREN OF DIPLOMATS HAVE TO ADJUST

The life of a diplomat is truly one of traveling and adjustment. Diplomats who have children bring their children along and those kids learn to live that lifestyle, too. Where the adults have to adjust to this lifestyle, their children only know how to live the life of a child of a diplomat.

Some diplomats stay in one country for their entire appointment, but there are some who travel all over the world. No matter where the diplomatic family goes, the children have to adjust to life in a new country and then, when the appointment is completed, they have to return to their home country and readjust.

Unique Educational Experience

There are many benefits of being the child of a diplomat. Travel is one of the best forms of education and a diplomatic child certainly does get to travel. Diplomats get to see some of the most amazing parts of the world that most people never get to see. They experience a life of privilege and so do their children. They get to live

in beautiful homes and they get to have special privileges that regular citizens do not. Because of the privileges, their children get to live a special lifestyle.

Seeing the Best and Worst of Society

Children of diplomats will not only see the beautiful side of society, but they are also exposed to the impoverished side of society. They might also see war and darkness that many citizens do not see. They will learn about challenges that people have and they will learn how to help people solve their problems. These experiences may seem like bad things, but they will help the children of diplomats see how the world works. Hopefully, it will make them into caring people who will use their privileged lives to help those who are less fortunate.

Attending an Outstanding School

Children of diplomats tend to go to some of the best schools in the world, if they live in those top places. This is a true benefit, but there are some diplomats who are



*U.S. Army distributes food in Port-au-Prince, Haiti.
Photo by U.S. Army.*

assigned to places in the world that do not have top notch educational systems. This means that their children receive alternative educations or they might be home schooled. But, again, education on the road is extremely beneficial, especially with the world becoming smaller with easier transportation and our global marketplaces.

Lack of a Home Base

There are also disadvantages to being a child of a diplomat. These children are forced to follow their parents all over the world, so they may not feel like they have a true home. They might not be able to develop a strong group of friends because of the fact that they are frequently on the move. They might not get a great education because of missing so much school or because their parents are placed in a part of the world with poor schools. If a child's parents are placed in a war torn country, the child has to live there, too, and this is a true disadvantage, especially regarding safety

From <http://www.femguide.com/>

*Parents: we would like to hear your feedback!
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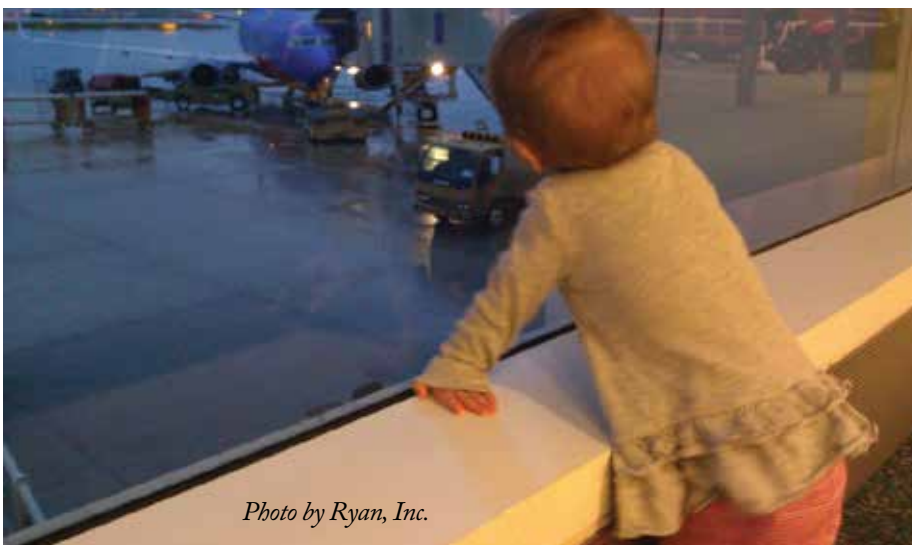


Photo by Ryan, Inc.

BEIT HATFUTSOT, THE MUSEUM OF THE JEWISH PEOPLE AND THE FOREIGN REPRESENTATIVES IN ISRAEL

A LONG TERM COOPERATION

Beit Hatfutsot, the Museum of the Jewish People, tells the inspiring and ongoing story of the Jewish people throughout the ages and around the world. Through a remarkable combination of exhibits, learning experiences and a unique database combining genealogy, communities, family names, music, films and photographs, Beit Hatfutsot provides a sense of pride in Jewish heritage and the achievements and contribution of the Jewish people throughout history.

From its establishment in 1978, Beit Hatfutsot has cooperated with the foreign diplomatic corps in Israel. The Jews always played a significant role in their country's story and many appreciated the great opportunity to show the history of their respective Jewish communities throughout the ages, by using the data base and facilities of the museum.

Ambassadors were not only the guests of honor at opening ceremonies of these exhibitions but sometimes were the actual spirit behind their arrangement: The Jews

of Melbourne, the Jewish community in Finland, Jewish life in Norway, the Jews of Bukhara and others. Ambassadors, such as the Belgian Ambassador, H.E. Ms. Benedicte Frankinet, sponsored the screening of a documentary, Children without a Shadow, which told the story of the rescue of children during WW2. Ambassador of the United Kingdom, H.E. Mr. Matthew Gould, was the guest of honor at the opening of the exhibition on Volunteers from Abroad in Israel's War of Independence.

An extraordinary exhibition, "Operation Finale: The Story of the Capture of Eichmann," drew special attention from the diplomatic corps in Israel when it opened at Beit Hatfutsot in February 2012, in collaboration with the MOSSAD. It was a great success and was seen by many diplomats from Latin American in Israel, including the Argentinean Ambassador H.E. Mr. Carlos Garcia. The exhibition was also the center of a visit of the International Women's Club led by



their President, Ms. Ziona Primore.

Ambassadors find Beit Hatfutsot a very prestigious venue to hold their special events or to mark the good relations between Israel and their home countries. For example, the annual events held at the museum by the Lithuanian Ambassador H.E. Mr. Darius Degutis.

We at Beit Hatfutsot are proud of our long term relationship with diplomats and the foreign staff in Israel. It has been seen many times over, that the diplomats not only represent their countries while in Israel, but when they finish their tour of duty, become the goodwill ambassadors of Israel and the Jewish People wherever they may go.



ISRAEL GOES ORANGE ON QUEEN'S DAY AND WITNESSES THE THRONE EXCHANGE

The Dutch-Israeli Community celebrates the Investiture of King Willem-Alexander

Queen's Day has become a well-known celebratory day for not only the Dutch community but also internationally and therefore deserves a good celebration abroad. This is why the Embassy organized two receptions and sponsored a famous Dutch band to come and play at the Q2K-party organized by Dutch Forum and Going Dutch at Bar Shalvata in Tel Aviv.

In the afternoon members of the Dutch community in Israel came together at the Residence of Ambassador Caspar Veldkamp. The investiture was broadcast live and while enjoying a drink and a petit four everyone witnessed the first speech of King Willem-Alexander.

The second reception was for the international community and provided people with a network opportunity in the garden of the Residence. The variety and number of people in addition to the beautiful summer weather helped making this a very successful event.

The two Dutch-Israeli organizations 'Dutch Forum' and 'Going Dutch' organized a party in Tel Aviv for the Dutch community or anyone dressed in orange. The reason Dutch people often wear orange on great sport events or on the national day is because it is part of the last name of the Royal House: van Oranje-Nassau. The squares and streets in many Dutch cities were covered with orange decorations yesterday and

filled with people wearing orange wigs, sunglasses, cloggs or other gadgets. At Shalvata similar scenes were witnessed with approximately a thousand people enjoying the music of Tosca's Backstage Wonders (formerly known as the Hermes House Band).

There were also many other private initiatives organized around the country where people came together and watched the abdication and investiture live.

In conclusion, a festive and successful day that we will not easily forget!

Source:

Netherlands Embassy in Tel Aviv, Israel



Avi Hoffman, the owner of Ringel nursery, handing Ambassador Veldkamp and his wife Anne a new species of orange carnation which was developed in his nursery and named Maxima, after the new Dutch princess.



THE NEW MERCEDES-BENZ E-CLASS

EFFICIENT, INTELLIGENT, EMOTIONALLY APPEALING

With new, efficient engines, new assistance systems and a new design idiom, Mercedes-Benz has comprehensively modernised the E-Class and as such is extending its leading position in the luxury segment even further. In both the Saloon and Estate models, no less than eleven new or optimised assistance systems from the future S-Class celebrate their world premiere. They combine a host of comfort and safety features, all of which Mercedes-Benz refers to as "intelligent drive". They include systems which for the first time can help to prevent accidents with crossing vehicles or pedestrians, active Lane Keeping Assist which can help to prevent accidents with oncoming traffic, or anti-glare permanent high-beam headlamps. As such Mercedes-Benz is underscoring its leading position as a safety pioneer. The new E-Class makes a significant step forward when it comes to efficiency and ecology too. This comes courtesy of new, powerful BlueDIRECT four-cylinder petrol engines featuring sophisticated direct injection technology. This powerful development boost is reflected to exciting effect in the design of the E-Class. Along

with its new design, it encapsulates efficiency, intelligence and emotional appeal in a visually superior manner.

Mercedes-Benz has revised all of the model series of the E-Class more comprehensively than ever before to make the latest technical advances available in practice at an early stage. This is why it even makes advance use of developments from the future S-Class. In addition, the new E-Class offers a considerably sharpened design with a refined, sporty look, as well as significantly enhanced comfort, high-quality appointments, efficiency and driving pleasure. As a result, the E-Class is continuing to consolidate its leading position in the luxury class.

Design: two new front ends to choose from

Thanks to intelligent modifications to the design, the new E-Class features a new front end as well as new proportions. When it came to the modifications, the designers followed the new Mercedes design idiom and reinterpreted the classical design values of the brand using the existing basis. The result is a superior and refined, sporty appearance.

For the first time, the E-Class is available with two different front ends: the standard specification and the ELEGANCE equipment line come as standard with the classic, three-dimensional saloon radiator with three-louvre look and Mercedes-Benz star on the bonnet. The AVANTGARDE equipment line, on the other hand, incorporates the sporty front end with central star, and as such boasts an independent, front-end look with a sporty emphasis.

"Intelligent drive" with new assistance systems

What started with the PRE-SAFE® system and continued with DISTRONIC PLUS has resulted in a new dimension of motoring at Mercedes-Benz: comfort and safety are merged into one. Mercedes-Benz refers to this as "intelligent drive". In the E-Class, a whole host of new or optimised systems from the future S-Class celebrate their world premiere, making motoring more comfortable and safer.

We would be pleased to see you at our Mercedes-Benz showrooms in Israel. To set up an appointment, call *9996.

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**Emissions Rating

Minimal emissions Maximal emissions

* Manufacturer's data derived from lab testing. Directive EEC/80/1268

** Rating calculated according to "Clean Air" standards (Emissions Data for Engine-Powered Vehicles Disclosure in Advertising Act, 2009)

Model	Fuel economy (liters/100 km)*		Emissions Rating
	Highway	City	
E200	5.8-6.1	7.5-7.7	4
E250	5.8-6.1	7.5-7.7	3
E300	6.8-7.0	9.5	4
E400	7.5-7.9	10.4-10.8	8

ISRAEL'S BEST MUSEUM SHOP AND BEYOND

If you are looking for an original and authentic gift from Israel you should visit the museum shop at the Eretz Israel Museum in Ramat Aviv. Of course the word “shop” probably made you smile but this isn't merely a collection of stodgy academic tomes and postcards of exhibits. The elegant store covers an area of 250 square meters at the entrance to the museum and offers a rich selection of works by the best designers, artists and craftsmen in Israel.

The Museum Shop is committed to representing and promoting original works of Israeli artists and designers, creating in a very wide range of areas and styles and representing the multi-cultural, rich ethnic groups of Israel. Embroidery and jewelry manufactured in Bedouin villages, Ethiopian artist sculptures, side by side with innovative fresh and modern works using the latest technology of printed polymer jewelry that is produced in a three-dimensional printer.

You must meet Store Manager Anat Yonai who attaches great importance to maintaining a “unique Israeli feeling”.



She believes that this shop contains a startling variety of products and acts as an ambassador of quality and creativity in Israel. She is involved in selecting what is on sale so not only does the store display Israeli artists' creativity, but also her vision of how to best present that to visitors. Anat has put special emphasis on promoting and supporting special social projects.

You should see the “lovebirds” - beautiful ceramic pieces presented at the shop, whose sales go solely towards a donation to support NATAL - victims treated at the national trauma center.

Revenues from the sale of jewelry made by Ethiopian students helps them receive scholarships to study their profession at the “Megemeria” school near Jerusalem. The store is a perfect platform for artists who share their work and employs people with special needs. So it's a store with a mission and not just a source of income.

Uniquely, the Museum hosts under its roof an Israeli/Ethiopian “house artist” who sculpts beautiful miniatures made of clay.



The museum explores issues from archaeology to ceramics and glasswork, including both old and new techniques, and this is reflected in the wide range of items in the shop, all the way from replicas of ancient artifacts and traditional work to vanguard creations.

The shop presents pieces from leading Israeli artists in the fields of ceramics, metalwork, glass, jewelry, textiles and wood as well as promoting the works of talented young graduate students.

There is a wide assortment of replicas of modern and traditional Judaica, Ethiopian- Israeli art, reproductions of archaeological artifacts and other items from the museum's collection.

The shop's selection of museum catalogs and books are in line with the museum's interests, namely, local Israeli archaeology

and history, ethnography and folklore, traditional crafts and practical artistry.

The shop selection runs from exclusive items suitable for special occasions, to gifts for foreign dignitaries, to small souvenirs and birthday presents.

Anat believes that the rich variety of products available in the store not only provides a unique shopping experience, but it allows every visitor the opportunity to enjoy that they are buying something of intrinsic value and touching a real slice of Israeli culture.

A team of skilled and professional shopping advisers are on hand to choose gifts for travelers or for events and assist in preparing a special gift for guests and customers. Special services exist for institutional and business clients. Visiting the shop is indeed a pleasure!



Eretz Israel Museum Shop: *The Best Museum Shop in Israel*

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www.erezmuseum.org.il

Contact: anaty@erezmuseum.org.il

Hours:

Sunday to Wednesday 10:00 to 18:00

Thursday 10:00 to 20:00

Friday 10:00 to 14:00 a.m.

Saturday 11:00 to 14:00



PRESIDENT SHIMON PERES AWARDS WOLF PRIZE TO 8 SCIENTISTS

President Shimon Peres awarded the prestigious Wolf Prize to eight outstanding scientists, at a ceremony that took place at the Israeli Knesset.

In his address to the prize recipients, President Peres stated, "I am proud to be part of a creative, vivacious country whose cultural, scientific, and technological achievements have won a place of honor at the forefront of scientific progress. Israel is small in size but has achieved greatness in science. Please accept my deep appreciation and congratulations on

receiving this important prize. We say "For from Zion shall come forth Torah" - but Zion also craves knowledge that comes from outside. Thank you."

This year, the five \$100,000 prizes are shared by 8 winners from 4 countries: in physicians – Prof. Peter Zoller (Austria) and Prof. Juan Ignacio Circa (Germany); in mathematics – Prof. George Mostow (USA) and Prof. Michael Artin (USA); in agriculture – Prof. Jared Diamond (USA) and Prof. Joachim Messing (US); in chemistry – Prof. Robert Langer

(USA). In the arts, this year's prize in the field of architecture will be awarded to the architect Eduardo Souto de Mouro (Portugal).

The Wolf Prize is awarded annually by the Wolf Foundation in five areas: four prizes in the sciences and one prize in the arts, in fixed rotation. The prize is awarded to preeminent scientists and artists "for the unique contribution to mankind and friendly relations among peoples ... irrespective of nationality, race, color, religion, sex or political views." To date, 272 recipients from 23 countries have been awarded the Wolf Prize.

The Wolf Prize has gained international prestige, and in the sciences is considered second in importance to the Nobel Prize. In the arts, the Wolf Prize is considered an extremely important award. Over 33 % of all Wolf Prize recipients have gone on to win the Nobel Prize in the fields of science honored by both prizes (medicine, physics, and chemistry). Wolf Prize recipients in the sciences include Prof. Ada Yonath, Prof. Steven Hawking, and Prof. Shunya Yamanaka, winner of the 2012 Nobel Prize in Medicine. Wolf Foundation laureates in the arts include Zubin Mehta, Marc Chagall, and Frank Gehry.



BBC HEADLINE PARROTS SYRIAN TERROR CHARGE AGAINST ISRAEL

The BBC has noticeably failed to acknowledge that acts of terror against Israeli civilians are exactly that, and that Palestinians who murderously target Israeli civilians with knives, rockets and suicide bombs are terrorists.

However the BBC has discovered the “T” word courtesy of the despicable Syrian regime of Bashar al Assad that is responsible for indiscriminately killing men, women and children in a civil war that has cost the lives of some 70,000 people over the past three years.

Yes, that’s right – Israel is the one associated with terrorists. And how do we know? The Syrians said so.

Take a look at BBC News website’s homepage and the article itself:

That’s an awful lot of terror for the BBC that appears to be taking the propaganda of the Syrian regime just a little bit too seriously.

Could the BBC’s headline writers be any more pathetic?

Source: Honest Reporting Website



NEWS MIDDLE EAST *BBC Article Page*

Home UK Africa Asia Europe Latin America Mid-East US & Canada Business Health Sci/Environ

5 May 2013 Last updated at 16:04 GMT 2K Share

Israeli strikes on Syria 'co-ordinated with terrorists'





BBC News Sport Weather Travel Future Aut

NEWS *BBC Homepage*

5 May 2013 Last updated at 16:31 GMT

Home UK Africa Asia Europe Latin America Mid-East US & Canada Business Health Sci/Environ

Magazine In Pictures Also in the News Editors' Blog Have Your Say World News TV World Service

SYRIA BLASTS: Arab League secretary general urges the UN Security Council to 'act immediately to end I

Israeli strikes 'backing terrorists'



Israel's air strikes on military targets in Syria show co-ordination between Israel and "terrorist groups", the Syrian foreign ministry says.

- ▶ Syria explosion 'totally unreal'
- Analysis: Israel enforces 'red line'
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BBC Manchester, photo by C. Lover



THE MAGIC OF ANDORRA

On the southern slopes of the Pyrenees, bordering Spain and France, amidst mountains, rivers and crystal clean air, lies The Principality of Andorra, the country with the largest variety of international level ski resorts in southern Europe. Andorra boasts over 300 kilometers of ski slopes, as well as a wide variety of shopping centers, spas, resorts and many other summer activities. Visitors can enjoy the spectacular view of the Pyrenees, skiing and snowboarding in winter and excellent climbing routes in summer. Shopping

enthusiasts will be happy to discover that all shopping is duty free.

Andorra is, most of all, famous for its ski resorts. Not only do visitors to Andorra enjoy the best ski in the Pyrenees, they do so for prices that are lower than those offered by other western European countries. Located in its eastern region and boasting a wide variety of routes and attractions, Andorra's largest and leading ski resort is Grandvalira. Another important tourist destination is the Caldea Baths, where visitors can relax in hot

springs, swimming pools, hot tubs, Turkish Hammams and more. And also Inúu, a new and exclusive wellness center with personalized treatments for beauty and health.

But winter is not the only time to visit Andorra, for it has a lot to offer in the summer as well. The rich legacy of Romanesque architecture and long and varied list of museums in Andorra make visiting it in the summer more than worthwhile. Both novice and experienced hikers will find impressive cliffs to climb and stunning hiking routes suitable for any pace, so that anyone can seize the opportunity to experience Andorra's rich nature and incredible scenery. The country's mountain resorts offer activities for the whole family: horseback riding, golf, tandem bicycling, go-carts, canoeing and more. One of Andorra's most famous hiking destinations is the Madriu-Perafita Claror Valley, UNESCO's World Heritage Site since 2004. Known for its beautiful combination of mountains and water.

The tourism relations between Israel and Andorra began about 10 years ago. Each year, the principality is visited by more than 2,000 Israeli tourists. Only 468 square kilometers in area, Andorra is a prosperous country, mostly thanks to its tourism industry and reputation as a tax haven.

Andorra is the only independent country





where Catalan is the official language. The life expectancy in Andorra is nearly 83 years – one of the longest in the world. In 1993, Andorra adopted a constitution, establishing its regime as a representative parliamentary democracy.

Andorran economy relies mainly on tourism, which provides roughly 60% of its gross national product. Drawn by its duty free shopping and wonderful summer and winter resorts, Approximately 8 million tourists visit Andorra each year. Andorra is not a member of the European Union, but it does enjoy special ties with it. Its official currency is the Euro.

The highest point in Andorra is the Comapedrosa, towering at 2,942 meters above sea level. Andorra is criss-crossed by three narrow valleys that combine into one river, creating the shape resembling the letter Y. The river, called Valira, flows into Spain at the lowest point in Sant Julià de Lòria (850 meters above sea level). The Valira valley is home to Andorra's capital,

Andorra la Vella. To reach Andorra, one must first fly to Spain (driving distance from Barcelona is 220 km.) or France (to the Toulouse Blagnac airport).

On April 24th, 2013, at 12:30 PM, The tourism authority of The Principality of

Andorra hold a special event at The Dan Tel Aviv Hotel, in which senior officials in the Andorran tourism industry, visiting Israel to attend the event, presented the main winter and summer attractions of the magical Andorran Principality in the Pyrenees to the Israeli tourist.





THE EFENDI HOTEL

Nestled in the picturesque narrow lanes of Acre, the Efendi Hotel overlooks the historic city walls and the magnificent Mediterranean Sea beyond. The unique structure of this hotel combines two ancient houses that have hundreds of years of history stored within their walls. These houses were meticulously reconstructed and merged into one building before being converted into a boutique hotel.

The Efendi hotel is the fulfillment of a dream long held by Uri Jeremias, chef and proprietor of the famed Uri Buri restaurant. Complex preservation and restoration work over a period of eight years gave birth to a gorgeous, breathtaking pearl that was truly a labor of love. Thought was invested in each and every detail of the preservation work, which was performed under the supervision of the Antiquities Authority. Artisans were specially flown in from Italy in order to undertake this delicate work, as well as the restoration of the beautiful ceilings. Also preserved was a fresco of the city of Istanbul, which was found at the site. The fresco had been created in 1878 in honor of the new Orient Express train station.

All rooms in the hotel are furnished and equipped to the highest standards, and each room has its own unique character and style. Some rooms' ceilings feature illustrations, while others are made from preserved wood. Most of the windows offer sea views, while others look out over the ancient city of Acre and the scenic mountains of the Western Galilee.

For maximum relaxation and enjoyment, the hotel features a spa treatment room for

couples, as well as an original 400-year-old Turkish bath that has been painstakingly preserved. An intimate wine bar has been built in the restored and renovated wine cellar, which dates from the Crusader era.

The exclusive boutique hotel succeeds in catching a special light, the air of the sea, the fortitude stored in the ancient bricks, and stunning scenery. The result simply transcends the imagination – a perfect blend of past, present, and future that conveys a stylish ambience of tranquility and intimacy.

The boutique hotel has twelve special rooms spread out over three levels, each of which has four guestrooms and a central

communal salon with appealing sitting areas conducive to rest and relaxation. Guests can also go enjoy the sea air from the large terrace on the northern side of the hotel and enjoy the scenery from one of the luxurious lounging areas.

Each room has a unique style and character designed to elicit different emotions. They contain the finest facilities and modern conveniences without sacrificing the enchanting authentic atmosphere. Sparkling Egyptian cotton linens, goose down pillows and blankets, quality towels, robes, and pampering slippers. Marble-lined bathrooms equipped with large showers, freestanding bathtubs, and towel





warmers. Amazingly comfortable king size beds, a work corner, a safe large enough to keep your laptop secure, and wireless internet access. You'll also find a rich mini-bar selection, espresso machine, and of course, an LCD TV with a DVD player.

Spa Treatment and Turkish Bath

Complete the vacation experience with a variety of spa treatments to relax the body and soul. The treatments are conducted by the best, most professional treatment providers and masseurs.

Several treatments are performed in the hotel's own traditional Turkish bath, which is almost 400 years old. The traditional bath treatment is performed on a warm platform in a marble-lined room, and begins with a gentle body peel, including cleansing of the upper layers of the skin, scrubbing with soap to enhance circulation, and muscle massage. Hot and cold water are sprinkled on the body during the treatment, which, according to the best traditional methods, uses especially high temperatures to release toxins.

Quality food is an inseparable part of the Efendi Hotel experience, and an especially rich culinary selection is available for the guests.

The day begins with a wonderful breakfast consisting of a selection of delicacies served in an extraordinary atmosphere – around a knights' table in a centuries-old room that dates from the early Ottoman Empire era. The hotel also houses a quality wine bar located in a Crusader cellar, in which guests can enjoy a broad selection of quality Israeli wines in an incredible atmosphere of mystery and history.

Descending the steps into the wine bar feels like a journey through time.

Hundreds of bottles of fine Israeli wines lay next to one another in the original arches of this 900-year-old cellar, which contains remnants from the days of the Byzantine Empire. Exquisite tapas and small appetizers are served along with the wine tastings, enabling guests to easily forget that they are in modern-day Israel and not at a Crusader feast.

The boutique hotel is essentially composed of two adjacent Efendi houses that have now been combined. The Efendi houses, which were once glorious palaces, served the rulers and rich Ottomans in the 19th century, and contain a genuine slice of Acre's history. These palaces were built on the remnants of ancient buildings from various historical eras and still contain Byzantine remnants from the 6th century, 12th century Crusader cellars, and of course remnants from the early (16th century) and late (19th century) Ottoman Empire.

Today, the house has been returned to its former glory, bringing with it the exciting aroma of the past.

The adventure of the Efendi Hotel began in 2001 when Uri Jeremias saw an abandoned building from atop his restaurant, and he decided to renovate it and convert it into a boutique hotel. The building was not for sale, but once the idea took root in Uri's heart, he set out on a quest to make it reality. Information was brought to his attention about the existence of a place called "The Palace", which was intended to become a tourism facility.

When he visited the building for the first time, however, it was the furthest thing imaginable from a palace.

Uri assembled a staff of expert workers

with a wealth of experience in preservation and restoration of ancient buildings. These experts worked unceasingly and with great love to restore each and every detail in the building, from the stones in the external walls to the window lintels in the last of the rooms.

Restoration of the intricate wall and ceiling drawings was performed over a period of seven months by a team of artists who graduated from the School for Historic Preservation in Venice in cooperation with Israeli artisans.

The Efendi Hotel is one of the most beautiful, intricate, and exciting structures that exists anywhere in Israel or the world, and it is here for your pleasure. We invite you to experience exciting moments, good times, and memories that are pleasant to return to, again and again.





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FROM PARIS TO THE DEAD SEA

A well-known Chinese production company and movie stars completed filming last week of a Chinese epic called “Old Cinderella”. The Tourism Ministry, which supported the filming of the movie in Israel, expects that the movie will positively affect the numbers of Chinese tourists visiting Israel.

As a result of this, their first visit to Israel, leading actress Zhang Jingchu decided to relocate the filming of a campaign in which she was starring for the De Beers diamond company from Paris to the Dead Sea.

“I fell in love with Israel and decided that we have to shoot the campaign here. I simply asked the camera crew at very short notice to relocate the filming from Paris to the Dead Sea,” explains Jingchu.

Last weekend, the De Beers campaign was filmed against the backdrop of the Dead Sea.

Photo credit: Natalie Ben Dara





INDULGING ONE'S SWEET TOOTH AT THE TISHBI WINERY

By David Rhodes

Winemaker Golan Tiahbi, of Israel's largest family owned and operated family winery, has taken the lead role for the winery associating with Valrhona Chocolates from France, one of the world's iconic brands in premium chocolates. Maybe not as well known with the masses, chocolate connoisseurs and pastry chefs often salivate at the mere mention of Valrhona. The Tishbi's are Valrhona's representatives and distributors in Israel and have about 30 different types of chocolates on tap available as bars, chips or powders for baking each sourced from specific tropical locales from Africa, South America and the Caribbean. Since both chocolate and wine are fermented gourmet delights with recent recommendations by physicians for their health benefits, there is a symmetry of marketing them together and often at wine festivals in Israel, several

chocolatiers have their creations available for sampling.

The Tishbi's Winery has been located in Binyamina since 1984 but just recently started offering a unique chocolate and wine tasting at their visitor center pairing six Valrhona chocolates with six Tishbi wines for NIS 30 (about \$8). The pairings were personally selected by a representative of Valrhona. For Instance, Valrhona Caramél which features a rich expressive toffee taste pairs well with the 2011 Tishbi Chardonnay Estate (55 NIS). This unoaked Chardonnay is reminiscent of some other Israeli Chardonnays leaning towards Chablis and displays notes of apricot, lemon custard, flint and golden delicious apples. A spicy dark chocolate from Grenada, Valrhona Kalingo, paired well with Tishbi's new yet 2010 unnamed flagship Cabernet Sauvignon and Ruby Cabernet in their Jonathan Tishbi Special Reserve series. There's an abundance of fruit in this wine showing notes of dark and red plums and cassis on the nose with black raspberry, tobacco, honey, roasted nuts, coffee and cigar box bringing a smooth and velvety texture in the mouth through the middle and

finish with American oak aging that was apparent but not overbearing. Integrated yet firm tannins with the abundance of fruit indicate this wine could age for at least a decade and over the course of a few hours this wine showed more and more character without any loss of vigor.

Under Golan's guidance the Tishbis are transforming their visitor center into a culinary center under the auspices of Austrian-born master Chef Gunther Biedermann who previously was the Executive Chef at the Hilton Hotel in Tel Aviv. An onslaught of expertly crafted dishes are being introduced to their menu to highlight this commitment including a chocolate and cheese souffle served with marinated strawberries, a light yet sumptuous potato gnocchi and a delicate yet savory "tuna wellington" pastry. Bread and pastries served are baked on the premises by pastry chef Asaf Ben Moshe who makes all the bread from scratch including their sour dough recipe and they now offer a wide array of decadent yet balanced desserts whose sweetness doesn't overwhelm fresh seasonal fruits, nuts and other ingredients, including Valrhona chocolate, that Asaf wants to feature.



David Rhodes has written extensively about Israeli wines and can be contacted at Israelivineguy@gmail.com

Construction is underway for a Valrhona Chocolate School in the next eighteen months to open at the winery which will be only the second such school outside of France (the other is in Tokyo). The Tishbis have already sent Israeli chefs from Israel to study for a three day course in France and eleven chefs in Israel are operating now as exclusive “Circle V” certified chefs including Asaf.

The recent developments at the Tishbi Winery are a vivid example of how Israel’s food and wine scene continue to complement each other and how their evolution go hand in hand or shall we say hand to mouth.



Winemaker Golan Tishbi



Chef Gunther Biedermann

NEBI SHU'EIB'S TOMB

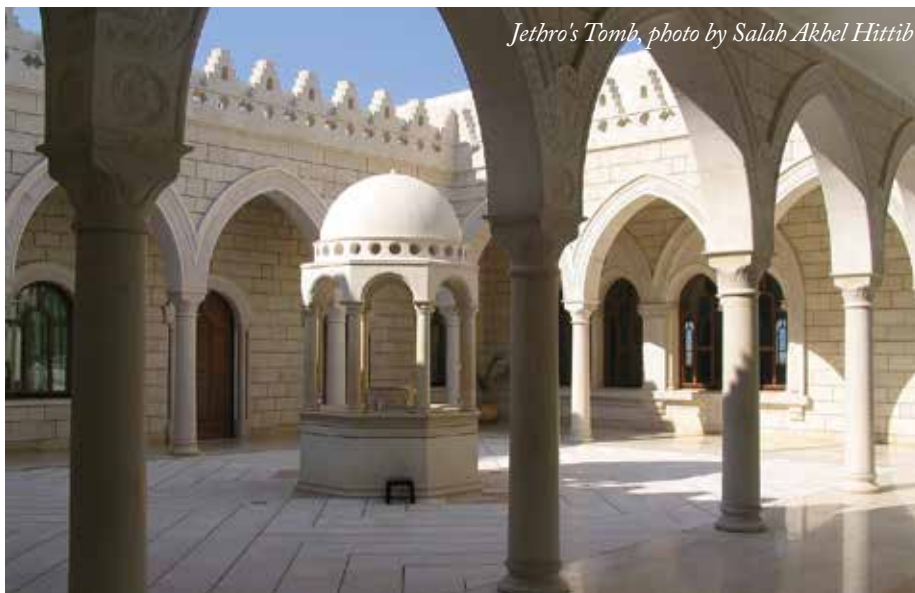
Druze Star

Nebi Shu'eib is better known to Jews and Christians as Jethro, who taught his son-in-law Moses the rules of justice and righteousness.

The complex, at the foot of the historic Horns of Hattin, was built in the 19th century, although the tomb is mentioned by travelers going back to the 11th century. The tomb-marker is housed in a third-story chamber built against an exposed limestone cliff, with a picture of departed Druze leader Sheikh Amin Tarif above it on the western wall, and a prayer niche in the southern wall. The small marker is covered with a satin cloth of green, the color most associated with Nebi Shu'eib.

In front of the chamber is a spacious courtyard with a spectacular view of the Arbel Valley and the Sea of Galilee. From the railing flies the five-color Druze flag, symbolizing the five Druze prophets, along with the Israeli flag.

Much of the complex is devoted to hospitality; an annual celebration, or ziyara, at Nebi Shu'eib's tomb, which draws Druze faithful by the thousands and takes place on April 25th.



Jethro's Tomb, photo by Salah Akbel Hittib

Prime Minister Benjamin Netanyahu's greeted to the Druze community on the occasion of Nabi Shueib holiday:

"I am pleased to greet all members of the Druze community in Israel on the occasion of the Nabi Shueib holiday.

Members of the Druze community contribute to the State of Israel in all aspects of public life: security, the

public sector, education, academia and the economy. I personally know many members of the community whom I have met during my public service. These are loyal, qualified, dedicated and brave people. The Nabi Shueib holiday that you are now celebrating symbolizes the common bond between Druze and Jews.

According to tradition, the soul of Nabi Shueib was embodied in Jethro, who was Moses' father-in-law. The link between our two peoples is not only a historical bond. Upon the establishment of the State of Israel, a unique bond was forged between us, of soldiers who fought and gave their lives together in order to defend the country, and of civilians who worked together to build and develop it. We are proud that this bond has deepened over time.

I wish you and your families a joyous holiday."

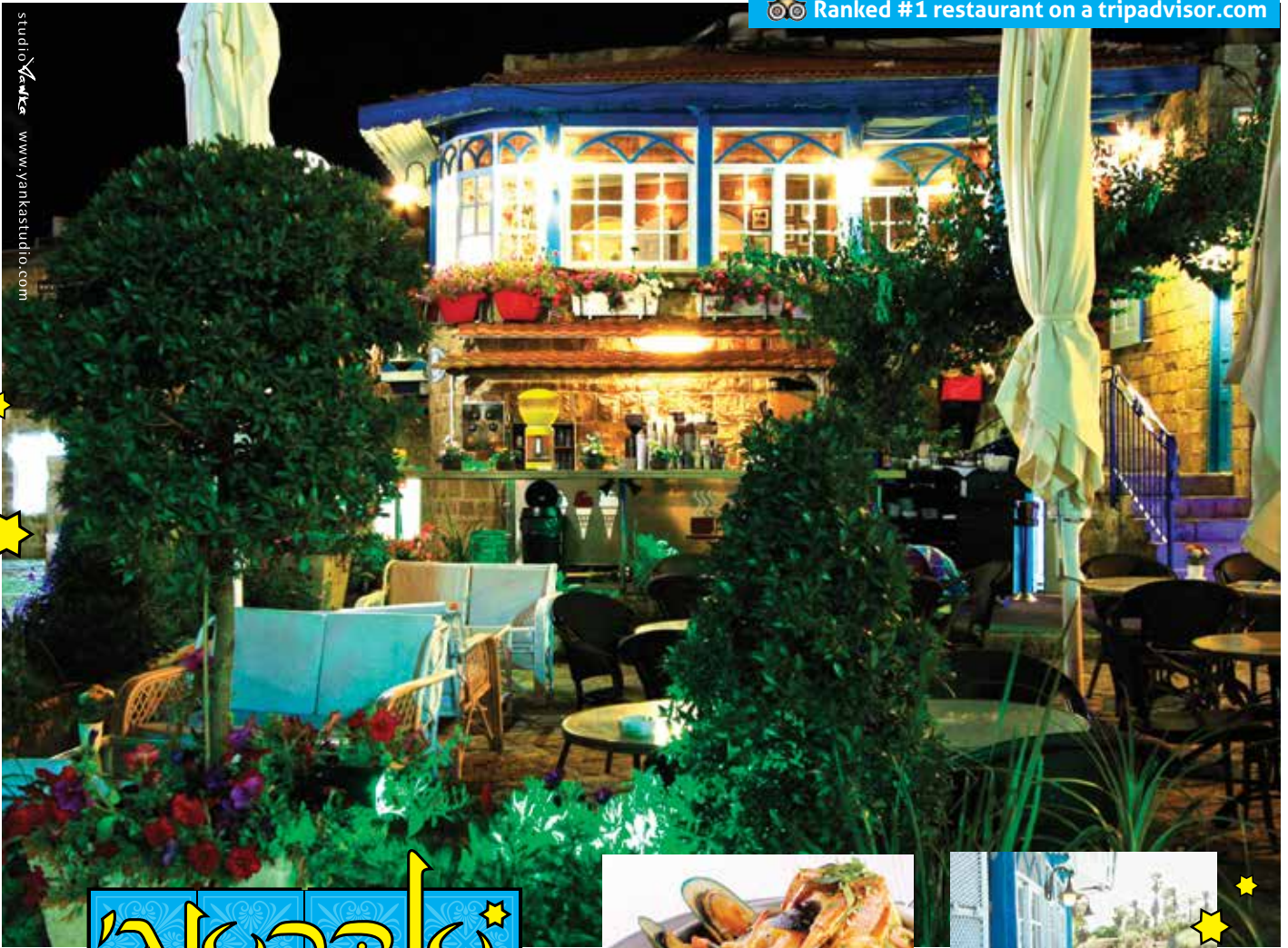


Druze dignitaries celebrating the Nebi Shueib festival at the tomb of the prophet in Hittim. Photo by Moshe Milner.



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