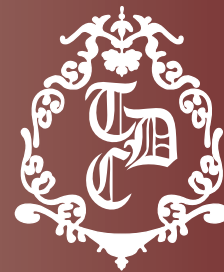


The Diplomatic Club



November 2010



PEOPLE

SPANISH
AMBASSADOR
TO ISRAEL



MIDDLE EAST DIGEST

EGYPT AND ISRAEL:
37 YEARS OF WAR
AND PEACE



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Dear Friends,

Last August The Diplomatic Club celebrated its 13 year birthday.

As I look back it is like a 13 year old child, we have been over the same stages: difficulties of birth and painful exchanges of teeth, broken voice, bar mitzvah – Jewish tradition, when a child become a man. We began as independent organization and we have succeeded in saving our independence. More than that we have strongly kept the policy of objective information. Exactly here, in Israel, at the crossing of all religions, was born the idea to apply to people, that the main task of diplomats is providing links between countries and peoples. Open mind and "togethering" - this is the philosophy of the Diplomatic Club We are very happy that our concept becomes a very popular.

Now we can say that we have studied a lot, and have done a lot and we definitely are adult enough not to repeat past mistakes. Since 1998 the Diplomatic Club management has been working on receiving credit for the diplomatic community. I am happy to inform you that on April 2010 an agreement were signed between the Diplomatic Club and American Express Company regarding the credit for the Diplomatic Community and issuing Diplomatic Credit Cards: Gold Corporate and Gold individual with a minimum credit of 25000 NIS each.

Consequently we are undergoing intricate negotiations with the Israeli banks concerning the privileges for opening and keeping accounts for the Diplomatic Community. Credit cards are sponsored by commercial enterprises for obvious reasons – members of a club form a readily identifiable market for their products and services. For Club members, the card is an acceptable form of identity which makes it easy to receive discounts, benefits and specially targeted offers. Hence most airlines, theaters and prestigious department stores facilitate similar Club services that the Diplomatic Club management has organized. We have a privilege to introduce the second edition of the Restaurant guyed of 2010.Hope; this information will be very useful for you.

Sincerely Yours,
Julia Verdel
General Manager
The Diplomatic Club - Israel

**Tel Aviv National Sport Center and The Diplomatic Club
pleased to invite you to participate in
11th Annual International Diplomatic Tennis Open Tournament**

of doubles and singles

Which will take place on 28/11/2010
At the Tel Aviv National Sport Center
2 Shitrit St., Tel Aviv

The outlined program is as follows:

- 8.00-8.30 Coffee reception
- 8.30 Opening ceremony Mayor of Tel Aviv /Sport departament
- 9.00 Commencement of Tennis Tournament
which will continue through the day
- 14.00 Continuation of the Tournament

**The Main Prize for the Tournament Champions is:
WEEKEND IN THE MIZPE HAYAMIM SPA**

*Sponsored T-shirts will be given to all on the entrance

We hope that the above condition meet you well and look forward to you to representing your country in the event. This is non professional Tournament. The Tournament will be open for everybody, who is interested in joining us and likes tennis.

Please, be so kind to give us a flag of your country.

Please fill out the enclosed form to advise us of participation in the tournaments. A prompt response will be appreciated, to help us through the organizing process.

Participation fees: single - \$30, couple - \$55

Interview of the next issue:Poland's Ambassador to Israel

SPAIN AMBASSADOR TO ISRAEL



1. Israel and Spain have maintained diplomatic ties since 1986, next year it will be 25 years, your comments.

Next year we will commemorate the 25th anniversary of the establishment of diplomatic relations between Spain and Israel. At face value, this period seems short. But we must not forget the many centuries in which the Spanish and the Jewish people had close relations. Spanish identity cannot be understood without taking account of the Jewish ingredient. We take pride in the special effort taken in the last years in Spain to fully honour the great names of the Golden Era of Judaism in Sepharad and to restore and spread awareness of the important spiritual and monumental Jewish heritage in Spain.

Much has been done, in any case, to develop our friendly relations since 1986. The Spanish Prime Minister paid an important visit to Israel one year ago. All along next year, it is our mutual intention to proclaim and enhance the close bonds that join our governments and peoples as the best way to celebrate our 25 years of official relations. We hope that our efforts will be crowned by mutual visits at the higher level. We will also promote exhibitions and conferences. The public should know how sophisticated our relations have become and how ambitiously we intend to project them towards the future.

2. Spain is well known as a broker in the Middle East, your comments.

Along with the European Union, Spain believes that it has a clear interest in stabilising the Near East. Our current efforts are focused on the resumption of direct negotiations aimed at achieving the two-state solution. Without prejudice to the worthy efforts of other players, Spain can provide an added value to peace efforts in the region. We provide a security component (1,200 troops in UNIFIL), as well as an extensive social, economic and technical assistance to the Palestinian people. In the field of diplomatic engagement, Spain has fostered schemes of cooperation between the players around the Mediterranean. Madrid hosted the peace conference of 1991, where the peace process began. Eminent personalities like Javier Solana and especially Miguel Angel Moratinos have devoted years of efforts to help bring peace to the Near East. These are important assets that sustain Spain's role.

3. Both countries are full members of the Union for the Mediterranean. However, Spain has a special place in this Union, your comments.

We believe that the Union for the Mediterranean is a valuable tool that can help all participating countries to engage together in pursuit of our many shared interests, including the achievement of peace in the region. The Euro Mediterranean process was launched in 1995 in Barcelona, the city that hosts the UfM Secretariat. We successfully supported the Israeli candidacy to hold a position as Deputy Secretary General of the Union.

4. The Barcelona Process comprises three "baskets":

Economic - to work for shared prosperity in the Mediterranean, including the Association Agreements on the bilateral level

Political - promotion of political values, good governance and democracy

Cultural - cultural exchange and strengthening civil society

Role of Spain in providing this with Israel

Spain believes that Israeli cooperation with other, notably Arab, participants in the Medi-

terreanean process is highly desirable. All the areas mentioned in the question are pertinent. Spain has mediated between Israel and some of these partners in order to ensure the success of these multilateral efforts. In the context of the future work of the Union for the Mediterranean, Spain is actively pursuing partnerships with Israel and other members (like Israel's neighbours) to carry out projects of common interest in areas of shared needs, such as renewable energy or use of water, among others.

5. Economic relations (figures): export, import, tourism and potential

	2007	2008	2009
Spanish exports to Israel (M€)	619	774	610
Spanish imports from Israel (M€)	905	846	702

Israel is an important economic partner for Spain. Our exchanges cover a wide range of sectors. Although the world economic crisis has slowed down the growth of bilateral trade, in 2010 the first signs of a recovery have begun to appear. Tourism is blossoming in both directions. Investment projects, especially in technological sectors, are on the rise.



6. Cultural relations

The Spanish Minister of Culture visited Israel in 2010 to strengthen ties and sign agreements.

Casa Sefarad-Israel, supported by the Spanish Ministry of Foreign Affairs, the Region of Madrid and the City of Madrid, plays an outstanding role to maintain the presence of both cultures in Spain and Israel. In Tel Aviv, the Cervantes Institute, located near Dizengoff Square, is a key centre for the promotion of the Spanish language and culture.

Only to mention the last few months, two exhibitions ‘Spanish Diplomats during the Holocaust’ and the photographs of Ouka Leele- as well as several music and dance spectacles (e.g., Madrid Dance at the Suzanne Dellal Center) have been a real success among the Israeli public. Spanish films are also quite



popular here.

The Israeli public is quite knowledgeable of Spain's History and cultural production. Spanish artistic productions are well received in Israel. Many Israelis have proven their devotion to the promotion of cultural relations. Singers like David Broza, Yasmin Levy and Achinoam Nini. Flamenco is passionately followed in Israel, where dance academies like Silvia Durán's flourish. The fine arts, gastronomy, and sports (Spanish soccer draws vast public support) complete the rosy picture.

7. Is it difficult to be an ambassador of Spain to Israel? Private details.

There is never a dull moment being a diplomat in Israel. We constantly face challenging situations, but these help to bring out our true ‘grit’. Not forgetting the pleasure of assisting bilateral cooperation in many fields, peace making diplomacy is arguably the noblest of the branches of Foreign Relations.

From the private perspective, since the very first day of my arrival in Israel with my family, we have felt at home in this country which shares a Mediterranean life style with Spain. Israelis are really easy to befriend, which favours an enriching life full of interesting exchanges.



In 2008 the Knesset, after long deliberations, passed a law regulating the immunity of foreign states (Sovereign Immunity). It expressly refrained from addressing the touchy subject of diplomatic and consular immunity - Section 21: "This law does not derogate from diplomatic or consular immunity or other immunity prevailing in Israel under any other enactment or custom". There were good reasons why the Knesset did not touch this touchy subject; they are regulated by the Vienna Convention of 1963 and 1964 to which Israel is a party by way of ratification. None of them, however, have been made part of the municipal Israeli law by codification. There is no dispute that these conventions reflect and have become part of the customary public international law which has on countless occasions been declared to form part of the Israeli legal system unless being in contradiction to other Israeli legislation.

The Law had been needed for a long time, and the need had been epitomized since the decision of the Israeli Supreme Court in the matter of *Her Majesty The Queen in Right of Canada v. Sheldon Edelson et.al.* in which the President of the Supreme Court (as he then was) Mr. Justice Barak, said:

"Before concluding I want to draw the attention of the Minister of Justice to the necessity of enacting a law relating to the immunity of the state. So did England, the United States Australia and Canada. In all those countries, and in others, the customary international law prevailed, and was replaced by a codified enactment. The question of immunity raises difficult problems which should be regulated by law."

In his recommendation, Justice Barak mentioned the subject of diplomatic immunity which, in his view, should also be subject to legislation. However, the Ministry of Justice and the Knesset feared to enter the minefield of diplomatic immunity and contended themselves by ad-

SOVEREIGNTY AND DIPLOMATIC IMMUNITY IN ISRAEL

Peter Gad Naschitz

ressing the subject of sovereign immunity (which is not subject of any international convention).

The Edelson case, mentioned above, dealt with the residence of the Canadian Ambassador in Israel which was rented to him for 5 years with an option to prolong for a second period of 5 years. However, the exercise of this option was subject to the agreement of a bank which held the mortgage over the house. In the interim this mortgage was purchased by Mr. Edelson, whose ultimate goal was to enforce the mortgage and purchase the property. Now, the Canadian Ambassador gave notice by the landlord about his intention to extend the lease, but the bank, the original holder of the mortgage, notified him (obviously at the wish of Mr. Edelson) that it objected to the extension of the lease. The Ambassador went on to occupy the house, basing himself as the notification of the extension of the lease. The landlord went on to issue a summons and filed an eviction action. The Ambassador wrote to the Court maintaining that he had immunity and did not consider himself subject to the jurisdiction of the court. The judge, however, was not impressed, and proceeded to write a detailed decision,

setting out the reasons why he thought that the transaction being of a commercial nature, did not accord to the Ambassador any immunity. It should be mentioned that the lease contract was not between the landlord and the Ambassador or his Embassy, but between the landlord and the sovereign, Her Majesty The Queen in Right of Canada and the landlord. Thus, the legal battleground was the terrain of sovereign, not diplomatic immunity. The Court analyzed at length the origin and extent of both facets of jurisdictional immunity, both emanating from the executive power of the sovereign, but concluded that, which state (or sovereign) immunity was the creation of public international law, diplomatic immunity was regulated by the Vienna Convention and was not to be the subject of the dispute at hand. The court went on to trace the historical development of the concept of the immunity, noting that with the advent of increasing intervention of states into commercial activities, particularly in the sphere of shipping, the justification of immunity dwindled with the time. Thus, the (third) appeal to the Supreme Court was to no avail, and the Ambassador, ultimately, had to pack his belongings and move to other premises.

As a sideline it can be mentioned that Mr. Edelson, who was behind the scenes of the whole odyssey, did not manage to buy the house because another contender outbid him.

In the long and erudite decision of the Supreme Court, Justice Barak embarked upon a protracted voyage through English, American, Canadian, German and Greek jurisprudence, all of which led to the demise of the theory of absolute immunity in favor of the comparative doctrine, underlining the difference between the executive and commercial immunity.

However, before the publication of the judgment of Canada, and the events which led thereto, a tragic event occurred: on 21 December, 1990, a civilian ferry, which was chartered by the U.S. Navy, to transport members of the crew of the aircraft carrier U.S.S. Saratoga, from the ship to shore and from shore to the ship, sank in Haifa Bay.

on board were 101 American seamen, who spent a shore vacation, en route to their ship. They were in civilian clothes and partly under the influence of alcohol. Their shore furlough was not subject to any restrictions (except being forbidden to visit the West Bank and Gaza) and no standing orders of the Navy applied to them. The sea was rough and the boat, the Altuvia, was unsafe in certain respects. The boat sank, with loss of 21 seamen. Some of the next of kin of the seamen sued the skipper and owners of the Altuvia, who eventually settled the claims and pursued the Israeli Ministry of Transport and the U.S. Navy, by way of a third party motion to reimburse them for the amount paid or a part of it, due to negligence in performing their regulatory duties and control and supervision of the vessel, respectively, in permitting it to sail in an unsafe condition and inclement weather. The Israeli Ministry of Transport settled the claim with the owners of the Altuvia, but the U.S. Navy alleged that it enjoyed state immunity and could not be sued before an Israeli Court. After a protracted hearing, the District Court of Haifa issued a decision, 15 years after the occurrence, upholding the arguments of the Altuvia and rejecting the defence of immunity by the U.S. The court particularly mentioned that the U.S. themselves defined the operation of being of a civilian nature, by addressing the lease contract of the boat as being a “commercial liberty boat”, “commercial passenger ferry” and “water taxi”, and by permitting the members of the crew to conduct themselves outside of American Navy regulations and discipline. It further mentioned that the descending from the “Saratoga” was optional for the 6000 seamen on board and was not a part of their military duties.

The Supreme Court dismissed the appeal of the United States and confirmed in full all the reasons of the District Court, basing itself also on the judgment in the matter of Canada. The Court also rejected the arguments of

the appellants, that the accepted exceptions to the rule of immunity should apply in this case. These exceptions are the war-like operation and the discretionary rule. The basis of these contentions was that the Saratoga was moored at Haifa in expectation of its possible involvement in the Iraq war, and the fact that the rental of the Altuvia and mode of boarding of the seamen on its board were a matter of discretion of the naval authorities. The Supreme Court repeated the rule that sovereign immunity did not exist in respect of an activity which could be carried out by any private person (such as the hiring of a boat) and that the correct yardstick was – not the specific purpose of the operation, but the general nature of the matter. Thus, the Court availed itself of the example that a contract for the purchase of shoes for the army would not benefit from immunity.

The decision of the Supreme Court, which was published on 3 August, 2010 had been awaited for a long time by the academic, legal and diplomatic community, and it vindicated in full the arguments of the claimants (respondents in the appeal). The grounds propounded by Justice Itzhak Amit and supported by Justices Naor and Hayut, based themselves mainly on the “Negligence Exception”, but also supported the application of the commercial transaction doctrine. The Court agreed under the

District Court that the basis of the claim against the U.S. was founded on the allegation of negligence, which is a recognized exception to the application of immunity.

The judgment of the Supreme Court was given after the entry into force of the new Immunity Law (on 16 November 2008). Of course, the events which formed the basis of the litigation occurred 18 years before that date; however, the Law is applicable also to proceedings, which were commenced before the date of its operation, provided that they had been pending before the court on that date. As this was the case, the Law could not be applied. Nevertheless, Justice Amit referred extensively to the Law and analyzed its provisions and applications holding that they complied with the decisions as well.

This is the place to remember a dictum of Justice Barak in the Canada case, that as far as he was concerned he would decide that the entire doctrine of immunity should not be a part of the law in Israel with very few exceptions. This opinion, however, was not accepted by the Knesset. As aforementioned, there is no codified law in Israel relating to diplomatic immunity; there are however several judicial decisions upholding the rights of Ambassadors, consuls and diplomats to benefit from diplomatic and consular immunity.

Curriculum Vitae

TALYA LADOR-FRESHER

Chief of State Protocol

Professional Career

- November 2010** Chief of State Protocol and Head of the Protocol and Official Guests Bureau, Ministry of Foreign Affairs
- 2006 – 2010** Minister Plenipotentiary Embassy of Israel, London
- 2003 – 2006** Director, European Department of the Economics Affairs Division, Ministry of Foreign Affairs
- 2000 – 2003** Advisor to the President on World Jewish Affairs, Office of the President of the State of Israel
- 1997 – 2000** Deputy Director, World Jewish Affairs Department, Ministry of Foreign Affairs
- 1993 – 1997** Consul for Information Consulate General of Israel in New York
- 1991 – 1993** Second Secretary Embassy of Israel in Kingston, Jamaica
- 1989 – 1991** Diplomatic Cadet, Ministry of Foreign Affairs
- Education**
- 1984 – 1987 B.A. degree in Business Administration and Political Science, Hebrew University, Jerusalem

Languages

Hebrew, English, German

Personal

- Year of Birth: 1962
- Military Service: Intelligence, 1981-1983
- Married, two children



EGYPT AND 37 YEAR WAR AN



"Today we would like to commemorate the generation of October, the heroic soldiers, the innocent victims, and of course president Sadat, who refused to accept the defeat of 1967. Brothers and sisters, those who experienced war, more over believe in peace. I have seen wars, with all their hardships, and I have seen peace process, with its ups and downs. We are reaching for just and lasting peace that will end occupation of Arab and Palestinian lands and will return rights to their owners" – from president Hosni Mubarak televised address on 06.10.2010

The occasion was 6-th of October, a day of pride and joy for every Egyptian, a day celebrated by Egyptians as Victory day in 1973 war, a day when all the Egyptian TV channels broadcast black and white chronicles of Egyptian forces crossing the Suez Canal, yet the president has chosen the anniversary of war to talk peace. President Mubarak who 37 years ago led the Egyptian Air Force as Commander in Chief, reminded the Egyptians and everybody else who was listening, that Egypt strongly supports current negotiations efforts between Israel and Palestinians and will put every possible effort into peacemaking in the region .

Were Mubarak's words falling on deaf ears? Although the Camp David agreement with Israel and Sadat's historic visit to Jerusalem were unquestionably among the most obvious outcomes of that war, the majority of Egyptians prefer to dwell on sweet memories of military success rather than be reminded of the peace deal that many consider being humiliating and embarrassing.

The anniversary of Camp David accords signed 5 years after the war, on 17.09.1978 went by large unnoticed by the mainstream press. It's no secret that today peace agreement with Israel still stirs heated discussions and controversy in the Egyptian society which is highly critical of normalizing relations with the Jewish state and consequently of the regime that refuses to cut ties with Israel no matter what. As governmental newspapers were praising the war and its outcomes, members of opposition, both secular and Islamic, had concentrated on less attractive side of October war aftermath.

Muhammad Al-Baradei, ex-head of IAEA, rumoured to participate in 2011 presidential elections race, believes that the opportunities that were presented to Egypt after October war never

AND ISRAEL: YEARS OF AND PEACE

By Ksenia Svetlova

materialized. "Unfortunately neither in field of peace making nor in economic did we enjoyed the long desired progress and stability" wrote Baradei on his website on 6 of October. The comments of Baradei's popular Facebook page confirmed that his numerous supporters identify with his words, and even more so do not believe that peace with Israel is possible in short term, since more wars in the region will follow suit. "The Egyptians give a new meaning for peace with Israel and peace in general almost every year" says professor Yoram Meital the Chairman of the Chaim Herzog Center for Middle East Studies and Diplomacy. "There were years when Mubarak was in particular stressed the military aspect of the war, reminding of great military achievements and the breakthrough after 1967 defeat. However, during the early years of Oslo the vision changed, and the war was described as the gateway for peace", says Meital.

Inevitably, different Egyptians attribute different meaning to such complex and charged terms "war" and "peace". As French poet and critic Paul Valery once put it: "War is a massacre of people who don't know each other for the profit of people who know each other but don't massacre each other".

Paradoxically, many Egyptians who fought Israel both in 1967 and 1973 (and a few who participated in 1948 war), have tasted the bitterness of defeat and disappointment, were deprived of food and adequate equipment due to mishaps of the leadership and eventually had to witness the change of heart of the regime who now befriended the Israelis, hold strong anti-normalization attitudes. "Those who profited the most from the war were the

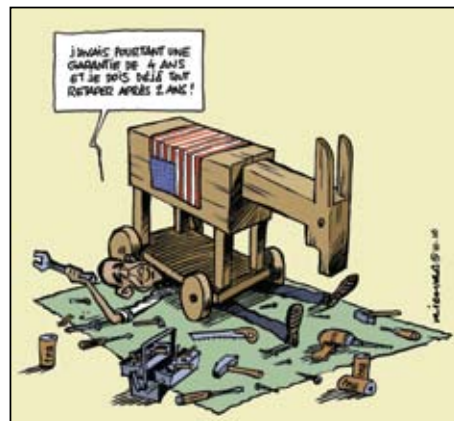
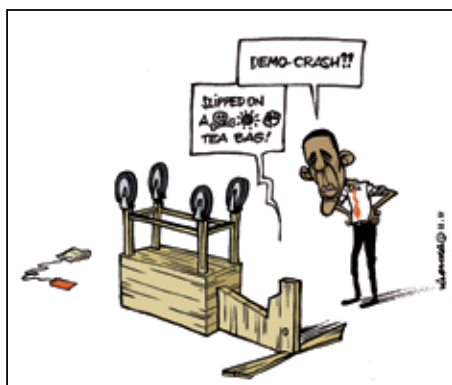
elites. Now it's important to remember that they comprise not more than 10% of the whole population and they are the only ones that can genuinely say that the war had benefited with them, since Egypt went through economic liberalization process and joined global economy. The masses, however, are impoverished and disappointed with all the promises of better tomorrow. If the achievements of the war were so tremendous, how come the life after the war is becoming more difficult day by day, they ask", professor Meital says. This year a blockbuster "Wlad al-Aam" (Cousins) have demonstrated how shocked must an Egyptian feel if he or she will end up in Tel Aviv, and a few years ago "Sefara fi Emara" comedy (Embassy in the building) starring Adel Imam revealed a popular anti-Israeli sentiment on the streets of Cairo. So what kind of peace was Egypt's 83 years old president speaking on the day that commemorated the October war? Professor Meital is convinced that the term peace can be understood in broader Middle Eastern context. "Nowadays the region is comprised of two camps. The first camp is the peace camp, if you will. It includes Egypt, Jordan, Saudi Arabia, some North African states and Palestinian Authority. The other camp is the radical camp - Iran, Syria, Hizbullah, HAMAS etc. The first camp defines itself as a peace camp, and labels the others as the war camp, stressing that they know war, hence they seek peace. The latter naturally argue that they are the sane ones, while the first camp is a camp of defeat. There is very significant tension between the two, and if find ways in political language first of all".

The diplomatic sources in Cairo also told the DC that despite the criticism of the

existing peace between Israel and Egypt, its advantages weight a thousand times more than disadvantages. "Just think about all those victims, military and civilian that the war could of taken, think about the resources. The war was devastating for Egypt, but if the Attrition war would continue, Israel would be ruined as well. So although the circumstances could be different and more convenient, we have to stick to this peace and the Egyptian government is doing its best to achieve just and lasting peace in the region" the source said.

At the same time, when some Egyptians relished on black and white photos and images from the past and others discussed economic and political perspectives in post-war reality of Israel and Egypt, on the other side of the Canal the ghosts of war were also coming back to life. Although the official Israeli narrative claims that Israel wasn't defeated in 1973 war, 6 of October is hardly a day of Victory and celebrations. It's rather a day of commemoration, when families visit the graves of their loved ones, and the ex-soldiers look back at the battle scenes, and feel pain in their scars all over again. This year the recollections of the war became that much more intense due to the release of declassified documents and protocols of the war. The exposure of hard disagreements between the political leadership and the military, desperate battles, squabbling and uncertainty of the forthcoming opened up the old wounds. It clearly showed that 1973 war was a powerful blow to the Israeli society, that is not forgotten or forgiven despite the 37 years of peace that came since.

In each war people die and hostages are taken, but the aftermath is always different. Will a war be a gateway for peace or for a new war? Will the winner be generous towards the defeated? The October war is especially unique in that sense, since both parties consider themselves the winners, and both admit that they also experienced the defeat. Both countries seek peace, but put different meanings into the word. For the meanwhile Egypt and Israel will continue this awkward dance around each other, committed to the uneasy status quo. The question is how long could this status quo last?



SUSAN G. KOMEN FOR THE CURE® ORGANIZATION LAUNCHES ITS ACTIVITIES IN ISRAEL IN PARTNERSHIP WITH INTERNATIONAL HADASSAH WOMEN'S ORGANIZATION

The "Victory of Life"-Israel Race for the Cure to be held on October 28th 2010 in Jerusalem was the highlight point of the organization's launch events in Israel with thousands of Israelis taking part in marching in support of the battle against breast cancer as part of the partnership of more than ten women organizations.

The event which was the first of its kind to be held in Israel will bring to Jerusalem people from all over Israel asking to promote the education for early detection of breast cancer alongside many guests who will arrive to Israeli epically for this cause and event. Komen races for the cure take place in cities and sites all over the world creating a powerful and meaningful public presence that brings attention and influences public agenda. The race in Jerusalem was opened by internationally renowned fashion designer Dorin Frankfurt who has agreed to volunteer as the race's honorary chairperson.

Susan G. Komen for the Cure®, the largest volunteer-based international organization to raise awareness for battling breast cancer and support scientific research for the disease's prevention, will be launching the Israel Breast Cancer Collaborative with activities in Israel in October 2010. This initiative is a continuation of the organization's plan of action to work globally to discover and deliver the cures for breast cancer. Susan G. Komen for the Cure is a unique foundation as it combines the support for scientific research with funding for education, screening and treatment programs on a global scale.

The organization began with a promise between two sisters, Nancy Goodman Brinker and Susan Goodman Komen, when Susan was fighting her battle with breast cancer. Susan's compassion for others and commitment to making a difference throughout her own ordeal moved her sister, Nancy Goodman Brinker, to promise her sister that she would do everything in her power to end breast cancer forever. That promise lives on in the Susan G. Komen for the Cure foundation and is an inspiration to people around the world.

Since this promise 30 years ago, Susan G. Komen for the Cure has invested nearly \$1.5 billion US globally in research, education, screening, treatment and awareness programs particularly geared to low income communities where the need for outreach and education are greater. The organization has invested more than \$900 million to support scientific research and an additional \$450 million to



provide education, screening and treatment programs aimed at early detection and dealing with the disease. The organization has cooperated with more than 50 government and non-governmental organizations in five continents in order to develop solutions and strategies for dealing with the global breast cancer crisis.

During its years of operation the Susan G. Komen for the Cure has developed its unique Races – runs, walks and symbolic marches – coined the Susan G. Komen Race for the Cure® Series, as main vehicles for both raising awareness while empowering people and giving those who have the disease support and hope. The Komen Race for the Cure Series currently takes place in 141 cities globally.

Breast cancer is the most prevalent cancer

among women. In Israel alone breast cancer constitutes nearly 30 percent of all cancer cases and is the number one reason for death amongst women in Israel. In the last 25 years the frequency of diagnosis with breast cancer has gradually risen with over 4,000 new cases diagnosed every year hitting women at a younger age than ever up to a short time ago. Hadassah's researchers in Israel have only recently been able to identify an apparent halt in the rise due to prevention measures and development of advanced techniques of treating breast cancer. The Susan G. Komen for the Cure organization has contributed over \$2 million in Israel in the last 16 years to support varying breast cancer research projects as well as women's outreach programs.

The Municipality of Jerusalem and the Hadassah World Zionist Organization are partnering with Susan G. Komen for the Cure in this coming year's projects which will take place in October 2010. Jerusalem Mayor Nir Barkat is the official host of the organizations launches events in Israel.

THE 300,000+ women strong Hadassah organization which began developing modern health care in pre-state Israel nearly a hundred years ago and has continued to support medicine, education and social welfare has partnered with Komen to increase awareness and treatment of breast cancer. The work of the Hadassah hospitals in Jerusalem serves as an everyday testimony to the wide attention and focuses on issues of women health and breast cancer treatment.

MEDICAL DIPLOMACY

In rural China, a RHCC doctor taught young physicians how to perform modern gynecological oncologic treatments and surgeries, and performed such procedures himself, accompanied by a full-time simultaneous translator

Rambam Health Care Campus (RHCC) gynecological oncologist Dr Amnon Amit recently left for a three-week stint in Xinghua in northeastern China. The task: Teach the medical staff there how to use laparoscopy in gynecological oncology. The catch: most of the medical personnel couldn't speak English and by today's medical standards, the available equipment was ancient.

Arriving in 120,000-resident Xinghua, which is considered a "village" in China, Dr Amit was sent to the town's only hospital,

a basic 1,200 bed facility. There, he was assigned to a full-time simultaneous translator, who helped him explain surgery, with a healthy supplement of hand movements and gestures. In addition to teaching, Dr Amit performed laparoscopic surgeries to remove tumors from the ovaries and uteruses of 18 patients.

"This region is undergoing huge changes, but it still must close great gaps," says Dr Amit. "The conditions in the hospital where I worked were like those at Rambam many years ago." Dr Amit added that the hospital had no air conditioning, or rooms for doctors and central administration. Currently, a new medical facility is being built to serve Xinghua's growing population.

According to Dr Amit the hospital's staff was highly motivated and dedicated, but were

not updated in modern methods. "They had no Internet, no English – the primary language of all medical literature – and were simply isolated," says Dr Amit. "This was a beginning though, we were able to expose them to modern medicine," says Dr Amit. Plans are now underway to bring the Chinese team to Rambam, as well as for a return trip of Rambam personnel.

Would Dr Amit participate in another such mission? "Why not?" he exclaims. "All of us should do what we can do to help. Through this effort, the people of Xinghua received much-needed medical attention. They also got to know a little about Israel, regarded us in a completely positive light, and were grateful for our services. Not only did this address a widespread medical need, it was the best possible type of diplomacy for Israel."



On one of the more pleasant days in September, ambassadors and diplomats stationed in Israel left their comfortable offices, dressed in golfing attire, and set out for the Caesarea Golf Club.

At Caesarea, as expected, the diplomats were warmly welcomed by Mrs. Galit Polonsky, manager of the club, and the professional staff. After receiving instructions about the tournament format, the competition began, the first of its kind since the club reopened some 18 months ago.

The Caesarea Golf Club, first built in the 1960s, was upgraded as designed by famed golf architect, Pete Dye. The courses have been massively remodeled, now up to the standard of the most prestigious golf clubs in the world. In addition, a new par-3 course has been added, also sporting Dye's unique design.

Following a challenging tournament, encompassing 50 diplomats from 14 countries, the following winners were announced in the award ceremony, which included dinner:

The winners are:

Third with 44 points: Liang-jen Chang and Chia-chi Kang, both from Taiwan, second with 45 points: Cohen Ephraim from the US and Jay Christopherson from Switzerland, and first with 46 points: Kwak Sam ju from Korea and Polker Timerman from Germany.

This was the first event of its kind and the participants declared their wish to make it a tradition at Caesarea.



Photographs: Naama Adler

The Embassy of Central America



Happy Birthday Central America!

The Diplomatic Club congratulate the people of Nicaragua, Costa Rica, Guatemala, Honduras, El Salvador on the 189th anniversary of your independence this September 15.

Mr. Esteban Penrod, Chargé d' Affaires of Costa Rica, H.E. Alfredo Vásquez, Ambassador of Guatemala; H.E. Jose Isaías Barahona, Ambassador of Honduras; H.E. Susana Hasenson, Ambassador of El Salvador; Mr. Dennis Weizenblut, First Secretary of Honduras; Mr. Yuli Edelstein, Minister of Public Diplomacy and Diaspora Affairs of Israel

The Embassy of Germany

Germany celebrated its 20th anniversary to the unification of east and west to one Federal Republic.

The Honorary guest was vice prime minister and minister of strategic affairs, Mr. Moshe Yaalon.

The special guest of the event was Mr. Wilhelm Hass, who was an Ambassador of Germany to Israel in the years 1985-1990.

It was so nice to see a charming representative of the German culture! On the picture: Ms. Michaela Stossberger from the German embassy



The Embassy of China



Performance of Singer Ha Hui and Her Troupe at the Beit Shean Roman Theater

People's Republic of China Anniversary and China-Israel Diplomatic Ties Celebrated in Beir Shean

The 61st Anniversary of the founding of the People's Republic of China and 18 years of Chinese diplomatic relations with Israel was celebrated in Beit Shean on September 28, 2010. Chinese Ambassador Zhao Jun welcomed guests to a reception at the Seraya Inn and afterwards a gala performance by singer Ha Hui and her troupe at the magnificent ancient Roman Theater. Among the large throng of invited guests were members of the diplomatic corps as well as illustrious guests including Sheldon Adelson, Moshe Arens, David Levy and President Shimon Peres.

The Embassy of Taiwan



Embassy of Republic of China (Taiwan) held 99th National Day Reception on 10.10.10 Deputy Minister of Industry, Trade and labor Orit Noked & Representative Chang with KYMCO Scooter made in Taiwan

The Embassy of Uzbekistan



A number of the Israeli leaders and ambassadors came to celebrate and congratulate ambassador of Uzbekistan Oybek Ishanov I and the people of Uzbekistan with the 19th anniversary of independence of the country. Fantastic performance made this event unforgettable.

The Embassy of Vitnam



The Reception in celebrating the 65th Anniversary of National Day of Vietnam, being held in the evening of September 2 at Dan Tel Aviv Hotel.

- On photo from right to left are : H.E Mr. Shalom Simhon, Minister of Agriculture & Rural Development; H.E Mr. Dinh Xuan Luu, Ambassador of Vietnam to Israel; Mrs. Ruth Kahanoff, Deputy Director-General, Asia & the Pacific Department of Ministry of Foreign Affairs; H.E Mr. Zhao Jun, Ambassador of China to Israel.

The Embassy of Ukraine



On October 6, 2010 in Tel Aviv, at the Hotel "Dan Panorama" was held a reception on the occasion of Independence Day of Ukraine.

Ambassador of Ukraine to the State of Israel Hennadii Nadolenko and Israeli Minister of Immigrant Absorption Sofa Landver addressed to the guests of the evening.

During the evening program video clips of "7 miracles of Ukraine", "This is Ukraine," "Meet us, the Ukrainians" were shown. Ukrainian and Israeli pop star, of Ukrainian origin has sung the Ukrainian songs.

A TASTE OF EDEN

This is the story of an up and coming Israeli art gallery that transformed itself into an international art network and a name brand in the world of contemporary pop art.

Without a doubt, to tell the full story of Eden Fine Art would be like telling the story of Cinderella: a young couple against all odds, open a small gallery in Jerusalem, and in only a decade see it grow meteorically into a network of five galleries (Jerusalem, Tel Aviv and New York) – with a sixth on the way opening in Florida. Eden Fine Art has become a Mecca for collectors and art lovers from around the globe.

We will concentrate on the path that the young couple chose. Why? First because it is interesting; secondly, because both Mickey and Cathia Klimovsky assert strongly that today Eden Fine Art is a name brand – and a major name brand in the art world – both in Israel and abroad; and thirdly, it appears that they are correct. True, they both have a central role, and one can't ignore the importance of their involvement and dedication, but the beauty of Eden Fine Art is that it does not need people to represent it, rather the art represents itself.

Eden Fine Art has quickly gained such a strong foothold both in Israel and internationally, that it has awakened the curiosity of the global art world.

IN THE BEGINNING

Eden Fine Art opened in Jerusalem in 1998, with an exhibition of works by the artist Yoel Benharrouche. The exhibition was held at the gallery's first location at the Dan Pearl Hotel near the Old City. Before long Eden Fine Art moved to its current home on King David Street and the owners opened the first Tel Aviv Branch in the Hilton Hotel soon after. The Flagship Gallery in Manhattan, New York joined the others in 2005 and transformed Eden Fine Art into a force to be reckoned with. Today the network includes 2 more gal-



leries: on Ben Yehuda and Mapu streets in Tel Aviv, and in the heart of the open door new Mamila pedestrian street in Jerusalem.

What in your opinion turns a gallery into a successful name brand?

Mickey: "A successful gallery is a golden triangle composed of artists and their works, the gallery staff and the customer service and of course, the premium itself. Everyone here works professionally without compromise. Eden Fine Art gives the artists a respectable central stage in Israel and in the world, with a distribution in all of the major art capitals, in exhibitions, and at every important forum possible, such as marketing through an artists' books, catalogs, etc. Thus, over the years we see clearly that artists who chose to work with our gallery are represented in a meaningful way, through their sales and work, and with equality."

LOOK AT THE COLORS

Another outstanding element exists – anyone who has ever passed by an Eden Fine Art Gallery notices – that is the wonderful colors that reflect from the walls and the pedestals. There are a great variety of materials, dimensions and styles, but the colors,

figuratively and esthetically, are what the artists have in common.

Do you agree with the statement that the gallery has a characterized style?

Cathia: "Yes... one can say so. The truth is that it is exactly what we love, lots of happy colors and works of art that are fun to be with. On the other hand, almost every one can find something that he loves, because though color is the common language, there are many different styles."

Among the Gallery's artists are: Yoel Benharrouche, a figurative artist who receives inspiration from Kabala; David Kracov, sculptor, the only one in the world to receive a license from Warner Bros. Entertainment to use their



cartoon figures, which he uses in his framed sculptures and in his brightly colored laser cut metal creations; Dganit Blechner, who uses computerized compositions on canvases in mixed media of printed collages, acrylic, stickers and varnish; Dorit Levinstein, a sculptor, who works in bronze and colors her creations by hand; Calman Shemi, a veteran artist working in a vast range of techniques from paintings on canvas and metal to wall and free standing sculpture, from abstract to figurative; Lirone, a photography artist whose three dimensional photo installations have become world renowned; Natan Elkanovich, who paints and creates using unique techniques of placing colors directly from the tubes; Randy Cooper, a sculptor who works with wire netting to make unique creations that cast shadows on the wall; the painter Mark Tochilkin who chooses to paint life scenes in an original way; and veteran artists like Menashe Kadishman, Moshe Rosenthalis, Arman and more.

How do you know when it succeeds?

Mickey: "The vision of Eden Fine Art comes together thanks to the collectors and to its steady customers, that return to the Gallery time and again, bringing their friends that join the circle of collectors; thanks to the staff and the managers of the gallery that break new sales levels each year; and of course thanks to the awareness and keen focus that tracks new developments and market demands."

Do you love your work? Where do you find the challenge?

Cathia: "I do love my work. I love all the artists we represent and their art. I love what we have built, and the challenge is in keeping the gallery new, fresh and constantly updated and innovative. The ultimate satisfaction is in that the collectors return to the gallery, many times with their friends or acquaintances, flattering us each time when they see a new artist or a new work, and they express their support by making additional purchases."

Where to now?

Mickey: "Opening new branches of the Gallery in additional places in the world. Searching for new artists to join our family, and also for well known artists to satisfy our collectors needs. And the most important, I believe, is to know how to keep and protect what we already have."



SPEAKING WITH GUY PROVISOR OF EDEN TEVA MARKET

Guy Provisor is the CEO and owner of the fast-growing Eden Teva Market chain of stores in Israel; he spoke with this reporter at his office at the Netanya Eden Teva Market store. Provisor started the company in 2003, opening his first health food store in Or Yehuda. He then consolidated an organic produce section along with the health food, making it into a mini-supermarket. There was not enough inventory at the time to fill all the shelves of the large store he opened. Soon suppliers brought more products and the store started to grow; now all the Eden Teva Market stores are real supermarkets for natural and organic food. Organic food must be authorized as organic; getting a license from 1 of 2 Israeli organizations connected to world-wide organizations that certifies Eden Teva Market's organically listed products. Eden Teva Market is a member of the Organic Agriculture Organization, an independent Israeli group which also supervises the listing of their organic produce. Any product that is listed and authorized as organic in Israel is carried by Eden Teva Market. Natural foods are foods that do not contain questionable additives; the store has its own policy and does not carry some products that are considered alright by the health administration if Eden Teva Market does not approve of them. The food suppliers bring the product and papers containing ingredients and manufacturing methods, then investigators at Eden Teva Market go on-line and research all the ingredients. If they find that one of the ingredients is not healthy by indication from some research center, they will not approve the product for sale in their stores. Health supplements represent about 15% of sales, 60% of sales are loose products – fresh products, produce, baked goods, meat, etc. and the rest are packaged product. There is a fine selection of coffees and wine in the store as well, including organic, of course, and cosmetic lines.

Provisor's favorite product lines in the stores are the organic vegetables and the organic meats. When you purchase organic vegetables you feel like you are going back to your "mother's kitchen". Eighty percent of organic vegetables and herbs grown in Israel are exported (1.2 billion shekels last year) so it is something unique to have such a great assortment at Eden Teva Market. Sometimes organic vegetables at Eden Teva Mar-

ket are even less expensive than in regular supermarkets, but generally the consumer spends 25-35% more a year buying only organic produce. Eden Teva holds at least 60% of the market share in the natural food retail business in Israel. The Eden Teva supermarkets sell about 16,000 products. The biggest Eden Teva Market supermarket is in Kfar Saba, even 30% bigger than the huge store in Netanya, and as of November 2 a new store will open in Beersheva, the same size as the store in Netanya. As of now there are 10 stores, with 3 new stores opening before the end of 2010, representing more than 90,000 square meters in total space. Provisor based his store concept on Whole Foods in the U.S., the most successful natural food market there. In Europe most consumers buy their organic produce from regular supermarkets, unlike in the U.S., and now Israel, which have the natural food supermarket as the ideal. Provisor himself at one time had a GNC General Nutrition Center franchise in New York City, which was the highest-producing GNC store on the East Coast. After he returned to Israel he brought GNC to Israel, opening 11 stores, but later selling out his investment.

In addition to the organic vegetables, Provisor is especially proud of the line of meats at Eden Teva Market, which has its own meat producer. They buy meat from a division of Tnuva, age the meat themselves, and then send it to the branches. Most of the red meat in Israel comes from Australia, New

Zealand and South America. The organic meat, which is frozen, comes from South America; the regular meat is fresh. Eden Teva Market insists that any meat it buys must be hormone-free, and the animal has had only one dose of antibiotic, which all kosher animals must get. The meat is completely additive-free and without added water. The different selections of chicken are all completely antibiotic-free.

For the future, Provisor wants to have an Eden Teva Market store in every Israeli city and town, hoping to open at least 5-6 every year, with a potential of at least 30-35 stores. Most customers still shop at the regular supermarkets and then supplement their shopping at Eden Teva Market; but customers are spending more money year by year at the Eden Teva Market stores. Provisor sees the day when all regular supermarket shopping can be done at Eden Teva Markets. About 30% of the products in the stores are from Israel, and the rest imported. Health supplements are still much too expensive in Israel because of import fees, with only about 27-32% of the Israeli public taking vitamins, depending on the season. According to Provisor, Eden Teva Market has the best selection of health supplements in Israel, at the lowest prices. Multivitamins are the biggest selling health supplement; in the winter it is Vitamin C, with Omega 3 fish oil also growing in popularity. There is a solid line of international and Israeli cosmetics, but Dead Sea skin-care products are more popular abroad than in Israel. The stores have restaurants inside the store, based on organic foods, with soups, salads, humus and barbecued organic chicken. Shopping at Eden Teva Market costs on average 13-17% more than shopping at a discount supermarket. Guy Provisor says that Eden Teva Market gives customers the confidence to know that all the wide variety of store products are healthy and better-tasting, without having to scrutinize the list of ingredients; and everyone would like to eat healthier if they can. Customers also have a wide assortment of different types of food for their tastes, with superb personal service.





HATACHANA

After being closed and hidden from the public eye for many years, the historic train station complex located between the Neveh Zedek neighborhood and the Mediterranean Sea has been reopened to the general public.

The site, referred to simply as “HaTachana” (“The Station”) was the nerve center and bustling main junction for commerce in the Land of Israel.

The idea to establish this railway was first proposed in the 1830’s by Moshe Montefiore, who was interested in developing modern industry in the Land of Israel, but ran into difficulties in relation to the transport of machinery and raw materials.

At the end of a long process that entailed a combination of entrepreneurship, vision and international politics, in 1888 Turkish Sultan Abed el-Hamid granted the license to Yossef Navon, who was able to raise the necessary capital from Europe in order to lay the tracks and build the stations.

It took two years to execute the immense railway construction project, and its completion heralded the beginning of the age of modern transportation in the Land of Israel.

In 1900, Templar Hugo Wieland returned from Germany to the Land of Israel moved to his home near the train station, building his tile and brick factory alongside. This proximity to the railway allowed Wieland to transport his products efficiently to the Jaffa Port, where they were loaded onto ships and sent overseas.

The number of passengers increased over the years and in 1913, on the eve of WWI, some 183,000 passengers journeyed through the station. The Jaffa station operated on a regular basis almost to the eve of the War of Independence in 1948.



Today, the train station complex sprawls over some 20 hectares (49 acres) and includes 22 buildings from various periods, restored at a highly detailed level, totaling a built area of some 5,500 m².

The Tachana (“Station”) complex includes, among others, the historic train station, the freight terminal, Templar Hugo Wieland’s building materials and tile factory and the Wieland family’s home – “Villa Wieland”.

The Tel-Aviv-Jaffa Municipality developed and rejuvenated the complex as one of the city’s most charming spots, through urban planning company Ezra and Bitzaron and the Tachana Group, which includes Vitania Ltd. and Florentine A.M. Assets and Investments (2005) Ltd. Special emphasis was put on the restoration of the historic buildings’ original designs and on the open public area that was created between the restored buildings.



PASDE



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Tucked in a quiet side street right off Jaffa's famous Shuk HaPishpishim (Flea Market) Galia Haim and her studio PasDeDeux are quietly bringing Israeli high fashion to the ancient city by the sea. Situated in the midst of the antique merchants and furniture dealers of the Flea Market on Elazar Ben Yossi Street, the PasDeDeux studio for evening gowns and bridal dresses offers a tasteful haven that instantly puts its visitors at ease. A calm, intimate air mixes with the gorgeous designs to create a truly unique atmosphere which cannot be identified as anything other than authentic.

PasDeDeux dresses are defined by sleek lines and alluring cuts – tastefully refined designs which exude sophisticated sexiness. Exquisite fabrics and a dedication to the smallest details produce dresses which truly accentuate the feminine figure. The PasDeDeux evening gown collection features a selection of cocktail dresses and gowns which evoke the highly sophisticated classiness of movie stars of the past, like Grace Kelly.

The intimate atmosphere of the PasDeDeux studio isn't just the product of tasteful interior design, but rather an integral part of the entire experience carried over directly to the creation and design process. Galia works closely with her clients to fashion highly personal dresses tailored specifically to their tastes and body shape. PasDeDeux clients are given special treat-



PASDEDEUX



ment usually unavailable at other design studios including trips to fabric shops together with Galia to handpick the materials from which the dress will be made. Clients have numerous fittings, taking part in the creation process and participate in important design decisions.

Galia Haim, the designer behind PasDeDeux, delicately brings forth the subtleties of her art forms to create classic designs for her customers. Originally trained as a ballet dancer at the Talma Yellin High School of Art and the Bat Dor Dance Troupe, Galia decided to study fashion design after an injury curtailed her dancing career. She hoped that by studying costume and set design she would be able to stay close to the art form that she has loved since she was a little girl. In fact, the inspiration for the PasDeDeux brand comes straight from the world of ballet – PasDeDeux in French means “A Step for Two” or duet, in ballet terms. When Galia looked for the right name for her brand she immediately thought of this dance term because she sees the creation process “as an intimate collaboration or duet between herself as the designer and her clients.”

Galia began her design studies at the London College of Fashion, where she finished with honors. She was then accepted to the world-renowned Central Saint Martins College of Art and Design but opted instead to return to Israel and study at Bezalel in Jerusalem, Israel’s premiere Academy of Arts and Design. At Bezalel Galia excelled in her studies, which focused on jewelry and fashion design and culminated in a runway fashion show showcasing the best of her work.



QUALITY

EXPERTISE

LUXURY

ISRAELI CAR LOANS FOR FOREIGN NATIONALS FACT OR FICTION?



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