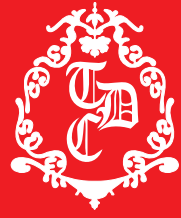


The Diplomatic Club

MARCH 2014



We Can Do It!



PEOPLE

LIFE AS A DIPLOMATIC SPOUSE



PEOPLE

AUSTRALIAN AMBASSADOR
IN ISRAEL, DAVE SHARMA



DIPLOMATIC EVENTS

PURIM CELEBRATIONS





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FEW REASONS FOR OPTIMISM THIS INTERNATIONAL WOMEN'S DAY

As we celebrate the 106th annual International Women's Day this March 8th, we have an opportunity to applaud some of these staggering accomplishments, successes, and triumphs—all a testament to the incredible progress women are making right now.

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

- **Banking Big Bucks:** Israel's banking industry has gradually fallen under women's leadership, a process that will be formally capped with the appointment of Karnit Flug as governor of the Bank of Israel.

Women now head three of Israel's five leading banks (including the largest), as well as the two top financial positions in the civil service.

- **Driving National Dialogue:** Politically, women are incredibly active—their voices more powerful than ever. While Israel is one of a small number of countries where a woman—Golda Meir—has served as Prime Minister, it is behind most Western countries in the representation of women in both the parliament and government. As of 2013, women comprise 23% of Israel's 120-member Knesset. For comparison, the female ratio in the Arab world is 6.4%, in European Union average is 17.6% and in Scandinavia over 40%. Female representation varies significantly by demographics: most female politicians have represented secular parties, while very few have come from Arab or religious Jewish parties.

- **Making History:** Women have served in active military duty in our armed forces since 1941 (and, before that, in medical units). How far we have come in this male-dominated military culture. The IDF is the world's most female-friendly army, statistics released Thursday showed. More than one third of the army's "enlisted men" are women. At 34%, the number of women in the IDF is the highest of any army in the world. The reason, of course, is because women are required to serve in the army, unless they serve in the National Service, as many girls from religious families do. Of all 18 year old females in Israel 59% enlist in the IDF. Ninety

two percent of all positions in the army are open to women (with only a few that require extraordinary physical strength off-limits). Women comprise 57% of the IDF's officer corps among regular soldiers, and 28% of career officers. Of the top officer positions (lieutenant and higher) women comprised 15% of the total officers. There was notable rise in the number of female soldiers who were on duty during the recent Pillar of Defense Operation, as compared to 2008's Operation Cast Lead, the spokesperson said. More of those women have been serving in battlefield roles; over the past few years there has been a significant drop in the numbers of women assigned to secretarial and clerk roles, from 21% of all women serving in 2001 to just 13% in 2012.

- **About 7 percent of all working women are employed in technology, compared with 12 percent for men.** According to a 2013 report by the Paris-based Organization for Economic Cooperation and Development, Israel's percentage of self-employed women ranked 11th from the bottom of 38 countries, better than Germany and France and just behind the U.S. Mexico and Greece took the top places.

This is an ideal occasion to learn more about the wide range of activities of ladies in Israel.

One of them is most important –being mother. Israel preparing to celebrate Purim on the middle of March. To celebrate the joyous holiday is reading Megillat Ester (The Book of Esther) which tells the whole story of the events relating to the holiday, dressing up in costumes, giving gifts to the poor (matanot l'evyonim), giving gifts to friends (mishloach manot) and having a large Purim feast (seudat Purim)! As written in the Book of Esther, it means a «lot». Purim is the plural form of the word 'Pur', and thus means «lots».

The Diplomatic Club is wishing you a lot of: love, health, understanding and fun.

Let celebrate a great spring time. Let give each other as much as we can.

Sincerely,
Julia Verdel
CEO & Managing Director



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JULIE FISHER – LIFE AS A DIPLOMATIC SPOUSE

by Eveline Erfolg

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

role of the diplomatic spouse in various books on diplomacy.

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

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

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



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

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

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

Do people treat the wives of diplomats differently?

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

“I assist my husband in many different ways. You know the traditional role of the wife used to be entertaining, and of course, that's still very important”

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



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

What do you think of Israel so far?

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

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

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

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

Have you been with your husband in other countries?

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

What about you, what do you do?

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

What do you think of Israeli schools?

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

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

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

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

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

TRUSTFUL ALLY, STANDS SIDE-BY-SIDE WITH ISRAEL AND SHARES THE SAME VALUES

INTERVIEW WITH AUSTRALIAN AMBASSADOR IN ISRAEL,
DAVE SHARMA

by Tal Leder



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

We are the oldest continuous democratic country in the region. But since its independence, Papua New Guinea is a democracy as well. So is Indonesia, since 2001. In Southeast Asia, also the Philippines and South Korea are democracies. Most of the 20th century we were one of the few democracies in that part of the world.

But we are not surrounded by hostile countries. In the early centuries of our history we did. We had to undergo a

transition of mind. When Australia was first settled by Europeans, we were an outpost, surrounded by vast then different valleys. We always sought security from the region.

We always had big alliance, first with the UK and then the US. We sought to keep the neighbours out effectively. And since about the 1950's we really increasingly sought to keep security within the region, by building our relationships with our neighbours by trust and dialogue. Israel is going through this transition as well.

Already two years after the so called "Arab Spring" and the overthrow of some governments like Libya, Egypt

and so on... how do you see the future of the Middle East? Is this the beginning of a democratisation of the area, or will it become more radical? What are Australia's interests in a changing Middle Eastern security environment and what can you contribute to this problematic area?

Yes, we are far away from here, but Australia had always an interest in stability and prosperity in this area. Our country was involved in all the major conflicts in the Middle East. Our troops fought here in the First- and Second World War. We participated also in the two Iraq- Wars and in Afghanistan. We don't follow it with the same degree of interest like Europe or the US, but we still have been interested in the region very much.

I think anyone who rips off the Arab Spring is prematurely rushing to judgment. I mean it is easy to say and it has not developed in what we hoped, but in what it has given rise to, is the sense of importance of legitimacy in my ruling Regime, or Government over the people.

Even there are Regimes in the region that are not democratically elected, they are increasingly have been responsible for the public needs and this could be the price of bread, about the cost of living, employment opportunities, the infrastructure, education and so on. The Arab Spring is a political force for domestic needs. Until now, it has not achieved anything yet.

I think it has been encouraging in some respects that people had become such



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

a forced in Politics in the Middle East now. Not necessarily for good, that's the nature of democracy, but not necessarily for bad either. Governments should be more responsible for their own people and needs. This could make the Middle East more stable and more secure. I think those Governments where disconnected to their own people.

But again, why this spécial focus on the Middle East? Why your country has a less interest in Africa for instance. To help the French in order to create stability there?

The Middle East is a big région -not as big as Africa- but more than 300 Million people are living here. This area is an important economical région. It is quite critical to world énergie supplies and we are all dépendent on that in a global énergie market. It is a region of potential instability, that has in the past exportet instability, like Al- Quida, Terrorism and Islamic Offshoots. So it is a Security- and Economic Alliance- relationships that we

have always been involved here in a way. We are taking interests in many parts of the world, including Africa. But the Middle East where always partiar point in the focus for external powers, ourselves included.

In this globalization time what is the place of Australia and Oceania in the politics relations in the world. Given its track record in mediating conflicts involving Indonesia, South Africa and Kosovo, Australia can play a significant role in the Middle East peace process. What does a "new" path to peace look like?

We are a régional power with global interests. But, for sure our priorities is always going to be closer to home, what is going to be in South- East- Asia and in the South- West Pacific. The Arc if you like, is from China- and across to America, that Indo- Pacific Region. Thats where most of our trade is, that is where most of our economic partners are. Thats where our

security treats emerge from. Where the fastest growing dynamic- économies in the world and the biggest emerging middle- classes are there and everything else. That is a big focus for us, but we never just will have interest in our région, because of our alliances, because of our history, because of our people and their connection to Israel, to Europe, to America. Thats why we will always taking interests in global affairs.

So the people in Australia have a strong interest in Europe, also because of their immigration background, who's ancestors came once from that continent?

Yes, very much. As a matter of fact, the UK is still one of our biggest sources of markets to Australia. We have China and India increasingly, as well, but England is probably our third largest source. South Africa is probably our fourth. So the people ties are quit strong. We have a strong Jewish Community, with a 120,000 people. They are big and they are very Zionist. The Americans are always talking about the US- Jewish Community, that they are losing touch with Judaism, with high rate in intermarriage. In Australia they are quit Zionist with Jewish Education. A lot of them make Alliyah and they marry other Jews. It is a little bit like the Jewish Community in France.

What is the Australia's military contribution to the international campaign against terrorism, maritime security in the Middle East Area of Operations - like sending Soldiers to Afghanistan - and countering piracy in the Gulf of Aden?

We had about 1,500 troops in Afghanistan. We are in fact the largest non- NATO- Member with Soldiers there. Afghanistan



was a NATO- led mission. We are not a NATO- member. We have got ships and people in the horn of Africa in the Counterterrorism- Joint Task Force. Fighting Piracy in Somalia- and the Gulf of Aden. It is not a direct link to Terrorism, but we have Peacekeeping Forces in Sinai with the MIFIL and in the Golan Heights with the UN disengagement plan and South Lebanon with UNIFIL as well.

So you are never asking yourself that Australia could be treatend by Terrorism, like Homegrown Terrorism? In Bali more than 10 years ago many Australians got killed by a brutal attack there.

Of course, we are very concerned about that. There is this bombing from October 2002 in the nightclub in Bali that killed 202 people. Including a lot of Australians, Europeans and Americans too. In a matter of fact, our Embassy in Jakarta, I think was bombed in 2004. In Bali our Embassy was attacked in 2007. I think we lost there an employee in 2009, or 2010. So that's a big concern. We have not seen any hard profile incident of homegrown terrorism like London, or Madrid. That is not the

same. Our biggest concern at the moment is what is going on in Syria. There are some Australians who are travelling there. Not in big numbers. Mostly with Lebanese-, or Syrian background. They are going there for ideological purposes and not to visit their family there. They are going there to fight. We think that there are around 100 Australians who are fighting in that brutal civil war. I think that this is a worry for all the West. These people are going there to fight. We don't know for who, but they will come back indoctrinated and well trained. They will bring their views back home in our societies. Of course those people are Australian citizens and they have rights, that we all need to respect that, but it is a worry for us that these people are going over to Syria and being radicalized. And bring their worldviews home.

What is Australia's potential role in the Israel-Palestine peace process? What is at stake? The failure of Middle East peace talks?

I don't have any grandiose ambitious for us in that area, there are many other countries that have much more influence

“ I think it has been encouraging in some respects that people had become such a forced in Politics in the Middle East now. Not necessarily for good, that's the nature of democracy, but not necessarily for bad either ”

and better chances in success than us, like European Countries. I think the best thing that we can do is to support those efforts and not trying to take a lead or any particular new and the best on the israeli side. We are a good friend of Israel. We have a long track record of being friends with the Jewish State and we can help them to give an Israeli Government the sort of political and international support it needs to make all the difficult decisions, to make all the difficult compromises, take the risks that we are going to involve in that sort of thing and to provide them with all the support we can, internationally and diplomatically.



*Surfer
Photograph by Ben Moon/Aurora Photos*

On the Palestinian Side we are one of the top ten donators of the Palestinian Authority, giving them budget support and technical assistant and support. Our rôle is that we are trying to help to form and create neutral institutions for a future Palestinian State, like their Security Forces, Financial Ministry, tax-authorities, revenue collections. All that is the best contribution that Australia can do to help them.

Australia just elected a few month ago a new government? Which new policy can we expect from the new PM Tony Adams?

It is a conservative- center right Government. Our political system is pretty similar to Great Britain and on the political Spectrum the Conservative- and Labour Party as well.

Fighting Terrorism?

I think this Government is very supported of Israel and their security needs and have a lot of sympathy for the difficult neighbourhood in which Israel is an their security challenges. But this has been through all Australian Governments that

is going back for a long way. Historically and view globally, we are one of the most pro- Israel countries in the world and that has been, wether we had a center- left-, or a center- right Government. We have a deep understanding for Israel's security situation that don't necessarily figure in other countries. Australia, with Canada and the US are one of Israel's strongest supporters.

Relations with China, Japan- and other countries in South- East Asia and Oceania?

The new Government has said that it wants to put his focus more in regional relationships and interests. But every new elected Government said that.

Most of the political issues in Australia are domestic, not international. International is out of the big part of domestical political part that I hear here in Israel, because we live in a relatively secure environment and the country is secure. I don't think in foreign policy there want be a lot of political changes between the previous- and former government.

If Arabs community in Australia very influence and independent and internationally connected to New Zealand, United States of America, Asia, Europe and, of course, the Middle East.?

They don't play a big role yet. The Arab community is big and they are growing, but they have not been well politically organised. So they don't have necessarily a lot of a political voice. Our finance-minister is of Palestinian- and Armenian descend. We have an Muslim member in a Australian Federal Parliament, with Bosnian background. Because we had a big wave of immigration from former-Yugoslavia to Australia in the early '90s.

But we have a big Turkish-, Lebanese- and Egyptian community as well. All of them are focused on their own particular nationality. The Lebanese Christians and Lebanese Muslims, in général have not tendered to unité with the Egyptian-Coptic- and Egyptian Muslim Community to an Pan- Arab- Force. They have a voice in public debate. They have a constituency and followers, which is very positiv. They are an important part of the Australian community. Mostly of their political issues are domestic, like Religious éducation in schools, building of new mosques, wearing of the hairdress and so on.

What can you tell us about the Jewish Community in Australia? Are they full integrated in the society? What about Antisemitism? Is is only from Neo- Nazi groups, or also form the big Arab- and Muslim community that you have in your country? Is there a similarity to the "Arab Antisemitism" that we have in Europe? A kind of "Middle- East Conflict" in your country?

There is opposition to Israeli Policy and it's legitmate to feel free to criticize foreign Policy, like for instance when there was a Republican Government in the US, there where démonstrations in Australia against their foreign policy.

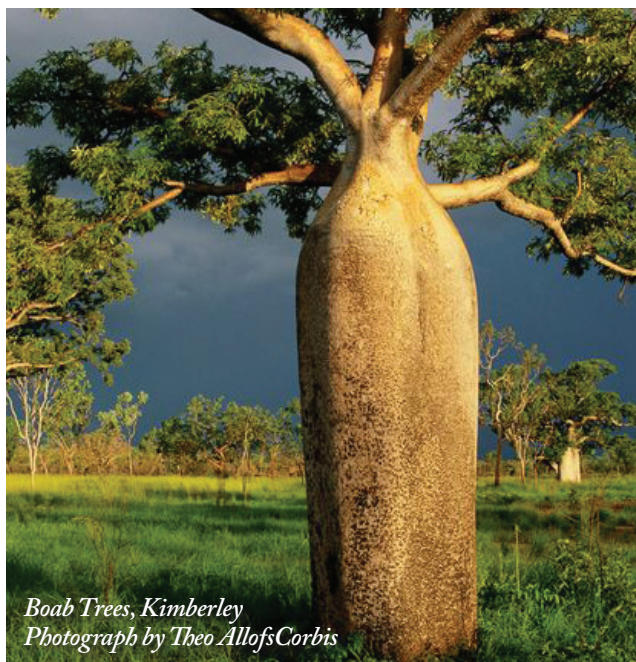
Antisemitism, I wouldn't say it does not exist and it is not a challenge for us, but it's not a big growing problem. But in général there is a lot of racism towards several communities, like the Chinese-, Arab, Jewish, or African. It is part of a big challenge that we have to deal with it. A multi-cultural integrated society will always be susceptible for racism and the Jewish community is part of that. But they have deep roots in Australia.

former Soviet Union as well, but it was not the same like in Israel, or Germany.

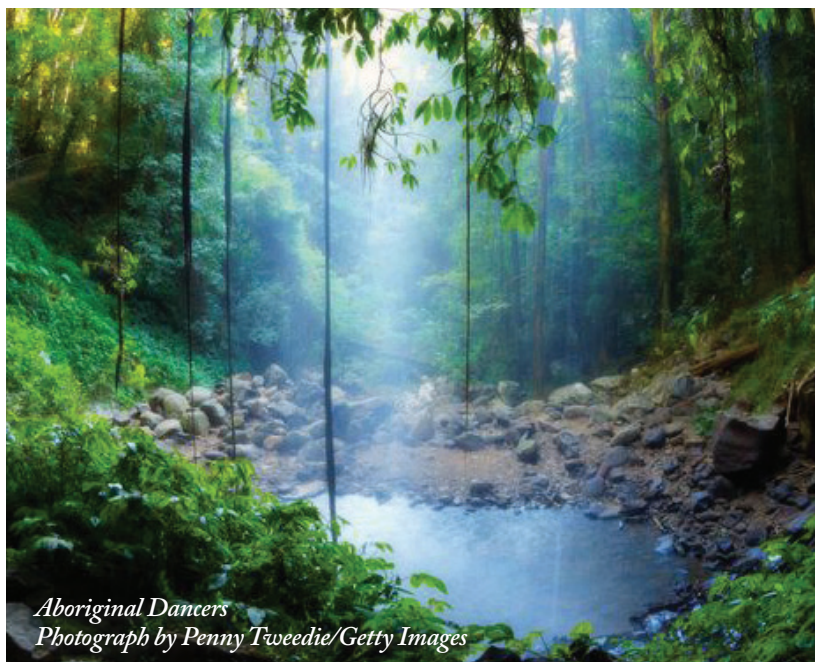
MORE than half of Australians would like fewer migrants from the Middle East, include Israel, despite a decade-long softening in opposition to immigration. How is the immigration program today?

Obviously since our création we have been a n0e. There where criminal gangs at

Chinese, Indians, Iraqis, British, or South Africans. We never really had this kind of Banlieu, like in Paris. This areas, wether it could be in Rotterdam, or Berlin. This ghettoization with an high concentration of a sort of ethnic group, we never had this really in Australia. Here there are not the same issues like in Europe. We always had a balance in our Immigration program. We don't allow everybody to come from only one country. It's more like "10% will come



*Boab Trees, Kimberley
Photograph by Theo Allofs/Corbis*



*Aboriginal Dancers
Photograph by Penny Tweedie/Getty Images*

And the Jewish community is very well established here. They are living here more than 200 years. They came in different ways of immigration. We had Jews here, who arrived with the first white christians settlers from Europe. Even among the prisoners who where send to Australia, there where some seven Jews. But not all of them where convicts. Some came as officers and soldiers as well.

A lot of Jewish people came at the begin of the 20th century. Then of course in the '30s and post war. There are a lot of Holocaust survivors predominately from Eastern- Europe.

In the '90s there came a few from the

the beginning and today they are pillars of the Australian community. Wherever there is immigration, the first génération always has a harder time, but the second génération that was born- brought up and educated here in school, speaks a very good English as their first, or sometimes second language and have a sensé for Australian values. We have all kind of ethnicis in all kind of positions of power, like in Politics, Bussiness, Government, Law, or Armed Forces.

And how they feel about Islamic-immigration. Any kind of Islamphobia like in some European countries?

We never had a single dominant source of migrants. We always had a lot's of

from one contry, 4% from another part and 5% from other places." This helps to integrate people better.

As a sophisticated, modern economy, Australia offers overseas investors diverse business opportunities across a broad range of world-class industry sectors. Avenues for investment range from traditional industries - such as agribusiness and mining, where Australia's competitive advantages are well established - to fast-evolving technology and service sectors. How have trade relations changed because of the economic crisis, and what goods are going back and forth?

Our economy kept to grow, even through the global Financial crises. Most of Europe, the US- and even Israel went to a négative growth around 2008 and 2009. The big reason that Australia is an attractive place to do bussiness now and invest -and why we are growing- is that we are effectively a play on the growing market of Asia, but we are save play on it, if you know what I mean. Australian industry and commerce is heavily exposed and integrated in places like China, Indonesia,

consume more protein, which means dairy and meat largely. And we are a big source of quality farming, which are close to this markets, so we are increasingly supplying them with agrecultural goods and protein, like milk, dairy and méat. And in the other end of it, it's services exports, like éducation, tourism and professional services. Because again, our Law-, Accounting-, Consulting- and Engineering Firms are all very well played into Asia.

What initiatives are you working on to try and increase trade, tourism or foster better relations between two countries?

To me, trade is about mutual bénéficial exchange, of something. Like we are selling you coal, because we can produce it cheaper than you can and we buy Diamonds from you, for instance. But trade will never going to be so huge between Australia and Israel. Because first of all the countries are to far



Aboriginal Dancers
Photograph by Penny Tweedie/Getty Images



Twelve Apostles on Great Ocean Road
Photograph by James Wang

Malaysia, India, South Korea, Taiwan. All this big growing markets. There are a lot of investors. We are a little bit like Switzerland. The Australian Dollar is a big play in Asia.

But most of the world economic groth is coming from East of India and West of China. Most of the worlds middle class is emerging in that région. Any kind of big industry is coming from there and we in Australia are close to this markets. We supply them with énergie and row materials, like natural gas, which they need to industrialize. To build railway's, city's and everything else.

We are also a big agricultural Producer. As people become wealthier, they tend to

We have a lot of Asian students coming to our Universities. Also other éducation schools are good, where it could be anything they could learn here, like even being a hairdresser, a electrician and so on. And again, because we are close to Asia and in the same time zone, so we are offering huge opportunities in those secotors.

The big reason that we are continuing to grow through global Financial crises, is that we are very good integrated with North Asia- and South- East Asia and those économies are continuing to grow through this time. That's are the big value prépositions that Australia is concerned.

away and second, both are to smal markets. We are only 29 Millions inhabitants and you are more than 7 Million. We both are always going to be more attracted to the US-, European-, Japanese and Chinese Market. Those markets are big and wealthy. So that's never going to work. But there are a lot of beneficial exchange of experties and ideas.

I think for us, what we can offer Israel, is the this access and knowledge about the Asian Markets. How do you operate there? What does the consumers want there? How do you deal with local bussiness régulations and the enviroment? How do you get involved there? And Israel -as you know- is looking around and thinking

“Israel can help Australia in the High-Tech innovation, because we don't have this sort of cultural innovation, or commercialisation in this field. Definitely we could benefit from that”

where to other ways in Europe and in the US, to have diverse economic relations and Australia can help there.

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

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

It's small. 10,000 Israelis are coming to Australia each year and 30,000 Australians Tourists are in Israel. Among them, a lot of Relatives who are visiting their families. The whole Israeli travelers to Australia, are meaning only 1% to our tourism. We Australians love to travel and are adventurer. About 5% of our people are abroad of any time, which means 1 Million people.

Europe- and Asia is popular. But the Middle East with Turkey- and Egypt as well. Israel has not been so on our cultural map, even with this amazing history here, with Jerusalem and the nice muséums, art and the nightlife of Tel Aviv, whith those beautiful beaches. There is tremendous nature in the Galilae and so on. So I would like to put it more on the map.

And there is our part in the history of World War One. Australians are deeply touched of our part that we played there. At that time we became an independent

nation from Great Britain. Technically it happened in 1901, but for practical terms it didn't happend until the First World War, when we fought under our own flag. Because we didn't had a civil war, or a war of independence. But culturally we became independet during that period. So we are very attracted of that period and every year, more than 10,000 Australians are visiting those battlefields, like in Turkey for instance, because of our participation almost 100 years ago in the battle of Galipoli. If we just could get a small number of those people who are traveling to Turkey each year, that they could come to Israel to visit the battlefields of World War One, where we fought here in Beer Sheva and for some other Tourists to see Jerusalem- and Tel Aviv as well, than our Tourism in Israel would increase.

The New South Wales government has announced \$300,000 over three years to fund a partnership between photonics researchers in Australia and Israel to develop a communications system that will speed up the next generation of computers. What are economic and research ties between Israel and Australia?

(Did not asked this. He explained already the ties between Israel and Australia)

What can you tell me about the cultural ties between Australia and Israel? Are there some Military ties existing between the two countries as well?

No, not so strong. There are some Military ties, but not really. We don't enjoy excersises together. The Israeli Army is not training in Australia. We have done some work together, like "IED's," Improve Explosive Dvices and work shops. The coopérations are small. And we bought from the Israeli Aerospace Industry some Materials, like information and combatsystem, platforms for war fighting. But our major Military partners are really the United States of America and some of the régional neighbours, like Singapore, New Zealand, Papua- New Guinea, Japan and South Korea.

Culturally there are not so many ties between the two countries. Mostly through the Jewish community in Australia. But there is not a lot of big interaction in art, or production and stuff like that. We don't have a lot of Australian groups who tour here, or anything like that.



*Aboriginal Dancers
Photograph by Penny Tweedie/Getty Images*

The picture of Israel in Australia is, if you are not Jewish, than you don't know Israel? It is quit one- dimensional, so you think Israel is always in conflict with someone. It is always at war. It must live in a difficult neighbourhood. So that is why a lot of Australians are not travelling here, because they tend to think instinctively it must be dangerous. There are always rockets coming here from Gaza. People are always thinking why should you go and travel to Israel?

So I would like to change that, because obviously Israel is much more than a theater of conflict. It is a place of cultural dimension. Energie-, Artistic-, Archeological-, Historical- and Academically dimension. There is a lot of going on here. It is a normal country. It is not a country under siege, or whatever.

In the other hand, how Israelis view Australia: Look, I think a lot of people think of us a pretty wealthy laid back country. People in Israel use to watch the Australian soap Opera "Neighbours" with Jason Donovan and Kyle Minogue. So they have a little bit a view through this show from Australia. I would like to make Australia more attractive, that more Israelis would travel to my country. We don't have a bad image.

Do you have family with you in Israel? What kind of activities do you enjoy together or separately? What are your favourite places in Israel?

That's right. I am here with my family. We have been in Galilee a few weeks ago and that part of the country, with Safed, the Sea of Galilee is very beautiful. We like to visit this place and it is nice to go out of Tel Aviv sometimes. Here is it quit busy. It is pretty relaxed there. I would like to visit the Negev as well. For myself, I like to do a lot of activities, like cycling, running and playing tennis. Here I used to run at the beach and boardwalk. Saturday is a good day to cycle, the rest of the week is a little bit crazy.

But this a quit tough job and I also love to spend time with my young children.

We love to go to the beach at the weekend, or to visit Jerusalem. To go there in a muséum, or to see the archeological site.

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

I miss having Christmas with my family and the préparation. It's in our summer vacation that is a very relaxing time. Mostly in the end of December we miss home very much. Also January, because it is then the summer time there and this period is the Cricket season and Australia is a Cricket nation. I would like to explain you the rules, but it will take more than a day. I always enjoyed playing it, but since I am in Israel, I have not played it.

I have not been to Australia, since I got here this year. All my European collègues are going back home, all three- or four weeks. The British Ambassador for instance, who is a friend of mine, they are going back pretty often. I will go home probably once a year. If there is a big évent happening, or something else. But it is very far away from here. You can not go just for a weekend.

And if I will go, than I will stay three- or four weeks for sure. To have some meetings, to have some vacation and holidays. But it's a long way, because via Bangkok, or Hongkong. There is also a way

“ We have a deep understanding for Israel's security situation that don't necessarily figure in other countries. Australia, with Canada and the US are one of Israels strongest supporters ”

through Dubai. So I would have to go from here to Jordan. And then from Dubai it's about 15 hours. So the whole flight from Tel Aviv to Australia, it's around 24 hours.

So if you are abroad, who represents you here?

I have an Deputy here. But I haven't left the country since I arrived six month ago. But I will go to Germany- and the Czech Republic in Christmas. We will visit Munich, Berlin and Prague.

Australia's Football team reached the World Cup in Brazil. Will your team make it to the next round? What do you think?

They are in the group of death. But they are happy that they reached the World Cup. Australia used to play in Oceania Group, which only got a "half qualification place." And the winner has to play a final-qualification game against an Asian team. Now we are in the Asian group, which is very good. We have been in the last two tournaments. So we are just happy that we are qualified. That is important. We didn't play so well the last times. So being now in a group with Spain is tough. The Netherlands are very good as well. Also Chile, even they are not Brazil, or Argentina, but still a strong opponent.

I remember that in the past we had some huge football fights with Israel when they used to play in Oceania- Group. So we are happy to play in the tournament and are looking forward for it.

Your family name is "Sharma". Where are you ancestors coming from?

My father is from India and my mother is Australian, with European background.

Mr Ambassador, thank you very much for this interview...

DIPLOMATIC EVENTS

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



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

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

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

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



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

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

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

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

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

REDLIONluck

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PRESIDENT PERES RECEIVES NEW AMBASSADORS

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

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

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



Ceca Stanojevic



H.E. Dr. Andor Nagy of Hungary



H.E. Mr. Milutin Stanojevic of Serbia



H.E. Mr. Serdarov Ata Oveznepesovich of Turkmenistan



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

CELEBRATION OF THE NATIONAL DAY OF THE REPUBLIC OF BULGARIA

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

The new ambassadors are:

Hungary: H.E. Dr. Andor Nagy

Serbia: H.E. Mr. Milutin Stanojevic

Turkmenistan: H.E. Mr. Serdarov Ata Oveznepesovich

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

Photo credit to Mark Neiman.



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

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

ISRAEL AND INDIA STRENGTHEN THEIR ECONOMIC COOPERATION

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

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

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

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

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

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

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



FELDMAN'S ARMORED VEHICLES SAVING POLITICIAN'S & DIPLOMATIST'S LIFE

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vehicles, commented: "Many lives have been saved from injury and even death as a result of using our armored vehicles. We are proud with the way our armored vehicles have not only performed under unkind environmental conditions (extreme heat, very poor road conditions, etc.), but also during real events of an actual attacks.



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Eyal Avidov, the Division manager of Feldman armored & modification of special task

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BELIEVING IN YOURSELF AND KEEP ON TRYING

INTERVIEW WITH THE INTERNATIONAL ISRAELI ARTIST, ILANA GOOR

by Tal Leder

What is it to be a «Woman Artist» (Mother? Business woman?)?

I don't know how it is to be somebody else. Since I was born, I was an artist.

Almost everybody in my family were physicians. I had difficulty in school and was already from early ages dislectic. But that did not bother me, because I always did what I wanted to do. School did not interested me. My focus was more on myself, than being in a group. Friends of mine loved being in groups like the boy scouts, but not me.

I was born in Tiberias, in the hospital where my mother was the head of, in 1936. So I kindly grew up and spend my childhood in a hospital. Because she used to work in the morning in her doctor's practice and in the afternoon, in the hospital.

My gréât father came to Tiberias from Russia in 1917. He was a physician and the head of a hospital as well. He was also an sculptor and a painter.

While my mother studied in Switzerland, she came a few years after him to Israel.

I was always a kind of an Individual person. And when the teacher used to complain to my mother, that «she is a very strange person and comes in to the classroom from the door and leaves from the window,» my mother responded always: «Leave my daughter alone. She is a genius».

So I always grew up with a lot of confidence. My parents never told me

that I have to go to school, to do my homework and be like all the other children. Whatever I did, was ok. So whoever I am, this is my life.

I always knew what I wanted to be, but almost everybody, wants to be like other people. Because they are afraid to be individual. But not me neither my brother was like this. We where different kind of children. Like I said, I never liked this kind of group- thing in Israel: boy scouts and so on...

But did you served in the IDF?

Just for a short time, because I got married very early, so I realised that serving in the Israeli Army, was nothing for me. I realised that if I would continue to be a soldier, I will end up in jail for most of the time. I was always a woman, that nobody can control and I don't follow rules as well.

So you married young. Became a mother. What about your art- work?

I left Israel to the US, when I was very young at the age of 19. A short time after, I got married and was Lucky to have two children, who where born and raised there.

But I always wanted to be an artist. I just had to wait, because I was a mother and the first thing was to make sure, that my kids have a home. So in that time, I just did a little. I sculped here and there and liked to worked with my hands. At this time, I started to work with clay.

But you studied in Bezalel?

Just a very short time. Because my father



wanted me to go to school, because my family comes from an éducation background. But I never saw that this kind of education is for me. After I married an US- American, I left school.

Which kind of Art is it (Abstract, Surrealism, Modern...)?

I do all kind of Works and love to create all kind of furniture, like Tables for instance. There I started my success. Everybody else is doing the '20s, the '50, the '80s... But not me. I developed my own line. With iron.

My success started in 1984, when I used the material «rebar». I created classic furniture and did a lot of money with that. My furniture is not Mexican, neither Spanish-style. It's my own style.

I moved into the furniture field that I call «art.» Before it was more décoration style. I control completely the material and it takes you a hundred year, because the material is much stronger than the artist.

My first show was in 1976 and then I knew that I am going to make it very big.

Does your work has sometimes something political?

I did a lot. In Raanana for instance, a mémorial for the soldiers who fell for the State of Israel. It was a big compétition at that time. I also build a mémorial in Yad Vashem for the six million Jews, who where killed in the Holocaust. For the Technion-University in Haifa, I did a statue as well. The same I did in Ramat Gan.

Once I created statue, called «The Woman against the Wind,» on the beach of Tel Aviv, when you are entering Jaffa.

But now I don't want to do mémorial things anymore. When you are young, you want to do all kind of art, so that people can see it. For me, this is finished. The best statue I ever did is this Museum (Ilana Goor muséum), because it is really perfect in my eyes.



You where influenced, or inspired by some famous artist (like Giacometti in furniture, or Garouste e Bonetti?)

When I started to do the furniture for this building here, after I bought it (Ilana Goor Museum), I used the «rebar.» A material that you are using in buildings. It is very simple. Square... the right proportion, just the only thing that was different, was the material.

Now, in those time, I made it for a party for Mr. Itzhak Rabin and to decorate the table, I used birds on it. After that, the people in Israel said: «Look, she copied the gréât Giacometti.» Completely not true. He made it in bronze and the birds where part of the table. They where seated on it, I made the table with the birds on top.

After that, I started to sell more than three million tables a year in New York. Because I used the «rebar»- material, that nobody else ever used before. Nobody before took the iron rusty and maked it élégant out of it. This was my beginning. And slowly I developed that style.

Mostly of the furniture are in New York, but I still have some of them here. And they are completely different. Nothing like it anywhere else. Some of my furniture, have an influence from a hospital, because this is my background. My success is the iron.

What was your aim when you started with your art? Autctions? Galeries?

“ I was always a kind of an Individual person. And when the teacher used to complain to my mother, that «she is a very strange person and comes in to the classroom from the door and leaves from the window,» my mother responded always: «Leave my daughter alone. She is a genius» ”

Or you born to be an artist, or not. You are not becoming an artist with the aim of being rich. I was rich, but this has nothing to do with it.

My husband is always asking me: «Ilana, when are you going to stop?» I can not. I am waking up in the morning and have to do something. It is not that I went to Bezalel and learned something. I did not learned nothing there. I just grew up from my own work.

As you can see, like I said before already, I am working with the «rebar»- material. And in général, artist's are poor. One of the things I am doing here, is to help artists and I am buying a pièce fom Israeli artist, who have no money, or whatever. I am never looking at names.

It is like when you see a little boy is playing the piano. Did Anybody teached him this? Or poor people who became famous in music, sport, or whatever... Or you have this kind of talent, or not. So an artist is not thinking of money. The money comes later on.

I am coming from a family where mostly of them where physicians. None of them ever thought of money.

Do you see yourself more as an International-, or Israeli Artist?

I am an internationally artist, because actually, I started in the United States of

America. Also my first exhibition was there. An in général, being an artist is international.

You live now for many years in the US and is it true that you know a lot of celebrities there.

I don't know all those celebrities at all. I met them. Even my husband I don't know after 56 years. You don't know anybody.

Also in Politics? Which President do you know?

I also don't know them. I met a few US-Presidents I was a guest in the White House as well. So in all those years, I met a lot of celebrities.

I can say that some Israeli celebrities I met in my life, became close friends of mine. Like the politicians and civil right activist, who just passed away a few weeks ago, Shulamit Aloni.

A décent person who really cared for the people- and the country. Today all those politicians here only care for their seats. Not doing nothing and only getting their salary.

Also Ariel Sharon was a close friend of mine. Even he was right wing. I loved him.

His end was sad. They kept him alive for so many years. He was a real friend.

Politics kills friendship. But not him. He was different. He was a true friend and whenever somebody needed his help, he was there for them. When he realised to do for the good. He did it. He was really amazing. A man with a lot of guts. He really loved the Jewish country.

I also knew Izhak Rabin, who was a décent and honest guy, but he does not had the guts, like Ariel Sharon. Very décent. A wonderful man. I liked him very much.

When I opened this place, I never thought that I will met those people. Not in a million years. Celebrities, who make the worlds go round, because all the people who come to see Binyamin Nethanyahu, or Shimon Peres, or the Mayor of Tel Aviv, where all guests in this Museum.

So this is giving me something, especially when I am high tense and things are making me upset, because I want things to be perfect and in Israel there is not such a thing. But when you meet all those amazing people, that you know only from télévion, or you read about them, it make me feel wonderful.

Why you did this Museum?

For a very simple thing. I bought the building for a summer house. And my art- dealer, a guy who was crazy about it –an American, with the name Horst Richter- who had a Gallerie and was living here. So I bought part of the building, that had this beautiful view. After he could not pay the rent anymore, he came to me and told me to buy it because somebody else will do it and this is the best corner.

In times where countries are doing a boycott of Israeli products and more, Anti- Israel Demonstrations and growing Antisemitism worldwide, do you feel this as an Artist in the US and in général as well?

I work with Arabs all the time. My housekeeper here in Israel in an Arab-Muslim. He is extremely Religious. My builder fof 25 years is an Arab- Muslim. My founder is from Beit- Jalla. All of them are Arabs. They are nice. I am not talking about the extremists. Only about the working-class people.

I used to spend a lot of time with the Arab people. I used to go to Bethlehem, or Beit Jalla, when you could not drive in and they used to throw stones. I took my Jeep and went there. I was never affraid and I was allways known to be involved with them.

ilana Goor museum
 מוזיאון אילנה גור

Contact the Ilana Goor Museum in Tel Aviv - Israel

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

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

For further information please contact:

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ELLA'S STORY

Dr Ilan Preiss BChD

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

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

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



Ella before treatment



Ella after treatment

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

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

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

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

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

Hygiene

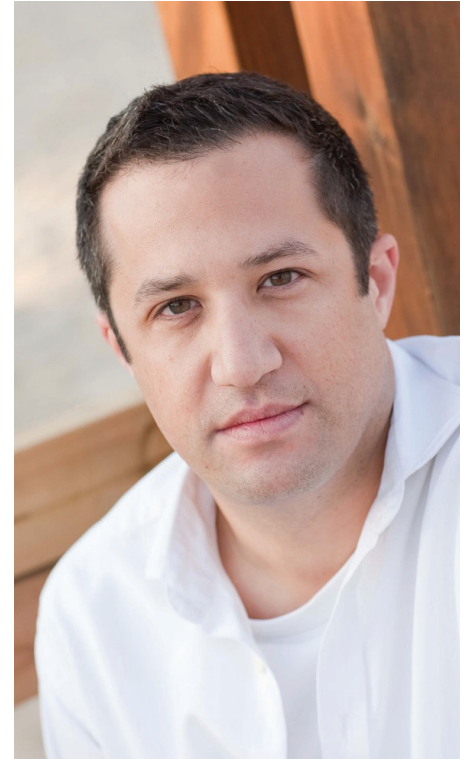
Having a regular cleaning with a professional hygienist improves the health and color of your teeth. As well as getting rid of the bacteria of bad breath

Whitening

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

Porcelain Veneers

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



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

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

Cosmetic Orthodontics

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

- **Invisalign:** uses clear hardened plastic trays that are see through and slowly and effectively move the crooked teeth or spaces between the teeth. Well over one

million patients have been treated with this form of braces.

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

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



before smile make over



after treatment



before rapid removable braces



after 10 weeks



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- U highest quality general dentistry for the whole family
- U award winning cosmetic dentist-internationally trained
- U children and adult tooth straightening
- U special diplomat and expat packages
- U gold award from [whatclinic.com](http://www.whatclinic.com)



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

Oren Shamir, Worked with several multinational corporates

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

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

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

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

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

Oren Shamir's answer to:

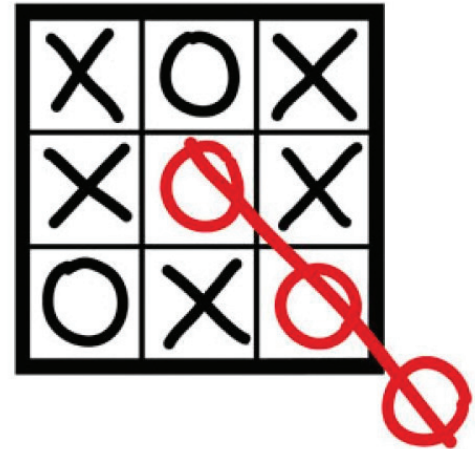
ISRAELI CULTURE: WHY ARE ISRAELI PEOPLE SO HARD TO WORK WITH?

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

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

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

THINK OUTSIDE THE BOX



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

So this is how we are:

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



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

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

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

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

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

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

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

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

*Always at your disposal,
 Ms. Yael Enoch-Maoz
 Senior Project Manager
 Tel Aviv-Yafo Municipality
 Tel: 972-3-7240754
 Fax: 972-3-7241943
 enoch-maoz_y@mail.tel-aviv.gov.il*

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FOREIGN AMBASSADOR ACCREDITED TO THE ISRAEL

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

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

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

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

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

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

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

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

How to Address an Ambassador

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

Beginning of letter: *Dear Ambassador*

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

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

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

Name on invitation (social) *The German Ambassador*

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

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

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

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

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

The Wife of an Ambassador

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

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



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

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EVENTS IN TEL-AVIV & JERUSALEM

FESTIVAL TallinTLV 2014

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

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

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



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

David Ensemble with Coptic songs, British ensemble La Serenissima with

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

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



MARATHON TEL AVIV 2014

The Kenyan Ezekiel Koech has won this year’s Tel Aviv Marathon with a record time of 2:14:40 hours. The run was the largest in the history of Israel. Some 40,000 athletes from around the world were involved.

Second place went to Keter Emmanuel Triop and in third place came Sammy Kimeli Limo. Both had come for the marathon from Kenya to Israel. The fastest woman was the Kenyan Margaret Mjugna. For the approximately 42 -kilometer run, she needed only 2:44:20 hours.

About 150,000 spectators had come to see the spectacle. The weather conditions were perfect. Not too hot, like last year, but also not too cold. However, many athletes suffered a heat stroke. The organization “Red Star of David“ had to provide medical care for 85 runners. Last year was a runner died of a heat stroke during the “half distance” and the full marathon was then canceled completely.

The marathon began in the northeastern neighborhood of Ramat Hachayal, where some of the leading global High- Tech Firms have research- and development offices there. The course went through Tel Aviv, along the Rothschild Boulevard ,

through the White city , along the beach and the old town of Jaffa.

Many streets in the capital of the Mediterranean were closed during the event for several hours. Schools and kindergartens were closed on Friday in Tel Aviv as well. The city council stated that due to the expected congestion it would be impossible the children to be on time

As the Embassy of Israel in Germany announced that the 80 - year anniversary of the Tel Aviv Marathon was committed to the sporting event. Mayor Meir Dizengoff in 1934 initiated the first marathon in the city.

“HORTUS MUSICUS” VOCAL ENSEMBLE

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

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

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



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

Program: Sabato Sancto -
 Responsories - Carlo Gesualdo

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

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

LATIN SPRING AT ZAPPA

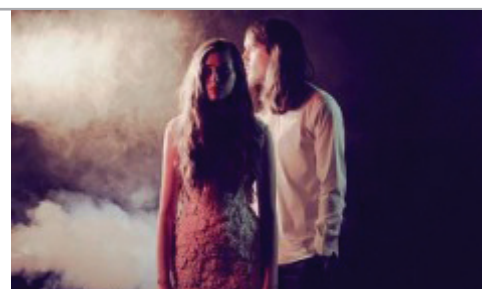
Zappa, 20th March 2014

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

BARRINGTON LEVY

Barby Club, April 9, 2014

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



CULTS CONCERT

Barby Club, April 6, 2014

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



SHLOMO ARTZI CONCERTS

April 2014

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

EPOS INTERNATIONAL ART FILM FESTIVAL

Tel Aviv. March 19-29, 2014.

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

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



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

FOREIGNER IN CONCERT

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

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

PURIM



Then...

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

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

And now...

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

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

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

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



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C200	Urban	6.8-7.2	Urban Extra	4.4-4.7	4