

# Acknowledgments

## Principal Supporters

### Amb. Ronald S. Lauder

Amb. Ronald S. Lauder President of the World Jewish Congress and Founder of the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. Serves as Chairman of the International Public Committee of the World Jewish Restitution Organization, Treasurer of the World Jewish Congress and Chairman of the Jewish Heritage Council. Served as US Ambassador to Austria and as Deputy Assistant Secretary of Defense for European and NATO Policy. Served as President of the Jewish National Fund and was Chairman of the Conference of Presidents of Major American Jewish Organizations. Established the Ronald S. Lauder Foundation, which focuses on Jewish education and outreach programs in Eastern Europe. Holds a BA in International Business from the Wharton School and a Certificate in International Business from the University of Brussels.

## Foundations & Organizations

NATO



### Friends of Israel Initiative



"Israel is not just the cradle of the Western civilization. It is an integral and vital part of the West. Of our future. Defending Israel is like defending myself. And I'm willing to take the risk of keep on doing it. Because it is the right thing to do". *José Maria Aznar*. Friends of Israel Initiative was started in 2010 under the leadership of former Spanish Prime Minister Jose Maria Aznar together with a high-level group of notable figures to fight the growing delegitimation of the State of Israel, and to promote a positive narrative of Israel. The Initiative differs from other ventures in that most of its leaders are not Jewish and most of its activities have been closed doors meetings with current political and business leaders, in order to engage world political leaders in peer-to-peer conversations concerning the legitimacy of Israel and its right to self-defense. Public and educational events complement this main focus to expand support for Israel.

### Ministry of Science, Technology and Space Israel National Council for Research and Development



## The International Institute for Counter-Terrorism (ICT)



Founded in 1996 at the IDC Herzliya, the International Institute for Counter-Terrorism (ICT) is one of the leading academic institutes for counter-terrorism in the world, developing innovative academic education and research programs and crafting international counter-terrorism policies and strategies.

## The European Leadership Network (ELNET)



The European Leadership Network (ELNET) is a European organization which strengthens relations between Europe and Israel. ELNET empowers citizens in key countries in Europe to communicate directly with policy makers and opinion leaders across the political spectrum. ELNET also builds relationships among key decision makers and conducts educational programs to deepen mutual understanding. [www.elnetwork.eu](http://www.elnetwork.eu)

## The Forum of Strategic Dialogue (FSD)



*Forum of Strategic Dialogue*

The Forum of Strategic Dialogue (FSD) facilitates high-level informal consultations between senior government officials and leading experts from Europe and Israel. Originally initiated by ELNET, the Dialogues have become an effective and unique vehicle for out-of-the-box problem solving thinking in

the fields of defense, security, foreign affairs and economy. The FSD contributes to the development of policy based on the mutual understanding of European and Israeli strategic environments, needs and common interests. [www.f-sd.eu](http://www.f-sd.eu)

## Patrick and Lina Drahi Foundation



Patrick & Lina Drahi  
Foundation

## United States Embassy, Tel Aviv, Public Affairs Office



Embassy of the United States of America

## Sponsors

### Dan Hotels



*Dan Hotels  
Israel*

The Dan Hotels is Israel's oldest and most prestigious hotel chain. 14 properties owned and operated by the chain, are centrally located in Israel's most desirable settings. The Dan Hotels are noted for superior design blending contemporary flair with cosmopolitan elegance. By combining tradition with Israeli expertise and international standards, King David Jerusalem is a member of the globally respected "Leading Hotels of the World". The Dan Hotels excels in merging the worlds of business and leisure. In addition to outstanding service and vacation opportunities, the chain provides corporate travelers with highly personalized service in tune with financial and corporate developments in Israel and abroad. The business lounges and state-of-the-art business communications in guest rooms and public areas are just some of the features.

### Lockheed Martin

**LOCKHEED MARTIN**



Lockheed Martin Israel, headquartered in Tel Aviv, is the Israeli-based arm of Lockheed Martin Corporation, a global security and aerospace company. Through partnerships with local industry, Lockheed Martin Israel supports the development, integration and sustainment of advanced technology systems, products and services. With more than 40 years of experience in-country, Lockheed Martin is proud to provide Israel with innovative global security and citizen services capabilities.

Lockheed Martin employs approximately 112,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. Internationally, Lockheed Martin has more than 300 partnerships in 70 countries. The Corporation's net sales for 2014 were \$45.6 billion, including 20 percent from international sales.

## Rothschild Bank



### ROTHSCHILD

Rothschild is one of the world's largest independent financial advisory groups, employing approximately 2,800 people in 40 countries around the world. We provide strategic, M&A, wealth management and fundraising advice and services to governments, companies and individuals worldwide. There are four main arms to our Group - Global Financial Advisory, Wealth Management & Trust, Institutional Asset Management and Merchant Banking - as well as specialist financial businesses. We are family-controlled and independent and have been at the centre of the world's financial markets for over 200 years. From our historical roots in Europe we have developed a unique global footprint. Today we have full-scale advisory businesses across the world, including locally staffed offices in China, Brazil, India, the United States of America, the Middle East and Asia Pacific. We provide outstanding client service, with the highest standards of professional integrity to build enduring relationships of trust and confidence. As a family-controlled business, we are not constrained by short-term thinking or goals. In Israel, we have a fully staffed local office which provides advice to international clients on their transactions in Israel, and advice to Israeli clients on both domestic and cross-border deals. Our services focus on M&A and equity advisory, as well as debt financing advisory and restructuring. Clients benefit from our local knowledge and contacts, as well as from Rothschild's unrivalled network of industry sector and product expertise and our exposure to global markets. We seek long-term relationships with our clients through deepening our contacts with them and taking a long term view to deliver their interests. We provide high quality ideas, objective, trusted advice and sound judgement, setting high standards for ourselves, striving continually for improvement and executing flawlessly.

## ImageSat



ImageSat International N.V is the owner and operator of the EROS A and EROS B very high-resolution imaging satellites, whose global coverage provides high-quality imaging services, satisfying national defense, homeland security, environmental protection, emergency services and wide range of civilian applications worldwide. ImageSat delivers end to end solutions, including delivery of ground segment for tasking, real-time data reception and distribution as well as value-added services and products.

## Delek Drilling LP and Avner Oil Exploration LP



Delek Drilling LP and Avner Oil Exploration LP (the "Partnerships") are Israel's leading oil and gas companies. The partnerships hold an extensive track record of discoveries and development of natural gas assets in the Levantine basin.

The partnerships both traded at the TASE 25 (Tel Aviv Stock Exchange Largest 25 Index) with a market capitalization of approx. US\$ 3 billion, each. The Partnerships are, primarily, involved in exploration, development and production of natural gas offshore Israel and Cyprus where we own significant acreage and we've successfully uncovered the vast natural gas potential (currently 2P+2C reserves of approximately 38TCF) of the Levantine Basin and the entire "East Med" area. Our History - Our expertise-driven exploration has resulted in the Yam Tethys (the partnerships holds 48% interest) discoveries (1.2 TCF) in 1999-2000, Yam Tethys was the only natural gas supplier for the Israeli market since 2004. In 2009 we have discovered Tamar and Dalit discoveries (31.25% interest) (10 TCF). Tamar was the world largest Discovery in 2009. The demand for natural gas in the Israeli market thrust the partnerships to developed tamar just 2.5 years after snction and with a budget of 3.25 B\$. The amazing Leviathan discovery (19TCF) in 2010 was the World's largest deep water natural gas discovery in the last decade (The partnerships hold 46% intrest). The Lviathan deiscovery was a game changer for Israel and for the prtnerships and allow us to become a global players. In 2011 the first exploration well was drilled in Cyprus - "Block 12 Discovery (Aphrodite)", a 4.7 TCF (Contingent + prospective) discovery offshore Cyprus (30% interest). The partnerships has another smaller discoveries such as "Karish", "Tanin", "Dolphin" ans "Tamar SW".

In addition, the partnerships holds extensive rights in the Levantine Basin. For almost 30 years, Delek Drilling and Avner Oil has been recognized for its experienced management team, and its ability to identify and create unique investment opportunities, both in established and emerging markets. Our goal at Delek Drilling and Avner Oil is to systematically and assertively operate and grow our promising operations (exploration / production) off Israel's shores. In so doing, we create capital value for our shareholders, while locating and producing clean and dependable energy resources for the Israeli and international markets.

## Deloitte Israel

### Deloitte

Deloitte is one of the leading accounting and consulting firms in the world and in Israel serving domestic and international clients, private and public institutions and promising fast-growth companies in diversified sectors. Deloitte's unique and diversifies capabilities enables us to offer our clients tailored end-to-end solutions. This approach offers integrated skills by assembling teams of professionals in audit, tax, enterprise risk services, financial consulting, IT, strategy, operations and management consulting, specializing in various industries and providing the client with a multidisciplinary offering tailored to its business environment. Deloitte member firms serve 80% of the 2014 FG500 and Deloitte Israel provides services to many leading Israeli companies whose securities are listed on the exchanges in Israel, Europe, and the US.

## JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 60 countries and 3,700 cities with over 10,000 inhabitants. It all started in 1964 with a simple idea: to provide cities with street furniture free of charge in exchange for exclusive advertising rights in premium locations. JCDecaux products have been the benchmark in quality, aesthetics and functionality for more than 50 years. Thanks to the expertise of its employees, the quality of the Group's services, notably in terms of upkeep and maintenance, is recognised by cities, airport and transport authorities and advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture and transport and billboard advertising.

## Veolia Israel



Veolia Israel is the leader in optimized resource management in Israel. Since 1993, the company designs and provides water (desalination, wastewater treatment), waste (Collection, Sorting, Recycling, Waste-to-Energy) and energy (Energy efficiency, Power generation) management solutions that contribute to the sustainable development of communities and industries in Israel. Through its three complementary business activities, Veolia Israel helps to develop access to resources, preserve available resources, and

to replenish them.

## Benefactors

Yossie Hollander  
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Michael Elterman  
James Drummond  
Michael Gross

## Cooperating Institutions



The Municipality of Herzliya



The Israeli Institute for Economic Planning



Yuval Ne'eman Workshop for  
Science, Technology  
and Security  
Tel Aviv University

### Yuval Ne'eman Workshop for Science, Technology and Security

Yuval Ne'eman Workshop for Science, Technology and Security was launched in 2002 by Prof. Isaac Ben-Israel in conjunction with the Harold Hartog School of Policy and Government and the Security Studies Program at Tel Aviv University with the intention of exploring the links between security policy, technology and science. The Workshop holds a popular series of conferences, including the annual Cyber-Security Conference, and the Workshop also produces influential research and policy-papers. The workshops main fields of interest are cyber-space and cyber warfare, as well as space policy and security. Other topics covered by the Workshop include; international relations and strategy, missiles and guided weapons, robotics, nuclear energy, homeland security, the interplay between society and security, force build-up policy and government decision-making processes.

### Connecting Leaders Israel's Bussiness Club

The Connecting leaders club was founded in France by Mrs. Valerie Hoffenberg in 2013. With an experience in politics, diplomacy, lobbying and business sector, Valerie Hoffenberg has created a unique international network and personal links with leaders all over the world. In a changing world facing economic diplomatic and social challenges, the Connecting Leaders Business Club is aiming to build bridges between businessmen, political leaders, influential intellectuals and economists to shape a better future by sharing ideas and projects. The Connecting Leaders Club selects and provide the best experts with high-level reputation in politics, innovation, finance, geopolitics for international conferences or private meetings for companies. The Connecting Leaders events offer a high level networking, business opportunities, and strong media coverage. The Connecting Leaders Business Club was founded in 2014 in Israel and will open soon in China. The club is a platform for international leaders to meet and exchange with the business sector through international conferences, private event for companies and medias.

### Connecting Leaders

Israel's Business Club



## Corporate Associates



### Recanati Winery

The story of Recanati Winery began with Lenny Recanati's strong bond with the land of Israel coupled with his deep passion for fine wine. Recanati Winery aims to create an elegant Israeli wine that reflects the country's perfect grape growing conditions. With a skilled winemaking team and careful selection of fruit sources the winery produces wines with an enormous amount of love, while continually striving to enhance its products.



### Carmel Winery



### Dan Accadia

The Dan Accadia is a luxurious hotel in a beautiful Mediterranean resort setting. Overlooking the blue sea and white sands of Herzliya's beaches, the hotel makes the perfect destination for an especially relaxing vacation. The hotel's unique blend of casual elegance and its excellent facilities, combined with its proximity to the heart of Israel's hi-tech industry and to the exciting city of Tel Aviv, make it the venue of choice for vacationers, for business.



### The Sharon hotel

The Sharon hotel ideally located on the northern beach of Herzliya Pituach, on a cliff overlooking the beautiful Mediterranean Sea. The Herzliya Marina is within walking distance of the hotel. Direct access to the beach, with restaurants, bars and a sailing club. Free entrance to "Apollonia" Executive Lounge with Daily continental breakfast, light refreshments and snacks during the day; Photocopy, fax and other business services. including Wi-Fi Internet.



### 'elite coffee'

'elite coffee', a subsidiary of Strauss Group, is a coffee counters & café chain that operates about 60 point of sales in Israel nationwide, under the concept of "Quality Coffee, On your way for a Break, and to take it away, served in Small places".



### Calcalist



### i24 News



### Mana Contemporary



### 1062fm



### Tal Limousine



# About

## The Annual Herzliya Conference Series

The Herzliya Conference is Israel's foremost global policy annual gathering, drawing together the most senior Israeli and international participants from government, business and academia to address pressing national, regional and global issues. The center stage for Middle East risk assessment and policy analysis, the Conference agenda covers a broad span of issues, ranging from nuclear proliferation and the Middle East peace process to world finance and energy security. The Conference is held under academic auspices in a non-partisan, informal atmosphere, which facilitates and encourages an informed debate on emerging challenges and policy responses. Alongside plenary sessions, senior officials and experts convene in roundtable sessions for in-depth discussions on pertinent subjects, to flesh-out the issues in a frank and off-the-record exchange, allowing for an authoritative assessment of strategies and policy alternatives. The Herzliya Conference has welcomed many notable participants from abroad over the past decade, including *President Shimon Peres, Ban Ki-moon, Nicolas Sarkozy, Jimmy Carter, Anders Fogh Rasmussen, Prince Hassan bin Tallal, Robert Zoellick, Lawrence Summers, John McCain, General James L. Jones, Condoleezza Rice, and Salam Fayyad*. The Institute for Policy and Strategy (IPS) at the Interdisciplinary Center (IDC) Herzliya is the convener of the Herzliya Conference.

## Institute for Policy and Strategy (IPS)

As a leading think tank on Middle East risk assessment, the primary mission of the Institute for Policy and Strategy (IPS) at IDC Herzliya is to contribute to Israel's national policy and to the upgrading of its strategic decision-making process. Established in 2000, the range of IPS projects encompasses a variety of issues crucial to Israel. IPS conducts policy research and surveys on a broad analytical scope to identify evolving issues and trends and to assess emerging risks and opportunities. Concentrating on Middle East geopolitics and Israel's foreign affairs, IPS also invests in innovative methodologies and policy analysis focusing on political/strategic risk assessment and management. IPS cultivates close working relations with governments, public institutions, think-tanks and research institutes around the world. Drawing on its range of networks and convening power, IPS fosters informed dialogue and policy debate also through high-level summitry. These debates impact national policy by producing pragmatic responses that tangibly advance the national interests of Israel. IPS is action-oriented in the sense that it also supports and follows the implementation of the strategic directions and policy solutions devised under its auspices. The Annual Herzliya Conference on the Balance of Israel's National Security is the flagship of IPS activities. The head of the IPS is **Professor Alex Mintz**.

## Interdisciplinary Center (IDC) Herzliya

IDC Herzliya is a dream realized; an academic institution that changed the face of higher education in Israel and became a successful, pioneering model and a source of inspiration. Founded by renowned Israeli Professor Uriel Reichman in 1994, IDC Herzliya is a non-profit organization modeled after Ivy League universities in the U.S. In the twenty years since its establishment, IDC Herzliya's success has drawn both international recognition and some of the finest lecturers and researchers from around the world to our doorstep. IDC Herzliya's founders sought to create an Israeli university in which personal achievements go hand in hand with social responsibility. Our outlook is rooted in the concepts of "freedom" and "responsibility" and emphasizes initiative and leadership alongside community service. IDC Herzliya is dedicated to the pursuit of excellence in education and research and the training of future leaders by providing educational programs which combine academic study with practical, hands-on training and encourage innovative thinking. Our faculty is dedicated to IDC Herzliya's primary goal: giving our students the tools they need to become leaders in all Social Science fields, both in Israel and abroad. IDC Herzliya is an organization dedicated to improving Israel and Israeli society. In addition to the aforementioned goals, we are committed to dealing with issues of: Israel's social & moral agenda; constitutional & governmental reconstruction; economic growth based on a free enterprise system; reevaluation of Israel's diplomatic strategies and policies and more.

## Lauder School of Government, Diplomacy and Strategy

Lauder School of Government, Diplomacy and Strategy was established in 1999 thanks to a contribution by Ambassador Ronald S. Lauder. Originally head by the late Prof. Ehud Sprinzak, Lauder School of Government is modeled on the world's leading government schools and aims to educate Israel's future leaders. The school's curriculum is designed to provide students with the necessary tools to develop effective governmental, administrative and social systems as well as to prepare them to fulfill senior positions in national and local government, the public sector and non-profit organizations. Since its establishment, Lauder School has attracted leading academics, including the best of Israel's scholars in the fields of government, public administration, security and intelligence. Lauder School, headed by Dean Prof. Boaz Ganor, offers M.A. and B.A. degrees in five tracks: Diplomacy and Strategy, Conflict resolution; Public administration and policy; the Middle East; Security and Counter-Terrorism and Political Marketing. Students work with faculty members and lecturers on research projects that are designed to promote better government and improve Israel's public administration.