



# Acknowledgments

## Principal Supporters

### Yossie Hollander

Yossie Hollander is a successful serial entrepreneur and philanthropist. He instigated the renewable energy initiative of the Weizmann Institute and is involved with energy research, policy and investment around the world. Mr. Hollander currently serves as a member of the management committee of the Weizmann Institute. He is the chairman of the Israeli Institute for Economic Planning.

### S. Daniel Abraham Center for Middle East Peace

The S. Daniel Abraham Center for Middle East Peace works with leaders and policymakers in the United States and the Middle East to help reach a just and comprehensive peace that will bring an end to the Arab-Israeli conflict. As President Obama, Secretary of State Clinton, and Senator Mitchell work to further negotiations and help resolve the Arab-Israeli conflict, the Center is focusing our efforts to facilitate conversations that bridge differences between the parties. The Center was established in 1989 by Slim Fast Foods Chairman S. Daniel Abraham and Utah Congressman Wayne Owens. In January 2010 the Honorable Robert Wexler became the President of the Center after having served as a member of Congress for seven terms.



### Vladimir Gusinski

Vladimir Gusinski established in 1993, one of the first Russian-American joint ventures called "Most" to support major American companies entering the former Soviet markets. In 1993, Mr. Gusinski founded the Media Most Group, the first independent and the largest privately owned media group in Russia. Under the management of Mr. Gusinski "NTV" became the second largest channel in Russia. Mr. Gusinski is the controlling partner in various international TV channels in Russian language, including RTVI channel and others. Mr. Gusinski owns a leading news website in Russian language, newsru.com, operating in Russia, Israel, and Ukraine. Mr. Gusinski is also one of the largest producers of original television content in Russian language.

## Government Ministries and Authorities



**Israel National Council for Research and Development**

## Foundations & Organizations

### Keren Kayemeth Lelsrael – Jewish National Fund

In 1901, the representatives of the Jewish People at the 5th Zionist Congress held in Basel, resolved to establish Keren Kayemeth Lelsrael – the Jewish National Fund. The fund was to be the tool for implementing the Zionist vision by purchasing land and supporting Jewish settlement in the Land of Israel. This mission is the ideological foundation of all KKL-JNF activity to this day. For 110 years KKL-JNF has acted as the trustee for the Jewish People of its land and is the largest environmental organization in Israel. In this capacity it has: Purchased some 260,000 hectares (650,000 acres) of land for settlement; Supported the establishment of 1,000 communities; Reclaimed and developed 150,000 hectares (375,000 acres) of land; Planted more than 240 million trees; Established 225 water reservoirs; Rehabilitated and restored Israeli riversides; Developed hundreds of parks and recreation areas; Taken action to roll back the desert and prevent desertification; Forested the desert and mitigated global warming; Educated generations of Israelis to appreciate their heritage and love the country. KKL-JNF activity embodies its remarkable contribution to the development of the State of Israel. KKL-JNF will continue to settle, build, develop and nurture the land and strengthen the bond between the Jewish People and its homeland. Additional information can be obtained at [www.kkl.org.il](http://www.kkl.org.il)



### The Heinrich Boell Stiftung (HBS)

The Heinrich Boell Stiftung (HBS) is the German green foundation affiliated with the German Green Party (Alliance 90/The Greens = Buendnis 90/Die Gruenen). All major political parties in Germany are connected to a foundation, which, though independent, is politically aligned to them. These foundations are non-profit organizations funded by the German government. The Heinrich Boell Stiftung is an intellectually open, civic organization. The foundation's headquarters are located in Berlin with a staff of about 180 people. Internationally the foundation has established 28 offices, and funds projects in about 60 countries altogether. In the Middle East the foundation has offices in Israel, located in Tel Aviv, in Ramallah, covering Palestine, Jordan and Egypt, and in Beirut, responsible for Lebanon and Syria. The Heinrich Boell Stiftung has been funding projects in Israel since 1992. The office in Tel Aviv opened in 1998. The work in Israel takes place in the complex and multidimensional context of German-Jewish relations, German-Israeli relations and the Israeli-Palestinian and Israeli-Arab conflict. The foundation works mainly in four areas: Environmental Justice and Sustainable Development; Women's Rights and Gender Democracy; Strengthening Civil Society and Democratic Participation; German-Israeli and EU-Israeli Relations. In cooperation with our local partners we organize and support workshops and conferences, trainings, publications and research. We support advocacy, capacity and coalition building and are active in initiating public debates on political, environmental, and social issues. Additional important activities of international cooperation include visitor programs, which enhance the exchange of dialogue and political networking, as well as staff development for committed activists.



### Alexander Muss High School in Israel

Alexander Muss High School in Israel is the premier academic Israel experience for Diaspora youth to enhance their cultural identity and link to Israel. We promote, build, and strengthen lifelong bonds between youth and Israel through study of the history and culture of the people of Israel. The school imbues each and every student with a distinctly educational, cultural, and social experience specifically intended to enhance his or her outlook on Israel and Judaism. Our participants are instilled with the leadership and motivational skills that enable them to excel in higher education and beyond.



**Hertog Foundation, Inc**

## Hanns-Seidel-Stiftung (HSS)

Hanns-Seidel-Stiftung (HSS) is one of the political foundations of the Federal Republic of Germany. It is affiliated to the Christian Social Union, which currently forms part of the ruling coalition government in Germany. In Israel and Palestine, HSS maintains offices in Jerusalem and Jenin and contributes hereby to institutional cooperation and cross-border exchange. For additional information: [www.hss.de](http://www.hss.de)



## Israel Forever Foundation

The Israel Forever Foundation is an educational and philanthropic venture based on providing and supporting initiatives which foster understanding, respect, pride, and involvement in support of Israel. Our goal is to encourage a global exchange of ideas, good will, and generosity between the peoples of the world and the State of Israel without regard to religion, race, or partisan politics through the highlighting of the rich contributions of Israel and the Jewish People to the arts and sciences, history and heritage, and democracy and civilization. [www.israelforeverfoundation.org](http://www.israelforeverfoundation.org)



## The Marc Rich Foundation

The Marc Rich Foundation, established in 1980, is a private, philanthropic, non-profit organization, registered in Lucerne, Switzerland. Its main focus is the promotion of education, art, culture, and scientific research. Among the Foundation's programs in the European Union and Israel are the sponsorship of management studies, business administration, and NGO/NPO management of humanitarian programs supporting the development of civil society, democratic values, human rights, and co-existence. Marc Rich is the Founder and Chairman of the Foundation. Avner Azulay is the Managing Director and a member of the Foundation Board.



United States Embassy, Tel Aviv, Public Affairs Office

## Sponsors

### ORL

ORL, Israel's largest Oil refinery, provides a variety of products used in industrial operation, transportation, private consumption, agriculture, and infrastructures. ORL is also active in the area of Polymers and Aromatics through its wholly-owned subsidiaries - Carmel Olefins Ltd., Gadiv Petrochemical Industries Ltd, Haifa Basic Oils Ltd., and provides power and heat services to industrial customers at the Haifa bay.



### Bank Hapoalim

Bank Hapoalim is Israel's leading bank, with the widest geographical footprint among Israeli banks, with over 290 branches spread throughout the country. The bank also leads the corporate banking sector in Israel. Bank Hapoalim offers its clients a wide range of financial products and services with the utmost level of service. The bank is highly active in the international arena as well. Its worldwide operations include more than 40 branches, subsidiaries and representative offices around the globe, including in financial centers such as New York, London, Zurich, Hong Kong, Singapore and others. The Bank Hapoalim group also includes banks in Switzerland, Turkey, and Kazakhstan, as well as subsidiaries specializing in various financial activities, including Isracard, Israel's largest credit card operator, and Poalim Capital Markets, which specializes in investment banking. For further details: [www.bankhapoalim.co.il](http://www.bankhapoalim.co.il)



### Tamares

Tamares Hotels, Resorts & Spas (part of the Tamares group - [www.tamares.com](http://www.tamares.com)), is owned by Mr. Poju Zabłudowicz, whose business concerns encompass industry, real estate, and private equity worldwide. Tamares Hotels, Resorts & Spas, part of the Tamares Group, operates and manages hotels and leisure real estate (equity & management), in Israel and the U.S. Tamares Hotels, Resorts & Spas presently manages and operates five deluxe hotels in Israel (the Daniel Herzliya, the Shizen Spa Hotel, the Daniel Dead Sea, West, Boutique Hotel, Tzuk Beach, Tel Aviv, and coming soon West, Lido Beach Ashdod). In addition, Tamares Hotels serves as "asset manager" for four hotels (2,000 rooms) in Las Vegas, owned by Mr. Zabłudowicz.



### Israel Discount Bank

Israel Discount Bank is a leading financial group in Israel. With nation-wide coverage and a strong domestic franchise, the Bank provides a full spectrum of corporate and retail financial products and services to its clients, both in Israel and in key financial centers around the world. The Discount Group is comprised of commercial banks and financial services companies, active in credit cards, investment banking, portfolio management and trustee services. Together with Mercantile Discount Bank, the Group operates over 200 branches throughout Israel, servicing the retail and corporate sectors. Abroad, the bank operates through a network of subsidiaries, branches and representative offices in North America, Europe and Latin America, with a focus on commercial and private banking. Israel Discount Bank New York (IDBNY) is the largest Israeli-owned bank operating outside of Israel. In terms of corporate, social and environmental responsibility, Discount Bank is among the leading Israeli corporates and is recognized among the top ten companies by the Maala Index. The bank is also included in FTSE4GOOD Index and in the UN Global Compact.



### Heideman Nudelman & Kalik, P.C.

Heideman Nudelman & Kalik, P.C. ([www.HNKlaw.com](http://www.HNKlaw.com)) is a Washington based international law and consulting firm which was founded by Richard D. Heideman, who serves as Chair of The Herzliya Conference International Advisory Board. HNK represents corporate, government relations and individual clients with strategic needs who are facing difficult challenges. HNK serves as trial counsel in civil, criminal and corporate litigation matters, advises corporate and non-profit clients in strategic areas and assists clients in their outreach to governments. Long active in the human rights field, HNK serves as lead counsel in litigation on behalf of American victims of terrorism against Libya, Syria, Iran and other sponsors of terrorism. HNK filed the only NGO brief with the International Court of Justice defending Israel's right to build the terrorism prevention security fence, arguing against the United Nations-sought Advisory Opinion on the legality of Israel's fence, citing Israel's inherent right, and obligation, to defend her people.



### Dan Hotels

The Dan Hotels is Israel's oldest and most prestigious hotel chain. Thirteen 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.



### Cadillac

In this advanced technological age, where design, finesse, raw power, and reliability without compromise rule, you cannot settle for anything less than the best. Cadillac sets the new standard in the luxury vehicle category for more than a century, and gives you the opportunity to experience cutting edge technology, enjoy a more thrilling driving – and remain perfectly safe. The meticulous tradition of Cadillac, combined with the most advanced technologies, create a variety of unforgettable models, including the Cadillac CTS, Cadillac CTS Coupe, and the Cadillac SRX Crossover.



## Lockheed Martin

Headquartered in Bethesda, Md., Lockheed Martin is a global security company that employs about 126,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration, and sustainment of advanced technology systems, products and services. The Corporation's 2010 sales from continuing operations were \$45.8 billion.



## Psagot

Psagot is Israel's largest investment house. Psagot manages more than NIS 140 billion in assets across a wide range of investment instruments for private clients, companies, and institutions. The controlling shareholder in Psagot is Apax Partners, a private equity fund with more than 40 years experience. Apax Partners currently has more than €30 billion in assets under management, and is one of the ten largest private equity funds in the world.



## Shlomo Holdings – Vehicle Rental, Leasing, Sales and Insurance

Shlomo Holdings, headed by Shlomo Shmeltzer is Israel's largest and leading company for providing vehicle services. The company's fleet includes over 70,000 vehicles. The company operates through its subsidiary, providing the following variety of services: Vehicle rentals in Israel and abroad (through SIXT, an international enterprise); Operating leases for over 54,000 vehicles spread across approximately 4,000 businesses; Leasing and vehicle rentals in Romania; Leasing for the end consumer market through C.A.L. – a credit cards company; Vehicle sales from the group's rental and leasing fleet; Network of vehicle repair shops and road services (Shlomo SIXT Road Service and repair shops), specializing in road service, towing and vehicle repair. These services rely on a fleet of dozens of tow trucks and emergency service vehicles and approximately 400 repair shops nationwide. Starting 2011 the group has an additional company SH.I.R Shlomo car import, which is the official importer of OPEL brand to Israel. 2010 revenues reached NIS 3.5 billion.



## Adira Energy Ltd.

Adira Energy Ltd. is an energy company which focuses on exploring for oil and gas offshore Israel. It is the first Israel - based TSX listed company with pure, exclusive exposure to the recent oil & gas discoveries offshore Israel. The Company has working interest and is the operator of three petroleum exploration licenses offshore Israel; the Gabriella, Yitzhak and Samuel Licenses. The Company follows a disciplined growth strategy to capitalize on the undiscovered oil and gas potential offshore Israel.



## Boeing

With a heritage that mirrors the first 100 years of flight, the Boeing Company provides products and services to customers in 145 countries. Boeing has been the premier manufacturer of commercial jetliners for more than 40 years and is a global market leader in military aircraft, satellites, missile defense, human space flight, and launch systems and services. Total company revenues for 2008 were \$60 billion.



## Teva

Teva Pharmaceutical Industries Ltd. (NASDAQ:TEVA) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,250 molecules and a direct presence in over 60 countries. Teva's branded businesses focus on neurological, respiratory and women's health therapeutic areas as well as biologics. Teva's leading innovative product, Copaxone®, is the number one prescribed treatment for multiple sclerosis. Teva employs more than 40,000 people around the world and reached \$13.9 billion in net sales in 2009.



## EAPC

EAPC serves as the energy gateway to Israel. Using two energy ports in Eilat and in Ashkelon, storage terminals and pipelines, the company provides storage and transportation services for crude oil, petroleum products, LPG, coal and natural gas both for domestic customers and international energy customers. These customers use EAPC's facilities as a base for logistic and commercial distribution of their products in the Mediterranean basin. In addition, EAPC is a partner in a joint venture to construct and operate a private power plant providing 820 MW for local consumption.



## Kronvest Investment Group SA Romania



## Elbit Systems Ltd.

Elbit Systems Ltd. is an international defense electronics company engaged in a wide range of programs throughout the world. The Company, which includes Elbit Systems and its subsidiaries, operates in the areas of aerospace, land and naval systems, command, control, communications, computers, intelligence surveillance and reconnaissance ("C4ISR"), unmanned aircraft systems ("UAS"), advanced electro-optics, electro-optic space systems, EW suites, airborne warning systems, data links and military communications systems and radios, SIGINT systems and Intelligence, Investigations and Cyber Solutions.



Delek Drilling



Avner Oil Exploration

## Benefactors

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Kenneth & Nira Abramowitz  
Dr. Cheryl Fishbein & Philip Schatten  
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# Cooperating Organizations

The Municipality of Herzliya



## IDF Radio

93.9 FM Northern Galilee; 96.6 FM Jerusalem and environs; 100.7 FM Mitzpe Ramon; 102.3 FM Haifa and Beer Sheba and environs; 104 FM Central Israel and Eilat



## The Daniel Herzlia Hotel by Tamares Hotels, Resorts & Spas

The Daniel Herzlia Hotel is numbered among Israel's leading hotels in the corporate sector, with a wealth of experience in organizing conferences and seminars. The Daniel Herzlia Hotel complex includes the Shizen Lifestyle Spa Resort, designed in the spirit of the Far East. Additional Hotels managed by the chain: Daniel Dead Sea, West Boutique Hotel, Tzuk Beach, Tel-Aviv and opening soon West, Lido, Beach Ashdod. For additional information: [www.tamareshotels.co.il](http://www.tamareshotels.co.il)



## 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 guests, or for special occasions.



## 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 75 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".



## 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.



## Golan Heights Winery

soil. topography. temperature.

Three distinct grape-growing conditions for producing quality wines on an international level. In Israel, optimal conditions exist in the Golan Heights. As in other premier wine regions worldwide, everything in this spectacular strip of land begins with the right conditions in the Golan, a combination of volcanic basaltic soil, suitable topography and high altitude resulting in cool climate. Indeed, the Winery has placed Israel on the world wine map.



CARMEL WINERY Carmel Winery



Tal Limousine



## 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.



## The International Institute for Strategic Studies

The IISS is the primary source of accurate, objective information on international strategic issues for politicians, foreign affairs analysts, business, economists, the military, the media, academics and the informed public. The Institute is independent, owing no allegiance to any governments or any political or other organisations. The IISS stresses rigorous research with a forward-looking policy orientation and places particular emphasis on bringing new perspectives to the strategic debate. IISS publications include the authoritative annual *The Military Balance*, an inventory of the world's armed forces; the online *Armed Conflict Database*; *Strategic Survey*, an annual retrospective of the year's political and military trends; the *Adelphi* series of books which provides in-depth analysis of general strategic issues; *Survival: Global Politics and Strategy*, an international relations journal; *Strategic Comments*, containing short briefings on breaking strategic issues; and occasional *Dossiers* providing facts and information on key military and strategic issues. The IISS, while based in London, is international in scope, character and perspective and enjoys unique convening power. It brings together annually defence ministers, foreign ministers and national security advisers in various formats privately, and more publicly, to discuss and shape international security policy. It holds influential events each year in Europe, North America, the Middle East and Asia and frequently engages leaders from Latin America and Africa. The IISS is truly a global organisation. The range of IISS publications, its convening power, and the Institute's strong international policy perspective make the IISS a key actor in the global strategic and economic debate.

