



NEWS & EVENTS



BUSINESS



AGRICULTURE



TECHNOLOGY



ARTS & CULTURE



SPECIAL FEATURE



THE OFFICIAL ISRAEL CHAMBER OF COMMERCE OF THE PHILIPPINES

THE ICCP HERALD

DECEMBER 2014 · CURABITUR LEO

www.iccp.ph

Message from the ICCP President



Eyal S. Ben Ari (Kschapitzki) ICCP President

The Israel Chamber of Commerce in the Philippines (ICCP) had a banner year in 2014. In many ways, doors have been opened for both Israeli and Filipino businessmen to connect with each other and develop networks for greater cooperation. In the areas of agriculture, medical supplies and equipment, we have seen significant growth in the amount of items brought to the Philippines. We have seen the dawn of the Filipinos' greater appreciation of the Israelis' attention to and emphasis on quality, and this, hopefully, will translate to more robust figures in the coming months.

Much as we appreciate these developments, we do acknowledge, however, that we must maintain our vigilance that our initial successes continue and open more doors. We desire here not just the quantity, but, more importantly, the substance of these networks. This is primarily because of our objective to secure the participation of renowned and established individuals and entities to our cause. Growth cannot rest simply on sheer numbers, for each participant must contribute his share to the desired outcome. The chamber, rest assured, will continue to work on bringing to you these connections in the days to come.

We are also grateful for the kind greetings in celebrating the Jewish observance of the Hanukkah. The Jewish faith places an importance to this holiday for it not only recalls the triumph of the Jews over the defilers of the Holy Temple, but, more importantly, the act of purification of the same. Oil that was good for one day alone to light the menorah in order to consecrate the Holy Temple lasted for eight days instead. In this regard, the chamber recognizes the commendable efforts of all concerned. Each small act can lead to greater things, if we are to take heart

in the message of the Chanukah. This is in consonance with our goal to work tirelessly and unceasingly to contribute to the growth of Israeli—Filipino trade exchange.

As mention was made of the dawn of the Filipinos' greater appreciation for Israeli products and services, the chamber promises to conduct more forums and gatherings to bring this into fruition. The introduction of the Israeli Greenhouse, was the start of the chamber's foray in the burgeoning agro—business in the Philippines. More products await introduction and the chamber endeavors to create the suitable environment for their acceptance and appreciation. In the process, the chamber appreciates the impressive increase in the network of academicians, farmers, dealers, marketers and public officials who are willing to go on board to make this happen. The chamber expresses its gratitude for the assistance extended by each one, and it calls to mind the Hanukkah experience. One seemingly small act may be trivial to the eye, but it may, as we continue to believe, lead to abundance and prosperity for all. Thank you for welcoming the New Year with your chamber.



Chanukah 2014

ICCP has celebrated its annual Chanukah with many smiles from its members, families, and friends.



Israeli President Rivlin Welcomes New Ambassador from the Philippines



to President Rivlin, saying he is looking forward to strengthening a friendship that started back in the 1930s.

"I am delighted and honored for the opportunity to serve my country in the Holy Land. Many of my countrymen live and work in Israel, and enjoy safe employment and good condition, and we are grateful and very proud," said Imperial.

'A Wonderful Relationship'

President Rivlin praised the good relationship between the two countries, saying they will never forget the help extended by the Philippines in numerous situations.

"Two weeks ago, we celebrated the 29th of November commemorating the vote at the United Nations that established the State of Israel. We will never forget that you were the only country in Asia that supported us on this vote. We appreciate and remember this fondly to this day," President Rivlin said.

"There is a wonderful relationship between our countries, and we look forward to expanding it," Rivlin said to Imperial.

Sources:

<http://mfa.gov.il/MFA/PressRoom/2014/Pages/President-Rivlin-receives-credentials-of-new-ambassadors-10-December-2014.aspx>

Israel welcomed four new ambassadors from Angola, Jamaica, the Philippines, and South Sudan in an official ceremony held in Jerusalem on December 12.

The four ambassadors officially presented their diplomatic credentials to Israeli President, Reuven Rivlin, during a ceremony at the President's Residence.

Each envoy noted their desire to strengthen ties between their home country and Israel, as well as promote partnership and cooperation.

A Stronger Friendship

Ambassador Nathaniel Imperial of the Philippines presented his Letter of Credence

Israel Partners with PH to Train Students on New Agri Tech

Israel is on a mission to take the Philippines into a new age in agriculture, one anchored on market and technology knowledge and is designed for the younger generation.

Growing Agri Ties

In a report by the Manila Times, Israel Ambassador to the Philippines, Effie Ben Matityau, said in a roundtable discussion that his country continues to host Filipino students who want to take up studies and training on agriculture technology.

There are currently 540 Filipino agriculture students in Israel undergoing training on farming technologies currently being used in the Middle Eastern country.

The envoy added that in the past decade, about 2,000 Filipino students have undergone training on Israeli farming technology. Most of the trainees are from state universities and colleges, and hail from places as far as the Cordillera region.

The Philippines is second only to Vietnam in the number of students currently undergoing training in Israel.

Matityau added that the Israeli Embassy will be working with the Commission on Higher Education, the Department of Agriculture, Department of Agrarian Reform, and the Commission on Filipinos Overseas to draw up plans to continue the program.

Source: <http://www.manilatimes.net/israel-trains-pinoys-new-farm-technology/149183/>



ROUNDTABLE GUEST Israel Ambassador to the Philippines Ben Matityau (2nd to left) discusses cooperation between his country and the Philippines during a roundtable at The Manila Times Office in Manila. PHOTO BY MELYN ACOSTA

New PH Envoy to Israel Seeks Enhanced Partnership



Philippine Ambassador to Israel Nathaniel Imperial presented his Letter of Credence to Israeli President Reuven Rivlin on December 12, expressing his interest to strengthen ties between the two countries.

Filipinos in Israel

In a statement, the Israel Ministry of Foreign Affairs said Imperial met with Rivlin and noted the long friendship between the two countries. The Israeli president also highlighted the important role that 30,000 overseas Filipino workers play in his country. "There is a large, vibrant, and involved Philippine community living in Israel," said President Rivlin.

"Their integration and contribution to Israeli society is evidenced by so much, including the success of a member of the community on a leading Israeli television talent show," the president added, referring to Rose "Osang" Fontanes, a Filipina caregiver who won the first season of The X Factor Israel.

'Grateful and Proud to Work in Israel'

Imperial, for his part, said the high number of OFWs in Israel is a testament

to the good working conditions in the Middle Eastern country.

"The 'open door policy' is another expression of solidarity between Israel and the Jewish people to the Philippines," Imperial added.

President Rivlin also praised the wonderful relationship his country has with the Philippines, saying he "[looks] forward to expanding it."

Rivlin added it is "a great pleasure" for Israel to have Imperial as diplomat. The president adds that as a renowned poet, they are hoping Imperial's books "will be translated into Hebrew so that we can all benefit from them."

Sources:

<http://m.philstar.com/314190/show/e8a2a335c241143f3c4fc921aa0c0bb5/>

<http://mfa.gov.il/MFA/PressRoom/2014/Pages/President-Rivlin-receives-credentials-of-new-ambassadors-10-December-2014.aspx>

Malacañang Confers Award to American Jewish Joint Distribution Committee



President Benigno S. Aquino, on Friday Dec. 5TH 2014, conferred Presidential Awards to 33 outstanding individuals and foreign-based groups in recognition of their humanitarian and societal contributions.

One of the awards conferred was the "Kaanib ng Bayan" award, which was given to foreign groups or individuals who have made significant contributions to Philippine society.

To be Continued on the next page.

Continued from last page.

Responding to Tragedy

The American Jewish Joint Distribution Committee, the world's leading Jewish humanitarian assistance organization, was conferred with the award for showing their support and extending much needed assistance to the victims of Typhoon Haiyan last year.

The JDC raised more than \$2.6 million to support the relief effort and has worked with the Philippine government in distributing emergency supplies such as food, water, sanitation items, and medical equipment to local

hospitals. They gave toys and books to children in devastated parts of Cebu.

Post Haiyan Efforts

JDC's efforts to help the victims didn't stop there. This year, the group donated 10 fishing boats to survivors who have lost their livelihood in the tragedy. The group is expected to give 26 more boats as part of their commitment to help survivors reclaim what they have lost. They also provided fishermen with training in aquaculture.

Earlier this year, the group received praise from a Filipino diplomat for their significant contributions in the relief effort in the Haiyan aftermath.

Other international organizations and personalities who received the award include Wako Asato from Japan, Humana Child Aid Society US, and Dominiek Segart from Belgium.

Sources:

<http://www.philstar.com/headlines/2014/12/06/1399540/aquino-confers-awards-33-outstanding-pinoy>

<http://www.jta.org/2014/07/08/news-opinion/world/jdc-gives-fishing-boats-skills-to-filipino-typhoon-survivors>

http://www.cfo.gov.ph/index.php?option=com_content&view=article&id=2600:33-global-pinoy-groups-to-receive-presidential-awards&catid=174:press-release-on-presidential-awards-2014&Itemid=859

IsraAid, AJC Work Together to Help Victims of Typhoon Hagupit



IsraAid, an Israeli NGO committed to providing life-saving disaster relief and long-term support to persons in need around the globe, has sent an emergency response team to the Philippines. The island country in southeast Asia was recently struck by Typhoon Hagupit, a harsh storm that hit hundreds of thousands of families.

The team was tasked with providing

medical, psychological and social relief, together with the provision of material goods at the Can-Avid municipality, where the eye of the typhoon struck a week and a half ago.

IsraAID, in coordination with the UN and the local Ministry of Health, went to Can-Avid, where 97% of residents were affected by the typhoon, to offer medical treatment. To date, the Israelis

have treated more than 400 injured people, Israel's Ministry of Foreign Affairs reported on Monday.

The team has also delivered food other items to over 400 families, including rice, noodles, water, much needed mosquito repellent, hygiene kits and more.

IsraAID also provided psychological and social support activities to more than 150 children in Barangay Rawis and Camantang, and they trained local professionals in dealing with trauma affected communities.

Typhoon Hagupit, known in the Philippines as Ruby, began as a frighteningly powerful storm earlier this month, leaving at least 21 people dead and forcing more than 1.6 million into shelters. *Hagupit* is Filipino for "smash" or "lash."

Source: <http://unitedwithisrael.org/israelis-provide-aid-to-typhoon-victims-in-the-philippines/>

Israelis Bring Solar Power to US State of Georgia

Yet another Israeli company is leading the world to a better, cleaner and more energy-efficient environment.

The US affiliate of Israel's Jerusalem based Energiya Global Capital, an international solar development firm with projects around the globe, won a \$30 million contract to install solar panels that will glean 17.68 megawatts of power in southeastern Georgia, the company announced.

This is the first among a dozen planned solar projects for the region.

The project, located at a 79-acre field in Glynn County, is scheduled to be fully operative by the end of 2015 and will provide the electricity for the Georgia power company for the next 20 years.

"Georgia Power is pleased to work with Energiya Global and its U.S. affiliate, Energiya USA, as part of the Advanced Solar Initiative," said Norrie McKenzie, vice-president of Renewable Development, at Georgia Power Company. "With a shared commitment to innovative, clean energy solutions, our customers will benefit from this partnership today and in the future."

The *Jerusalem Post* reports that Georgia Governor Nathan Deal visited Israel in June with a delegation focused on economic cooperation. "This is the 20th year that Georgia has had a trade relationship with Israel, which has been proven to be successful for both sides," Deal said during the visit.

Project Glynn is yet another example that showcases a flourishing American-Israeli business and technology partnership, an Energiya statement said.

"We are thrilled to celebrate this newest development in the US-Israel strategic relationship," said Opher Aviran, consul general of Israel to the



Southeast. "At a time when there is volatility in the world's oil producing regions, Israel is proud to be at the forefront of the renewable energy revolution. This solar deal is a significant milestone in the long standing, close relationship between Israel and the Southeast US."

Israel: A Leader in Clean Technologies

"In the wake of the global climate talks in Lima, the time has arrived for the United States to demonstrate leadership when it comes to renewable

energy, and we are proud, as an Israeli company, to help America achieve its potential," declared Yosef Abramowitz, CEO of Energiya Global Capital. "Investments in solar power result in positive social and environmental impact, while also yielding an attractive return to our investors."

Energiya Global, along with its partners, will be cutting the ribbon at a landmark 8.5-megawatt solar field in Rwanda, the first in East Africa, in mid-January.

Israel was crowned as the leading force in 2014 in the development of clean technologies, beating 40 other countries. Israel's clean tech projects are globally renowned, with innovative ideas such as powering entire buildings through the use of solar panels, converting wind into electricity, new technologies for clean water and many other inventions that are making the world cleaner and more energy-efficient.

By: United with Israel Staff



David Herskovits, CEO of Energiya USA, and Yosef Abramowitz, CEO of Energiya Global Capital. (Photo: Adina Halevi Photography/ Energiya)

Knee, Back Treatment Company AposTherapy raises \$15m

The company uses a uniquely calibrated shoe to treat knee and back pain.



AposTherapy, which has developed a treatment for knee and back pain using unique individually calibrated shoes, has completed a \$15 million financing round at an estimated \$100 million company value, after money. Previous investors, including Pitango Venture Capital, Aviv Venture Capital, and Invus, accounted for half of amount invested in the current round, and private US investors, including David Levy, responsible for the health sector in international firm PricewaterhouseCoopers, and CD&R senior partner Richard Schnall, accounted for the other half. AposTherapy has raised \$30 million to date, and has 140 employees.

The company has already been marketing its services for several years, mainly in Israel and the UK, but also in Singapore, the US, and other countries. The treatment is fairly well recognized in Israel, and is subsidized by a number of health funds and private health insurance companies. There is also partial insurance reimbursement for the treatment in the UK.

AposTherapy currently treats 50,000 patients, each of whom pays several thousand dollars, so the company has posted to date at least tens of millions of dollars in revenue. AposTherapy also recently appeared at the Oppenheimer conference for promising private companies, which may signal its future intention to turn to overseas capital markets or strategic investors. In a lecture at the conference, AposTherapy CEO Elad Duschak talked about changes currently taking place in the company's business strategy.

Turning to the US market

Up until now, the company's business model was the supply of medical service and a medical device on a hybrid model. The service includes diagnosis of the problem in the walking dynamics of the patient, whose attempt to avoid the pain is liable to make it worse. The treatment includes adapting the shoes with special curvatures that force the patient to alter his walking dynamics in order to walk. The adapting and training are carried out by

physiotherapists on behalf of the company. The fact that the company itself performs the service constrained its ability to develop rapidly in international markets. The company is now trying to change its model by transferring its service activity to physiotherapy institutes, while concentrating on research and development of the device and the manufacturing process.

In 2015, the company will focus on expanding its business in the US market. This year, the company is working with eight physiotherapy clinics in New York, and by 2016, it aims at having dozens of trained clinics offering the product/service. China is also knocking on the door in the company's strategic plans, Duschak said at the conference.

AposTherapy's treatment competes with pain relievers and extremely complex back and knee surgery for ending the unbearable pain, which in some cases can be stopped by using the product. The treatment also constitutes an alternative or supplementary product for physiotherapy. The patient must walk at least one hour a day using the shoes in order to obtain results, but they can also be used as ordinary shoes (a person used to the shoes can walk in them at normal speed, and they are not conspicuous). The company's studies show that 86% of users reported less pain within five weeks.

Published by Globes [online], Israel business news - www.globes-online.com - on November 25, 2014

Source: <http://www.globes.co.il/en/article-knee-treatment-co-apostherapy-raises-15m-1000989010>

Channukah: What is the Shamash?

In this article, Rabbi Ari Enkin explains the history and purpose of the ‘Shamash’ – the extra Chanukah candle that is lined up separately from the other eight.

Before lighting the Chanukah candles, a preliminary candle is lit. This extra candle is used to light all the others on the Chanukah menorah.

Most people do not realize that this primary candle is not truly required, though its use has become nearly universal. This superfluous candle is affectionately known as the *Shamash* (servant). Being that the Shamash is not actually an obligatory component of the Chanukah candles, it is generally placed separately. Indeed, one may notice that Chanukah menorahs have a setting for the Shamash either higher or lower than the rest of the candles or in a way that distinguishes it from the others, as we shall soon see in detail.

What is this Shamash all about?

The Talmud teaches that the ideal place to light the Chanukah candles is actually outdoors. Indeed, this was the common practice for centuries. It was sadly noticed, however, that as times changed and anti-Semitism increased, the Chanukah candles, and the homes displaying them, were subject to frequent acts of vandalism. As such, people began lighting the menorah indoors, a custom that remains to this day in most of the world.

The switch to indoor lighting brought about a complication in Jewish law. Among the many specifications comprising the *mitzvah* (commandment) of Chanukah candles is the requirement that they not be used for any mundane purpose whatsoever. They are to serve no function other than to recall the miracles of Chanukah. As such, there was concern that in a dark room one might come to use the Chanukah



candles for making reading easier or even for such mundane tasks as counting money or lighting a cigarette. An additional candle was therefore added so that in the event that light is needed for a mundane purpose, one could make use of the Shamash and not violate the sanctity of the Chanukah candles.

Many in Israel Light Outdoors

It is interesting to note that in Babylon, the Chanukah lighting had always been conducted indoors due to the climate, and hence the practice of using a Shamash may actually pre-date the Talmud. Indeed, it is proper for a person living in a place with a favorable climate in December and no fear of anti-Semites or vandals ruining the candles to light outdoors rather than using the living room window. This is the practice among many in Israel.

As mentioned, there are various approaches in distinguishing the Shamash from the actual Chanukah candles. One is to use a wax candle for the Shamash while using oil for the

Chanukah lights. Another is to place the Shamash lower than the other candles. Most rabbis, however, rule that the Shamash should be higher. Finally, there is an opinion that one should make the Shamash bigger than the other candles so that its light will be the brightest.

Although it is clear that the actual Chanukah candles possess much sanctity, is there any inherent holiness to the Shamash? While we might instinctively think not, especially considering that it may be used for mundane purposes, some authorities rule that the Shamash must not be used for anything truly demeaning. This teaches us that even the Shamash is not just “any” light source, and it has a degree of holiness. We learn from here that anything that was even indirectly used in conjunction with a mitzvah or holy task must be treated with reverence.

Source: <http://unitedwithisrael.org/chanukah-what-is-the-shamash/>

Archaeological Finds Sheds New Light on Life of King David

Recent archaeological discoveries provide further details on King David's life in the Land of Israel.
(Not that we were doubting it...)



A slab of stone featured at a New York Metropolitan Museum of Art exhibit – titled “Assyria to Iberia at the Dawn of the Classical Age” – sheds new light on the existence of King David.

The *Times of Israel* reports that the 13-by-16 inch rock, dating back to approximately 830 BCE, is unique for its outstanding inscription, which is categorized as “the earliest extra-biblical reference to the House of David.”

The rock, which was uncovered at the Tel Dan nature reserve in northern Israel, has 13 lines of text inscribed on it, much of it unreadable due to its ancient age. After translation and reconstruction, one can read of the bragging of Hazael, King of Aram-Damascus, who claimed to have slain 70 kings, including those of Israel and the “House of David.”

Eran Arie, curator of Israelite and Persian periods at the Israel Museum,

wrote in the exhibit catalog that “there is no doubt that the inscription is one of the most important artifacts ever found in relation to the Bible.” He adds that the fact the inscription was written some 150 years after the reign of King David is a “clear indication that the ‘House of David’ was known throughout the region and that the king’s reputation was not a literary invention of a much later period.”

This, he adds, “clearly validates the biblical description of a figure named David becoming the founder of the dynasty of Judahite kings in Jerusalem.”

The breaks in the stone neither obstruct nor obscure the House of David inscription, which remains “absolutely intact and clear,” according to Ira Spar, professor of history and ancient studies at Ramapo College in New Jersey and a research Assyriologist at the Metropolitan Museum, says *The Times of Israel*.

This finding may be the most signifi-

cant archaeological finding to date about King David, but it is not the first.

Israeli **archaeologists** announced in July 2013 that they had uncovered one of King David’s palaces, contributing to proof of a central Judean authority during that period.

Hebrew University Professor Yossi Garfinkel and Sa’ar Ganor of the Israel Antiquities Authority uncovered what they believe was King David’s Palace at Khirbet Qeiyafa, a fortified city in Judea identified with the biblical city of Sha’arayim. It is located near the modern city of Beit Shemesh.

Archaeologists have spent seven years on the site, discovering unprecedented evidence of the nature of King David’s reign. “The ruins are the best example to date of the uncovered fortress city of King David,” Garfinkel and Ganor say. “This is indisputable proof of the existence of a central authority in Judah during the time of King David.”



The revealing stone. (Photo: Meidad Suchowolski / The Israel Museum, Jerusalem /

By: *United with Israel Staff*

Source: <http://unitedwithisrael.org/archaeological-find-sheds-new-light-on-life-of-king-david/>

2014-2015 ICCP BOARD OF DIRECTORS:



Eyal S. Ben Ari
(Kschapitzki) Chairman of
the Board

Mr. Eyal S. Ben Ari (Kschapitzki) is an investor in the Philippines in the field of trade innovative technologies and Israeli project oriented.

Mr. Itamar Gero : CEO of Truelogic Inc., A social media marketing, web design and development and online marketing and branding company. Currently hold the position of Vice President for Internal Affairs in ICCP.



Itamar Gero
VP - Internal Affairs



Anton Mauricio
Corporate Secretary

Mr. Anton Mauricio : President of GDI, an international investment company. Currently holds the position of Corporate Secretary in ICCP.

Ms. Aileen De Guzman : VP for Finance and Business Development of Chesteel Marine Industrial Corporation. Currently holds the position of Vice President of Public Relations in ICCP.



Aileen De Guzman
VP - Public Relations



Moti Guthartz
Member of Board of Trustess

Mr. Moti Guthart : General Manager of ECI, an innovative network solutions and unified network management system company. Currently one of the Board of Directors of ICCP.

Ms. Nancy Catan : VP for Finance and Administration of Mapecon. A pest control solution company. Currently holds the position of Treasurer in ICCP.



Nancy Catan
Treasurer



Yuval Mann
Member of Board of

Mr. Yuval Mann : CEO of Beautifeel, Inc., A cosmetic and beauty care company operating internationally and locally.

Mr. Yftach Vaknin: CEO, Turismo Pilipino ,Inc. – A travel and tours company operating internationally and locally. Currently holds the position of VP- External Affairs in ICCP.



Yftach Vaknin
VP - External Affairs



Ferdinand A. Sarfati
Chairman Emeritus

Mr. Ferdinand Sarfati: President & CEO of Transcuture , an executive search, staffing and management consulting company operating internationally and locally.



ADVERTISE through us on the ICCP Trade Directory to make your name known to ICCP Members and to the following:

Philippine Chamber of Commerce and Industry

Cebu Chamber of Commerce

Davao Chamber of Commerce and Industry

Sarangani Chamber of Commerce

Las Pinas Chamber of Commerce

Subic Chamber of Commerce

YOU CAN EVEN REACH: TEL AVIV & CENTRAL ISRAEL CHAMBERS OF COMMERCE!

Call Michelle Suzara at (02) 236-7777 and find out how you can Best advertise through ICCP!