



NEWS & EVENTS



BUSINESS



AGRICULTURE



WORLD NEWS



ARTS & CULTURE



SPECIAL FEATURE



THE OFFICIAL ISRAEL CHAMBER OF COMMERCE OF THE PHILIPPINES

THE ICCP HERALD

January 2015 · CURABITUR LEO

www.iccp.ph

Message from the ICCP President



Eyal S. Ben Ari (Kschapitzki) ICCP President

One of the strongest initiatives undertaken by the ICCP in its pursuit of closer and tighter Israeli-Philippine trade exchange is agriculture. We have mentioned the Greenhouse as an innovative manifestation of our desire to improve productivity among Filipino farmers, who are mostly left to the mercy of the ill effects of unpredictable weather. We expressed our desire to achieve consistency in an environment mostly exposed to the changing weather patterns.

We are glad to note of a recent development in pursuit of the aforementioned objective. This is the announcement of the selection of 540 Filipino students who will undergo training and an 11-month internship in Israel.

They will be educated in the Israel's modern agricultural techniques, thanks largely to Yaron Tamir, CEO of the host organization, Agro-Studies Program for 2015-2016. Out of the 1,432 students from 19 countries currently studying in Israel, 543 are from the Philippines, representing more than a third of the total number. This is an exceptionally valuable contribution to the growth and development of Philippine agriculture, which, as we have mentioned in the past, poses great promise. The ICCP wishes these Filipino students the best of luck and hopes that upon their return home, they will apply the knowledge they have learned to the betterment of their country.

In celebration of the goodwill between Israel and Philippines, when the latter adopted 1,300 Jewish refugees from the Holocaust, during the term of Philippine President Manuel Luis Quezon, Israeli Ambassador to the Philippines, His Excellency Effie Ben Matityau, met with the President of the University of the Philippines, Alfredo Pascual, along with other academic officials. An "ecosystem of innovation" is being proposed to welcome Israel's global initiative on greater cultural exchange. This is based on an understanding of new perspectives and groundbreaking studies geared towards peace and harmony among peoples of the world. As the leading academic institution in the country, UP is in the best position to apply these models for the accomplishment of said goal.

Speaking of better understanding, the Philippine Embassy in Tel Aviv announced the launch of the Balik-Manggagawa (BM) ONLINE Processing of Overseas Employment Certificates for returning Filipino workers in the Philippines. Applicable only to Filipino



overseas workers returning to the same employer and jobsite, having genuine work permits or working visas, and possessing records in the Philippine Overseas Employment Administration (POEA), this new endeavor enables them to easily apply online for an overseas employment certificate (OEC) anytime, anywhere. This spells great convenience as it expedites the issuance of OECs to vacationing OFWs to their respective employers and principals in Israel. We in the ICCP support this program, as anything that does away with unnecessary bureaucratic processes and equates with ease and convenience is always welcome. Besides, the ICCP acknowledges the invaluable support of the Filipino community to the development of Israel.

We started the current year with a forum on medical innovations. We continue with our agricultural development and exchange program, as mentioned above. We will unceasingly pursue these activities to solidify the warm and cordial relations between Israel and the Philippines. We encourage our members and friends to support the forthcoming general Membership Meeting in March and the President's Night in May. We guarantee that these two events will expand our base and awareness campaign on our presence and thrusts in the country. Furthermore, the Agridome Program will be held in Davao in May, expressing our commitment to the Philippine countryside as an investment opportunity worthy of our time, energy and resources. This is only the first quarter of the year and a lot of developments are taking place. We encourage everyone to participate and do their share to make all these resounding successes.

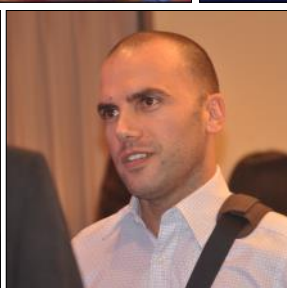
This call for participation is an offshoot of our desire to increase membership. We have noticed that in recent times, a wise-reaching and inclusive membership creates a setting for more ideas and greater opportunities. The exciting outline of activities that we have mentioned above augurs well for individuals and corporate groups who may find value in what we do. We assure you there is indeed worth in our endeavors. Helping our Filipino counterparts and contributing our share in Philippine growth are much rewarding experiences. We wish to continue with this, and move forward together with you on board.

Israel's Medical Innovations Forum

The event was held last January 15, 2015 in Barjaya Hotel, Makati. Dr. Raul Destura, and Mr. Danny Mann gave talks about the latest innovations in Medical technology.



Dr. Raul Destura
Speaker



Mr. Itamar Gero
ICCP BOD



Ms. Aireen de Guzman
ICCP BOD



Mr. Ferdinand Sarfati
ICCP BOD



Ms. Jonie Raagas
Israel Embassy



Mr. Anton Mauricio
ICCP BOD



Mr. Daniel "Danny" Mann
Speaker



From Left: Yuval Mann (BOD)
and Ms. Nofar Tzur; Idan Haim



Mr. Adam Lavene
Israel Embassy



Ms. Ayelet Mann;

Israel Ambassador and University of the Philippines team up for 'Project History'



On January 21, Effie Ben Matityau, the Israel Ambassador to the Philippines met with UP President Alfredo Pascual, Professors Ma. Bernadette Abrera and Ricardo Jose from the UP Diliman Department of History, and Prof. Roehl Jamon, director of the UP Film Institute, at Quezon Hall, UP Diliman, Quezon City.

The meeting was geared toward an initiative to discuss educational and commemorative activities on the long celebrated debt of goodwill on the Philippines' acceptance of 1,300 Jewish

refugees during the Holocaust, and the country's voting in favor of the UN Resolution during the 1974 UN General Assembly establishing the Jewish state.

The parties talked about various projects, such as a possible visit this February and a documentation of Margot Pins, a surviving beneficiary of President Manuel Quezon's "Open Door Policy" to Jewish refugees. This event from which the solid relationship between the Philippines and Israel is based on is a portion in history that can use new perspectives and inspire groundbreaking studies, which can offer

valuable lessons and innovations to the world.

Matityau was accompanied by Deputy Chief of Mission Adam Levene and Embassy Cultural Affairs head Jeffrey Yap during the visit. Matityau also opened up on Israel's global initiative on the promotion of an "ecosystem of innovation" and offered to provide UP with models for innovation start-ups.

Source: <http://tel-avivpe.dfa.gov.ph/index.php/news-menu/167-embassy-announces-new-online-oec-processing-system>

PH Post Releases Stamp Commemorating PH Help to Jews During the Holocaust

The Philippines continues to improve its relation with Israel, this time with the release of a commemorative stamp highlighting the help provided by Filipinos to Jewish refugees during the Holocaust.

The Philippine Postal Corporation released on Tuesday, January 27, 2015 the commemorative stamp that shows the 'Philippine Rescue of the Jews from the Holocaust'. The stamps were released on the occasion of the 70th anniversary of the end of The Holocaust.

The design includes the national flag of the Philippines and Israel, along with an image of the "Open Doors" monument in Rishon LeZion Memorial Park in Tel Aviv, Israel.

The monument was erected in 2009 to honor the historic and spiritual ties between the Philippines and Israel, particularly the assistance the Philippine government extended to the Jewish people during their darkest moment.

The Israel Post also released a similar stamp with the same design and day of issuance. They printed the word "Israel" in English, Hebrew, and Arabic.

The PHLPPost printed 55,000 pieces of the commemorative stamp, using imported unwatermarked paper by security paper. It is sold at Php35.00 each. The Philippines, led by then-President Manuel Quezon, coordinated with Colonel Dwight Eisenhower, US High Commissioner Paul McNutt, and the Frieder brothers (Alex, Henry,



Herbert, Morris, and Philip) in the rescue of more than 1,300 Jews who were fleeing Germany and seeking a new life in the island nations in the late 1930s.

Source: <https://www.phlpost.gov.ph/whats-happening.php?id=3729>

PH Embassy, Israel-Asia Chamber of Commerce Strengthen Business Ties

The Philippine Embassy in Israel renews ties with a local chamber of commerce in an effort to further improve business ties between the two nations.

Officials from the Israel-Asia Chamber of Commerce (IACC), led by its president Ran Cohen, met with officials from the Philippine Embassy in Israel, led by Ambassador Neal Imperial, before the end of 2014 to renew ties between the Chamber and the Embassy. The meeting also included discussions on increasing trade and business relations between the two countries.

Also present in the meeting was Israel-Philippine Chamber of Commerce president Ron Doron.

Mr. Cohen and the members of the Chamber was invited by Ambassador Imperial to discuss opportunities that can strengthen the business ties between the Philippines and Israel. The Philippine envoy highlighted the



Ambassador Neal Imperial with Israel-Asia Chamber of Commerce President, Mr. Ran Cohen (right), and Israel-Philippine Chamber of Commerce Chairman, Mr. Ron Doron (left).

consistently robust, strong, and fast-developing economy of his home country. The Philippines posted a 7.2% growth in their Gross Domestic Product in 2013, the highest in Southeast Asia in that period.

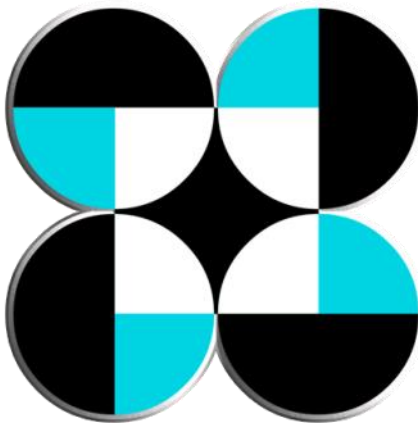
Imperial invited the Israeli delegates to venture into the various industrial and BPO sectors in the Philippines. The envoy said that investing in the country will benefit the Israeli group due to the favorable and improving business climate in the Philippines.

The confidence level of investors in the Philippines remains strong, as indicated in the sharp increase in foreign investments in 2013, as well as in the improvement in investment grade ratings from top credit rating agencies Standard & Poor's, Moody's Investor Service, and Fitch Ratings.

Imperial invited the Chamber to send a business delegation to his home country in early 2015 to give Israeli investors a better position in the ASEAN integrated market.

Source: <http://www.philippine-embassy.org.il/index.php?>

[option=com_content&view=article&id=368:israel-asia-chamber-of-commerce-and-philippine-embassy-set-to-further-ph-israel-business-ties&catid=7:news&Itemid=25](http://www.philippine-embassy.org.il/index.php?option=com_content&view=article&id=368:israel-asia-chamber-of-commerce-and-philippine-embassy-set-to-further-ph-israel-business-ties&catid=7:news&Itemid=25)



The Philippines's Department of Science and Technology (DOST) has laid out plans to deploy science attachés in select countries in an effort to boost cooperation as well as information exchange.

Enhanced Cooperation and Info Sharing

The science attachés can monitor events, breakthroughs, and opportunities related to science and technology in

DOST Eyes Israel as First Deployment Station for PH Science Attachés

the countries where they are assigned. They can also inform other countries of any development and innovation in the Philippines. Forging cooperation and information exchange on research and development between the Philippines and other countries, including their private groups and institutions, are also part of the initiative.

Liboro also said their department might be able to start the effort this year with an initial deployment of one or two attachés. The first posting could be in Israel, mainly due to the expressed openness of the Middle Eastern country to receive a Filipino science attaché.

The Philippines sees Israel as a model country that leverages science and

technology, as well as R&D, to generate impressive economic growth.

Ambassadors of Science

DOST assistant secretary for Strategic Plans and Programs, Raymund Liboro, said the department has mentioned the possibility of deploying science attachés to Department of Foreign Affairs Secretary Albert del Rosario.

DOST Secretary Mario Montejo discussed this proposal with del Rosario in a "meeting of the minds" to go over the implementation of the initiative.

Source: <http://www.philstar.com/headlines/2015/01/16/1413463/dost-eyes-info-swap-other-countries>

PLDT Plans to Learn Technopreneurship Best Practices from Israel

The Philippine Long Distance Telephone Co. (PLDT) group recently announced it will draw inspirations and lessons from Israel's technology ecosystem to make technology entrepreneurship work for the Philippines.

"The Israeli ecosystem is one of the best environments for startups, and IdeaSpace is very much interested to study it," said Diane Eustaquio, executive director of IdeaSpace Foundation Inc., the incubator and accelerator program of PLDT.

A team from the MVP Group of Companies will travel to Israel this year to observe how the Israelis develop and nurture world-class startups.

Marthyn Cuan, Vice President and Founder of IdeaSpace, said their group will learn a lot from the Middle Eastern country "because it can share their best practices that can help the local startups gain world-class capability in the long run."

The software development industry plays a major role in Israel's economy, Cuan said. "Dominant sectors include vertical software and systems management applications. Israeli software companies are known globally for superb systems management capability."



Stand-alone software, for consumer or business application, has become an important driver in Israel's economy, and is still experiencing rapid growth.

Source: <http://www.businessmirror.com.ph/pldt-group-eyes-israeli-tech-to-boost-phl-technopreneurs/>

Improved Online OEC Processing System for OFW's in Israel Launched



The Balik-Manggagawa (BM) Online Processing of Overseas Employment Certificates for returning workers was announced in January in Tel Aviv, State of Israel by the Philippine Embassy through its Philippine Overseas Labor Office (POLO). The online facility will cater to the needs of OFWs on vacation who are returning to the same employer and jobsite, with genuine work permit

or employment visa with records in the POEA database.

It is a web-based facility that enables OFWs on vacation to easily apply online for an overseas employment certificate (OEC) anytime, anywhere. The main goal of this online processing system is to expedite the issuance of OEC to vacationing OFWs who will return to their respective employers and

principals in Israel.

Israel is home to 41,000 OFWs and while this online system has a specific target user, it is still a major improvement in terms of ease and efficiency of processing OECs. Meanwhile, BM workers outside the criteria are advised to still access the BM Online Processing System in order to schedule an appointment service through the APPOINTMENT PAGE for the regular processing of their OECs.

The system's opening page contains a video that will guide and provide instructions for the user who wishes to use the facility. The system is now running at bmonline.poea.gov.ph and can also be accessed through the POEA website at poea.gov.ph.

Source: <http://tel-avivpe.dfa.gov.ph/index.php/news-menu/167-embassy-announces-new-online-oec-processing-system>

Agriculture can be Growth Driver for PH, Israeli Envoy Says

With the right technology, the Philippines can turn its agricultural sector into a primary growth driver, the Israeli ambassador to the country said.

Speaking to a crowd during the Israel Greenhouse Technology forum, Effie Ben Matityau said his country has a relatively small land area compared to the Philippines, but it has a well-developed and sustainable agriculture program mainly due to their reliance on technology.

Matityau said that in 1948, Israel began exporting 500 million oranges annually, and about six decades after, the country can still export the same amount without extra arable land.

“Agriculture sometimes is a liability, but at the same time, a provider of hope,” Matityau said. “The apparent contradiction is because of the high employment it provides, but sometimes, produces a very limited share in a country’s gross domestic product,” he adds.

‘Philippines is Ripe for Agri’

Matityau added that the Philippines has all the right conditions to develop its agriculture sector into a main growth driver. Opportunities, such as tie-ups with other countries that



Mr. Omar Zeidan (second from right), Deputy Director for Extension Services of Israel’s Ministry of Agriculture, during his visit to the Philippines in September 2014.

are willing to provide assistance, are also boosting the country’s chances of success.

The Israeli envoy said the two countries already have a long-standing cooperation in agriculture. He said the new system currently used in the strawberry farms in Baguio City and Benguet is very similar to the one used in Israel.

Source: <http://www.businessmirror.com.ph/technology-can-help-turn-agriculture-into-growth-driver/>

Israel’s Agro-Studies program handpicks students for an internship abroad

A new undertaking by the Philippine-Israel coalition was launched in partnership with the Bulacan Agricultural State College, one of the 26-state colleges and universities participating in the coalition. 540 Filipino students will be granted an 11-month internship and will be selected by Yaron Tamir, the CEO of the host organization, Agro-Studies Program for 2015-2016.

“In those 11 months, we hope to change your lives. Our purpose is when you go back to the Philippines you are educated in Israel’s modern agriculture. In Israel, at the moment we have 1,432 students from 19 countries, 543 of them are from the Philippines,” Mr. Tamir said.

The chosen students will be exposed to Israel’s new technology on farming and export where they will learn about



irrigation, post-harvest and internal production standards. The internship program has been running for ten years, but hopes for its next steps are definitely high.

Mr. Tamir guaranteed that these students will become the best modern farmers and exporters. “I can guarantee

that your life will be changed,” he told the students. With this amazing project comes the promise that the universities will be turned into the lighthouse of the communities.

Source: <http://www.eaglenews.ph/philippine-israel-coalition-of-advanced-agro-technology-moves-one-step-forward/>

Award Celebrating Israeli Unity Launched in Jerusalem

The brave families of the three murdered Israeli boys have chosen not to succumb to terror. Instead, they are promoting Israeli unity and strength.



Jerusalem Mayor Nir Barkat announced on Thursday the official launch of the Jerusalem Unity Prize, celebrating contributions to the solidarity of the Israeli nation.

The award was established in memory of Gilad Shaar, Naftali Frankel, and Eyal Yifrach, the three Israeli youths who were abducted and murdered by Hamas terrorists this past summer. During the period of the search, despite the horror, there was a sense of true unity throughout the country.

The prize was conceived in partnership with the families of the three boys and the Jerusalem-based Geshar organization, a non-profit dedicated for more than 40 years to closing the social gaps between different segments of Israeli society. The award is viewed as an opportunity to perpetuate the spirit of unity that existed in the days following the boys' kidnapping.

Eternal Legacy of Three Remarkable Young Men

"While grappling with the unknown question of the fate of their sons, the Yifrach, Shaar and Frankel families taught the entire world a remarkable lesson in courage and showed us that unity is a value that enables us to

overcome even the greatest challenges," Barkat explained. "The Jerusalem Unity Prize will spread this message from Jerusalem across the world and become the eternal legacy of these three remarkable young men."

Iris Yifrach expressed her vision of the prize as a means to harness the feeling of a common fate that her family felt in the wake of the kidnapping. "For many years, Eyal talked about unity and connecting to others. The most appropriate way to pay tribute to his life is to commit ourselves to these ideals."

The three mothers also came together to produce a special clip for the occasion.

The award will be presented in three separate categories, each with prizes of up to NIS 100,000. Winners will be chosen by a committee chaired by the mayor, the parents of the three boys and



Eyal Yifrach (left), Gilad Shaar and Naftali Frankel

dignitaries from Israel and the Diaspora.

The three categories are: Individuals or Organizations presented to individuals, entities or organizations demonstrating that they have worked in an exemplary manner to advance Jewish unity over an extended period of time; Social Initiatives presented to individual visionaries or groups of visionaries who have advanced social programs that challenge the problem of disunity within the greater Jewish community; and Israel and the Diaspora – presented to individuals or groups who have successfully advanced programs that better unite the Diaspora with the land and the people of Israel.

Idealism Rooted in Action

"Our goal is to transform the concept of unity from an abstract idea to real life action," says Anat Schwarz Weil, director of the initiative. "Despite all that they have been through, these families have become the embodiment of the importance and strength of Jewish unity. This idealism rooted in action makes the families the perfect ambassadors to carry this message of unity to Israel and the world."

In addition to the prize, a special Unity Day is being planned for June 3, 2015, in Jerusalem, during which the awards will be presented alongside programming to promote unity initiatives. The event will be held on the anniversary of the boys' deaths.

The Jerusalem Unity Prize and Unity Day are being made possible thanks to the support of Ira and Ingeborg Rennert, Jay and Jeanie Schottenstein, Robert and Amy Book, David and Sarena Koschitzky and the UJA Federation of New York.

*By: Aryeh Savir
Staff Writer, United with Israel*

Source: <http://unitedwithisrael.org/award-celebrating-israeli-unity-launched-in-jerusalem/>

'Grand Challenges Israel' Announces Global Health Innovations

Top Israeli innovators receive grants for bold ideas to find solutions for developing nations – markets in which there's a real need for urgent solutions.



The winners of the Grand Challenges Israel 2014 Awards were announced today by Foreign Minister Avigdor Liberman and his Canadian counterpart, Minister of Foreign Affairs John Baird at a festive ceremony in Jerusalem. The Foreign Ministers also signed four agreements, two of which were MOUs and two declarations of intent, underlining the strong diplomatic and economic ties between Israel and Canada.

Canadian Foreign Minister, John Baird: "The friendship between Canada and Israel is the foundation for increasing dynamic partnerships, partnership in diplomacy and government but also a partnership in innovation, science, business and cultural ties."

The funding announcement comes one year after the Office of the Chief Scientist (OCS) at the Israeli Ministry of Economy together with MASHAV, Israel's Agency for International Development Cooperation within the Ministry of Foreign Affairs and the Israeli Prime Minister's Office, launched Grand Challenges Israel. This program is dedicated to supporting technological and innovative solutions to grand challenges in global health and food security in developing countries, in addition to expanding efforts to integrate Israeli innovation in developing markets.

Israeli Chief Scientist Avi Hasson: "In

Israel, there is a large community of developers and entrepreneurs whose innovations are focused primarily on Western European and North American markets. The goal of this program is to



steer Israeli entrepreneurs towards finding solutions for developing nations – those markets in which there's a real need for urgent solutions – as well as opening up a huge, untapped business potential for Israeli entrepreneurs and industrialists. Nothing speaks louder than success, and today the success that

these entrepreneurs and innovators have achieved will pave the way for our future scientists and entrepreneurs, working together to 'do good and do well.'"

MASHAV Head Amb. Gil Haskel: "This special program reflects Israel's desire to continue to aid developing nations in areas of relevance to them, marking the point at which Israeli diplomacy and technological innovation meet."

The Grand Challenges Israel initiative is modeled on the Stars in Global Health program of Grand Challenges Canada, funded by the Government of Canada, which is already making substantial contributions to global health and is part of the Grand Challenges Initiative launched by the Bill and Melissa Gates Foundation in 2003.

Within this framework, Grand Challenges Israel is offering yearly grants of up to 500,000 NIS to Israeli researchers, innovators and entrepreneurs for the proof of concept and development of their product/innovation in areas of global public health and food security, while providing a suitable framework for channeling and introducing Israeli innovative technology and services to this challenging and growing market.

To be continued on page 9

Water, Food Security & Agriculture

- Rom Kshuk, Oplone Pure Science: Oplone Safe Water Strip.
- Pablo Kaplan, Sharp Mentoring (originally Wheelchairs of Hope): Delivering mobility, empowering access to education and independence.
- Alan Bauer, Aquatest: Personal Water Safety Device.
- Ram Reifen, Hebrew University of Jerusalem: Chickpea – the superfood.
- Haim Avioz, Tiran University: Development of biotechnology for all-male African River prawn aquaculture.

Continued from page 8

After a call for proposals by Grand Challenges Israel in early 2014, ten Israeli companies – out of more than 100 applicants – with promising innovations were awarded a seed grant of up to 500,000 NIS each to develop their bold idea.

Source: <http://unitedwithisrael.org/grand-challenges-israel-announces-10-global-health-innovations/>

Health care

- Ariel Beeri, Everywhere Diagnostics: Ending cervical cancer by enabling screening using mobile phones.
- Yossi Alder, Respimometer: Early detection of pneumonia with a simple & efficient diagnostic tool.
- Tomer Keren, Biogal, Galed Labs Acs Ltd.: Point of Care PCR-like detection test kit for Leptospirosis, a neglected worldwide public health problem.
- Sagi Gliksman, Nanovation-GS: Sticky patch for early detection of pneumonia.
- Amir Galili, Westham Ltd.: New approach-method for controlling African Malaria vectors.

Friends of Israel: Indiana Governor Promotes Stronger Business Relations



Indiana Governor Mike Pence and Israel Prime Minister Benjamin Netanyahu

Indiana Governor Mike Pence is in Israel on a nine-day trip combining business and pleasure. He met with government officials, including Prime Minister Benjamin Netanyahu and Minister of Economy Naftali Bennett, and Israeli entrepreneurs.

The governor also took time to visit Bethlehem and other significant sights while celebrating Christmas in the Holy Land with his wife and three children.

Speaking in Tel Aviv on Wednesday at an Israel-America Chamber of Commerce luncheon, Pence said that he is here because he supports Israel and is promoting the advantages of doing business in Indiana.

The governor noted that more than 70 Indiana companies do business in Israel. Many Israeli companies are doing business in Indiana as well.

Speaking to the group, the governor stressed America's strong relationship with Israel:

"At this time of year, as we focus on the ideals of hope and peace, I also am reminded that the relationship between the United States and Israel has deep and enduring roots that go back far beyond the restoration of the Jewish state of Israel on May 14, 1948. The ties between our countries are much deeper and more profound than our policies and trade."

This is his third visit to Israel, although his first as governor of Indiana as well as the first time with his children. While the sights and history inspire awe, he said, he was most impressed by "what this nation stands for, and the self reliance, determination and entrepreneurial spirit that defines who you are as a people."

'Israel is More than Just an Ally'

While lauding the technological and entrepreneurial feats of the Jewish state and citing similarities between the pioneering spirit of Israelis and the people of Indiana, the governor also

emphasized Israel's right to live in peace within secure and defensible borders. America must uphold that right by rejecting efforts within the UN to impose conditions on negotiations that would undermine Israel's security, he stated.

Israel is much more than just an ally, but a beacon of hope in the midst of a "troubled region of the world," Pence asserted.

He concluded:

"The truth is, America and Israel are bound together by the common foundation: a belief in faith, family, democracy and liberty. And on behalf of the millions of Hoosiers who share that conviction, I say from my heart, we will never abandon our most cherished ally, the Jewish state of Israel. We will never forget Jerusalem, her eternal capital. And, we will never fail to pray that God might bless all the good people of every faith who call her home, now and forever."

United with Israel would especially like to thank our nearly 50,000 supporters who live in the state of Indiana, as well as Governor Pence for being such a good friend.

By: Penina Taylor, United with Israel

Source: <http://unitedwithisrael.org/friend-of-israel-indiana-governor-promotes-stronger-business-relations/>

Once Again, Israeli Discoveries Promise Medical Breakthrough

While the international media insists on placing a negative focus on Israel, it's important to know about the positive contributions Israel makes. Here's some of the latest news from Israel in the area of medicine.



Preventing Deadly Infections

An anti-inflammatory drug, alpha1 antitrypsin (AAT), could be effective in preventing deadly infections in patients with compromised immune systems, researchers at Ben Gurion University of the Negev (BGU) announced last week.

As reported in the *Journal of Infectious Diseases*, the study, led by Dr. Eli C. Lewis and his team of BGU researchers, examined the effectiveness of AAT as treatment against the growth and spread of bacteria.

Bacterial infections in patients with compromised immune systems can lead to sepsis, multiple organ dysfunction and death, even with the treatment of antibiotics. This is especially problematic when such individuals experience prolonged hospitalization, where they are exposed to large amounts of bacteria.

The unexpected discovery occurred when mice were treated with AAT in an effort to determine whether the drug would strengthen infections. To the researchers' surprise, the treated mice combated lethal infections better than did untreated mice, and bacteria directly introduced into their systems were almost completely eradicated by the AAT therapy within 24 hours.

This discovery is especially promising as the current rate of bacterial resistance in antibiotics and the rate of development of new antibiotics are insufficient. Dr. Lewis, world-renowned expert on autoimmune disease and head of the Clinical Islet Laboratory at BGU, says the

implications are immense.

The BGU team is working on developing this information into safe, preemptive and readily accessible treatment for humans. As the research develops, their work will be published in future studies.



Dr. Eli C. Lewis, head of the Clinical Islet Laboratory at Ben Gurion University. (Photo: BGU)

Nano-Particles to Attack Cancer

Tel Aviv University Professors Rimona Margalit and Dan Peer have developed a [breakthrough](#) in the treatment of cancer that has caught the attention of the international medical community.

The breakthrough is a drug delivery platform that uses "GAGomers," a new class of nanoparticles, coated with glycosaminoglycan or GAGs, a polysugar that specifically targets tumors and blood cancers. The technology utilizes a biomarker that is expressed on malignant tissue.

In 2010, Pontifax, a leading Israeli venture capital firm, established Quiet Therapeutics, a bio-pharmaceutical company, in order to make Margalit's and Peer's platform accessible and marketable to oncology patients and their doctors.

In a nutshell, this new technology allows for much more efficient treatment by targeting the cancer cells with fewer drugs and, therefore, minimizing side effects.

Early Detection

Researchers at Hadassah Medical Center in Jerusalem have made a breakthrough discovery that would allow early detection, and possibly prevention, of colon and uterine cancers.

According to the study, a specific genetic mutation has been found that increases the risk of developing these types of cancers. This would help to identify at-risk patients, thus increasing successful treatment and reducing costs.

The research group was led by Dr. Yael Goldberg of the Sharet Institute of Oncology at Hadassah and included scientists from Hadassah, Rabin Medical Center in Petach Tikva and Sourasky Medical Center in Tel Aviv.

"The study is of immense importance in the prevention and early treatment of cancer. Identifying the genetic mutation allows us to find subsets of healthy people who carry that mutation and put them on an early prevention and observation program. Early detection of cancer is one of the most important tools in healing the deadly disease," Prof. Tamar Peretz, senior oncologist and acting director-general of Hadassah, stated.

By Penina Taylor, United with Israel

Source: <http://unitedwithisrael.org/israeli-discoveries-impress-global-medical-community/>

A Car that Runs on Air and Water? Only in Israel

Israeli company Phinergy has developed a technology that could revolutionize the use of energy. Among other applications, it would power a car, using just metal, air and water.

Photo: Phinergy.com



A Car that Runs on Air and Water? Only in Israel!

Much of the Western world has long been dreaming of the development of an electric car that would eliminate the need for gasoline, thus lowering operating costs, cutting dependence on oil and drastically reducing negative impact on the environment. Today's driving catchphrase is "sustainable energy."

While the first fully electric car was created in 1837, until recently its high production costs, low speed and limited range made it an impractical option for most commuters.

However, over the past 18 years, electric car technology has advanced by leaps and bounds, first with the round of hybrid gas/electric cars, which came



The first electric car. Photo: electriccarsforsale.biz

onto the market in 1997, to the fully electric Tesla Roadster in the US.

The Tesla Roadster was the first highway-capable, all-electric vehicle in the US. However, with a price tag still over \$80,000, it remains out of reach to all but the wealthiest consumers, and it still requires recharging within less than a hundred miles. Most all-electric vehicles on the market still face at least one of three barriers – price, speed and/or range.

Power from Metal, Air and Water

An Israeli company called Phinergy has created a technology that uses metal, air and water to power a vehicle. This metal-air technology has been at the forefront of research for years because of its enormous potential for revolutionizing the world's use of energy.

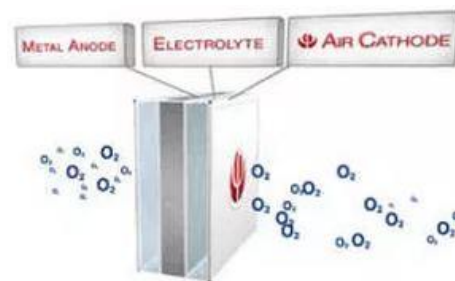
Since 2008, Phinergy, benefiting from more than a decade of academic research at Bar-Ilan University near Tel Aviv, has been successfully developing this technology by utilizing the energy stored in metal.

Phinergy's battery creates energy by combining aluminum and ambient air with water. The difference between this process and other electric-powered vehicles is comparable to the difference

between a human scuba diver who must carry his oxygen in a balloon on his back, and a fish, which simply utilizes the oxygen contained in water by breathing through its gills.

Because of the unique technology, the battery is immune to CO₂-related problems, which, according to Phinergy, has been the leading cause of metal-air battery failure in the past.

While for the everyday consumer, transportation may be the most



Phinergy's special metal-air battery.

Photo: Phinergy.com

compelling aspect of this technology, there are many other relevant applications in the areas of energy storage, defense and consumer electronics.

For the vehicle consumer, one of the most attractive aspects of this technology is that instead of having to refuel with gasoline every several hundred miles, or having to recharge or exchange a battery, the only necessary ingredient for refueling is water – a resource that is widely available, giving these cars a range that is virtually unlimited and making them very cost-efficient.

Phinergy is another example of an Israeli company working to make the world a better place.

By: Penina Taylor, United with Israel

Source: <http://unitedwithisrael.org/spotlight-a-car-that-runs-on-air-and-water-only-in-israel/>

Israeli Embassy Opens “Pope Francis in Israel, the Holy Land” Photo Exhibit

Pope Francis recently concluded a successful 5-day state and pastoral visit to the Philippines, capping off his last day in the country with a mass that drew a record-breaking crowd of six million faithful.

As part of the preparations for the historic visit, the Israel Embassy in the Philippines and the Monasterio de Tarlac opened a photo exhibit showing the pontiff's recent visit to Israel.

The exhibit, “Pope Francis in Israel, the Holy Land”, was opened January 11 at the Servant of the Risen Christ Center, Monasterio de Tarlac in San Jose, Tarlac.

The Bishop of Rome visited the Holy Land in May of 2014. The photo exhibit shows highlights of the pontiff's visit to Israel. The gallery includes photos of the Pope meeting former Israeli President Shimon Peres, Prime Minister Benjamin Netanyahu, and Bartholomew I, the Ecumenical Patriarch of Constantinople.

Some activities, including Pope Francis celebrating mass in the Cenacle and Church of Gethsemane, as well as



Caption: Israeli Ambassador Effie Ben Matityau (far left), Tarlac Representative Susan Yap (second to the left), Rev. Fr. Archie Cortez (second from right), along with representatives from the embassy and the Monasterio de Tarlac open the exhibit that follows Pope Francis' journey from the Holy See in Rome, to the Holy City of Jerusalem, to Monasterio de Tarlac.

his visit to the Yad Vashem Holocaust Museum, were also part of the exhibit.

Rev. Fr. Archie Cortez said the pontiff's visit to Israel marks an important milestone in the deepening relationship between the Catholic Church and the Jewish people.

Israeli Ambassador Effie Ben Matityau, who opened the exhibit, said the event “is a bridge which is what we all need in our days.”

“We look around the world, too many people are looking for a cause that highlights differences and brings violence and antagonism. Pope Francis is good role model to all of us, across religions and across divides, as a man who creates bridges,” the envoy said.

Source: <http://embassies.gov.il/manila/NewsAndEvents/Pages/Monasterio-de-Tarlac-welcomes-Pope-Francis-visit-to-the-Philippines-with-a-photo-exhibit-on-his-visit-to-Israel-%E2%80%93-the-Holy.aspx>

Israeli Producer Wins Big at the Golden Globes

Israeli producer Hagai Levi received one of the biggest honors in the television industry Sunday night when he won a Golden Globes award for his television show, “The Affair.”

The award-winning series dramatically follows an affair between two married people and the effect that it has on their respective marriages. It is told from the different perspectives of the man and the woman.

“The Affair” beat four longer-running and well-loved nominees – “Downtown Abbey,” “Game of Thrones,” “The Good Wife” and “House of Cards.” Ruth Wilson, one of the stars of “The

Affair,” picked up the award for best actress in a drama series.

Levi, a prominent figure in Israel, is known for his successful “In Treatment” series, an American rendition of the Israeli “BeTipul.”

Levi told Israel's *IDF Radio* Monday morning that his initial reaction to the announcement of his award was one of surprise. “It was the last thing I expected,” he said.

He believes the series may have won because it's new and was running up against some older ones. “The Golden Globes has a tendency to focus on new series,” he explained. Levi revealed that he has other projects in the works. As



for the Golden Globes award, “I promised my daughter that we would put it in her room, so that's probably what will happen,” he said.

Israel's film industry did experience disappointment, however, when the acclaimed “Gett: The Trial of Viviane Amsalem,” produced by Israelis Ronit and Shlomi Elkabetz, lost the Golden Globes for best foreign language film to Russia's “Leviathan.”

By: United with Israel Staff

Source: <http://unitedwithisrael.org/israeli-producer-wins-big-at-the-golden-globes/>



(Photo: Molly Park Photography)

What is the Jewish Dresscode?

The Midrash (Rabbinic literature) teaches that one of the reasons that God found the Jewish people worthy of redemption from Egypt was that they maintained their traditional manner of dress, even in the loose, immoral and immodest Egyptian surroundings. This is the primary feature that kept the Jewish people separate and distinct. Indeed, clothing is the most immediate and primary manner in which one can demonstrate his or her personality and religious beliefs.

In this article we will see how the ancient Egyptians, and the Jews who lived among them, used to dress.

Era of 'The New Kingdom'

According to the *Jewish Time Line Encyclopedia*, the era of the Jews in Egypt was circa 1523 BCE, a period known as "The New Kingdom." Do you know what the Egyptians were wearing in this New Kingdom? I'll tell you: Very little.

Egypt is a hot country, and therefore, layers of clothing would have been unnecessary. The ancient Egyptians took advantage of this freedom and wore as little as possible. Their attitude was based on two factors: the heat and their poor sense of modesty. As such, what they wore was almost always light and airy. With the rise of the New Kingdom, Egyptian clothing, especially women's clothing, became even skimpier.

Men generally wore nothing more than sandals and kilts, and often, nothing at all. The ruling class, however, wore tunics, cloaks or robes. Women, who mostly stayed indoors, also wore very little clothing. It is interesting to note that Egyptian women were very interested in jewelry, cosmetics, hygiene and skin care.

From all of the above, we see that the manner of dress in ancient Egypt was very immodest, even by today's standards. Their manner of dress was certainly a major factor that contributed to their infamous sexual immorality and infidelity. Our sages tell us that during the "Plague of the Firstborn," there was often more than one person in every home who died. How was this possible? How could there have been more than one firstborn? The answer, we are told, is that the rampant infidelity created many more "firstborns."

This is the society to which the Jewish people immigrated and became enslaved. It was in Egypt that they formed their national identity.

Nevertheless, they were not influenced by their surroundings and they maintained their Jewish customs and traditions, especially in the manner in which they dressed – indeed, they observed the Jewish dress code of *tzniut* (modesty).

Certainly we do not know the exact fashions or styles that the Jews in Egypt wore, but we can be sure that it was not the clothing commonly worn by the

*Clothing in Ancient Egypt. (Photo: Wikimedia)*

Egyptians. This was yet another way for the Egyptians to recognize who was Jewish, and by extension, who was to be enslaved.

According to Jewish law, women should dress in a manner that does not attract sexual attention to themselves. For instance, their legs, at least from the knees up, should be covered. So, too, they should ensure that their chests and upper arms are covered. Men as well are expected to dress in a dignified manner. For example, it is considered inappropriate to be bare-chested, and most authorities frown upon tank tops.

Perhaps we would all be well advised to live by the words of famous American fashion designer Rachel Zoe, who once said: "Style is a way to say who you are without having to speak."

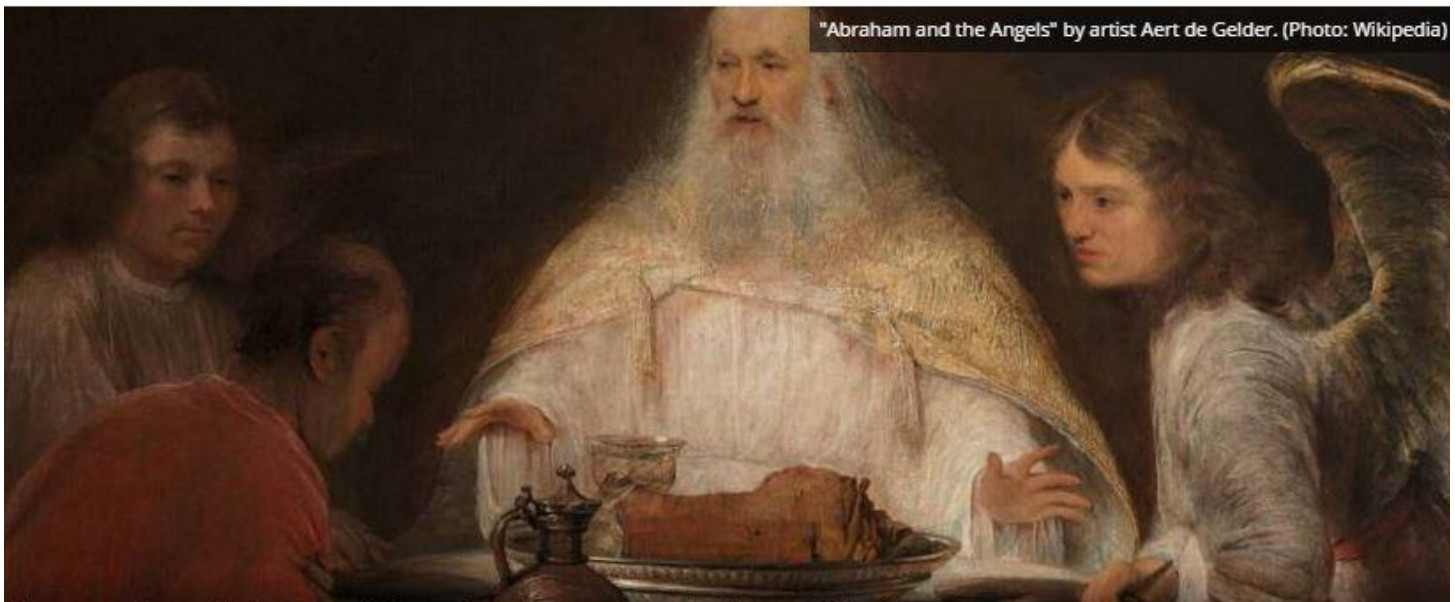
By Rabbi Ari Enkin, rabbinic director, United with Israel

Source: <http://unitedwithisrael.org/what-is-the-jewish-dress-code/>

Source: <http://unitedwithisrael.org/what-is-the-jewish-dress-code/>

Meet the Man: Abraham, the First Hebrew

So that there be no mistake or misunderstanding whatsoever, the Torah specifies exactly which land God gave to Abraham, Isaac and Jacob: The Land of Israel!



"Abraham and the Angels" by artist Aert de Gelder. (Photo: Wikipedia)

The story of Abraham is told in chapters 11 to 25 of the Book of Genesis. Abraham's story is one of family, particularly children, and the Land of Israel. I hope you enjoy this brief summary of Abraham's life that I prepared!

Abraham was born and given the name "Abram" in the city of Ur in Babylonia in the year 1948 from Creation (circa 1800 BCE). He was the son of Terach, an idol merchant. Right from his early childhood on he questioned the idolatrous faith of his father and always sought the truth. He eventually came to the realization that the entire universe was the work of a single Creator, and he began to teach this belief to others.

Abraham was the first person ever to be referred to as a "Hebrew" (*Ivri*). The designation "Hebrew" refers to the fact that he descended from Eber (Eber = *Ivri* in Hebrew) and that he came from the "other side" (*ever*) of the Euphrates River.

Abraham tried to convince his father, Terach, of the folly of idol worship. The Midrash (rabbinic literature) tells the story that one day, when Abraham was left alone to mind his father's idol store, he took a hammer and smashed all of them except for the largest one. He then placed the hammer in the hand of this

last remaining idol. When his father returned to the store and saw the big mess (and financial loss!) that awaited him, he asked Abraham what in the world had happened! Abraham calmly responded that "all the idols got into a fight, and the big idol smashed all the other ones." His father said, "Don't be ridiculous! Idols have no life or strength or power! They can't do anything!" To which Abraham replied, "AHA! Then why do you worship them?"

Eventually, the one true God that Abraham had worshipped called out to him and made him an offer: If Abraham would leave his home and his family and head to a new land (Israel!), God would make him a great nation and bless him. Abraham accepted this offer, and the *brit* (covenant) between God and the Jewish people was established forever.

Abraham eventually became concerned because he had no children and was growing old. Abraham's beloved wife Sarah (originally "Sarai") knew that she was past her child-bearing years, so she offered her maidservant, Hagar, as a wife to Abraham. This was common practice in the region at the time. According to tradition, Hagar was a daughter of Pharaoh, given to Abraham during his travels in Egypt. She bore Abraham a son, Ishmael, who,

according to both Muslim and Jewish tradition, is the ancestor of the Arabs.

The Second Patriarch of the Hebrew Nation is Born

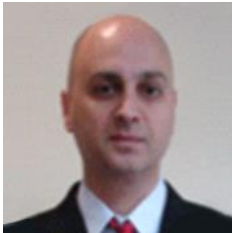
When Abraham was 100 and Sara 90, God promised Abraham a son by Sarah. It was then that God changed his name to Abraham (meaning "father of many"), and her name to Sarah (meaning "princess"). Sarah bore Abraham a son, Isaac, a name derived from the word "laughter," expressing Abraham's joy at having a son in his old age. Isaac became the second patriarch of the Jewish people. Abraham died at the age of 175.

So that there should be no mistake or misunderstanding whatsoever, the Torah specifies exactly which land God was giving to Abraham, Isaac and Jacob. It was the land of the Kenites, Kenizzites, Kadmonites, Hittites, Perizzites, Rephaims, Amorites, Canaanites, Girgashites and Jebusites – ISRAEL! Abraham arrived in the Land of Israel (then called "Canaan") and travelled throughout the land of Israel for many years.

By Rabbi Ari Enkin, rabbinic director, United with Israel

Source: <http://unitedwithisrael.org/meet-the-man-abraham-the-first-hebrew/>

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.



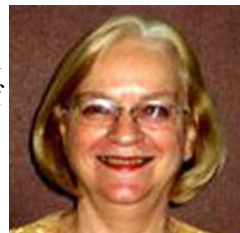
Aileen De Guzman
VP - Public Relations



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



Yuvan 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

Saranggani Chamber of Commerce

Las Pinas Chamber of Commerce

Subic Chamber of Commerce

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

Call Ms. Apple Tarhata Sangcopan at (02) 236-7777 and find out how you can best advertise through ICCP!