

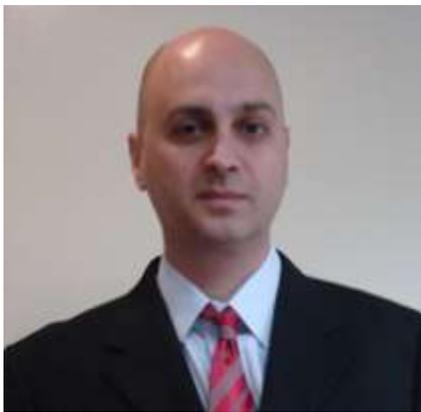


THE OFFICIAL ISRAEL CHAMBER OF COMMERCE OF THE PHILIPPINES

**THE ICCP HERALD**

OCTOBER 2014 · CURABITUR LEO www.iccp.ph

# Message from the ICCP President



Eyal S. Ben Ari (Kschapitzki) ICCP President

Welcoming guests is a time honored tradition in Israel. Our doors are open to visitors and we treasure their company as friends. The same thing can be said of Filipinos. The manner in which they make any guest feel so much at home is legendary, for many have come and

gone but still remember the warmth and hospitality of their Filipino hosts.

We in the ICCP feel the same way. We are fortunate to have touched base with Filipino industries and business establishments, and we have felt the sincere reception. We do not attribute this solely to the quality of Israeli products and services, which, by itself, is enough for it speaks so well of our commitment to deliver only the best, but also to the lively exchange between our two peoples. In this sense, a real, palpable symbiotic relationship exists, driven by passion to excel and enriched by mutual respect.

We continue to work to bring to the consciousness of the ordinary Filipino the intrinsic value of Israeli products and services. We encourage, likewise, our colleagues to look into bringing more Filipino products and services to Israel. The Philippines, as an emerging tiger economy, offers many opportunities not only to Israel but to the whole world. We wish to be a part of this exciting development and make a valuable difference in how trade is conducted in this day and age.

It is in our best interest to see this fruitful exchange's rightful resolution. As guests in our host country, we cannot simply be complacent and watch things happen. We must be pro-active. In the same vein, our host country is looking incessantly for worthy partners to contribute to its growth and development. As symbiotic partners and longtime friends, we cannot afford not to do such.

*....To be continued on page 2*



## VISION

We envision Israeli-Philippine exchange in trade, technology and culture to be vibrant and mutually satisfying and enriching, contributing to the enlargement of their respective economic development.

## MISSION

1. To introduce and engage only in the exchange of quality products and services managed by competent managers and technical personnel;
2. To embrace accountability and transparency as inherent and integral parts in all transactions;
3. To employ the highest standards in the recording, filing and dissemination of all documents;
4. To involve skilled and capable human resources to handle every transaction ensuring quality management at all times.

***Continued from page 1...***

When Israel was founded 64 years ago, it was a barren country with no natural resources, little water, and more than half of its land mass desert. The only thing the new country had going for it was the natural creativity of its people

More than six decades later, the Israelis have turned their country into an oasis of technology and innovation. With the most startups per capita worldwide, and the third highest number of patents per head, Israel has

become one of the leading players in the world of high-tech innovation, attracting international giants to its shores.

From health breakthroughs to technology, agriculture, the environment and the arts, the country's innovations are transforming and enriching lives everywhere. Israel today is playing a significant role in some of the most important challenges facing our planet. Not bad for a country the size of New Jersey.

## ISRAEL REMEMBERS PHILIPPINES HELP DURING THE HOLOCAUST

MANILA - Israeli Ambassador Ephraim Ben Matityau met with President Benigno Aquino III as he pitched efforts to strengthen the ties between the two countries.

Both Aquino and Matityau exchanged views on strengthening Israeli-Philippine relations, particularly in the areas of high-tech innovation, research and development, emergency preparedness and agro-technology.

The new Israeli envoy also pushed for the implementation of a joint committee for science and technology as proposed earlier by Foreign Affairs Secretary Albert del Rosario.

"With this kind of initiative, we can reach a new chapter in our developing relations. Israel's position as a HiTech Nation and the Philippines aspirations are a perfect match – from new challenges of the CyberTech to BioTech, NanoTech or AgriTech – the future is full of opportunities," he said.

Matityau highlighted the strong relationship between the two nations, which has spanned years.

He noted that 1,300 Jewish people were saved by the Philippine government under President Manuel Quezon during the Holocaust.

He also noted the Philippines gave one vote for the United Nations resolution for the creation of the state of Israel.

"Next year, we are going to commemorate the 70th



*Israel Ambassador Effie Ben Matityau.*

anniversary of the end of World War II and the liberation of Manila. On that occasion, we hope to dedicate a friendship monument in Manila presented by the people of Israel in appreciation to the Filipino people," he said.

"Israel has 1,301 good reasons to thank the Philippines and you Mr. President. Your nation has 1,301 good reasons to stand proud before the family of nations as a role model." He said Israel's door is also open to Filipinos.

"We hope to see 540 Filipino students coming over to Israel in a unique 11-month internship in agriculture. The door is open to so many more opportunities to the benefit of our nations," he said.

# Israel Announces \$4B Privatization Initiative

Earlier this month the Israeli government's social-economic cabinet approved a plan to privatize a wide-ranging group of government-owned companies. The plan, which calls for the privatizations of nearly 20 companies over the next three years, is expected to raise approximately \$4.2bn for the Israeli economy. While significant political and commercial hurdles may challenge or slow implementation of parts of the plan, the government appears to be committed to the privatizations.

Pursuant to the plan announced by the social economic cabinet many of the companies will be fully privatized. For more strategic or critical services companies such as the national electric company, water company, and Israel Natural Gas Lines, the government plans to sell off stakes ranging from 25 percent to 49 percent, while retaining control stakes for itself. The government intends to execute the privatizations both through stock market listings and direct sale auction processes.

The initiative—similar to privatizations across Western markets—comes at a time when the government is seeking new revenue sources to close budget gaps. According to Finance Minister Yair Lapid, it is also intended to make “government companies more efficient, successful and independent, another step in ending the politicization of these companies and reducing corruption.” During a previous stint as Finance Minister, Prime Minister Netanyahu oversaw an earlier wave of privatizations which ultimately included

ELAL, Oil Refineries and phone company Bezeq.

In order to appease labor groups within these enterprises, the government plan establishes a formula for offering shares to employees. Under the formula, employees in the Israel Post, for example, will be offered 10 percent of shares in the company at a discount of 30 percent. Nonetheless the privatizations are expected to face vehement opposition by the Histadrut (General Federation of Labor in Israel).

The first company to be privatized as part of the current initiative will be Israel Military Industries, a manufacturer of arms and munitions. The government has reportedly invited several global investment banks to pitch for the mandate, which is planned to be completed in 2015 and is expected to value the company at 2bn NIS (approximately \$540m).

Sources: Freshfields Bruckhaus Deringer LLP



Sector	Company	2013 Results, US\$ millions
<b>Defense</b>		
	Rafael	97
	Israel Aerospace Industries	72
	Israel Military Industries	(158)
<b>Infrastructure and development</b>		
	Israel Ports	55
	Ashdod Port	32
	Mekorot	29
	Israel Highways	10
	Haifa Port	8
	Israel Railways	(41)
	Agricultural Bank	(101)
<b>Energy</b>		
	Israel Electric	(248)
	Israel Natural Gas	–
<b>Public services</b>		
	Israel Post	(3)*

\*2012 results

# Philippine Envoy to US Lauds Jewish Community for Haiyan Aid

A year after the devastation brought by Super Typhoon Haiyan (Yolanda), the Philippines expressed its gratitude to the Jewish community for their assistance during the calamity.

Philippine Ambassador to the United States, Jose Cuisia Jr., said the Philippines and Israel has had a special relationship of helping each other through the years, and this was evident during the aftermath of Haiyan.

"The Filipino people will always remember that during their time of need, the Jewish people came to their succor the same way we did when we opened our door to them to save them from Nazi persecution more than seven decades ago," said Cuisia.

The envoy made the statement during a recent screening of the documentary, *Rescue in the Philippines: Refuge from the Holocaust* held at the Philippine Embassy in Washington D.C.

Haiyan, one of the strongest tropical cyclones ever to hit the Philippines, left more than 6,000 people dead and millions displaced from their homes.

## Israel Partners with Benguet for New Agri Links, Possible Sisterhood

Israel offered to expand its connection with the Philippines, particularly in the Cordillera, through a new agricultural and political links with Benguet province. One of the connections includes a planned sisterhood ties between Baguio City and Nazareth in Israel, Baguio City Mayor Mauricio Domogan said.

Domogan said the possible tie-up was brought up

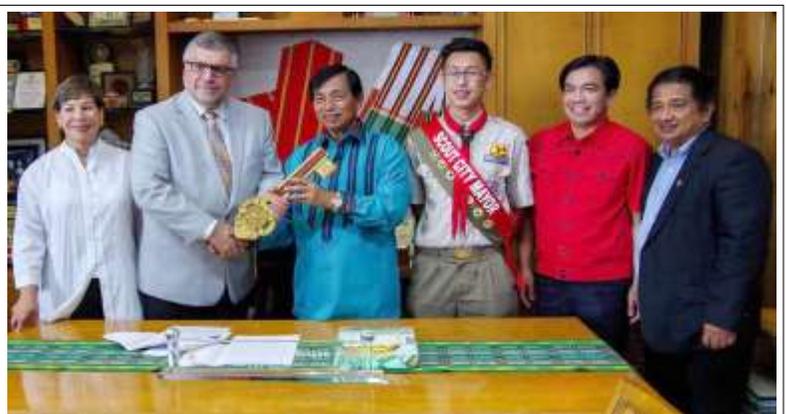


Philippine Ambassador to the United States, Jose Cuisia Jr.,

Cuisia mentioned the help provided by the Israeli Defense Forces (IDF), the Joint Jewish Distribution Committee (JDC), and other humanitarian organizations in providing food, clean water, shelter, and sanitation to the victims.

Sources: <http://www.timesofisrael.com/filipino-diplomat-lauds-jewish-community-for-typhoon-aid/>

<http://www.abs-cbnnews.com/global-filipino/10/30/14/jewish-communities-assistance-during-yolanda-remembered>



Israel Ambassador Ephraim Ben Matityau with Baguio City Mayor Mauricio Domogan

during a visit by Israeli Ambassador to the Philippines, Ephraim Ben Matityau. He added that the planned sister city partnership will foster stronger ties between the two cities.

....**To be continued on page 5**

**Continued from page 4...**

Israel also offered to set up connections with the Benguet State University (BSU) to support agro forestry projects, which could result in the Philippines “making waves in the international markets.”

Ambassador Matityau said Israel is offering scholarships to students, local farmers, and agriculturists to undergo training on agro-forestry. Transfer of mechanized farming technology is also included in the training program, which will prove to be useful in the Cordillera region’s terrace farming

method.

The envoy was in La Trinidad to visit organizations supported by the Israeli government. BSU was a partner in the BSU-Plastro Project, initiated in the early 2000 by the state university and Plastro Phils., Inc., an Israel-based company. The project introduced the drip irrigation system and fertigation in the province.

Sources: <http://manilastandardtoday.com/2014/10/24/twinning-ties-for-baguio-and-nazareth/>

<http://www.bsu.edu.ph/content/new-israeli-envoy-looks-forward-agro-technology-coalition-bsu>

# Israeli Receives Highest Honor in U.S. for Technology and Innovation

***An Israeli inventor is being awarded with the highest honor that the American government can bestow upon an innovator.***

Dr. Eli Harari, founder and former chairman & CEO of SanDisk, an Israeli who lives in America, is to be awarded with the National Medal of Technology and Innovation.

This award is America’s highest recognition for achievement and leadership in advancing the fields of science and technology.

“These scholars and innovators have expanded our understanding of the world, made invaluable contributions to their fields and helped improve countless lives. Our nation has been enriched by their achievements and by all the scientists and technologists across America dedicated to discovery, inquiry and invention,” U.S. President Barack Obama said in Washington on Friday, when announcing the recipients.

Over the past 26 years, Harari and the Sandisk Corporation have developed the flash memory drive, otherwise known as the disk-on-key. This development has revolutionized almost every field of technology, enabling the advancement of various innovative projects.

## ‘Connected in Ways that Would Not be Possible’

“We’re now connected in ways that would not be possible without the technologies that Eli helped pioneer, and we’re well positioned to take on new market segments, such as enterprise data centers,” declared Sanjay Mehrotra, co-founder, president and CEO of SanDisk. “Eli has had a profound impact on the entire technology landscape, and in doing so, has truly changed the world as we experience it today. His

lifelong intellectual and technical achievements are well deserving of the National Medal of Technology and Innovation.”

From a Silicon Valley start-up in 1988, SanDisk now employs more than 8,000 people worldwide and has more than 5,000 patents and \$6.5 billion in annual sales.

The National Medal of Technology and Innovation is an honor granted by the President of the United States to American inventors and innovators who have made significant contributions to the development of new and important technology.

*Author: United with Israel Staff*

Source: <http://unitedwithisrael.org/israeli-receives-highest-honor-in-u-s-for-technology-and-innovation/>



# How a telemarketer named George helps Israeli farmers observe sabbatical

For this 'shmita' year, thousands have sold their lands to non-Jewish Russian immigrant George Shtraykhman, making him one of the country's biggest landowners, temporarily. BY DANIEL ESTRIN October 27, 2014, 4:48 am

**B**NEI NETZARIM, southern Israel (AP) — Every seven years, according to the Bible, Israeli farmers must give their lands a rest for a year. So how do modern-day growers reconcile the ancient spiritual practice with a need to feed the country's 8 million mouths

Most market their produce thanks to a clever workaround: they temporarily sold their farms, valued together at \$33 billion, to a 25-year-old non-Jewish telemarketer named George.

"I own all those lands, and I don't even own an apartment," joked George Shtraykhman, an immigrant from St. Petersburg, Russia.

The seventh-year sabbatical, called "shmita" in

Hebrew, began last month on the Jewish New Year, and extends through the fall of 2015.

Though only a minority of the Israeli population abides by strict Jewish religious law, nearly all Israeli Jewish farmers choose to follow the biblical directive, in part so they don't lose their Orthodox customers' business.

Rabbi Yaakov Ariel, who helped write the government's detailed how-to pamphlets for farmers and gardeners, said the practice serves as a spiritual reminder. "We are not owners of the land. There is a master of the universe," Ariel said.

Out of some 6,700 Jewish farmers in Israel, only about 50

ignored the religious rules, while only about 450 abandoned their farms altogether this year, said Efraim Antman of Israel's Religious Services Ministry.

Most of the rest opted for George Shtraykhman.

They sold their farms to the government, and last month,

over cookies and orange juice, the government sold the lands to Shtraykhman, turning the non-Jewish telemarketer into one of Israel's biggest private landowners.

Technically, the yearlong sale is legally binding. In practice, it is symbolic. He didn't even take home a copy of the contract.

Shtraykhman, who has Jewish roots, said he spent time in a religious seminary when he moved to Israel and considered formally converting to Judaism.



In this Sunday, Oct. 19, 2014 photo, Gilad Fine, a religious Jewish farmer from Bnei Netzarim, stands inside his greenhouse, between the southern tip of the Gaza Strip and the Egyptian border. Fine grows lettuce and kale using hydroponics on raised platforms to fulfill the biblical commandment to let his farmlands rest every seventh year. His greenhouse follows specific guidelines that certify the produce kosher for the sabbatical year called "shmita" in Hebrew, that began last month on the Jewish New Year, and extends through the fall of 2015. (photo credit: AP Photo/Tsafrir Abayov)

"In the end, I decided it wasn't for me because I like cheeseburgers," he said in jest, referring to Jewish dietary rules banning the mixture of dairy and meat, "and because not everyone needs to be Jewish. I can be a good person and that's it."

He maintained good ties with a rabbi from the seminary who introduced him to Israel's chief rabbinate for the sale. He said he "paid" 2,000 shekels, or about \$540, for the land, with money gifted to him by an official involved in the ceremony.

**....To be continued on page 7**

**Continued from page 6...**

Some farmers employ another clever solution to avoid tilling the soil: they use hydroponics, growing produce not in soil but in nutrient-enhanced water.

Gilad Fine, 40, a skullcap-wearing farmer in the small desert community of Bnei Netzarim, grows organic romaine lettuce and kale in thin white troughs connected to an automated grid that circulates the enhanced water to feed the plants the nutrients they need.

His greenhouse follows specific guidelines that certify the produce kosher for the sabbatical year: the troughs are raised high and the ground is covered in dark tarp.

“There’s no relationship between the land and the root,” Fine said. “So we are keeping the shmita in a certain way,

by not using the land.”

The most devout Jews do not accept these loopholes, preferring to import produce from abroad or from Palestinian farmers.

What eases the concerns of Fine’s most pious Jewish consumers is the fact that, despite the lengths he has gone to satisfy the biblical requirements, perhaps the biblical rules don’t fully apply to him.

His greenhouse is in a tumbleweed-swept corner of the country between the southern tip of the Gaza Strip and the Egyptian border.

According to religious tradition, it’s an area that was not under Jewish control 2,000 years ago during the time of the second Jewish Temple in Jerusalem — partially exempting it from the biblical law.

# Could an Israeli created innovation end world hunger?

Pimi Agro has figured out a natural way to extend the shelf life of produce by 1,500%, and prevent disease and fungus, too.

BY [DAVID SHAMAH](#) October 30, 2014, 5:14 pm Updated: October 30, 2014, 7:31 pm

**B**etween a third and half of the food grown today never makes it to market. Produce of all kinds is “lost” to spoilage and disease, due mostly to transportation, storage, and other logistics issues. As a result, hundreds of millions of people still go hungry – but they don’t have to, thanks to an invention by Israel’s [Pimi Agro](#). By applying a formula based on hydrogen peroxide — “with a few key additions,” said Nimrod Ben-Yehuda, CTO and co-founder of Pimi – fruits and vegetables remain fresh and viable for up to 10 weeks, significantly cutting losses due to rot and deterioration during the transportation process.

Technology like this, he believes, could make a major dent in world hunger. In the coming months, Pimi plans to introduce these inventions to the United Nations and other international institutions. “For places like India, China, and

Africa, this is huge, especially because the transportation systems in those areas are slow and refrigeration is hard to come by,” said Ben-Yehuda. “You could walk from one end of India to the other over a period of 10 weeks, and the vegetables and fruit you carry will still be fresh for the entire time.”

It sounds like a fantastic claim, but one Pimi can prove through the extensive scientific studies the company has undertaken over the past decade – studies that were persuasive enough for agricultural and food authorities around the world, including in the US, UK, Germany, Australia, China, and many other countries, to approve Pimi’s all-natural, zero-chemical method of preserving produce.

**....To be continued on page 8**



A Haredi youth stands next to piles of potatoes in Jerusalem (Photo credit: Matanya Tausig/Flash90)

**Continued from page 7...**

They've also been persuasive enough for no less than Wal-Mart and SunPacific – one the largest retailer in America, and the other the largest shipper of citrus fruit there – to conduct large-scale field tests of Pimi's technology, with an eye towards licensing it for everyday use, said Ben-Yehuda. "We've been speaking to Wal-Mart about how to market produce treated with our products. They're not necessarily organic, but they are much healthier than ordinary produce – besides having a much longer shelf life – because farmers can cut down significantly on the use of fungicides."

Fungicides haven't been on the radar of consumers as much as pesticides, and while organic produce marketers emphasize their use of non-chemical, environment-friendly pesticides – many based on natural ingredients known to deter bugs in specific crops – they usually don't mention fungicides, which are applied to produce both pre- and post-harvest to prevent fungi from invading produce.

There's a reason for that silence — most commercial fungicides, it turns out – even those certified as "organic" — are based on copper in the form of copper sulphate spray, and on chlorine. But fungicides are essential to the produce business. With much of the world's produce shipped by truck and train – without refrigeration, in many places – fruit and vegetables are likely to succumb to rot and fungus that thrive in the hot storage conditions.

According to the Environmental Protection Agency in the US, those fungicides are safe for human consumption in limited doses. Copper is an essential element in the human body, and chlorine is used to disinfect water for human consumption – but why use them, asks Ben-Yehuda, if there is a better, more natural and organic solution? "Our formulation kills a wide range of diseases without any of those additives," he said. "Listeria, which has been a culprit in many cases of recent food poisoning at American fast food restaurants, is killed within 60 seconds of applying our products. As a result, farmers and wholesalers can cut down on their use of fungicides."

Pimi Agro's secret: Its products are formulations based on 99.4% Stabilized Hydrogen Peroxide (STHP), which decomposes into oxygen and water, leaving no chemical residue. There are specific formulations for citrus, stone fruits like peaches and plums, potatoes, and onions and sweet potatoes. The trick, said Ben Yehuda, was getting that other 0.6% of the formulation right – and that took him, along with researchers at the Technion and at Hebrew University 15 years. Pimi's technology has half a dozen worldwide patents and has been tested under rigorous conditions in the US and

Europe over 150 times.

It's the active ingredients in the additives – all natural and environmentally friendly, said Ben Yehuda – that makes the difference. "Applying just hydrogen peroxide to produce would actually promote rot. It's our enhanced formulation that turns water and oxygen into products that can greatly extend produce shelf life." In tests, Pimi's solutions were found to be 15 times more effective than other preservation and disease prevention systems, with 50% more citrus and onions available for marketing after seven months in storage, without the harmful chemical residue left by the preservation systems currently in use – which are anyway less effective than Pimi's system. The additives, categorized as edible acids, have been declared safe and organic by a host of international agencies, including the EPA and EU food safety agencies.

Besides cutting down on chemical residue and preventing disease, the Pimi solution allows farmers to use much more sustainable growing methods. By extending the life of produce, fruits and vegetables can be transported in more environmentally friendly ways – trains, for example, instead of trucks that contribute to traffic tie-ups and increase air pollution. Since there's less loss, farmers can grow less, avoiding overplanting, and especially cutting down on the use of fertilizers (another major pollution problem), and using less irrigation water, said Ben-Yehuda.

Besides Wal-Mart and SunPacific, Pimi has begun working with other large food producers, including Pepsico, FritoLay, BASF, and others. Several products are already on the market, and customers are using Pimi products in Israel, the US, Germany, the UK, Canada, Japan, and Russia. The company plans to develop products for additional produce, including asparagus, mushrooms, and peppers, and it's developing formulations for meat, poultry, and fish.

Although Pimi's business prospects appear great, it's not just about profit for Ben-Yehuda. "We see this technology as something that can really help to alleviate world hunger, and we plan to submit a report to the UN, the World Bank, and other international groups, showing how wide-scale deployment of our methods could help feed many more people," he said. "The world – especially the developing world – loses half of what it grows to rot and disease. More produce means more food to feed hungry people, and our methods don't require the deployment of dangerous chemicals or expensive and questionable genetic reformulations of fruits and vegetables. With our products, we believe there will be enough to go around to make a real dent in world hunger."

**Are you interested in joint Israel-Philippines activities and events?**

**Want to receive your own copy of The ICCP Herald? We can mail directly to your home or office**

For further details regarding qualifying for a free subscription please Email: [iccpsecretariat@gmail.com](mailto:iccpsecretariat@gmail.com)  
We can also accept subscriptions from the rest of the world

# Israel presents maritime version of 'Iron Dome'

**'C-Dome' designed to help combat vessels counteract any threats from the air, including missiles, helicopters and drones.**

Ynetwes.com Associated Press . Published: 11/01/14, 17:13 / Israel News

LE BOURGET — Israel's "Iron Dome" is heading to the seas, the maker of the rocket-blocking defense system says.

State-owned defense contractor Rafael wants to leverage the system's much-vaunted success in protecting Israeli civilians in this summer's Gaza war, hoping to draw navies as buyers for a new maritime version seen as especially useful in protecting national economic resources at sea like oil and gas platforms.

At this week's Euro naval conference near Paris, Rafael unveiled "C-Dome," which endeavors to help combat vessels counteract any threats from the air, including missiles, helicopters and tiny unmanned drone aircraft, which could increasingly become tools of combat and reconnaissance at sea just as they have on land in recent years.

Large naval vessels generally have radar-based interception systems to counter incoming threats. But Rafael executives say C-Dome offers innovations. It can fire up to a missile per second, cover a 360-degree range while piggybacking on a vessel's own radar systems with heat-tracking missiles that zero in on multiple incoming threats at a time.

"C-dome offers something that is not out there (in the market) yet ... A small footprint and the capability to engage multiple targets and saturation threats. And it's based on the only system in the world that has more than 1,000 intercepts," said program director Ari Sacher. "We can protect the ship from every direction at the same time. Most systems out there can't do that."

Iron Dome was a game-changer in this summer's war, ensuring a decisive technological edge for Israel that all but eliminated civilian casualties from Palestinian rocket



fire. The IDF says that Iron Dome shot down 735 rockets in this summer's Gaza war, for more than an 85 percent success rate of those targeted.

The land-based system quickly recognizes the trajectory of incoming rockets and whether they are headed for population centers. Those are shot down, while others are allowed to fall in empty fields to spare the hefty cost of firing the sophisticated interceptors. Rafael officials insist Iron Dome intercepted more than 1,200 projectiles during the war.

C-Dome builds on that experience, shapes it for maritime needs and to defend smaller zones like ships or sea-borne installations.

At Rafael's display area at the Euronaval exhibit hall in suburban Le Bourget, where high-tech whirligigs like mine-sweepers or virtual-reality training suits for aircraft carrier crews were on show, sat a gray, square metallic box about the size of a large coffee table with a black-tipped missile in one of four launch holes. Missiles would be housed underneath a ship's deck.

**....To be continued on page 10**



**Continued from page 9...**

The small size makes C-Dome suitable for smaller vessels, such as corvettes and similar — many of which currently rely on less sophisticated intercept systems, Sacher said. C-Dome defends both the ships that carry it and other vessels or oil and gas platforms in its vicinity, he said.

"This is opening a whole new market," Sacher said.

The closest competitors, he said, would be MBDA's short-range air defense system VL Mica and the Rolling Airframe Missile system of Raytheon. MBDA says its system provides 360-degree coverage against all existing airborne threats, and Raytheon says the RAM system can be used on ships of all sizes and is now deployed on 165 ships in seven fleets — including corvettes.

John Eagles, a Raytheon spokesman, said RAM has demonstrated in tests an intercept rate of more than 90 percent, and is capable of countering threats against oil platforms. He said he was not immediately aware of any cases when RAM had been used in combat; Rafael's Sacher played up how C-Dome was based on a system with a "proven track record."

C-Dome uses the same Tamir rockets as used in Iron Dome, Sacher said, estimating their "commonality at more than 99.5 percent". At sea, it can intercept "anything above the water," including guided weapons, he said. In contrast, Palestinian rockets from Gaza were relatively crude, unguided weapons.

One analyst said it was important not to overlay its capacities on the seas just yet.

"I don't think you would want to overcook this as 'Iron Dome for naval vessels'," said Jeremy Binnie, Middle East and Africa editor at IHS Jane's Defence Weekly. But he acknowledged that protecting oil platforms with on-board intercept systems — if confirmed — would appear to be an important advance.

The new system is more about protecting maritime economic interests than blocking Palestinian projectiles.

"The most strategic sites for the future right now will be gas platforms and oil platforms," said reserve Israeli Navy Capt. "Meir," a Rafael business development director for naval warfare systems, waving his hand over the C-Dome static display as a video behind him showed colorful animated images of fired missiles exploding on impact with torpedoes, missiles and drones.

"You have to secure them from missiles; Missiles that will be from terror organizations, from mother boats, from enemy countries, from drones — or any other aerial threat," said Meir, who declined to give his surname for security reasons.

For security and competitiveness reasons, he and other Rafael executives declined to say how many missiles the system could carry, but it would depend on customers' requests. Rafael executives also declined to say when the system was activated or whether the navy of Israel — which has developed a number of large natural gas fields off its Mediterranean coast — was using it.

# Israel breakthrough helps cancer patient's bodies heal themselves

**If the new treatment mechanism, known as immunotherapy, lives up to expectations, the world of oncology could undergo a real revolution within just a few years - meet Keytruda, Israeli drug for fighting metastatic melanoma.** Sarit Rosenblum . Published: 09/16/14, 00:17 / Israel News

At the age of 68, Prof. Ben-Shabbat noticed an odd-looking sore on his head. "They told me at the hospital that it's a melanoma and needs to be surgically removed," he relates. "After the operation, I said to myself, thank God it's gone." But the sore reappeared, on his neck this time. The doctors informed Ben-Shabbat and his family that they were dealing with a metastatic growth, and that Ben-Shabbat's future looked bleak. "I underwent surgery again," he recalls. "My wife and children asked the doctor how long I had to live. He said to them, 'Between five and seven months.'"

Things settled down again after the second operation – but not for long. And when a cancerous tumor was detected on his person for a third time, Ben-Shabbat began seeking answers elsewhere. "I saw a doctor who told me that more surgery was a waste of time, and he sent me for chemotherapy. I had four treatments, which destroyed a portion of my liver. After that, they gave me a biological drug that damaged my lungs. I felt like my time was running out. When another metastatic growth, which bled, appeared on my head, they sent me to Sheba Medical Center. The doctor said to me, 'They're doing a study there on cases like yours. Perhaps they'll agree to treat you.' I called and was told they were full up. Two days later, they called to say that one of the candidates had decided to leave, and that if I want, the place is mine."

And thus Ben-Shabbat began a series of IV treatments with a new revolutionary drug, which works on the body's immune system. The results, he says, were astounding. "The bleeding from my head ceased completely already after the first treatment," he recounts. "The tumor showed signs of shrinking already after the second and third treatments. And by the fifth and sixth treatments, I was already feeling well again."

Shortly thereafter, Ben-Shabbat was back to his usual self. "I live a totally normal life today," he says. "I come and go, and visit my children and grandchildren. I wish

such a life on all of the people of Israel. I do a full-body CT scan every six weeks, and everything comes out clear. I've been reborn thanks to the drug I received."

Known as Keytruda, the drug that halted Ben-Shabbat's aggressive cancer is viewed today as the great hope for patients with metastatic melanoma, and just recently received US Food and Drug Administration approval. According to many experts in the field, Keytruda is likely to lead to a significant breakthrough in the treatment of cancer.

Unlike in the past, the innovative treatment does not focus on trying to destroy the malignant tumor by means of dangerous chemical drugs that come with serious side-effects. Instead, it serves to initiate gentle and sophisticated manipulations of the body's natural immune system, with the purpose of spurring it on to attack and destroy the cancerous cells itself. If the new treatment mechanism, known as immunotherapy, lives up to expectations, the world of oncology could undergo a real revolution within just a few years.

"The new drug creates real potential for curing one of the deadliest forms of cancer, at the negligible cost of light and tolerable side-effects," says Prof. Jacob Schachter, head of Sheba Medical Center's Ella Institute for Melanoma. "Moreover, it completely alters the working assumptions in oncology treatment, as its working mechanism is effective in the war against other types of cancer too. There's no doubt today that the holy grail of oncology lies in immunotherapy, which helps the body's immune system to destroy the tumor's cells itself.

"At this stage, we can only imagine the therapeutic potential of a combination of a number of such drugs, each acting on a different system, and some of which are already at an advanced stage of development. Among doctors, too, the scope of the breakthrough has yet to be digested."

*....To be continued on page 12*

*Continued from page 11...*

## Disappeared completely

According to FDA figures, some 69 percent of patients treated with the drug survived for at least a year after their illnesses were diagnosed, while 62 percent survived for at least 18 months. This constitutes a real revolution for patients who had previously hung on for just a few months from the time the disease was diagnosed. The hundreds of patients who have been treated over the past two years at the research's branches at Sheba and Hadassah Medical Center serve as living and breathing proof of the success of the new method of treatment.

One of them is Radislav Babin, 57, an engineer born in Belarus who contracted melanoma in 2009. "He had a brown mole on his leg that suddenly started to bleed," his daughter, Vicky, recounts. "The doctors did a biopsy and it turned out to be a melanoma. He underwent surgery to have the mole removed, and everything looked fine at first. But a year and half later, he had metastatic growths in his groin. He underwent another operation, and then he was told to expect more metastatic tumors, and that in fact there was nothing left to do."

Some two years ago, Vicky heard about the experimental treatment for melanoma at Sheba. Babin immigrated to Israel and began treatment with Keytruda last October. He reports to the hospital once every two weeks for a full day of therapy, after which he suffers from occasional tiredness – "nothing very significant," Vicky says. "He works in a factory and looks fine; the only thing is that he is tired sometimes."

Until now, the CT scans he undergoes periodically have

shown no sign of the illness.

"There are dozens of success stories about seriously ill patients who had exhausted all the conventional forms of treatment and for whom no help was available, and now they are living with the disease," says Prof. Schachter. "I have one patient who works in the cosmetics and make-up department of a large store: Her treatment was a success and she is back at work fulltime. She looks and feels wonderful, and you wouldn't know she is sick. Another patient, an artist, suffered from metastases of the disease from head to toe; not a single place in his body was clear. He also received the drug, and all the metastases disappeared completely. It's

amazing. Another patient was referred to us from another hospital with subcutaneous lumps of the tumor that were bleeding. Today, his CT scans show nothing at all. The disease has simply vanished. On the other hand, there are also heart-wrenching

stories about young patients who were not suitable for the research and who died."

Studies presented at an oncology conference in Chicago in June show promising findings vis-à-vis the use of the drug in treating other types of cancer, including head-neck tumors, lung cancer, stomach cancer and bladder cancer. Nevertheless, despite the great deal of excitement and optimism with respect to the future, doctors are trying to speak in precise terms and steer away from the use of the term, a cure.

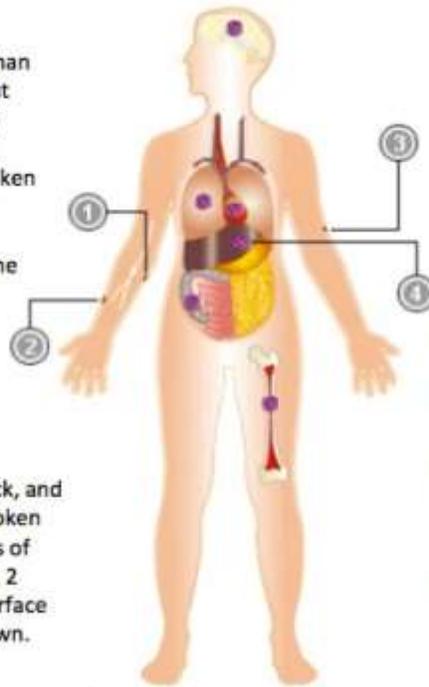
"There are instances of total recovery, but only among a minority of patients," Dr. Markel says. "We have blazed an interesting and promising trail; the light at the end can already be seen, but we are still inside the tunnel."

### Stage 1:

The tumor is no more than 1 millimeter thick (about the width of the tip of a sharpened pencil). The surface may appear broken down. Or, the tumor is between 1 and 2 millimeters thick, and the surface is not broken down.

### Stage 2:

The tumor is between 1 and 2 millimeters thick, and the surface appears broken down. Or, the thickness of the tumor is more than 2 millimeters, and the surface may appear broken down.



Stages of Metastatic Melanoma.

Source: <http://www.proleukin.com/mm/stages-of-melanoma.aspx>

### Stage 3:

The melanoma cells have spread to at least one nearby lymph node. Or, the melanoma cells have spread from the original tumor to tissues nearby.

### Stage 4:

Cancer cells have spread to the lung or other organs, skin areas, or lymph nodes far away from the original growth. Melanoma commonly spreads to other parts of the skin, tissue under the skin, lymph nodes, and lungs. It can also spread to the liver, brain, bones, and other organs.



## Schedule for the 13th Israeli Film Festival

Date/Time	November 5 (Wednesday)	November 06 (Thursday)
1:00 PM	Alex is Lovesick	Big Dig
3:00 PM	Total Love	Pick A Card
5:00 PM	Up the Wrong Tree	The Matchmaker
7:30 PM	Hunting Elephants	A Matter of Size (Special Screening)

For more details check our Facebook page, [Israel in the Philippines](#)

or visit, [sureseats.com](#)



## Humor-Filled Israeli Film Festival Held in Manila

The 13<sup>th</sup> Israeli Film Festival opened in Greenbelt 3 Cinemas in Makati City on November 5th, and featured a journey of laughter from the Holy Land all the way to the Philippines.

The film festival, dubbed *Laughter from the Holy Land*, had Manila as its first stop. It then moved up north to Baguio, to Iloilo in the Visayas, and down south to Davao and Zamboanga in the regional Cinematheques of the Film Development Council of the Philippines (FDCP).

The festival featured eight films that tell stories of heartwarming comedy. The event was in partnership with the FDCP through its Film Cultural Exchange Program, Ayala Malls, and Greenbelt Cinemas. Admission was free.

One of the festival's highlights was the screening of *Hunting Elephants*. The film by Reshef Levi tells the story of the misadventures of three old men and a boy who tried to pull off a bank heist for revenge. It stars British actor Sir Patrick Stewart, best known for his roles in *Star Trek* as Captain Jean-Luc Picard and in *X-Men* as Professor Charles Xavier.

Completing the lineup were the motion pictures, *Up the Wrong Tree*, *The Matchmaker*, *Alex is Lovesick*, *The Big Dig*, *A Matter of Size*, *Pick a Card*, and *Total Love*.

Sources: <http://www.timesofisrael.com/filipino-diplomat-lauds-jewish-community-for-typhoon-aid/>

<http://www.abs-cbnnews.com/global-filipino/10/30/14/jewish-communitys-assistance-during-yolanda-remembered>

# Happy Sukkot! What's this Holiday All About?

by Rabbi Ari Enkin

Sukkot is a wonderful, joyful holiday – one of the three Torah festivals on which Jews everywhere were required to make a pilgrimage to Jerusalem. It is a seven-day holiday, with the first day being observed as a holy day, similar to the Sabbath, upon which no work is permitted.

Outside of Israel the first two days are observed as holy days.

The remaining days of the holiday are referred to as “Chol Hamoed.” The Chol Hamoed days are not outright holy days but they are treated with more sanctity than regular weekdays complete with elaborate meals and nicer clothing. Family trips are common during these days.

Originally, Sukkot was more of an agricultural festival, as the Torah itself calls it: The Feast of Ingathering... when you gather in your labors from out of the field. (Exodus

23:16;

Leviticus

23:40-43; Deuteronomy 16:13). It was a thanksgiving festival to God for the year's harvest. Today, it is observed more as a holiday of rest and reflection for the miracles that God did for the Jewish people when He led them in the desert for 40 years.

The word “Sukkot” means “huts” or “booths”, referring to the booth-like structures that Jews are to eat their meals in over the course of the holiday, and preferably to sleep in them too! What's unique about these booths is that they are walled structures, usually from wood or canvas, but their roofs must be made of “schach” – organic material grown from the earth such as bamboo shoots, branches, or palm fronds.

Eating and sleeping in the sukkah is intended to remind us

of the booths that the Jewish people built for themselves while wandering in the desert for 40 years. It also recalls the “[clouds of glory](#)” that accompanied the Jewish people throughout their desert trek, protecting them from the elements and other dangers that lurk on the desert floor.

Another prominent feature of Sukkot is the *Lulav* and *Etrog* bundle, also referred to as the “Four Species.” These four specific plants that are used during the course of the Sukkot prayers: the *Lulav* (a tall frond from a date palm tree), the *Hadas* (myrtle leaves),

the *Arava* (willow leaves) and the *Etrog* (a citron fruit).

It is taught that the four species represent the four character types among Jews:

The *Lulav* is a plant that has taste but no smell, symbolizing those who study the Torah but do not do enough good deeds; the *Hadas* has a good smell but no taste, symbolizing those who do many good

deeds but neglect to study Torah as much as they should; the *Arava* has neither taste nor smell, symbolizing those who are lacking in both the study of Torah and the performance of good deeds, and the *Etrog* has both a good taste and a good smell, symbolizing those who both study Torah and perform good deeds.

**May the holiday of Sukkot be a time for happiness and spiritual growth.**

CHAG SAMEACH! Happy Sukkot to all of you!

Source: <http://unitedwithisrael.org/sukkot-whats-it-all-about/>



From the left: Lulav (palm branch), Etrog (citron) and Etrog case used for Sukkot. (Photo: Wikipedia)



# Rescue in the Philippines: Refugees from the Holocaust

MANILA, Philippines - A US documentary shown in New York and Los Angeles about Philippine efforts to save Jews from the Holocaust will be screened at FDCP Cinematheques in Davao, Iloilo, Baguio and Zamboanga. *Rescue in the Philippines: Refuge from the Holocaust* by Russell Hodge, Cynthia Scott-Johnson, Terry Irving and Jenny Gebhardt screens in Davao until Oct. 5; Iloilo, Oct. 7 to 12; Baguio, Oct. 14 to 19; and Zamboanga, Oct. 21 to 26.

The documentary is an account of an eclectic group of politicians, military minds and businessmen, headed by President Manuel Quezon, who decided to take action, risking their reputations and careers in the process in order to save the lives of over 1,200 Jews from Nazi Europe during the days leading to World War II.

Meticulously researched, the full-length documentary feature tells the gripping story through interviews with historians, friends and relatives of the key participants, including Manuel

Quezon III, grandson of Commonwealth

President Manuel Quezon and Susan Eisenhower, granddaughter to the five-star general who went on to be the 34th President of the United States.

The documentary is relevant to Filipinos as it recounts a part of their history and serves as a chronicle of their deeds of heroism — best described to be truly heartbreaking, courageous and collectively shared as a nation. It can remind all Filipinos that they are a people willing to help those in need, even those from other shores.



President Manuel Quezon (center) during the dedication of Marikina Hall

# 10 Things You Didn't Know About The Dead Sea

The Dead Sea, also known as the Salt Sea, is a salt lake bordering Jordan to the east and Israel and the West Bank to the west. It's a hypersaline lake that is truly one of Earth's unique places. Below you will find ten interesting facts along with a gallery of picture of this fascinating place. All information below via Wikipedia,



The surface and shores of the Dead Sea are 423 metres (1,388 ft) below sea level, making it Earth's lowest elevation on land.



The Dead Sea is 377 m (1,237 ft) deep, making it the deepest hypersaline lake in the world. A hypersaline lake is a landlocked body of water that contains significant concentrations of sodium chloride or other mineral salts, with saline levels surpassing that of ocean water.



With 33.7% salinity, the Dead Sea is one of the world's saltiest bodies of water. Although Lake Assal (Djibouti), Garabogazköl and some hyper saline lakes of the McMurdo Dry Valleys in Antarctica (such as Don Juan Pond) have reported higher salinities.



The world's lowest road, Highway 90, runs along the Israeli and West Bank shores of the Dead Sea at 393 m (1,289 ft) below sea level.



5 The Dead Sea's unusually high salt concentration means that people can easily float in the Dead Sea due to natural buoyancy. In this respect the Dead Sea is similar to the Great Salt Lake in Utah in the United States.



6 The Dead Sea is roughly 8.6 times saltier than the ocean. This salinity makes for a harsh environment in which animals cannot flourish (hence its name). The high salinity prevents macroscopic aquatic organisms such as fish and aquatic plants from living in it, though minuscule quantities of bacteria and microbial fungi are present.



7 The Dead Sea is 67 kilometers (42 mi) long and 18 kilometres (11 mi) wide at its widest point. It lies in the Jordan Rift Valley and its main tributary is the Jordan River.



8 The Dead Sea area has become a major center for health research and treatment for several reasons. The mineral content of the water, the very low content of pollens and other allergens in the atmosphere, the reduced ultraviolet component of solar radiation, and the higher atmospheric pressure at this great depth each have specific health effects.



9 Biblically, the Dead Sea was a place of refuge for King David. It was one of the world's first health resorts (for Herod the Great), and it has been the supplier of a wide variety of products, from balms for Egyptian mummification to potash for fertilizers.



10 An unusual feature of the Dead Sea is its discharge of asphalt. From deep seeps, the Dead Sea constantly spits up small pebbles and blocks of the black substance. Asphalt coated figurines and bitumen coated Neolithic skulls from archaeological sites have been found. Egyptian mummification processes used asphalt imported from the Dead Sea

# 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.

Ms. Aireen De Guzman : VP for Finance and Business Development of Chesteel Marine Industrial Corporation. Currently holds the position of Corporate Secretary in ICCP.



**Aireen 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 Transcature , 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

Davao Chamber of Commerce and Industry

Las Pinas Chamber of Commerce

Cebu Chamber of Commerce

Sarangani 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!