

# MAGAZINE.IL



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Dear friends,

The Chinese New Year is one of those moments in the year when the whole nation feels united, as they can feel each other's enjoyment. This year we are celebrating, 20 years of establishment of diplomatic relations between the state of Israel and main land China

Israel is a country with little natural resources, but with huge human resources and wisdom. This is one of the main reasons that Israel is considered as one of the most developed countries in high-tech research and development.

We wish you all, that the Chinese New Year of the Dragon, will bring peace, happiness and prosperity.

**Karen Grunschlag Rozenberg**  
Head of Culture Department





### Apple taking a bite of Israeli tech

A working visit from an Apple VP has cemented speculation that an Israeli R&D center is soon to be announced.

[http://www.mfa.gov.il/MFA/InnovativeIsrael/Apple\\_Israeli\\_tech-Jan\\_2012.htm](http://www.mfa.gov.il/MFA/InnovativeIsrael/Apple_Israeli_tech-Jan_2012.htm)



### A powerful way to save energy

Israeli startup's customer-installed Greenlet system reveals household energy hogs, rewards energy savings and allows electric companies to monitor usage remotely. [http://www.mfa.gov.il/MFA/InnovativeIsrael/Save\\_energy-Jan\\_2012.htm](http://www.mfa.gov.il/MFA/InnovativeIsrael/Save_energy-Jan_2012.htm)



### White light at night isn't bright

Israeli study sheds light on nocturnal over-illumination, which limits production of a key brain compound and obscures the stars, too.

[http://www.mfa.gov.il/MFA/InnovativeIsrael/White\\_light\\_at\\_night\\_Nov\\_2011.htm](http://www.mfa.gov.il/MFA/InnovativeIsrael/White_light_at_night_Nov_2011.htm)



### Eye camp by Israeli doctors in Nepal

A team of seven Israeli volunteers including three doctors and one nurse visited Nepal for a 13-day stay in April 2011.

[http://www.mfa.gov.il/MFA/VideoLibrary/Eye\\_camp\\_Israeli\\_doctors\\_Nepal.htm?lang=english](http://www.mfa.gov.il/MFA/VideoLibrary/Eye_camp_Israeli_doctors_Nepal.htm?lang=english)



### Joseph Cedar's magic touch

The Israeli filmmaker and Oscar contender says the Israeli filmmaking has matured into a competitive and cutting-edge industry.

[http://www.mfa.gov.il/MFA/IsraelExperience/Joseph\\_Cedar\\_filmaker-Jan\\_2012.htm](http://www.mfa.gov.il/MFA/IsraelExperience/Joseph_Cedar_filmaker-Jan_2012.htm)



### Tel Aviv Fashion Week trumpets Israeli talent

Israeli fashion designers, models and journalists gathered together for Tel Aviv Fashion Week, or TLV-FW, a three-day extravaganza showcasing Israeli design (November 21-24, 2011).

[http://www.mfa.gov.il/MFA/IsraelExperience/Tel\\_Aviv\\_Fashion\\_Week\\_Nov\\_2011.htm](http://www.mfa.gov.il/MFA/IsraelExperience/Tel_Aviv_Fashion_Week_Nov_2011.htm)



### The sea is a magnet for Israel's windsurfing champ

'I cannot rest if there are good waves,' says Lee Korzits, Israel's windsurfing gold-medal winner. 'I want to be in the water.'

[http://www.mfa.gov.il/MFA/IsraelExperience/Korzits\\_Israel\\_windsurfing\\_champ\\_13-Dec-2011.htm](http://www.mfa.gov.il/MFA/IsraelExperience/Korzits_Israel_windsurfing_champ_13-Dec-2011.htm)

**Check this out:** Hatachana – the historic train station and the new complex in Tel-Aviv Yafo  
<http://www.hatachana.co.il/home>