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The Shrine of the Book at the Israel Museum



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Dear friends,

A new video "Small but Outstanding", published on the occasion of the 64th Independence Day of the State of Israel, will show you our country's pulsating urban life and breathtaking nature. Israel offers an energizing experience with a vibrant cultural scene, and is proud to be an innovative leader in science and high-tech.

We also introduce technologies that enhance road safety and save energy, and the wine and food of Israel.

Ambassador

Amikam Levy

Consul General of the State of Israel





Israel - Small but Outstanding

Israel is a bridge between Africa, Asia and Europe. It has pulsating urban life, breathtaking nature, an abundance of plant and animal species.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israel-Small-but-Outstanding.aspx>



Mobileye inside

Israeli-designed advanced driver assistance systems (ADAS) help motorists operate their vehicles more smartly and safely.

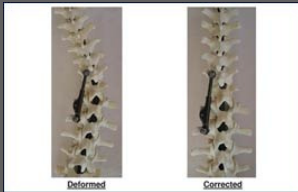
<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Mobileye-inside.aspx>



Standalone streetlight brightens African future

An Israeli company has designed a solar-powered light fixture for developing countries that need light to grow.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Standalone-streetlight-brightens-African-future.aspx>



The ApiFix spine straightener

Israel's ApiFix has invented a device to correct severe scoliosis in a less invasive, cheaper and more effective way.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Spine-straightener.aspx>



Israel takes the cake in baking competition

A talented foursome finds the winning recipes for healthful breads and tantalizing desserts, besting chefs from eight other countries.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israel-takes-the-cake-in-baking-competition.aspx>



Israeli wines reach maturity

Having come of age, Israel's wine industry is reaching out to foreign markets. The recent IsraWineExpo attracted 18,000 visitors.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israeli-wines-reach-maturity.aspx>



Zichron Ya'akov: Picture-perfect wine country

One of Israel's earliest settlements is where the ancient art of wine-making was revitalized in the 19th century.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Zichron-Ya'akov-Picture-perfect-wine-country.aspx>

Check this out: Discover Israel on Google Maps with Street View

http://www.youtube.com/watch?v=qrNhV_JK0VI&feature=player_embedded