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# MAGAZINE.IL



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Dear friends,

April 2013

On April 16, 2013, we celebrated the 65th Independence Day of the State of Israel.

The commitment to creativity and innovation are basic values in our society. These are the spirits of the people of Israel and the key factors that make Israel so unique. We are very proud of our achievements and we are committed to playing a major role in generating a better future for the international community.

In this issue we especially showcase videos that provide you with some ideas of Israel's 65 years of achievement and how Israeli inventions have become part of your life.

### **Ambassador Amikam Levy**

Consul General of Israel





### Israel: 65 Years of Achievement

Over those six-and-a-half decades, Israel grew from a struggling young nation into a highly developed state. While Israel is now known as a world leader in hi-tech, this short clip highlights a number of Israel's many other accomplishments in nation-building, immigrant absorption, the environment, international aid, culture, peace-making, science and sports.

http://embassies.gov.il/hong-kong/NewsAndEvents/Pages/Israel-65-Years-of-Achievement.aspx



### Created in Israel - Part of your life

Israeli innovation in your everyday life: "Created in Israel" may not be stamped on all the Israeli innovations that pop up during your average day, but in this short clip you can see a small sample of these anonymous inventions for yourself.

p://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Created-in-Israel---Part-of-your-life.



# Getting drugs across the blood-brain barrier

Ben-Gurion University licenses its breakthrough drug delivery platform to a New York biotech company.

ttp://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Getting-drugs-across-the-blood-brain-barrier.aspx



### Give your website a green light

MyWebees helps businesses and individuals transform their standalone websites into Facebook business pages, where traffic is constant.



# Israeli tech to curb US water crisis

IDE Technologies to provide desalination solution for California's water shortages. http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israeli-tech-to-curb-US-water-crisis.aspx





# Natural defense against bugs

Whether it's keeping little pests out of greenhouse netting or larger critters out of food packaging, Israeli companies have the answer. http://embassies.gov.il/hong.kong/AboutIsrael/AboutIsraelInfo/Pages/Israeli-products-provide-natural-defense-against-bugs.aspx

### Launching ConnectIL - Big problems, small solutions

Isaac Berzin, a chemical engineer, founded an Israel-based international institute to formulate alternative energy policies. http://www.youtube.com/watch?v=744Fj7pcGuQ&feature=youtu.be

Check this out: Miss Israel 2013 is an Ethiopian immigrant

http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Miss-Israel-2013-is-an-Ethiopian-immigrant.aspx