



Dear Chamber Member,

In March 2013, I visited the U.S., during which I participated in the AIPAC Conference and held high-level, introductory meetings in Washington, including:

- Josh Kram, senior adviser at the department of Turkey, Middle East, and North Africa Affairs, and director of the U.S.-Israel Business Initiative, at the U.S. Chamber of Commerce
- Khush Choksy, head of the department for Turkey, Middle East, and North Africa Affairs at the Chamber
- senior representatives of the U.S. Department of Commerce
- Israeli representatives of the Foreign and Finance ministries in Washington.

In addition, I participated in a panel at [the Israel Dealmakers Summit](#) in New York and met with senior Israeli and U.S. businesspeople and representatives. Throughout the visit, I was happy to discover mutual ground for fruitful cooperation and I am sure we will take it much further. During the month of April, we will continue with our busy, action-packed schedule. I invite you to take an active part in our events, which provide opportunities for learning, dialog and meetings with potential business partners.

Yours,

Ronit Benbasat Rom
Executive Director

**A special thank you
to the Chamber Members
who have already joined our
2013 Platinum Program**



Notable Israeli Presence at NASDAQ



Hi-tech entrepreneur Dr. Yossi Vardi presides over the closing bell ceremony at NASDAQ. Far right: Ronit Benbasat Rom, Chamber Executive Director, and Josh Kram of the U.S. Chamber of Commerce.

Meeting with the Commercial Counselor at the U.S. Embassy



Maria Andrews, Commercial Counselor at the U.S. Embassy

On April 4, Ofra Strauss, chairperson of the Chamber and of the Strauss Group, hosted a meeting with the Commercial Counselor at the U.S. Embassy, Maria Andrews and members of the Chamber Board of Directors: Alon Barnea, VP Development, Afeka Academic College of Engineering; Irit Batat, Marketing & Business Development Director, American Express; Yossi Ben-Dror, Senior Partner, Ben-Dror, Stretiner, Baruch, Gavish Law Offices; Hayim Cohen, President, Dun & Bradstreet (Israel) Ltd.; Avi Friedman, Manager, United Airlines Israel; Rami Guzman, Director, TowerJazz; Advocate Alon Kaplan; Advocate Joshua Kiernan, Partner, White & Case Law Offices; Amnon Neubach; Sherwin Pomerantz, President, Atid EDI; Yael Ravhon, General Manager, Abbott Laboratories; Zvi Rome, President and CEO, Petco International; Gad Sassower, President, J. Sassower Freight Forwarding Ltd.; Gerry Stoch, Manager, New York State Trade Office, and Eitan Yudilevich, Executive Director, BIRD - Israel-U.S. Binational Industrial R&D Foundation. The lively, fascinating discussion during the meeting concerned the role of the Embassy, activities of the Chamber and future cooperation. The participants agreed to expand the work of the Chamber committees in various fields, including cleantech, energy, real estate, visas, relations with U.S. Chambers of Commerce and more; hold a number of roundtable meetings per year between Chamber Members and U.S. Ambassador to Israel. Hon. Dan Shapiro and continue to work together to advance bi-lateral trade.

Brainstorming Session with Mr. Josh Kram, Senior Adviser at the U.S. Chamber of Commerce



Members of the U.S. chambers of commerce committee met on April 8, 2013, with Josh Kram, senior adviser of the department of Turkey, Middle East, and North Africa Affairs, and director of the U.S.-Israel Business Initiative at the U.S. Chamber of Commerce. During the meeting, which was held at the Chamber, the participants discussed local and regional trade and business issues as pertaining to bi-lateral trade between the U.S. and Israel.



Pres. Obama in Israel:

"Israel has the Unshakable Support of the Most Powerful Country in the World"

U.S. President Barack Obama and his entourage held a successful visit, full of events, in Israel March 20-22, 2013, during which a number of events took place with the participation of representatives of the Chamber. Ofra Strauss, chairperson of the Chamber and chairperson of the Strauss Group, participated in a breakfast held by Valerie Jarrett, senior advisor to Pres. Obama, and at the dinner hosted by President Shimon Peres. Ms. Strauss, and Chamber Executive Director Ronit Benbasat Rom, attended the speech Pres. Obama delivered at Binyanei HaUma in Jerusalem.



Seminar: Taxation & Compliance in the U.S.

More than 130 U.S. citizens and green-card holders living in Israel participated in a conference, organized by the Chamber, on Taxation & Compliance in the U.S., in cooperation with Ziv Haft BDO accounting firm; Goldfarb Seligman & Co. law office and Profimex Real Estate Investments.

The conference, held March 12, 2013 at the King David Hotel in Jerusalem, focused on tax planning and compliance solutions in the U.S.; U.S. tax issues for American citizens residing in Israel and for Israeli individuals investing in the U.S., and investments in the commercial U.S. real estate market.

Thanks to this successful event, the Chamber will consider requests to arrange similar events in the future.

Cyber Security

During a meeting of the Breakfast Club, co-sponsored by the Chamber and Herzog Fox Neeman Law Firm, on March 18, 2013, concerning cyber – the threat, possible solutions and business opportunities, Dr. Eviatar Matania said that Israel has the potential of becoming an empire in the field of cyber security, Dr. Matania, head of the Israel National Cyber Bureau (INCB), which is in direct subordination to the Prime Minister to formulate Israel's national cyber defense strategy. He said that Israel's potential stems from high-level information security companies; the country's effective intelligence community and a rare combination of defense, industry and academic expertise.

However, with the potential also lie the risks, warned Advocate Daniel Reisner, partner specializing in public international law, defense and homeland security at Herzog Fox Neeman Law Firm. For example, international law – which is concerned only with state entities – has not been updated to face the challenges of cyber terrorism, which is usually employed by individuals or non-state entities. "Law trails far behind technology," he added.

This was the second in a series of breakfast meetings. Future meetings will focus on the centralization of the Israeli Market and Innovations in Energy.



Chamber event participants. On stage, from left: Daniel Reisner and Eviatar Matania

Herzliya Conference 2013: Tourism Creates Many Jobs; therefore, it Must be Afforded Top Priority

Participants in the 13th Annual Herzliya Conference, which took place last month, sent a message to the new government as it faces the economy and employment, especially to Tourism Minister Uzi Landau: tourism is a leading industry and should be afforded top priority.

Kenneth Hyatt, Acting Deputy Under Secretary for International Trade at the U.S. Department of Commerce, of which the Chamber is a Member, stated that an analysis from 2011 found that 35 overseas travelers to the U.S. – excluding Mexico and Canada – provide one American job. A similar study showed that 36 tourists visiting Israel provide one Israeli job, said Noaz Bar-Nir, Director General of the Ministry of Tourism. He added that 1.5 million tourists entered Israel in the past 18 months, with the goal of 5 million tourists by 2015.

Shmuel Marom, Chairman of the Israel Incoming Tour Operators Association, said that tourism provides leverage for the economy, foreign relations and society. Amb. Dan Gillerman, former Israeli Ambassador to the U.N., said that the most effective advocate for Israel is a satisfied tourist. It is shameful that the Ministry of Tourism is only considered a consolation prize, he added.

Avi Friedman, Senior Country Director for United Airlines and Chamber Executive Board Member stated that Israeli governments have always treated the tourism industry as an outcast rather than a leading industry. "This occurs even though the industry adds a significant amount of foreign currency and its added value is the highest in the world."



Submit a Candidacy for the Annual Award

The Chamber will hold its Annual Award Ceremony, for companies, organizations and individuals excelling in bilateral trade between Israel and the U.S., on Tuesday, June 11, 2013. For information, and to submit a candidacy, contact the Chamber.

Save the Date | Annual Award Ceremony | June 11, 2013

Upcoming Events

Annual Award Dinner, June 11, 2013 – Save the Date

On Tuesday, June 11, 2013, in the presence of the U.S. Ambassador to Israel, the Chamber will hold its Annual Award Dinner, to honor companies, individuals and organizations who excelled in their activities and contribution to advancing trade relations between Israel and the United States. Chamber Members have already received information and a nomination form. Nominations can be submitted until May 14th. A committee, to include past and current presidents/chairpeople of the Chamber, selects the recipients. An invitation to the event will be sent in due course. For information and a form, contact us.

Congratulations to New Members that Joined the Chamber in March 2013



Hazorfim

Jewelry, Avital Nachman

Investments and Trade in the State of Utah | April 23

In cooperation with the Israel Chamber of Commerce; the State of Utah's Office of Economic Development, the Export Institute and the Manufacturer's Association, we cordially invite Chamber Members who are interested in expanding their business in Utah to a meeting with a business delegation headed by The Hon. Gary Herbert, Governor the State of Utah. During the meeting, Utah representatives will describe the advantages of developing business in the state, including benefits and incentives available to foreign companies.

The meeting will take place on Tuesday, April 23, 2013, 1 p.m., at the Israel Chamber of Commerce, 84 Ha'Hashmonaim St., Tel Aviv, 2nd, floor.

For information and registration, click [here](#)

MedInIsrael | June 10-13

In cooperation with the Israel Export Institute and the Foreign Trade Administration at the Ministry of Industry, Trade and Labor, MedInIsrael 2013 – the 2nd International summit on Medical Devices & Healthcare IT – will take place June 10-13, 2013, at the Tel Aviv Port.

For information and registration, click [here](#)



Member to Member Services

Free Service to Chamber Members/Chamber Members

| Offer Free | Initial Consultation to Chamber Members

◆ Erez Almogi, CEO of Blanchard Israel, specializes in developing organizational leadership in Israel and worldwide. For information, click [here](#).

◆ Yariv Erez, Mediator certified by the Ministry of Justice (not a lawyer), assists in reaching creative and quick solutions, agreeable to both sides, and mediated settlements which could be court-approved. For information, click [here](#).

◆ Morris Kaner, a business expert, helps his clients worldwide develop their businesses via lectures, training, business diagnostics and the creation of action plans to increase their sales and profits. For information, click [here](#).

◆ Advocate Meira Ferziger, Esq., at S. Wimpfheimer, Aronoff & Co Law Offices, specializing in United States employment law, answers questions about hiring and firing U.S. employees, independent contractors, overtime obligations, employment policies and agreements. For information, click [here](#).

◆ Corporate Resources Group (CRG) (Israel) Ltd. provides global HR consulting and relocation of employees all over the world, including the U.S. and Israel. The company also assists in recruiting employees for relocation to the U.S. and Israeli talents in the U.S. CRG, an approved supplier of the U.S. Embassy in Tel Aviv, provides intercultural training together with its U.S. partner, Dean Foster Associates of New York. For information, click [here](#).

The Chamber does not take responsibility for the offers and their contents.

The offers are the sole responsibility of the offering members.

In December 2012, the Chamber has sent membership renewal invoices. We would appreciate you taking care of this matter shortly, to enable us to continue our ongoing services and activities on your behalf.

Our Sister Chambers in the U.S.

◆ April 22, 2013 | Chicago, IL | North America-Israel Biotech Conference. For information and to RSVP, click [here](#).

◆ April 24, 2013 | Los Angeles, CA | Yom Ha'atzmaut celebration, To RSVP, click [here](#)

◆ April 24, 2013 | Philadelphia, PA | Israeli Innovation Showcase Forum. For information and to RSVP, click [here](#).

◆ April 25, 2013 | Bethesda, MD | Israeli Innovation Showcase Forum. For information and to RSVP, click

◆ April 26, 2013 | Memphis, TN | Seminar: Israel's Agro-technologies. For information and to RSVP, click [here](#).

◆ May 6-7, 2013 | Charleston, SC | U.S.-Israel Neurotechnology Business Exchange. For information and to RSVP, click [here](#).

◆ May 8, 2013 | Austin, Texas | Texas-Israel Day. For information and to RSVP, click [here](#).

◆ May 30, 2013 | Alpharetta, GA | Eagle Star Awards Gala. For information and to RSVP, click [here](#).

Business Opportunities from the U.S.

◆ The Georgia Department of Economic Development (GDED), Israel office, is currently assisting a couple of leading franchise companies in Georgia (USA) looking to establish business in Israel. Specifically, the department is looking for companies and individuals who would like to consider licensing of franchises primarily in the fast and quality food services sector. For information, click [here](#).

◆ Oklahoma manufacturer, developer and distributor of skin care, cosmetic and health products based on Aloe Vera, which produces custom formulations and finished products for several retailers and clients all over the U.S., is seeking representatives. For information, click [here](#).

◆ Minnesota manufacturer of technology allowing for the speedy cleaning of freight forwarders in the ocean is seeking to penetrate the Israeli market. For information, click [here](#).

◆ Vermont developer of an application enabling parents to follow their children's correspondence on social networks is seeking distributors and end-users. For information, click [here](#).

◆ Rhode Island developer of a decorative photo chemical etching process is seeking a distributor for religious stores and tourist souvenir outlets. For information, click [here](#).

◆ Minnesota Company is arranging to import specialty vodka from Israel and will host a VIP reception within two months. For information, click [here](#).

Business Opportunities from Israel

◆ Developer of hi-tech products is seeking a strategic partner or investor for a medical device that would provide a solution for such clinical needs as open heart operations. For information, click [here](#).

◆ A start-up company, which has a prototype of a product enabling the virtual fitting of shoes, is seeking distributors, agents and buyers. For information, click [here](#).

◆ Manufacturer and exporter of Christian products from the Holy Land, including products that are custom-designed according to client specification and made of olive wood from Bethlehem, is seeking buyers. For information, click [here](#).

