ISRAEL 2.0
Leading Toward a New Age
A discussion of the economic opportunities and foreign relations challenges facing Israel and the global Jewish community

Keynote Speaker
Dr. Yossi Beilin |
President, Beilink, Business Foreign Affairs & Chairman of the Geneva Initiative

Ambassador (ret.) Yoram Ettinger |

Mr. Benni Bronsky |
Founder and CEO, Congo Consulting Limited (London, UK)

Prof. Rafi Melnick |
Provost of the Interdisciplinary Center (IDC) Herzliya, Israel.

Economy School Bldg
Interdisciplinary Center (IDC) Herzliya
24.06.2010
Reception will be held at 6:45pm
The event will start at 7:30pm

Registration & info |
info@almalinks.com | 972-54-2129515
Please register at our site: click here
By Invitation Only | Dress Code: Business casual

www.almalinks.com
The Future of the Economy of Israel
Prof. Rafi Melnick | Provost, IDC Herzliya

There are numerous changes occurring in the Israeli economy – particularly the economic reforms, the acceleration of privatization, the growing interdependence in the wake of the globalization process, and the global economic and financial crisis – These changes all require a new way of addressing them from a theoretical and practical angle. A central question regarding Israeli economy is why Israel was less affected by the world financial crisis in comparison with similar economies in the industrialized world.

Brand Israel - Bottom Up
Mr. Benni Bronsky |

This workshop will introduce the Brand ISRAEL process. We will discuss the options for its implementation from the bottom up, and how anyone can position and brand Israel in their daily life.

The Mutually-Beneficial Two-Way Street of US-Israel Relations
Ambassador (ret.) Yoram Ettinger |

Israel has been a unique ally of the United States, enhancing US national security, providing the US with intelligence, and expanding the US employment and exports base. The US has also been fulfilling the role of (according to the late General Alexander Haig) "the largest American aircraft carrier, which does not require any US personnel, cannot be sunk and is located in a region which is critical to vital US economic and security interests."