

Greetings from the President



Dear Members and Friends,

With the upcoming Hebrew New Year, we are positioned in a better and more promising place as far as trade, investment and business relations between Israel and Britain are concerned. The Chamber of Commerce continues to maintain an excellent and supportive business environment and to update the tool

box that allows us to meet the needs of such environment. We would not be able to do that without the generous support of our committed partners, which includes the Embassies, the UKTI, the Manufacturers Association, the Export Institute, the Foreign Office and the Ministry of Industry, Trade and Labor.

In June we launched the innovative activities platform "**Doing Business**" which focuses on providing updated dynamic tools and information for individuals and companies interested in building business ties with the UK.

This summer we were all fascinated by the spectacular, international event the UK created and directed with exceptional skill and success -the Olympic Games. The Israel-Britain Chamber of Commerce declared the coming year as the "Year of the Olympics," and together with the Embassy and UKTI in Israel and London, examines the translation of the vast knowledge and infrastructures created during the years of preparation of the Olympics to create new, bilateral business opportunities.

We are expecting delegations of investors and plan to organize a delegation of "Business Ambassadors" to the UK. In cooperation with the sister Chamber of Commerce, in Manchester and the Chief Scientist, we intend to strengthen ties with technological parks in northern Britain. We look forward to a continuing stream of visiting Ministers, Members of Parliament and business people whom we had the pleasure of welcoming last year, to explore the potential and benefits of cooperation between our two countries.

Music, art and the academy always connect and cross borders and are eventually translated into business. The IBCC already supports such proceedings. This year we also plan a number of collaborations and insightful meetings with the British Council, music institutes and museums.

Being Driven and empowered by people and therefore starting on this newsletter, a platform will be offered to our partners, the people behind the scenes. In this issue, we host Dr. Simon Kay, recent Head of the British Council, in Israel to explain the complex relations existing between British universities and those in Israel..

And a special thanks to Shalom Burstein for his constant and professional help in the editing and publication of the Newsletter.

We are delighted to count you among our Members. I will therefore conclude with the hope that good, talented and determined people will make the difference in both countries. Shana Tova to you and your families!

Anita Leviant

"It's all about the people"

In this edition:

- 2-9** **Calendar of Events**
Between
April 2012 –
September 2012
- 9-11** **"Leaders' Greetings"**
Greetings for the New Year from The Minister of Trade, the UK Ambassador, Foreign Office and Leaders of Industry and trade associations
- 13-14** **"IBCC NEWS Guest"**
Cultural relations build trust and trust builds trade By Dr. Simon Kay
- 15** **"On the agenda"**
- 16** **Bonuses for IBCC members only**
1,500 points bonus on "British Airways"
- 17** A special bonus to Israel-Britain Chamber of Commerce members, courtesy of A.Q. - Translations



Calendar of Events April 2012 - September 2012

May 2012

- ◇ Between May 23-25 the ILSI-Biomed conference was held in Tel Aviv. The Biomedical industry is based on three industries: medical instruments, Biotechnology and Pharmaceuticals. The focus of this year's conference dealt with issues such as the global economic situation, changes in the FDA and the impact on the global medical system.

During the conference the Israeli President, Mr. Shimon Peres received a special award from biomedical industry leaders for his contribution to the field.

About forty participants from the UK took part in the conference this year and with the assistance of the high-tech Hub and UKTI of the British Embassy in Israel, presented opportunities to cooperate in the life sciences between the two countries, in a special stand devoted to the subject. The British Ambassador to Israel, Matthew Gould, visited the site and was impressed by the public's presence, the positive atmosphere and the range of opportunities presented.



"The Fourth President Conference opened in Jerusalem

in a Gala event attended by, among others, the President of Israel, Mr. Shimon Peres, Former U.S. Secretary of State Dr. Henry Kissinger and the former British Prime Minister, Mr. Tony Blair.

The Conference, which lasted three days, was attended by about 5,000 guests including senior representatives

from the political, economic and technological fields, including World Google Chairman Mr. Eric Schmidt, Cisco Chairman

Mr. John Chambers, the American diplomat

Mr. Dennis Ross, the Governor of the Bank of Israel, Mr. Stanley Fisher and others."

June 2012

The President's Conference - FACING TOMORROW

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Calendar of Events April 2012-September 2012 – Continued

The conference led by President Shimon Peres, emphasizing the positive sides of Israel, created a rare opportunity for international networking sessions, lectures and panel discussions with a variety of personalities from around the world, leaders in their respective fields.

The Israel-Britain Chamber of Commerce cooperated with the conference institutions and helped invite guests from abroad through the Chamber of Commerce and its members, and among others, hosted the president of the umbrella organization of the European Chambers of Commerce working with Britain, an organization of which this Chamber of Commerce is a member for the second year. The President, Mr. Howard Rosen was deeply impressed and promised to bring many participants to the next conference.



President Peres attacked the Iranian ayatollahs, saying: "Peace has enemies, and they are headed especially by Iran's rulers who are the greatest danger to regional peace and world security and expressed confidence in the U.S. Government's treatment of the issue. "President Obama now leads an international drive, complex and clever, to avoid this danger with the help of political processes and economic sanctions. We hope that these efforts will bear fruit," said President Peres.

* * *

Former British Prime Minister, Mr. Tony Blair also focused on the Iranian issue and claimed that it "is not only Israel's problem. We are also greatly motivated to stop their progress and prevent them from acquiring nuclear weapons. I understand the concern, but we must stay in contact and stay strong." He also referred to the negotiations between Israel and the Palestinians: "It seems hard now, but peace is a strategic asset for Israel, based on a two-state solution for two people." Mr. Blair said, calling to keep the "open mind" which has characterized the State Israel since its inception. "I spent my life in the traditional politics of right against left, but as I see more of the world I see that the real distinction is between an open mind and a closed one. We must promote thinking with an open mind which is the spirit in which the State of Israel was built and established."

* * *

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Calendar of Events April 2012-September 2012 – Continued

June 2012 - continued

Queen Elizabeth Diamond Jubilee

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The British Embassy in Israel held a reception to celebrate the reign of Queen Elizabeth II. The event was held at the residence of the British Ambassador in Israel, Mr. Matthew Gould and his wife Celia in the presence of the President of Israel, Mr. Shimon Peres.

Hundreds of guests, including ministers, Knesset members, government officials, leading business people and cultural and social personalities took part in the celebration. An exhibition of crowns designed these last three months by Shenkar School of Engineering and Design graduates and inspired by the British Monarch’s 60 years of reign, was on display. The British Embassy allied itself with the AKIM and CHIMES Israel organizations which help people with developmental problems, and together held an art exhibition displayed along the street near the Ambassador’s residence.



Queen Elizabeth who recently celebrated her 85th anniversary is the Queen of the United Kingdom of Great Britain and Northern Ireland and 15 other countries among which are Canada, Australia, New Zealand, Jamaica, Barbados, Grenada, Bahamas, Papua New Guinea, The Solomon Islands, Tuvalu, Saint Lucia, Saint Vincent and more. In each of these countries, the rule of the Monarchy is recognized independently and is represented by a Governor General nominated in the Queen’s name with the recommendation of the local government. All countries in which Elizabeth II reigns are members of the English Commonwealth and comprise a population of about 130 million people.





לשכת המסחר ישראל בריטניה
Israel-Britain Chamber of Commerce

Calendar of Events April 2012-September 2012 – Continued

June 2012 - continued

Innovate Israel event in the UK

On June 26, **Innovate Israel Day — 2012** was held in London. This important conference dealt with the world of digital media at its various layers and connected entrepreneurs in the digital and mobile Internet with their counterparts in the UK and Europe. Throughout the conference, professional panels were held, as well as networking and business meetings between Israeli companies and executives from leading companies in the media, in advertising, communications and publishing, and with investment entrepreneurs in the UK. The event was organized and led in collaboration with Marc Worth, Chairman of UK ISRAEL BUSINESS, Yossi Vardi, the Israel Export Institute, Embassies from both countries, the Israel-Britain Chamber of Commerce, the Manufacturers Association the Chief Scientist, and more ...

The Minister of Industry, Trade and Labor, Mr. Shalom Simhon, opened the event and said: "Tightening ties and expanding joint activities are consistent with the priorities and objectives set by the governments of Britain and Israel. The British Government in February last year reached a significant decision, calling for the expansion of cooperation between Britain and Israel on technology and innovation. The Israeli Government welcomes this decision and hopes to promote technological cooperation between our countries. We aim to build an infrastructure that will allow entrepreneurs and developers from both countries to meet, share knowledge and develop a second and third generation of innovative products."

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Calendar of Events April 2012-September 2012 – Continued

June 2012 - continued

Minister Simhon's Delegation

“For the first time in several years, the Minister of Industry, Trade and Labor Mr. Shalom Simhon held a working visit in London.

Officials from the Ministries of Industry, Commerce and Labor and the Media joined his entourage together with the Manufacturers Association and the president of the Israel-Britain Chamber of Commerce, Attorney Anita Leviant.

Minister Simhon met Lord Stephen Green, Minister of Trade and Investment, and Ed Vaizey Minister for Culture, Communications and Creative Industries.

The Minister also met the current President of the European Bank for Reconstruction and Development (EBRD), Mr. Thomas Mirow, and the recently elected incoming President of the Bank, Sir Suma Chakrabarti”

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Minister also visited the campus of the Google Company, and British Telecom's center for technological innovation.

The minister opened and participated at INNOVATE ISRAEL DAY and held meetings with representatives of Virgin Fund Investment, HSBC, and De Beers Diamond Syndicate executives. Meetings also took place with the company "Unilever" and the British Gas Company Innovation Center.

As a result of this visit, reciprocal visits promotion of cooperation and the establishment of R&D centers in various fields are being discussed. There is no doubt that such visits grounds the foundation and strengthen the economic ties between the two countries.



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לשכת המסחר ישראל בריטניה
Israel-Britain Chamber of Commerce

Calendar of Events April 2012-September 2012 – Continued

June 2012 - continued



In June, the Chamber of Commerce launched the business platform **"Doing Business"** in the UK.

Alongside networking and joint meetings on general issues, such as marketing, political environment, meeting of business cultures etc. There will be guests and discussions focused on various sectors including industry, technology, finance and investment. The platform will, among others, help medium and small businesses develop operations on the British market. The platform would be operated in close collaboration with the British Embassy, the UKTI and the Hi-Tech Hub, as well as with the Manufacturers Association of Israel, the Israel Export Institute and the International Division of the Association of Chambers of Commerce. The first meeting of "Doing Business" was held in June on: "The use of LinkedIn as an International marketing tool" and at the beginning of September, the second meeting was held on "International branding."

"The Israel-Britain Chamber of commerce launched the business platform "Doing Business" in the framework of which is held several meetings a year by leading professionals in their fields and with links to Britain"

August 2012



The **Olympic Games** were hosted in London, the British capital for the third time. A spectacular ceremony opened the Olympic Games in the new Olympic stadium in London.

About 10,000 volunteers took part in the highly invested opening ceremony which was staged by a world-renowned director and Academy Award winner.

The organization and execution of the Olympic Games inspired admiration proving that the preparation and extensive investment over the years that preceded it had brought the desired results.

The Games, in which 10,500 athletes participated, included competitions in 302 categories and 26 sports.



Calendar of Events April 2012-September 2012 – Continued

Beyond sport - Business Opportunities

During the Games thousands of business people from all over the world came to London, including many Israelis, taking advantage of the Games also to create business relations. Among others, the cooperation between the Israel-Britain Chamber of Commerce, and local agencies enabled Israeli businessmen to participate in a wide variety of exciting events, including a series of business meetings for networking among businessmen in the British capital at that time. The events were organized by the London Business Network in cooperation with the Mayor of London and the UKTI promoting partnerships between British and foreign companies, various Chambers of Commerce, and more. Networking meetings focused on Olympics-related business opportunities including issues such as security technology, media, access for the disabled and green environmental issues.

“The Israel-Britain Chamber of Commerce, representing hundreds of business companies and individuals to connected activities between Britain and Israel, has as a goal for the coming year to focus on these opportunities and in cooperation with the British Embassy and others to allow business entities from both countries to benefit and leverage the interesting potential generated”

The IBCC, representing hundreds of business companies and individuals connected to activities between Britain and Israel, decided to focus in that coming year these opportunities and in cooperation with the British Embassy and others, to allow business entities from both countries to benefit and leverage the interesting potential new ties.

The first event will be the Annual Real Estate event held at the residence of the Ambassador in November where guests from the UK will speak about the **“UK Real Estate Market after the Olympics.”**

The British Embassy chose to mark the Olympics by partnering with 35 communities and local authorities from Kiryat Shmona, Umm al-Fahm, Nazareth, Rehovot, Herzliya, Holon, Sderot till Eilat, in a series of community events in cooperation with local authorities that included children's summer activities such as a mini-Olympic event, healthy food workshops, sailing and more. The **Paralympics** won recognition and homage at an event initiated by the British Embassy where Embassy teams, together the Ambassador, competed with athletic teams in the Ha'Yarkon rowing competition.





“Leaders' Greetings ...”.

Greetings from the Minister of Industry, Trade and Labor, Mr. Shalom Simhon



With the coming of the new year, I wish to congratulate the Israel-Britain-Chamber of Commerce, its leaders, members and friends, for its important and professional activities all year round. This past year I held business meetings with various sectors, you launched the "Doing Business" platform offering state-of-the art marketing tools for the operation of small and medium businesses interested in

entering the British market in the fields of industry, technology and services; you hosted British delegations, participated in delegations to the UK, and helped companies to make contacts and hold meetings with entities in the British market. Let me thank you for the hard work you have invested in expanding the circle of business contacts through agreements with business entities and organizations in the UK, cooperation with Israeli economic organizations and with vision creating a bridge between the two countries by strengthening economic ties.

The Ministry of Industry, Trade and Labor attaches great importance to strengthening the ties with the UK and this last year I visited Britain as head of delegation in which participated the Chamber of Commerce's president. I returned encouraged by this visit in view of the many possibilities for cooperation available and the positive and encouraging approach of my British colleagues. Thank you for your indisputable contribution to the steady growth in trade between Israel and Britain and your indefatigable assistance in creating a good and constructive business environment for businesses from both countries. A fruitful Shana Tova and continued success in your activities.

Sincerely yours,

Shalom Simhon

Minister of Industry, Trade and Labor



Greeting from HMA Mr. Matthew Gould



“We believe that Britain should be a natural partner for Israel across the full range of Israel’s economy. We can power economic growth in both countries by developing the partnership between us – a partnership that last year saw trade grow by 34%.

Britain offers Israeli businesses the perfect launch-pad in Europe - we can give Israel market access to the rest of Europe, and trading links across the world. We have the world’s biggest financial centre, four of the world’s top six universities, and world-class skills in business development, law and marketing.

The Israel Britain Chamber of Commerce is doing tremendous work to allow these links to flourish, helping many of the dozens of commercial, academic and industrial missions that cross over every year. I am grateful for the work of the Chamber helping British airlines entering the Israeli market, and lobbying to ease the restrictions on British accounting and legal offices to work in Israel. These are two examples of the work the IBCC does every day to allow UK/Israel business relations to flourish, to add to the more than 250 Israeli companies operating in the UK.

I have real hope that next year will continue to see strengthening ties, and I know the IBCC will be a key part of that success. Shanah Tovah u’metuka!

* * * * *



Greetings from Ms. Irit Ben-Aba, Head of Economic Affairs Division

MINISTRY OF FOREIGN AFFAIRS
JERUSALEM



משרד החוץ
ירושלים

Dear members of the Chamber of Commerce,

Firstly, I would like to congratulate the Israel-Britain Chamber of Commerce and its leaders for their welcomed and vigorous activity in the promotion of economic and trade relations between the two countries.

This past year, ending these days, was a year full of challenges for Israel's foreign trade especially as far as export to European countries is concerned.

These countries, which for years are the traditional markets of Israeli foreign trade, face these days a difficult and complex economic reality, part of which stems from the economic crisis that began in 2008 and part of it from long-range global processes seeping in and affecting the economic and social reality of that continent.

This situation requires all government and private entities and bodies in Israel dealing with foreign relations and economic and trade relations, to make a special effort to preserve the level of export and ensure that it will not be hurt by the decline in demand and the difficulties arising from the current economic reality.

The Ministry of Foreign Affairs, through embassies abroad, will be happy to assist the business community in promoting economic and business ties in general and with Britain in particular. Israeli ambassadors are ready to assist as needed in promoting economic and business ties and will gladly make themselves available to Israeli business people.

I will conclude with Shana Tova and blessings and wishing you success in all your business endeavors.

Yours truly,

Irit Ben-Aba

Head of Economic Affairs Division, Ministry of Foreign Affairs

Greeting from David Thomas MBE, COBCOE, President



Israel has a remarkable success story to tell. Bilateral trade between the UK and Israel has experienced consistent growth and activity over the years. The Israel-Britain Chamber of Commerce and its added value network of British bilateral chambers across Europe through COBCOE have been excellent vehicles for publishing these opportunities and helping to provide significant benefits to companies at relative cost.

I would like to take this opportunity to wish all the members, partners and associates of Israel-Britain Chamber of Commerce a "L'Shana Tova" and wish you all the very best for the future.

COBCOE looks forward to working with you in partnership for many more years to come.

David Thomas MBE

President, the Council of British Chambers of Commerce in Europe (COBCOE)



Greetings from Mr. Zvi Oren President of the Manufacturers Association of Israel



Dear members and friends of the UK-Israel Chamber of Commerce,

On behalf of the Manufacturers Association of Israel (MAI) and The Federation of Israeli Economic Organizations (FIEO), I would like to wish you all a happy new Jewish Year. Let this year be a year of growth, prosperity and fulfillment for us all.

I would also like to personally thank the President of Chamber for her outstanding contribution for the mutual cooperation between the two countries.

The Israeli Industry and the MAI are looking forward for another challenging year of joint work and collaboration.

Zvi Oren

President, Manufacturers Association of Israel (MAI)

Chairman, The Federation of Israeli Economic Organizations (FIEO)

* * * * *

Greetings from Mr. Ramzi Gabai, Chairman of the Israel

Export and international cooperation



On behalf of the Israel Export and International Cooperation Institute I welcome the Israel - Britain Chamber of Commerce, the Chamber of Commerce's Board of Directors, its president, Attorney Anita Leviant, members of the Chamber of Commerce and its friends in Israel and around the world, and wish them Shana Tova and may it be a good and fruitful new year with continued activity and growth and momentum for Israel's industrial exports.

This past year, the Israel-Britain Chamber of Commerce was conspicuous in the wide variety of activities it initiated to expand the business connection network between the two countries and promote significant cooperation for the industry.

The Export Institute sees Britain as an important destination country, and these days we are preparing a work plan with the Israel - Britain Chamber of Commerce that will help to deepen relationships and in establishing partnerships to promote the existing potential in a variety of sectors.

We thank the Chamber of Commerce for its devotion, its constant efforts and its contribution to improving the business environment with Britain.

I wish us all a year of accomplishments and achievements in a variety of areas, a year of peace and health for everyone, and continued success in our endeavors.

Ramzi Gabay

Chairman, the Israel Export Institute

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לשכת המסחר ישראל בריטניה
Israel-Britain Chamber of Commerce

“Partnership is part of the story and the “facts on the ground” that I have described above are a solid foundation for dealing with our second challenge. There has been a steady decline in the numbers of Israeli students studying in the UK. The number now is around 680 and that represents a 50% drop over the last five years”

"IBCC News' Guest"- Dr. Simon Kay

This time we host Dr. Simon Kay, Head of the British Council who recently completed his term of office in Israel.

The British Council, which promotes the cultural relations of Britain, works in close cooperation with British Embassies in the fields of science, art, teaching the English language and especially on the important issue of cooperation between universities in both countries.

In view of the background of the issues in parts of the British Academy as regards Israel, it is interesting to know what was done on the issue by the Council. Simon, a great friend and a great partner in connecting Science - Culture - Business – relationships, during his stay with us was a natural partner in praiseworthy endeavors and we wish him much success in his new function as Head of International Operations in Welcome Trust.

Cultural relations builds trust and trust builds trade/

by Simon Kay



There is much that is positive to report in the health of the UK-Israel bilateral relationship. Readers of this journal will know that trade is up because you are the people who are making this happen. What you might not know is the incredibly positive story of the last year in the improvement in university relations and flourishing links in the arts.

This is not all. We know that business leaders value the skills of humanities graduates. In March 2012 the Deans of Humanities from six leading British universities (Oxford, University College London, Kings College London, Queens University Belfast, University of Nottingham and University of Southampton) met for two days with their Israeli counterparts. What emerged was consensus to launch a parallel UK-Israel collaborative programme for the humanities. The latest news is that the British Council has committed £100K and a launch event takes place at the British Academy in September 2012.

We have found that approaches to individual British universities have met with overwhelmingly positive responses. Southampton and Nottingham Universities are both investing resources in partnership with Israel, in both sciences and the humanities.

Continue on page 14



לשכת המסחר ישראל בריטניה
Israel-Britain Chamber of Commerce

Cultural relations builds trust and trust builds trade/

by Simon Kay - continuation from page 13

The Faculty of Law at the University of Essex recently signed an MOU with the Faculty of Law at the Hebrew University to cooperate at post-graduate level in international law and human rights.

Partnership is part of the story and the “facts on the ground” that I have described above are a solid foundation for dealing with our second challenge. There has been a steady decline in the numbers of Israeli students studying in the UK. The number now is around 680 and that represents a 50% drop over the last five years. There can be many reasons for this and the perception of negative attitudes to Israel within British universities to Israel can be one reason. But our market research has revealed a more fundamental problem. Actual awareness of British universities and what they offer is incredibly low. We will aim to increase the current number by 50%. And we want to see more British students coming to Israel.

So our strategy is simple to describe. Build partnerships between British and Israeli universities through the programmes and tactics described above. From these new partnerships we can describe the “facts on the ground” which show our universities working together and through these partnerships students will be encouraged by their mentors to study in each-others’ country..

I want to finish by explaining why cultural relations might matter to businessmen building trade between the UK and Israel. Cultural relations activities build trust. In the British Council’s 2012 publication “Trust Pays” the British Council makes the argument for how international cultural relationships build trust in the UK and underpin the success of the UK economy. Writing in the foreword, Sir Roger Carr, the Chairman of Centrica and President of the CBI, states that “in places important to our security or strategic interests...this relationship between cultural relations and increased trust is strong.” The prosperity of the United Kingdom and of Israel is dependent on strong and diverse international relationships.

This is a rich cultural and educational bilateral relationship which can only support wider trade and diplomatic efforts.

“Cultural relations activities build trust. In the British Council’s 2012 publication “Trust Pays” the British Council makes the argument for how international cultural relationships build trust in the UK and underpin the success of the UK economy”



"ON THE AGENDA..."

The High - Tech Hub, the UKTI and the Investments Center and the Tech City in London launched a TeXchange program that will grant start-ups on the Internet a jumping board to leverage their global business.

The first mission of TeXchange in November 2012, will focus on companies on the Internet that have web gaming solutions, advertising technologies, cellular, electronic trade, social media, video and more. The delegation members will be selected by an experienced panel of judges, headed by Mr. Haim Shani, Head of the British-Israel Technology Centre (the Hub).

- Workshops on Doing Business in various fields
 - The Annual Cardiologists Symposium in London
 - The Annual Real Estate Event in November at the residence of the Ambassador: "UK Real Estate Market Post-Olympics"
 - Incoming and outgoing delegations
 - Joint activities with scientific parks , the sister Chamber of Commerce in Manchester.
 - Hosting Business People and Government Officials from the UK
 - The Gas and Energy Annual Event
- And more ...

The Chamber of Commerce members enjoy free participation or reduced participation fees and priority where the number of invitees is limited.

"Number of exclusive benefits to members are granted by other members, such as British Airways, A.Q. Translations. the Israeli Conservatorium and more."

Looking forward to seeing you!

SHANA TOVA!



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