



INDO-ISRAELI BUSINESS



Vol. 3 Issue 1
March-May 2012

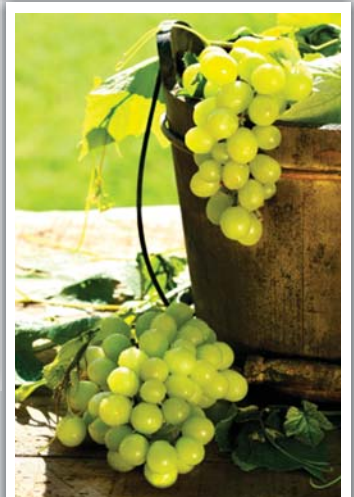
E X P L O R I N G N E W V I S T A S



Two Decades of
Flourishing Cooperation



Discover The Wonder Called Israel





Join us
for an
unique glimpse
of the
beautiful masks
reflecting the
Tribal Life

You are invited to
connect yourselves
between two different
worlds, a meeting
between our past and
our future, linked with
each other, completing
the circle of life.

Short films in any format
on tribal life, art and culture are invited
for IFFTAC-3 to be held on
9,10 & 11 June 2012
Bhopal (Madhya Pradesh) INDIA.
To know more about us
and to download our entry form
please visit our site
www.ifftac.com
NO ENTRY FEE.



IFFTAC
2012



VANYA



MPACE

Rajiv Gandhi Bhawan,
35, Shyamla Hills,
Bhopal-462002 (M.P.) INDIA

Phone:
0755-2661152, 2661155

Fax :

0755-2660370

e-mail :

vanya_prakashan@yahoo.co.in

Website:

www.ifftac.com

Bhopal Office:

S-4, 11nd floor, Block A, Amar Stabh, Press Complex,
M.P. Nagar, Zone-I, Bhopal (M.P.) INDIA

Phone:

0755-4266012, 09303101528

Mumbai Office:

Suite 602, Garden Rose Annex,
N Dutta Marg, 4 Bungalows, Mumbai
Mb: 09039946247

e-mail :

mpacecompany@gmail.com

MEDIA PARTNER



Founder Chairman
Late Shri R.K. Prasad

Distributed by:
New Media Communication Pvt. Ltd.
in association with
Consulate General of Israel, Mumbai

Managing Editor: Satya Swaroop
Directors: Cdr. P.S. Amar
Group Editor: Dev Varam
Editor: Uday Tarra Nayar
Executive Editor: Atula Imchen, Jyoti Pathak
Consulting Editors: Prabhu Sinha,
Md. Sabir Nishat, Tripat Oberoi
Deputy Editors: Tripti Chakravorty

Chief Operating Officer: Bipin Kumar Sinha
Head-Business Development: Veerendra Bhargava
Strategic Advisor: Vinaya Shetty
Head - Admin & Finance: Sunil Kumar
Liaison Officer: Vrunda Gurav
Special Projects: Manjeet Bhawar
Support & Executive Database:
Madhavi Singh & Arvinder Kaur Sethi
Circulation: Jawaharlal, Santosh Gangurde,
Vijay Wangade & Suraj

Art Director: Santosh Nawar
Associate Art Director: Sagar Banawalikar
Visualizer: Maya Vichare
Photographer: Kishen Singh, Ramesh Singh

BRANCHES:
Kolkata:

Anurag Sinha, Regional Head, Mob: 09830043339
Tel: 033-22640070/22640071.
Email: anurag@newmediacomm.biz

Pune:

Jagdish Khaladkar, Regional Director,
Mobile: 098230 38315
Email: pune@newmediacomm.biz

Patna:

Rajesh Naraen, Vimmi Prasad
173 - B, 2nd Floor, S.K. Puri, Patna 800001. Bihar
Email: rajeshnaraen@newmediacomm.com
Mob: 09334390988

Australia Office:

Bandhana Kumari Prasad, 129 Camboon Road,
Noranda, Perth, W.A. 6062 Tel: 0061 892757447
Email: bandhana@newmediacomm.biz

New Media Communication Pvt. Ltd.,

New Media House, 1 Akbar Villa,
Moral-Maroshi Road, Andheri (E), Mumbai - 400 059
Tel: +91-22-2925 0690. Telefax: +91-22-2925 5279
E-mail: enquiry@newmediacomm.biz
www.newmediacomm.com

Consulate General of Israel, Mumbai

Earnest House, 16th Floor, N.C.P.A. Marg
194, Nariman Point, Mumbai - 400 021.
Tel: +91-22-22822822. Fax: +91-22-22824727.

Printed & Published by

Satya Swaroop and printed at: Jayant Printery, 352/54,
J. S. S. Road, Murlidhar Temple Compound, Near
Thakurwar P. O, Charni Road (East), Mumbai - 400 002.
and Published from New Media House, 1 Akbar Villa, Marol-
Maroshi Road, Andheri (East), Mumbai 400 059. India.

Editor: B.K. Sinha

The news items and information published herein have been
collected from various sources, which are considered to be
reliable. Readers are however requested to verify the facts
before making business decisions using the same.

In This

ssue

Peoples & Places

6 Israel - The Multi-faceted
Mosaic of Ancient &
Ultra Modern



Pilgrimage

The Holy Land Tour -
A New Testament to Spiritual Revival

Food & Beverage

Israeli Food -
A Delicious Blend of
Cuisines from East & West



Food & Beverage

Israel's Vineyards -
The Wine Trail



Events

Israel's Jewish Holidays -
Forging & Fostering
Closer Bonds

Entertainment

Filming in the
Ancient Land of Biblical Lore
in Modern Times

Courtesy: www.goisrael.com, www.thinkisrael.com, www.israel-al.com



Dear Reader,

Greetings. Israel and India share a unique relationship. They represent two of the world's most ancient civilizations. Naturally, their approach to each other reflects depth and maturity. So, it is a matter of pride for both Israel and India to celebrate 20 years of co-operation and trust in 2012. Though their ties date back to 1950 when India recognized the nascent Jewish State formed in 1948, it was only in 1992 that Israel and India upgraded their diplomatic relations by setting up their respective embassies in New Delhi and Tel Aviv. The trade ties have since been flourishing. The cover story of the current Issue of Indo-Israeli Business carries a report of the 20-year trade bonds between the two countries. The focus of the issue is on Israel as a tourist and pilgrim destination. Israel is a multi-faceted mosaic of old and new cultures and traditions and Jerusalem reflects the country's true diversity. This city, where time stands still, evokes reverence among not only Jews but millions of Christians and Muslims across the world. Not far from Jerusalem (an hour's drive) stands the modern city of Tel Aviv, the face of a new and vibrant Israel. Among the highly popular tourist packages is the Holy Land Tour, which acts as a catalyst for spiritual reawakening for the Christian pilgrims. Imagine walking the same streets as Jesus walked as philosopher-preacher and carried the cross to his crucifixion! Festivals bind Israelis together as a Jewish people with a strong identity. Festivals such as 'Passover', 'Sukkot', 'Hanukkah' and 'Purim' display distinct Jewish culture. Another feature that distinguishes Israelis is their food, which can be called a truly global cuisine, with migrant Jews from as many as 70 countries bringing in their own exotic recipes. Then there is heady wine to go with food, whose trickle could be traced back to the biblical times of Noah, who planted the land's first vineyard. Backed by strong healthcare policies and blessed with mineral springs, Israel has emerged as a major centre for health tourism and therapeutic care. A write-up gives details of various spring resorts and spas dotting the country. An area in which Israel has made significant progress is cinema, both in terms of filming and post production. There is an attractive package of incentives awaiting potential film-makers who would chose to make use of Israeli infrastructure, locations and technicians. We trust the magazine's varied fare lives up to your expectations.

Wish you happy reading

Satya Swaroop
Managing Editor
satya@newmediacomm.biz



Dear Friends,

In the past 2 years, annually more than 40,000 Indian tourists visited Israel, the largest number of tourists visiting Israel from Asia. Last year, Christian pilgrims accounted for almost 75% of the Indian tourists visiting the Holy Land. I believe that the number of Indian tourists to Israel, will rise phenomenally in the next few years. Not only pilgrims but also people looking for a very exotic and fascinating tourist destination.

Israel is one of the best locations for honeymoon tourism for various reasons. First and foremost, its proximity to India compared to various European and American destinations. Second, Israel being a small country, people can visit various places without spending too much of time in traveling. Israel has a variety of places for seclusion and romantic escapes. The Dead Sea is the lowest point on the earth and hosts a number of luxurious spas and resorts; the Red Sea port Eilat offers tropical beaches and coral reefs. You can go to the Mediterranean beaches and enjoy a cool night-out in Tel Aviv and then

enjoy skiing in the snow-covered mountains in Northern Israel just 3 hours drive from there. On top of it, tourists get various food and accommodation options and everything can be covered in 7 days.

Today, Israel has emerged as the silicon valley of the Middle-East. Innovative companies offering cutting-edge technologies and solutions have caught the attention of the business world. Every year there are dozens of international exhibitions in Israel ranging from water management to renewable energy, from homeland security to tele-communications. We observe a huge turnout of visitors participating in international exhibitions and because of the proximity between business centers and tourist centers, people can enjoy a combined business and leisure trip in 4/5 days. India has become one of the economic powerhouse of the world and Indian companies are going global for the latest technology and acquisitions. There is a surge of business travelers from India to Israel in the last couple of years and I believe that in the near future MICE will see an exponential growth.

After seeing the rising number of Indian tourists to Israel and understanding the vast potential, our Tourism Ministry has decided to invest more efforts in the Indian market. Our Consulate in Mumbai and the Embassy in New Delhi have been promoting Israel as a travel destination through various initiatives. We participate in travel exhibitions. We have sent a number of travel writers, fashion and travel photographers to Israel, who wrote beautifully about Israel. I hope it has helped in creating greater awareness among Indian tourists who are in search of new and exotic destinations. Similarly we have met leading tour operators and we are working with some of them in

promoting the "Brand Israel". We routinely organize Israeli evenings with Israeli food, wine, music and cinema for people associated with the lifestyle industry and I believe that such events help in recreating a complete picture about what Israel has to offer to the Indian tourists.

Tourism created 77,000 direct jobs and 2, 32,000 indirect jobs in Israel. Its share in the GDP is less than 3% but it adds valuable foreign exchange. Tourism contributes 5% of Israel's exports and more than 15% of the export of services. 2010 saw 3.45 million tourists visiting Israel which is 50% of Israel's national population! We are happy and capable to host even more tourists in the coming years.

Currently El-Al, Israel's leading airline operates 3-4 weekly flights from Mumbai to Tel-Aviv. Among other major operators are Royal Jordanian and Turkish Airways which offer flights to Israel from Mumbai and Delhi. Increase in the number of low cost airlines will hopefully bring down the price of the air-tickets for the benefit of the passengers.

In this magazine, you will be able to get a taste of what Israel has to offer. You will be able to discover our main cities- right from those older than 3000 years to the ultra modern ones as well as learn about Israel's food, wine, art and culture and its breathtaking locations- from deserts to beaches, from green pastures to snow covered mountains all in proximity.

See you in Israel soon!

Orna Sagiv

Consul General of Israel, Mumbai

*Please send any comments or suggestions to:
press@mumbai.mfa.gov.il*

Israel - The Multi-Faceted Mosaic of Ancient and Ultra Modern



When one talks of Israel, the immediate thought that comes to mind is its rich ancient history and culture, its historical, archeological, and religious sites and its interesting people. We are suddenly transported back to its glorious past and find ourselves walking on the neat, narrow cobbled streets of Jerusalem, the same ones Jesus walked through. This nation has also produced many luminaries and eminent people who have made a mark in the world through their scientific research and discoveries. The grit and resilience of its people has carried them through their long and very challenging journey back to their beloved homeland.

This land of contrasts - the beautiful blending of the old and the new, is exemplary. Modern Israel is a beautiful, thriving nation. There is so much more that it has to offer everyone - a plethora of historical and religious sites, beach resorts, archaeological tourism, heritage tourism and eco tourism.

Israel is very accessible. Located on the eastern Mediterranean, the country is served by many international flights. There is also no dearth of flights from India to Israel. The compact geography enables you to get from place to place in no time at all - by car, bus or plane. It takes less than an hour by car from Jerusalem to Tel Aviv and the same from Jerusalem to the Dead Sea.

Israel caters to every vacation taste. You will be spoiled for choices. There is an array of glorious beaches, bustling cities, nature reserves, health spas, religious shrines, shopping malls, markets, artists' colonies, concerts in the park and much more. Israel will captivate you with its many sights and sounds, its gourmet, and most of all, its friendliness.

Join us as we take you on a brief tour around the country. We know you will enjoy this taste of the extra dimension that is Israel.

Jerusalem - The City of Eternity Where Time Stands Still

One of the oldest cities in the world, Jerusalem is the capital and largest city of Israel. This city, dubbed the holiest in the world, is also the most visited Israeli city with millions of tourists visiting annually. A holy city to the three major monotheistic religions, it is a mosaic of all things beautiful- a religious treat, a delight for historical and archeological lovers and an attraction for those interested in the modern arts, music, culture, architecture and gastronomical delights. Yes, there is so much contrast in Jerusalem. With a blend of the old and the new, there is something for everyone.

Since the time King David made Jerusalem his capital over 3000 years ago and his son Solomon built the first temple, the city has become the centre of the Jewish people, their pride, the foundation of their existence and yearning. It is the City Beautiful looked upon with reverence and admired for its beauty, awesomeness and unbroken legacy. The seat of the Israel



Government, the city is now one of the ultimate pilgrimage destinations as well as a modern urban center which offers every activity from the mundane to the sublime.

Jerusalem is easily accessible from all the major cities of Israel. It is only 30 minutes away from Ben Gurion International Airport, one hour drive from Tel Aviv, two and a half hours from Haifa and 30 minutes by flight from Eilat.

At Jerusalem's heart is the Old City, which is surrounded by a wall and divided into four quarters - Jewish, Armenian, Christian, and Muslim.

The Kotel ("Wailing Wall"): The Western Wall plaza is the holiest place for the Jews and is visited by millions of worshippers. It has very strong religious and historical



importance to the Jewish people. Here, at the base of the massive wall that is a remnant of the Holy Temple, prayers are offered and notes containing heartfelt wishes are wedged between the crevices.

The Temple Mount: This is one of the most important religious sites for Muslim worshippers. It has been used as a religious site for thousands of years. This is believed to be the site where Abraham offered his son Isaac as a sacrifice.

The Holy Sepulchre or the Church of the Resurrection is the most important shrine in the Christian world. It is believed to be the place where Jesus Christ was crucified, buried and rose from the dead.

The Via Dolorosa: This is the route that Jesus took between His condemnation, crucifixion and burial. The



route of the Via Dolorosa begins near the Lions' Gate in the Muslim Quarter and ends at the Church of the Holy Sepulchre in the Christian Quarter, covering 500 meters and incorporating 14 stations of the Cross. Each of the stations is marked with a plaque.

The Tower of David is an ancient citadel located near the Jaffa Gate. Byzantine Christians believe the site is the palace of King David. The museum inside contains important archaeological finds dating back 2,700 years, and is a popular venue for concerts, cultural events and sound-and-light performances.



Mea Shearim, an ultra-orthodox Jewish neighborhood built by Orthodox Jews in 1873. Residents have changed little in dress or way of life since the 1800's.

The Sheroover Promenade: A large park on the hill directly to the south of the Old City. Provides one of the best views of the city - visitors can see the old city, the Dome of the Rock and, on clear days, the hills of Jordan.

Yad Vashem: The major memorial

to the 6 million Jewish victims of the Holocaust. Located on the Mount of Remembrance in Jerusalem, Yad Vashem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953 as the world center for documentation, research, education and commemoration of the Holocaust, Yad Vashem is today a dynamic and vital place of intergenerational and international encounter.



Israel Museum: There are several sections to this museum, including the archaeology wing, an ethnography gallery, a good collection of Judaica, a sculpture garden, various art exhibits, temporary exhibitions, and of course the Shrine of the Book, housing the Isaiah scroll from Qumran.



The Botanical Gardens: These gardens simulate the climate and flora of many different climates. Plants from all over the world are planted and arranged in different sections. This is also where the **Biblical Zoo** was first opened. The Gardens harbor the largest living

plant collection in Israel – more than 10,000 species.

LA Mayer Museum of Islamic Art:

This museum has an important collection of ceramics and art objects from the Islamic periods. It also has a gallery devoted to weapons and one to carpets.

The Garden Tomb: A beautiful garden and a rock-cut tomb here are suggestive of the places Jesus spent his final hours before his crucifixion and from where he was resurrected.



City of David: This is the birthplace of the city of Jerusalem, the place where King David established his kingdom, and where the history of the people of Israel was written. Today it is an archeological park. Among the archeological ruins are large elaborate houses that bear witness to the high social status of the city's residents, Warren's Shaft and the remains of one of several towers that was used to defend the well. It is thought that King Solomon was anointed and crowned King of Israel at this site. The 533 meter long tunnel of Shiloh is also a must visit site.

Mount of Olives/Garden of Gethsemane- A mountain ridge to the east of Jerusalem so named



because of the olive trees that covers its sides. At the foot of the mountain is the Garden of Gethsemane where Jesus and His disciples are said to have prayed the night before his crucifixion. On the slope of the Mount of Olives in the Garden of Gethsemane is the Church of Saint Mary Magdalene. It was built in the Russian Muscovite style with golden onion domes or cupolas. The Church of All Nations tells the events of the Garden of Gethsemane in bright detailed mosaics on the night Jesus was betrayed.



The Rockefeller Museum: The collection at the museum includes artifacts that date back as far as two million years ago. There are many prized possessions in the museum, such as the wooden panels from the al-Aqsa Mosque that date back to the 8th century as well as marble lintels from the 12th century Church



of the Holy Sepulchre.

Apart from the above, there is so much that Jerusalem has to offer. The beautiful and pleasant climate allows you to explore the city any time of the year. Its many parks, museums and modern day architectural wonders will enrich your knowledge of this beautiful city. The contemporary city offers a rich variety of leisure time activities, ranging from pubs and dance clubs to fairs and festivals. Soak yourself in a performance by the Jerusalem Symphony Orchestra or by the Israel Philharmonic Orchestra with a visit to the International Convention Center, which is located quite close to the entrance of the city. You can also take home a legacy of Israel's creativity- from excellent collection of paintings and sculpture to traditional and exquisite Judaica jewelry in gold and silver.

Shopping and dining tastes are also well served in the distinctive treats of Jerusalem's restaurants and among the stalls of the Mahaneh Yehuda market, the Old City bazaar or the ancient Cardo, where the excavated Byzantine street and shops have resumed their ancient role. Equally tantalising are the shops, cafes and restaurants of the pedestrian malls of the city center, with early morning coffee and pastries or after- dark dinners with drinks, while young crafts people



offer their wares along the cobbled-stoned streets and lanes.

Accommodation

There are several options to choose- from popular- priced to deluxe, apartment hotels, hostels and rented rooms.

Come visit Jerusalem - the historical, political and spiritual hub of the Jewish people; the city that has been the seat of power of the Jews for more than 3,000 years and has always been their heartbeat through the 2,000 years of diaspora; the only city in the world that has 70 names of love and yearning, the city that in old maps appears at the center of the world and is still adored like a young bride; a city of overwhelming emotions, a city that promises a religious and spiritual experience, excitement and pleasure, interesting tours and entertaining adventures. ■

Tel Aviv - Jaffa - The Fascinating Face of New & Vibrant Israel



The city that never sleeps, Israel's second largest city is one endless holiday destination. It was the first modern Jewish city built in Israel, and is the country's economic, fashion, entertainment and cultural center.

Situated on a 14-km-long strip on the Mediterranean seacoast, Tel Aviv extends beyond the Yarkon River to the north and the Ayalon River to the east. Its miles of sandy, golden beaches caressed by the turquoise-blue Mediterranean have been ranked by National Geographic as one of the world's 10 best beach cities.

Tel Aviv began its history in Jaffa (Yafo) - the ancient 3,000-year-old adjoining city that lies to its southwest. The current Old City of Jaffa was built during the Ottoman Empire and its stone houses and narrow alleyways now house the picturesque

artists' quarter and tourist center. In 1909, Jewish families numbering 66, who resided in Jaffa, established the first neighborhood, "Akhuzat Bayit" (homestead) of what would later become the city of Tel Aviv in 1910. More neighbourhoods were later added to it. It was in Tel Aviv, on 14 May 1948, that David Ben Gurion declared the independence of the State of Israel.

Tel Aviv's lovely parks and beaches, sidewalk cafes, shopping malls and boutiques makes it just the ideal place for strolling and walking. The city is filled with night clubs featuring music of all types, dancing, restaurants, pubs, coffee houses, discotheques, movie theaters, auditoriums, and concert halls. Its cafes and restaurants do not close until the dawn of the next day. Despite the hustle and bustle, it has managed to retain its resort character that even business travelers can't help but unwind.

Israel's Fashion Capital

Tel Aviv is a shoppers' paradise. Home to the renowned Shenkar College of Engineering and Design, Tel Aviv is a hotbed of young, new designers who set up studios and stores all over town, selling their work in jewelry, handbags, shoes and clothing. Fashion designers from avant-garde to classic couture are spread around the city.



The designer boutiques in Tel Aviv have clothes according to your liking, taste and size—from the sophisticated, quirky, trendy, vintage to modern and those with a twist of humour and drama. There are swimwear boutiques as well as jewelry, home furnishings, leather garments, bags, and shoes. You name, you get it all in Tel Aviv.

For shopping efficiency and a chance to check out the local chain stores, try a few of the local malls. Look for shops like Fox, Castro, Renuar and Gazith.



Restaurants

There is no dearth of restaurants in Tel Aviv. Right from the New Israeli cooking to the freshest and best hummus, Italian, French, Indian, Japanese and Thai food to the best wines and coffee shops, you will actually have so much to choose from depending on your taste and preferences.



Art and Entertainment

Tel Aviv is full of life. The various forms of entertainment will not only keep you engaged but will also help you to learn more about the culture and lifestyle of the people. To get a true taste of the

art and culture of Israel, visit these places and attend some of the best performances by some of the world's best performers, or visit the museums and parks and take part in the festivals. All these will make your stay a culturally rich experience.

Erez Israel Museum exhibits many different kinds of arts and crafts as well as holding theme exhibitions. Helena Rubinstein Pavilion for Contemporary Art holds art exhibitions of well-known Israeli artists. Tel Aviv Museum of Art hosts a wide selection of works and offers an interesting representation of Israeli art and culture. Alon Segev Gallery holds a variety of exhibitions from different fields of art. The Sommer Art Gallery introduces Israeli artists to foreign crowds and hosts some prominent international artists. Stern Gallery is a very well-known establishment founded in Tel Aviv as early as 1969 and has, over the years, assumed a prominent role in the Israeli art market. Chelouche Gallery displays works in new media, video art, sculpture, painting, photography. The Suzanne Dellal Center offers a wide selection of events and festivities all year round. Habima Theater, which is Israel's national theater, is credited with





outstanding productions since 1917. Gesher Theater is one of the only bi-lingual theaters in the world, performing with the same troupe in Russian and in Hebrew alternately and is one of the finest theaters in Israel. The Tel Aviv Cinematheque shows films of different genres and tastes. Classical works of the finest directors, contemporary mainstream options, and of course a good selection of experimental and avant-garde pieces. The Philharmonic Orchestra- Directed by the distinguished conductor Zubin Mehta, has earned its reputation along the years and The Barbie is a live concert joint which has Israel's best and biggest artists on stage. Also a not to be missed visit is the Nahalat Binyamin market on Tuesdays and Fridays.

Tel Aviv's important historical sites include Bialik House, Ben Gurion House, Dizengoff House, the old cemetery on Trumpeldor Street, and Reuven House. Nature lovers can visit the garden at Abu Kabir, HaYarkon Park, and the Botanical Gardens near Tel Aviv University. Families with children can enjoy an action-filled amusement park.

The city has several plazas, the best

known being Rabin Square, HaMedina Square, and Dizengoff Circle.

Vacationers can lodge at any of the dozens of hotels, boarding houses, and youth hostels scattered throughout the city. These offer every type of accommodation ranging from luxurious rooms to simple, pleasant lodging.

Tel Aviv is also a business and trade center. There are colorful and bustling markets such as the flea market in Jaffa, the Carmel market, the HaTikva Market, and Levinsky market. There are also modern shopping malls such as Dizengoff Center and Azrieli Center, and important business centers for

high-tech companies, realtors, and the stock market. All these have made Tel Aviv the business capital of Israel and an international center for conventions, exhibitions, and conferences.

Important Events:

In addition to Tel Aviv's standard summer fare of sun, sea and sand, the city that never sleeps offers tourists and visitors many cultural and entertainment options. These include, among many others:

A Korean Film Festival, a major fashion show, Jazz Festival, Israeli Wine Expo, a bit of Spanish flamenco, an artistic celebration of womanhood, two cinematheque film festivals, White Night, Musix Parade, Opera in the Hayarkon Park, Hot Dance Festival, Thursdays at the Jaffa Flea Market, Exhibition of the Israel Antiquities, Exhibition of Plastic Arts, The Icon Festival, Tel Aviv Dance 2011, Rabin Memorial Day and the Chinese Cinema Festival.

This non- stop city is waiting to embrace you, fill each day of your stay with non- stop pleasure and an enriching experience. ■



The Dead Sea - Spas, Health Resorts and More!!

A special place on earth like none other! A spectacular haven that will leave you breathless for its sheer natural beauty combined with its rich source of natural salts. We are indeed talking about the fascinating Dead Sea, which at 400 meters below sea level, is the lowest point on earth. The quantity of water that evaporates from it is greater than that which flows into it, such that this body of water has the highest concentration of salt in the world (340 grams per liter of water).

It has been called by many names over the ages but it is now widely known as the Dead Sea because its salinity prevents the existence of any life forms in the lake. But what is wonderful and astonishing is that this very same Dead Sea is life giving as the same salt provides tremendous relief to many ailing visitors who come here on a regular



basis to benefit from its healing properties.

The water's salinity makes floating natural and effortless. The air is dry, rich in oxygen and free of any environmental pollution. You will enjoy the very warm temperature all year round. The fact that the sun's harmful ultraviolet rays are naturally filtered makes it possible to sunbathe without burning and is instrumental in treating various skin diseases. The natural "healing waters" along the coast, which are rich in minerals and natural heat, combined with the black mud deposits, are the ideal foundation for health and beauty treatments.

It is a truly priceless national treasure. The western shore (inside Israel's borders) is dotted with organized beaches and bathing areas that provide convenient access to the water. Beside two of the therapeutic beaches (Neve Zohar and Ein Bokek), large tourism centers have been established, providing the most pampering tourism services.

There are dozens of hotels, hostels and guest houses, restaurants and shopping centers, as well as desert adventure and sports like jeep and bicycle tours, camel tours and Bedouin hospitality, rappelling and more, alongside art and cultural activities and of course the unique agriculture, adapted to the local climate.

The region's nature reserves and scenic diversity offer a unique combination of arid desert vistas and oases alongside pools and waterfalls teeming with diverse flora and fauna. The breathtaking natural sites are also a storehouse for some of Israel's rich history. In this region you will find the Massada fortress, ancient Ein Gedi and the Qumran





cave site where ancient scrolls were found, including the Dead Sea scrolls. A must visit are the amazing monasteries built on the cliff walls.

The Healing Power of the Dead Sea

Famous for its high concentration of salts and minerals, the Dead Sea have a number of very attractive therapeutic resorts. Sea salts are produced from the southern section for industry, and in the



northern section promote tourism and good health. The composition of the salts and minerals in the water are what make it so unique and beneficial for the body.

The sea bed also has deposits of black mud that is easy to spread on the body and provides the skin with nourishing minerals. The presence of bromide in the air is also beneficial to the body's systems. This lowest health spa in the world is frequented by tourists concerned about their health. Its widespread hot springs, sophisticated spa hotels and sunny climate offers its visitors a vacation focusing on their health.

There are three categories of patients that seek treatment at the Dead Sea; those with dermatological conditions, those with rheumatological diseases and those with lung diseases. Treatments are based on a mixture

of factors that are unique to the Dead Sea; mineral salts, Dead Sea mud, the oxygen rich atmosphere and the mineral sulphur springs of the region as well as the attenuated ultra-violet radiation.

The main therapeutic resorts are located in the vicinity of Lake Kinneret and the Dead Sea. Most of the natural therapeutic resorts, as well as the spa resorts offer the possibility of combining your visit with a range of holistic treatments. In recent years, the field of alternative medicine has developed rapidly in Israel. Among the treatments offered are water therapy (hydrotherapy), ayurvedic medicine (Indian medicine), and conventional massages. Next to most of the therapeutic resorts are hotels offering special vacation packages that include treatments and pampering, as well as board and lodging.

The Dead Sea is thus a provider for good health and healing for vacationers from all over the world.





SOLUTIONS IN THE POWER, INFRASTRUCTURE, FACILITIES AND MUNICIPAL WASTE MANAGEMENT SECTORS!

We are an Engineering, Procurement and Construction company in India and have been providing services to the Power Transmission and Distribution sector with a focus primarily on the Distribution segment. In addition, we are significantly focused on and involved in other businesses that include generating power from Renewable Energy sources; providing Municipal Solid Waste Management Services; providing Facility Management Services; and developing Information Technology solutions for Power utilities. Our business operations are geographically spread across India and conducted through A2Z Maintenance & Engineering Services Limited and its direct and indirect subsidiaries.

*A2Z Maintenance & Engineering Services Limited

- Providing EPC Services to Power Transmission and Distribution Sector
- Installation of Power Transmission Line Projects
- Electrical Distribution System
- Substation up to 400kV
- Transmission Line up to 765 kV
- Rural Electrification
- BOP for Power Plants
- Railway Electrification
- EHV Cabling

A2Z Infrastructure Limited

- South East Asia's largest integrated MSW processing facility
- COGEN Project in three sugar mills
- Operates a 1500 TPD MSW Project in India
- Integrated MSW Projects Varanasi (600 TPD), Indore(600 TPD), Meerut (600 TPD), Aligarh (220 TPD) and Moradabad (280 TPD)
- Engaged in Municipal Solid Waste Management and Renewable Energy sectors

A2Z Infraservices Limited

- Providing Comprehensive Engineering, Business Support, Housekeeping and Project Management Services
- Multi-Location, Multi-Service provider
- Servicing diverse industry segments-Corporate, Shopping Malls, Commercial Buildings, Retail outlets, BFSI sector, India Railways and Airports
- Providing specialized services to the Indian Railways under the CTS scheme
- Clients in Public and Private sector



Corporate Office: Plot No. 44, Sector-32, Institutional Area, Gurgaon-122001, Haryana (INDIA)
Tel: 0124-4517600, Fax : 0124-4380014, Website : www.a2zgroup.co.in

Cities of Northern Israel

Haifa - *Where Many Faiths Co- Exist*



Haifa, Israel's third largest city and also one of its prettiest is surrounded by abundant nature sites, an interesting mix of modern neighborhoods and older districts; churches and mosques; mountain and sea. It has the country's largest port, a particularly active beach and is the home of the World Center of the Bahai Faith.

Its proximity to the sea has made this an active city a magnet for merchants, shoppers and tourists alike. The beautiful beaches are popular for sports and recreation. In addition, because of their excellent surfing conditions, the beaches serve many of Israel's top sailing enthusiasts and host sailing competitions and other sporting events.

There is peaceful co-existence of its inhabitants from all faiths and

religious beliefs. Muslims and Christians dwell side by side in the three neighborhoods of Khalisa, Abas and the famous Wadi Nisnas which have the most charming alleyways have turned into a tourist spot. There are many churches dotting the city's landscape. It is in Haifa that you will also find the world center of the Ba'hai faith as well as the famed Bahai Gardens with its breathtaking terraced gardens. The beautiful gardens serve as a perfect place for some quiet and alone time as well as for taking a stroll. At the foot of the Bahai Gardens lies the picturesque German Colony whose pretty stone houses

lend charm and romance to the neighborhood. Some of the houses have been preserved, and some still have the names of the original residents etched onto them.

This pretty city can be toured on foot by taking the four marked walking routes which begin on Yefe Nof (Panorama) Street. Other options are nature routes, taking the

cable car or the Carmelit, Israel's only subway, visit Gan ha'Em ("Mother's Park") and walk along the Louis Promenade with its spectacular view of the city which hugs the sea.

There are many museums to visit while in Haifa- The Dagon Grain Silo; the National Maritime Museum; the National Museum of Science and Technology; the Haifa Museum of Art; the Clandestine Immigration and Naval Museum; the Railway Museum; the Tikotin Museum of Japanese Art; the Reuben and Edith Hecht Museum; and the Israel Oil Industry Museum.

Haifa also boasts many institutions devoted to culture, art and science which offer an array of festivals and activities. The annual Haifa Film Festival features high quality local and international films, drawing those in the profession as well as thousands of visitors.

Haifa is also home to the Technion, Israel's first institution of higher education, and to the University of Haifa. The university is situated near the Carmel Nature Reserve, known for its year-round views of greenery and its intoxicating beauty.





Acre - A Fascinating Legacy from the Past

of the experience this city offers. Among the high-walled alleys and underground passages there is a huge mosque and a Christian monastery, an inn and Turkish baths, halls built by the Knights Templar, with an extraordinary

Templar tunnel and fascinating archeological findings. Visit the intriguing museums and many churches. There are a row of hotels near the inviting beaches, a marina, restaurants and a picaresque fishing port. There is always an interesting adventure or attraction around every corner.

Every year Acre hosts colorful festivals that attract thousands of visitors and tourists from around the world. Between the ancient alleyways, a lively open market hums with activity, especially on weekends. The market is also the home of one of Israel's most famous hummus restaurants. You will also find excellent fish restaurants in the fishing port. Not far away from the city is a beautifully manicured Bahai Garden, build by members of the Bahai religion in Israel.

Acre is interesting and charming, good for a glimpse of the past, a festival or just a romantic evening stroll along the city walls over the sea.

A meeting place between the East and the West, the old and the new, beauty and ruins- this is unique Acre in all its splendour. One of the oldest continuously inhabited sites in the country, the walls, fortresses and strongholds of the city bear the marks of many nations that left impressive buildings behind them, beautifying Acre to this day thus earning its spot as a World H[er]itage Site by UNESCO.

Acre was one of this region's important cities in ancient times. Various cultures made their home here, the Crusaders captured it and the Ottomans lived here for many centuries. Even Napoleon Bonaparte tried but failed to lay his hands on this city.

The fascinating history that has passed through the streets of Acre, the legacy left behind by its conquerors, the buildings that adorn the city and the places of worship built there are just part



Safed - Where Art Merges with Mysticism

It is said that if you desire that heavenly experience, you should visit the picturesque city of Safed (Tsfat) with its glorious magnificent mountaintop setting and fresh, clean mountain air. Credited as the highest city in Israel, it commands a breathtaking view of the Galilee in the winter with its green mountains and the white snow-capped peak of Mount Hermon.

One of the four holy cities of Israel, Safed is home to spiritual people and artists, mysticism and mystery where the sacred atmosphere permeates and embraces you as you wander through its alleyways past charming stone houses with their artists' studios and workshops. The Kabbala (Jewish mysticism) has made its center in this city since the 1600s.

The ancient picturesque alleyways of the Jewish quarter contain hidden niches and beautiful synagogues whose rich past emanates from the high ceilings, colorful decorations, and ancient Torah scrolls. The

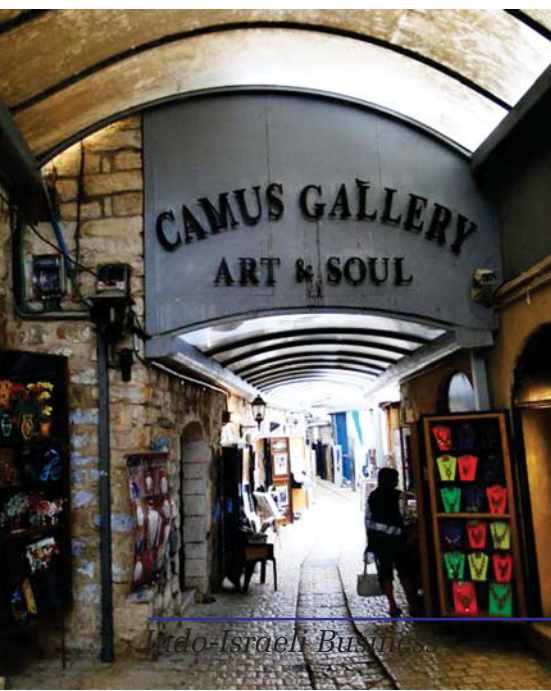


artists' quarter is located in what was previously the Arab quarter of Safed. Artists reside and work in their studios in the ancient and magnificent houses, and their paintings and artifacts fill the display windows and can be viewed while walking through the narrow alleyways.

Safed also has exciting museums that relate the city's history, luxurious hotels that preserve its antique character, and a huge Crusader fortress. It also hosts

numerous festivals that are rich in color and atmosphere.

Strolling through Safed with the grapevines growing up the arbors of its stone houses, the decorated iron gates, the beautiful panorama that is visible from the verandas, and the winding cobblestone alleyways, is like taking a leisurely walk through a painting. It is a city for vacationers and tourists, a city of artists and rabbis, history and tradition.



Eilat - An Exotic Blend of Sun, Surf, Sandy Beaches & Diving Spots

At the southern most point of Israel is the resort town of Eilat. It is a bustling port, a heady combination of sea and desert and practically a sun-drenched beautiful place that beckons you to its shores to enjoy its amazing water sports and boating activities like water skiing, swimming, diving, sailboating, rowboating, kayaking and lots more.

Eilat is 309 kms from Jerusalem and 346 kms from Tel Aviv. It will take you an hour to get there by flight from Tel Aviv while a road drive by taxi or car will take you about five hours. There are frequent flights to Eilat and a fleet of hourly express buses from Tel Aviv and Jerusalem to help you reach the city.

Eilat had always been a strategic port right from ancient times. The modern



city which was established in 1950 became a thriving port which gave an added impetus to the city's economy. The tourism industry then started to develop it in the 1960s which eventually made Eilat a paradise for tourists, travelers and vacationers.

Eilat's climate is generally comfortable all year round, with scorching hot summers and warm winters with clear blue skies. The relatively low humidity makes for an enjoyable vacation at any time of the year and true sun-lovers will find the weather a dream. Winter witness tourists from Europe who prefer vacations in a warmer and more pleasant climate while Israelis flock to the city in the summer.

Diver's Paradise

Eilat's main attraction is diving in the Red Sea or rather, in the Gulf of Eilat, one of the world's most spectacular underwater preserves. You can see brightly colored coral and fish and may see everything

from a venomous lionfish to moray eels, sharks, and sea turtles to manta rays. Eilat is a safe and diver friendly dive destination and has more than 10 dive centers and over 20 different dive sites, almost all of which are





Water boarding on the Red Sea

accessed from shore. The city is often used as a home base to divers traveling to the city of Aqaba in Jordan, or the Sinai Peninsula in Egypt.

Even if you're not a diver, you can enjoy the magnificent coral reef from the surface with a snorkel and mask or on a glass-bottom boat ride. If you want a really unique view, try an underwater safari in a submarine that holds 50 people and takes you 200 feet below the surface. And, if you're really a landlubber, there's the Coral World Underwater Observatory that lets you enjoy the wonders of the Sea as if it were an aquarium. One of only four in the world, the observatory offers a kaleidoscopic view of the reef and sea life 15 feet below the surface. One of the newer Eilat attractions is Dolphin Reef, where you can swim and dive with dolphins.

Famous Diving Spots in Eilat- The Japanese Gardens, The 'Satil' Wreck, The Dolphin Reef, Paradise Reef, The Mosquito Yatush, The Eel Garden, The Coral Beach Reserve, The University, The Lighthouse Reef, The Caves Reef and Neptune's Tables

And there's plenty of activities

outside the water, including rappelling on craggy cliffs of the desert mountains, hiking in the desert and mountain biking.

Eilat's Beaches

Every beach has its own personality. Some are quiet and peaceful while others are youthful and lively. There are beaches that are great for diving and water sport activities. You can choose one that suits your temperament and style.

The Princess Beach is a great place to swim or snorkel while enjoying the coral and the tropical fish. The Dolphin Reef Beach is a wonderful place to hang out with friends, while enjoying the water, the beach bar and watching the antics of the dolphins. There is a complex of relaxation pools with special programs for people with special needs. The Village Beach is a popular meeting place for young people. It is a great place to be at any time of the day. There's a great cafe-restaurant often with live music. For a family oriented beach, head to Coral Beach Reserve. It is the world's northernmost coral reef with amazing Red Sea fish and aquatic life.

There are plenty of beaches in Eilat's

north shore like the Sunday Beach, Herod's Beach, Dan Beach, Royal Beach, Neviot Beach, Tarshish Beach, Moriah Beach, Neptune Beach, Pearl Beach, Um Rash-Rash Beach, Red Rock Beach, Fisherman's Beach and Meridian Beach which is a private beach.

Apart from the beaches, Eilat has other attractions. The excellent winds in Eilat have paved way for kite surfing to becoming a major sport here. It combines hang gliding, kite flying and surfing.

The Arava region north of the city and the Eilat Mountains is an arid desert. But in between the exposed mountains there are many nature and beauty spots as well as archaeological and historical sites, which make Eilat a good starting point for special trips in the area, such as camel treks, jeep tours and more.

There are additional attractions for youngsters and families, such as an amusement park, a new "Kings City" (a high-tech theme park for all the family based on the Bible and Bible stories). And, do not miss the 3-D IMAX movie theater!!

Attention bird lovers!! Eilat is one of the best places in the world for bird watching. Millions of birds cross the area between the Mediterranean



Underwater Observatory in the Coral Reef (Red Sea)



coast and the Jordan mountains, making southern Israel the site of one of the greatest concentrations of migrating birds in the world. The migration from Europe to Africa takes place from September to November and the return flight begins in March and lasts through May. Eilat is also the headquarters for the International Birdwatching Center.

Nightlife

A pulsating nightlife, Eilat has many pubs, bars and discotheques to choose from. Most of them are located around the tourist area or along the beach side promenades under the large hotels. There are live performances by artists from Israel and overseas.



Dining Out

There are a host of popular restaurants in Eilat which serve everything from the Sephardic

dishes that are ideally suited to the climate of Eilat to those from Morocco, Algeria and Tunisia. Many of them observe kosher - viz. Jewish dietary - laws. Non-kosher restaurants serve pork and steak. Indian restaurants serve authentic Indian food and you will also get



superb French and Asian cuisines. Local cuisines of the best kind can also be found in plenty.

Shopping

Eilat's main shopping area is around the Ocean Mall and along Eilat's promenade which holds vibrant bazaars during the summer. All goods are duty free. The malls feature everything from leading brands to ethnic clothes, jewelry, footwear, electronics, coffee shops and restaurants. The Promenade is also a great place for an after-dinner stroll as it is well lit up at night.



Accommodation

There are all kinds of hotel accommodations depending upon your budget. There are suite hotels, boutique hotels, kibbutz hotels, apartment hotels, bed and breakfast, holiday apartments, guest houses and youth hostels.

There is never a dull moment in Eilat. The abundance of water sports, a dynamic night life,



breathtaking sights, finger licking food, unforgettable shopping experience and plenty of other activities will keep you on your toes all through your stay there. The clear and clean waters of the Red Sea, a tropical sea and a breathtaking background of wild, bare granite mountains have ensured Eilat as a tourist gem and the most popular tourist destination in Israel with hotels and beaches packed with thousands of local as well as tourists from around the world.

The Galilee - The Land of Ancient Times



Galilee is a land unparalleled. It is home to numerous cultures, communities and faiths that form a mosaic unseen anywhere in the world. Its origins date back to ancient times. Although not particularly large, the region boasts an incredible assortment of sceneries, plants, sites, and people.

Its long history shows an incredible number of cultures that originated in and left their mark in this region. Historic and archeological sites, cave

homesteads, ruinous ancient settlements and forgotten kingdoms are testament of a once thriving region and ancient writings have mentioned Galilee time and again.

There is so much diversity which is evidently seen in its communities- the Jews, Christians, Muslims and Druze.

The comfortable climate, the many streams and springs, the flora and fauna and, most importantly, the

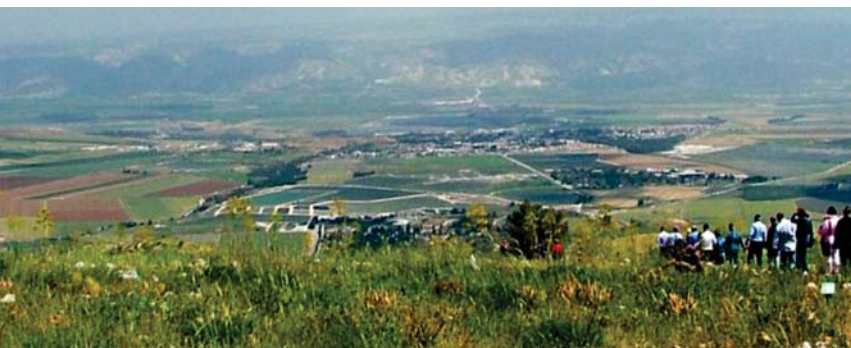
spectacular views join to form this attractive uniqueness. The natural springs in this region are channeled into comfortable spa facilities offering a multitude of personal treatments, cures and pampering.

Archaeological, historic, and religious sites are more accessible than ever before. Restaurants representing every cuisine in existence, elite vineyards, local bakeries, cheese, and olive oil makers are just part of the unique Galilean culinary map.

Apart from these hidden gems, the Galilee is also home to world-famous tourist attractions. It is a land rich in heroic tales of old, abundant water sources and ancient cities. Nazareth, the childhood home of Christ, ranks first among the latter. The old city of Acre has been declared a UNESCO World Heritage Site; the famous Sea of Galilee; Hatzor, Dan, and Megiddo are renowned among history fans; and the Hula Valley has gained fame among birdwatchers from across the world as the place to watch migrating birds.

The Jordan Valley - The Last Post of Exodus

The Jordan Valley extends from the outlet of the Jordan River at the Sea of Galilee to its inlet into the Dead Sea.



The city of Beit Shean is famous for its fabulous Biblical, Roman and Byzantine remains. The Jordan Valley is also one of the world's major bird-migration routes. Visit the Kfar Ruppim Birdwatching Center to witness this first hand. South of Belvoir is Naharayim, the Middle East's first hydroelectric power plant.

As you continue south, you'll enjoy the gradually changing landscape, becoming increasingly arid as it eventually dips to around 400 meters below sea level. You will also pass the area where the Israelites crossed the Jordan, and you'll see their first destination, the rich oasis of Jericho.

The Mediterranean Coastline - A Hub of Activity



The western part of Israel is bordered by the Mediterranean Sea. This region is home to 70 percent of Israel's population. This is the hub of Israel's economic, cultural, leisure activities as well as its coolest and most unique sites. This diverse and beautiful coastline is a must visit destination.

One of the main tourist attractions is Rosh Hanikra, famous for its labyrinth of limestone grottoes and caves. Riding in the steepest cable car ride in the world is the main means of getting to see the breathtaking mysteries of the grottoes.

Along the coastline is Dor which is credited with possessing one of Israel's finest beaches. Some of the most spectacular archaeological sites are found here.

The wonderful resort town of Netanya, also called Israel's Sports City, has lovely beaches, the longest promenade in Israel with a stunning view and a host of activities in the town square.

Caesarea is another beautiful town with a restored harbor, amphitheater, and aqueduct. The country's only 18 hole golf course can be found here.

South of Caesarea is the city of Herzliya and its seaside neighbor, Herzliya Pituach. It houses some of Israel's richest and most famous and has some of the finest beaches in the country.

The Coastal Plain will amaze, astound and mesmerize you with its charisma, varied sights and leisure activities.

The Negev - A Desert Dotted with History

The Negev is a desert region located at the southern part of Israel. It has an astonishing range of natural phenomena, stark mountains, cratered canyons, sand dunes and wadis. It covers more than half of Israel. The resort city of Eilat is at the southernmost point of the region. Today Beersheba, the region's capital, is a modern city of 130,000. Further south is Kibbutz Sde Boker, where Ben-Gurion, the first Prime Minister of Israel made his home. The hut where he lived is now a museum devoted to his legacy.

An exciting way to explore Negev is by camel, on horseback, or in a desert jeep. Many sites can only be reached by special vehicles or on foot. There are also museums of Bedouin heritage, archaeological gems and thriving flora and fauna to enjoy.

The ancient Nabatean cities of Haluza, Mamshit, Avdat and Shivta, as well as the Biblical city Beer Sheba, were recognized by UNESCO as World Heritage Sites in 2005.



Agro Tourism - A Green Miracle in the Desert

Israel has always been known as the Land of Milk and Honey and rightly so. This small country is situated in one of the world's most arid regions. Its diverse climate, topography, minimal water resources and other challenges has forced its agriculture sector to provide its citizenry with advanced solutions which has brought about an amazing agricultural success that other countries are emulating the steps and technologies pioneered by it like the concepts of drip irrigation, recycling, purifying and reuse of wastewater for agriculture purposes.

Here is an example of this success. In the 1950s, one Israeli farmer fed 17 people; a little over 50 years later, that number is up to 95! Israel is constantly researching new products and technologies, which have allowed it to successfully till the arable 20 percent of Israel's 21,000 square kilometers.

Israel's agriculture is varied as well. Some crops are grown in open fields, while vegetables and flowers are cultivated under cover and in greenhouses. Blossoming orchards and groves also abound, blending into the landscape in shades of green and yellow with fragrant aroma and colorful foliage. This intricate mosaic tempts visitors to leave the city and experience the beauties of nature. Israeli farmers delight in exchanging knowledge with special-interest visitors. There is so much to choose from should you decide to visit this land and enjoy its produce.

The variety of its produce means that farmers from around the world find a common language with counterparts somewhere in Israel, whether it's the well-watered north, the subtropics around the Sea of Galilee, the arid lands in the Negev and the Arava, the coast, or fish-breeders (even that is done in the desert). Getting to know the people behind the produce and making lasting connections are unforgettable aspects of an agriculture tour of Israel.

Initiative, innovation and wise land and water use, especially saline water to raise grapes, olives and tomatoes, among other crops, has placed Israel at the global forefront in arid-land agriculture. Warm desert winters provide an economic edge, allowing the produce to be marketed a month or more when the same crops are being harvested elsewhere. Israeli farmers are good stewards of their land. They are now transforming their dairy farms as well as other sectors into environmentally friendly enterprises.

You can experience Israel's agriculture first hand, not only through the surroundings but the various enterprises and visitors centers scattered throughout the country. Farmers are now not just engaging in traditional agriculture but are discovering that rural holidays have gained popularity. Increase in the demand for tourism facilities in the country has resulted in the creation of a large number of attractions, activities, festivals, B&Bs and farm sites which open their doors to visitors seeking to taste the experience of "working the land" for rest and relaxation.

Leading tour operators from India also offer AgroTourism packages to Israel. You can time your visit to one of the agricultural festivals or peak seasons in Israel: the Olive Festival in October, grape-picking and wine tasting in the summer, The Honey festival in September, Cherries in the late spring, and more.

And based on its accumulated experience, Israel is poised to play a major role in supplying the world with cutting-edge agriculture





solutions and is the ideal location for a world-renowned agricultural exhibition and conference.

For the past three decades, Agritech Israel- one of the world's most important exhibitions in the field of agricultural technologies has served as a platform for bringing together more than 7,000 foreign visitors from 115 countries to interact with leading international agriculture technology companies.

Agritech Israel 2012, the 18th International Agricultural Technology Exhibition and agricultural event of the year, will be held May 15 – 17, 2012 at the Israel Trade Fairs and Convention Center in Tel Aviv. Held once every three years, the exhibition is frequented by several political leaders, government officers, corporate executives and farmers and all those involved in the various agricultural sectors. ■

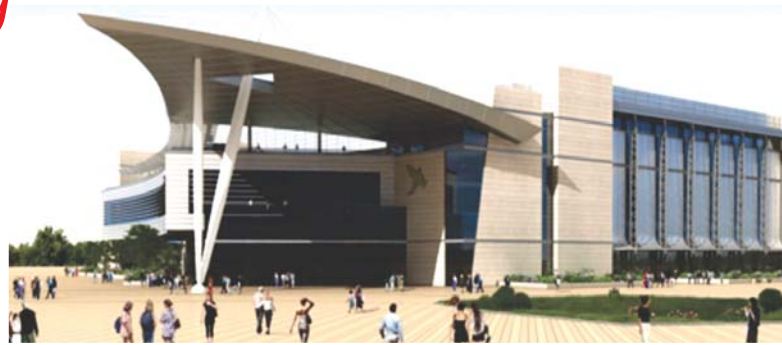
The Art of Blending Business with Tourism

Israel is a modern country with a vibrant, diverse business community. The country is no longer just a recipient of business tourism based on its booming technology industries – it is the starting point for business ventures of all kinds all over the world. The variety of business – from multinational corporations that have R&D production facilities in Israel to Israeli firms active in real estate ensure that professional and business services are at the top international level.

Israel is one of the very few countries in the world where huge overseas investments in Israeli companies are matched by no less significant Israeli investments all over the world.

Innovative export industries are the engine of the Israeli economy and even very small Israeli firms operate on a global scale. Many large exhibitions are held in Israel featuring locally and internationally developed technologies in communications, computing, defense, medicine, farming and more.

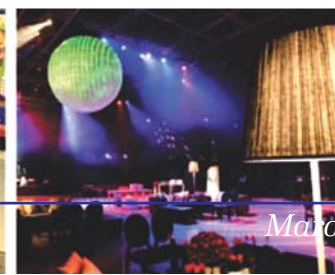
With so many foreign business visitors, the tourism industry is adept at meeting international needs. There are dozens of conferences and seminars in Israel attracting thousands of business people. Most Israelis in the business arena speak fluent English, and business services are sophisticated, accessible and completely comfortable for the business traveler. Being small in size



(8 hrs from North-South, 15 minutes from East- West) business trips can be easily clubbed with a day or two of recreation at the Dead Sea, Eilat, Jerusalem or Tel Aviv. Business services include hotels tailored for business visitors, event halls, elaborate convention centers of all sizes, exhibition halls, advanced multimedia equipment and capabilities, the finest in communication equipment and advanced transportation.

With all its natural attractions, a rich historical and religious heritage, year round sunshine, efficient transport system, first class roads, world class facilities, Israel has emerged as the next big incentive destination where carefully tailored programs ensure that you and your group will be taken care of way beyond your expectation, not just with the business aspect of your visit but team building activities, guided historical and cultural tours, adventure sports, shopping, art, wine and gourmet tours and rest and relaxation at the many spas and resorts spread across the country.

Yes, there is just the perfect activity filling each day of your stay and making it a memorable one. ■



Israel - A Major Health & Therapeutics Center



Thousands of medical travelers have visited Israel in the last few years to avail themselves of the sophisticated healthcare and medical procedures that this country has to offer. Israel records the highest numbers of procedures performed compared to anywhere else in the world. Of the total medical visitors coming to Israel, 65 percent have undergone various medical treatments whilst the other 35 percent availed themselves of cosmetic and aesthetic surgeries and treatments.

Israel has become a centre for people seeking specialized treatment who want high levels of expertise and substantially reduced costs. Today, Israel has become a world-leader in cancer treatment. Most hospitals offer full-service and high-quality facilities and an expertise in oncology that has become world-renowned.

Israel ranks amongst the best in the world in the orthopedic industry. Aesthetic and reconstructive plastic surgery techniques used in Israel have been adopted by doctors all over the world. These range from corrective procedures to more commonly-known cosmetic procedures.



Pediatric Care

Israel has some of the best childcare medical centers with an equally trained and dedicated staff and state-of-the-art equipment and a unique multi-disciplinary approach to help your child get the best treatment and quicken the recovery process.

Adult Care:

Israel's medical centers are renowned for excellence in surgery, with minimally invasive approaches to many procedures. All kinds of surgery procedures are performed. Some of them are Organ Transplants, Bone Marrow, Heart Surgery, Neurosurgery, Complicated Orthopedic Surgeries, including joint replacements (hip, knee and shoulder), spinal surgery, limb surgery, Plastic Surgery, Imaging Procedures – MRI, Cardiac CT (64 slices), CT, PET CT, heart scans, general scans, as well as advanced ultra-sound institutes. ■





Promoting Peace & Connecting Communities

Community Publications



For more details contact:

Tel:- +91 22 2920 8888/ 2920 2999.

Telefax: +91 22 2925 5279

Email: satya@newmediacomm.biz

URL: www.newmediacomm.com

The Holy Land Tour - A New Testament to Spiritual Revival

It is the cherished dream of every Christian to visit the Holy Land. Millions undertake this journey every year and each one can testify to being very blessed, renewed and refreshed for having been able to visit important landmarks and sacred sites they have read and meditated on their entire life. Experiencing the sites of Jesus' life and ministry is an unforgettable and faith deepening pilgrimage that no one would want to miss in their lifetime.

There has been a surge of Indian tourists visiting Israel. 40,000 Indians visited the country in 2010, the majority of these being Christians pilgrims.

Tours ranging from 8- 11 days are available. The best time to visit is between November and March when the weather is pleasant.

Some of the important sites included in the tour are:

the Galilee that Jesus chose His first disciples and also fed the 4,000 and 5,000 through the multiplication of the five loaves and two fishes. A church containing magnificent mosaics marks this site. The small loaves and fishes mosaic, marking the place where Jesus uttered a blessing over the bread, has become a well-loved symbol of this place and the miracle. The church is built around a black rock underneath the altar, revered as the rock upon which Jesus blessed and broke the bread.

This is also the traditional site of the events after the resurrection where Jesus cooked breakfast for the disciples, the miraculous catch of fish and Peter's reconciliation.

In northern Galilee, mountains loom up on either side of the valley highway that once led to the ancient kingdoms of the north. Here you will find Hazor, conquered by Joshua and built up by Solomon. You will also see Dan, where

you can stand at the High Place that despite Jeroboam's best efforts was no match for Jerusalem, and Caesarea Philippi at the headwaters of the Jordan, where Jesus asked His disciples "who do people say that I am?"

Allow the memories of this land and the moments you spend here reverberate in your life, long after your spiritual journey.

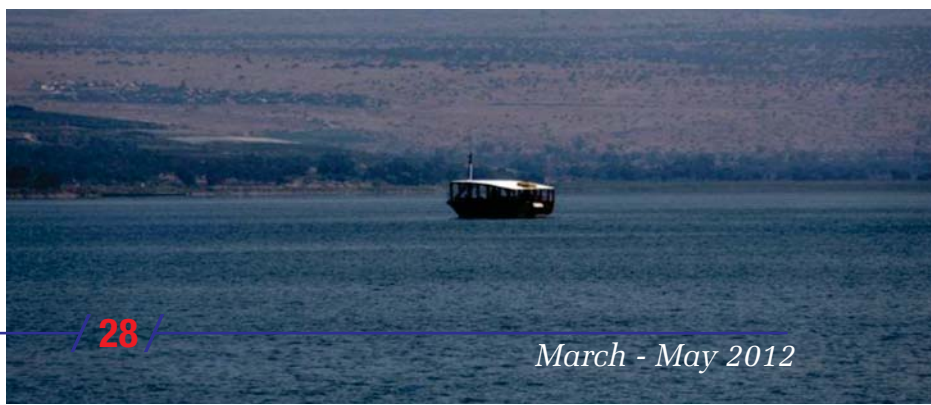
Jerusalem

Jerusalem, the beloved of God, who made a declaration that: "My Name shall be there". Jerusalem, the place where tradition says Abraham stood a moment before the angel stopped him from sacrificing his son Isaac.

Friends, you want to come to Jerusalem because at the Mount of Olives you can behold the city spread out before you, floating like

Galilee

Home to the famous lake in the Bible, the green hills of the Galilee have witnessed some of the most profound events in Biblical history. See the Bible come to life as you walk the very same shores Jesus walked. It was also on the shore of



a vision of all time. You want to be here to walk down the Mount of Olives and hear the echoes of crowds shouting "Hosannah!" Sense the strengthening of your faith as you pray under the ancient olive trees at the Garden of Gethsemane. You want to stand at Golgotha, and behold an empty tomb. You want to walk up the steps leading to the Temple that Jesus also must have climbed, and where Peter healed a beggar. Visit the Pool of Siloam, the site where the beggar's vision was restored by Jesus. Drive through the Kidron Valley, go through the Dung Gate to enter the Old City for a visit of the Western Wall (or Wailing Wall) - the holiest place for the Jews - walk a part of the Via Dolorosa and, via the exotic bazaar, reach the Church of the Holy Sepulcher. It is here that you can relive like nowhere else the moments when Jesus walked through streets like these, carrying the cross.

Proceed through the newly rebuilt

Jewish Quarter and the 1st century Roman Cardo to Mount Zion to visit the traditional Tomb of King David. You will also get to spend time in the room of the Last Supper and have a quiet time of prayer.

A visit to the new city of Jerusalem will also leave you inspired as you view the spectacular Model of Jerusalem as it was at the time of the Second Temple in Jesus' time. See the views that He would have seen whenever He came to Jerusalem to celebrate the Sabbath or holidays. Proceed to Yad Vashem, the Memorial to the victims of the Holocaust, and then to the Synagogue at the Hadassah Hospital where the famous stained glass windows of Marc Chagall portraying the 12 tribes are on view. Drive to the Israel Museum with its Shrine of the Book, where the Dead Sea scrolls are kept, then see the Knesset (the Israeli Parliament) and the Supreme Court.

Alaldema

This Greek Orthodox convent marks the site of the "field of blood" - the cemetery for foreigners purchased with the money Judas received for betraying Jesus, and where he hanged himself. Alakdema, built atop a medieval church in 1874 is dedicated to St. Onuphrius, a desert-dwelling fourth-century monk.

The Negev And The Judean Wilderness

John the Baptist was "a voice of one calling in the desert..." Jesus was "led by the Spirit into the desert".

The desert is purity, the place of ultimate quiet to hear the "still small voice".

This is the experience that awaits you as you enter the desert. You'll walk in the footsteps of the patriarchs and matriarchs at Beersheba. You'll see cliff-hanging monasteries like St. George's Monastery which was built by fourth century monks who sought the desert experiences of the prophets, John the Baptist and Jesus, and settled around a cave where they believed Elijah was fed by ravens. It is reached by a pedestrian bridge across the Kelt



River canyon, which many imagine to be Psalm 23's Valley of the Shadow. Visit the cities the early Christians built – Avdat, Shivta and Mamshit. Traverse the Wilderness of Zin, where the children of Israel thirsted and God gave them water.

The Galilee Boat

For Christians, the Jesus Boat, a 2,000 year old boat made of oak-and-cedar which was discovered in 1986, is one of the most precious and meaningful archaeological treasures in the world.

Scholars say it was a combined ferry and fishing boat or might have even served as a battle boat against the Romans, but for Christians who have seen it over the years; it will always be “the Jesus boat” which thus serves as a powerful visual reminder of the Gospel stories of Jesus and His disciples, many of whom were fishermen themselves.

The Galilee Boat now sits at the Yigal Alon Center at Kibbutz Ginosar.

Ein Gedi

The living landscape of David's hideout from Saul and the Song of Solomon are some of the biblical stories connected to the Ein Gedi Nature Reserve on the shore of the Dead Sea, an oasis made all the more entrancing by its contrast with the surrounding desert.

As visitors climb the path toward the sparking waterfall, the picture of David hiding from King Saul comes alive with a view of cliff-side caves. The sprightly animals that gave the

site its biblical name, the “crag of the wild goats” rest at the cave entrances and walk the reserve. The remains of a town and a synagogue with a mosaic floor tell the dramatic story of Ein Gedi's people at the time of Jesus and in the following centuries.

Russian Orthodox Church At Ein Kerem

Ein Kerem - the “village in the hill country of Judea” where Mary came to visit Elizabeth, the mother of John the Baptist, who according to tradition, was born here. The small, colorful Russian orthodox chapel is built around a rock that legend says was used as a pulpit by Ein Kerem's most famous native son – John.

Nazareth

Nazareth is known as the place where Jesus spent his boyhood. Visit the Church of the Annunciation, believed to be where Mary, the mother of Jesus, as a virgin, was visited by the Archangel Gabriel and told that she had been chosen to be the mother of Jesus, the Greek Orthodox Church, Mary's well and St. Joseph's Church.

The Plain Of Sharon

For Isaiah, the Plain of Sharon was the ultimate symbol of beauty. It was also the region from which Christianity set sail to the world.

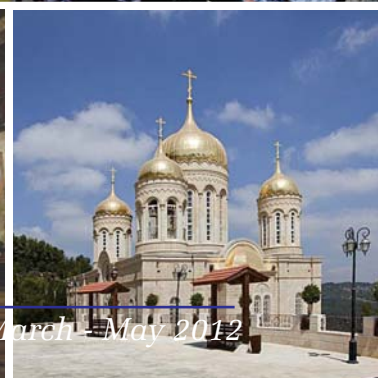
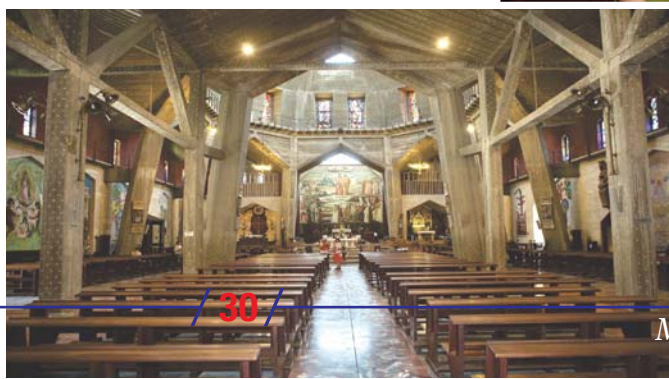
Lydda (today called Lod) in the southern Sharon is where Peter healed Aeneas, the paralytic who had been bedridden for eight years.

It was from the seaport of Joppa that King Hiram of Tyre sent the Cedars of Lebanon to Solomon to build the Temple and where Peter raised Tabitha from the dead. Peter's rooftop vision also happened here, at the house of Simon the Tanner. The vision led him straight to the great city of Caesarea in the northern Sharon, and to Cornelius, who, thanks to Peter, became the first gentile to accept Christianity.

The Sharon, with its beauty, historical and spiritual riches, is still a region of splendor and of glories yet unseen.

From the south to the north, the tour will help you explore many of the stories of the Bible, from the narratives of the Old Testament to the life and ministry of Jesus!

Israel is waiting to welcome you as you take this life-changing spiritual journey. You will be blessed in every way as you retrace the steps where Jesus walked, witness first-hand the rich legacy and heritage left by our forefathers of the faith, relive the Bible and gain spiritual insight and enlightenment. We know you will never be the same again.



Israeli Food - A Delicious Blend of Cuisines from East & West

Israeli cuisine is literally a true melting pot. When the Jews returned to their homeland from across the globe, they brought with them an interesting as well as a diverse range of foods and recipes that had been developed during their wanderings. Each dish is therefore as unique and as special as their adopted countries. Israeli cuisine can be divided into two: Ashkenazic and Sephardic. Ashkenazic relates to Jewish people from east and west Europe and Sephardic relates to Jewish people from Middle East countries. The Sephardic food is full of aromatic spices and herbs, spicier and livelier in general than Ashkenazic cooking which is sweeter.



Yes, you can get a great pasta dish, fancy sushi or any of the western-style fast food chains and international cuisines like Argentinian, Chinese, Mexican, French, Thai, Italian, Indian and American but when visiting this unique country you should try to get as much of its traditional local food like hummus, falafel and burekas. Israel has embraced them and made them her own.

Israel love its variety of foods. This can be seen from its

interesting and healthy array of dishes like salads, chicken soups, grains and pastas, fish, poultry and meat, dairy products, egg dishes, baked dishes, breads and fruits.

The country has also developed a food culture unique in its range of flavors, colors, aromas, world-class wines and oils.

Food for Religious and Holiday Celebrations

More than 80 percent of Israelis are Jewish. Of these, a small percentage observes a strict set of dietary laws called kashruth or "keeping kosher". These laws affect the availability of certain non-kosher foods throughout



the country and the preparation of certain foods in some restaurants. A large portion of the people do not keep kosher and a large part of its restaurants don't carry a kosher food tag but you can find kosher products in most large supermarkets and food chains across the country.

Another religious dietary restriction observed by Jews in Israel is the set of guidelines for the holiday of Passover, which occurs every spring. Leavened bread and many other foods are prohibited during this period, so unleavened bread or matza is substituted. Seder is the time during Passover when lavish meals and family gatherings are enjoyed.

Mealtime Customs

In the late 1800s and early 1900s, breakfast was the most popular meal in what is modern-day Israel. Pioneer farmers from Russia and Poland would begin their work at dawn to beat the hot midday sun. After working for several hours, they would eat a hearty breakfast composed of bread, olives, cheese, and raw vegetables. This meal became famous as the "Israeli breakfast," and hotels still serve a rich breakfast that includes a variety of cheese, salads, breads and fish.



Main meals typically begin with a large assortment of appetizers called mezze. Meals may include dips and stuffed vegetables followed by beef, chicken or lamb. Fresh fruits or Middle Eastern pastries, such as baklava, are delicious after-dinner treats.

One of the most well known national dishes of Israel is the Israeli Vegetable Salad which consists of tomatoes, cucumbers, onions and parsley, and dressed with fresh lemon juice, olive oil, salt and black pepper. This can be found at every meal.

Fruits

Fresh fruits are considered as one of Israel's best dishes. More than forty types of fruits are grown in Israel and are eaten on a regular basis. Fresh-squeezed fruit juices are prepared at street kiosks or sold bottled in supermarkets. Various fruits are added to chicken or meat dishes and fresh fruit salads and compote are often served at the end of the meal.



Drinking

Israel's food culture also includes drinking a lot of coffee and tea, to begin with. The most popular alcoholic drinks are wine and beer.

With a strong coffee drinking culture, this well loved drink is prepared as instant (nes), iced, latte (hafuh), Italian-style espresso, or Turkish coffee, which is sometimes flavored with cardamom (hel). Jewish writers, artists and musicians who immigrated to Israel before the Second World War introduced the model of the Viennese coffeehouse with its traditional décor, relaxed atmosphere, coffee and pastries.

Tea is also served at cafés and drunk at home. It is prepared in many ways, from plain brewed Russian-style with sugar, to tea with lemon or milk, Middle Eastern-style with mint (nana) or in assorted fruity flavors.

Sahlab is a drinkable pudding once made of the powdered bulb of the orchid plant but today made with cornstarch. It is usually sold in markets or by street vendors, especially in the winter. It is topped with cinnamon, rosewater and chopped pistachios.

So come to Israel and enjoy the very interesting platter of delightful array of dishes that comes with a fascinating history. We know you will be satisfied and yes, Israeli food is much more than just traditional Jewish food! ■



SECURING! MUMBAI!

ARE WE PREPARED ?



**Security Requirements of Mumbai
- A National Perspective**

By Dr. P. Sekhar



Summary Version - ₹50
Executive Version - ₹500
Library Version - ₹1000

GET YOUR COPY TODAY

The Answer:

**Micro
SECURITY BOOKS**

...essence of security

Available at:

New Media Communication Pvt. Ltd.
1 Akbar Villa, Near Old State Bank Bus Stop,
Marol-Maroshi Road, Marol, Andheri - (East),
Mumbai- 400 059. India
Phone: +91 22 29208888/ 29202999
www.newmediacomm.com

Also Available : Security Books by the same author on :

Navi Mumbai, Thane, Rajasthan, Assam, Jharkhand, Gujarat, Maharashtra, West Bengal, Bihar, Andhra Pradesh, Tamil Nadu, USA, India, Australia, Israel

Israel's Jewish Holidays -

Forging & Fostering Closer Bonds

Each nation has various holidays and festivals that hold special significance to its very identity and existence. Jews, who belong to one of the oldest civilizations in the world, have many holidays that are observed intensively and with great pride of their rich legacy. They are very much a part of daily life and have a deep influence on the thought process and faith of the Israelis in general.

Rosh Hashanah marks the beginning of the Jewish New Year. The two-day festival falls in September. Major customs of Rosh Hashanah include the sounding of the Shofar in the middle of a lengthy synagogue service and eating symbolic foods at home to inaugurate the New Year.



Yom Kippur is probably the most important holiday of the Jewish calendar year. Many Jews who do not observe any other Jewish custom will refrain from work, fast and attend synagogue services on this day. This is the Day of Atonement so that the individual may be cleansed of sins.

Sukkot is an eight-day holiday which lasts from late September to October. It is celebrated to recall the times in ancient Israel when Jews would build huts near the edges of their fields during the harvest season. It also reminds them of the time when their forefathers wandered in the desert for 40 years. As they moved from one place to another they built tents called sukkot that gave them temporary shelter in the desert. Hence, the sukkot that Jews now build during this festival are reminders both of Israel's agricultural history and of the Israelite exodus from Egypt.



Hanukkah or the Festival of Lights is celebrated for eight days and nights. This holiday commemorates the re-dedication of the Holy Temple in Jerusalem following the Jewish victory over the Syrian-Greeks in 165 B.C.E.



This festival is observed by the lighting of the Menorah, with one additional light on each night of the holiday, singing of special songs, reciting of prayer and eating food fried in oil like latkel and sufganiyot.

Tu B'Shevat celebrated in January-February. On this day, individuals, especially school children, plant trees. Though it is still cold, fruit trees begin to flower, starting with the almond tree.



Purim is the most festive of Jewish holidays, a time of prizes, noisemakers, costumes and treats. It takes place



in March. This festival commemorates a major victory over oppression.

Passover is one of the most widely celebrated Jewish holidays and commemorates the Biblical story of Exodus, when Hebrew slaves were released from bondage in Egypt. It is a celebration of freedom and is celebrated for seven or eight days during the spring season.



Holocaust or Martyr's Day in April is a day when **Israel remembers** the six million Jews who perished at the hands of the Nazis during World War II. Modern rites of public bereavement and special ceremonies are held. All kinds of merriment are curtailed on this day. On this day a siren is sounded at 10 a.m., as the nation observes two minutes of silence, pledging "to remember, and to remind others never to forget."



Remembrance Day- This day honor those who fell in the struggle for the establishment of the State of Israel

and in its defense. On the eve of Remembrance Day and the following morning, sirens are sounded and two minutes of silence is observed to remember the debt and express eternal gratitude to those who gave their lives for the achievement of the country's independence and its continued existence.

Independence Day is held on the anniversary of the Declaration of the Establishment of the State of Israel. It is a day that holds special significance to every Israeli who have physically and actively participated in the creation of a new state or has been involved in the struggle for its survival.



Lag B'Omer has become a children's celebration where they are taken for outings and also take part in many joyous events. Bonfires are also lit. Fire represents the light of the Torah.

Jerusalem Day commemorates the 1967 reunification of Jerusalem, the capital of Israel.



Shavuot is one of the three major festivals with both historical and agricultural significance. Agriculturally, it



commemorates the time when the first fruits were harvested and brought to the Temple, known as Hag ha-Bikkurim. Historically, it celebrates the giving of the Torah at Mount Sinai. A meal consisting of dairy products is eaten at during this time.

Shabbat is the seventh day of the Jewish week (Saturday). This is a day of rest. People spend the day together with family and friends. Public transport is suspended, businesses are closed, essential services are at skeleton-staff strength, and leave is granted to as many soldiers as possible.



No matter where they were during the diaspora, the Jews held fast to their values, beliefs and traditions. The festivals are thus a reflection of the strong ties and yearning they have for their beloved homeland which has been made complete upon the return of its people from over 80 countries around the world. ■



Israel is a small nation; yet it supports a remarkably diverse set of microclimates and wine regions. It is blessed with a variety of meteorological and topographical anomalies known as terroir. The grape varieties that are grown within the different parts of the country yield a fascinating group of quality wines, whose tastes are influenced by their terroir.

Modern Israel is a young state, but wine-making traditions have been practiced by its people since ancient times. The Bible asserts that Noah, rescued from the Great Flood, became the first man who planted a vineyard and prepared wine. Ancient Israel had therefore known the taste of wine two thousand years prior to the appearance of the first vine in Europe. They learned to look after vineyards carefully and laboriously. And when it was time to gather the crop, they turned the harvest into a real feast.

Israel has now over 200 wineries. The largest ones produce over a million bottles of wine a year and are distributed throughout the world. Boutique wineries on the other hand are small wineries that produce less than 100,000 bottles a year, some producing as few as a couple hundred. These wineries use the name boutique to accent the personal touch that they give to each bottle of wine they create. Many of the wines in the boutique

Israel's Vineyards - The Wine Trail



wineries are considered to be of a higher quality since they often use the best varietals in order to create a difference between themselves and their competitors and to create a reputation for themselves. In the past twenty years, the boom of boutique wineries has been phenomenal. Prior to 1990 there were four boutique wineries in all of Israel. Now there are over 150, each with a unique story to tell.

Israel provides you with the

opportunity to visit both the largest winery in the Eastern Mediterranean and Middle East and some of the finest in the region. We invite you to come visit, enjoy and sample the different varieties of wines that Israel has to offer.

Northern Tour

The Upper Galilee rises to 2,400 feet and the Golan reaches 3,600 feet! The high altitudes and the cooler



climates are what make the Galilee Israel's finest growing region. It is no wonder that many Israeli wineries use grapes from the Galilee for their First Label and Reserve wines. Over 360 wines are produced in this region. The Golan Heights and Upper Galilee is unarguably Israel's finest wine growing regions, producing Israel's finest wines.

Begin your tour in the southern Golan Heights overlooking the Sea of Galilee by visiting Chateau Golan, a lavish new boutique winery situated at Moshav Eliad. There is a strong connection between art and wine at this winery, and your visit may even coincide with an exhibition of a local Israeli artist.

Higher up in the central Golan Heights, you will find the modern, hospitable and very successful Golan Heights Winery, a typical Californian style winery. This is the third largest winery in Israel, and they are the pioneers that brought about most of the positive changes



Dalton Winery

in Israeli wine. They offer a tour and tasting and you will also get to know the procedure for producing champagne method sparkling wine. The wine shop offers the full range of Yarden, Gamla and Golan wines.

Further north is Bazelet ha Golan, a small, unpretentious boutique winery, producing only Cabernet Sauvignon wines of excellent quality. Then at Kibbutz Yiron, lies the Galil Mountain Winery, a modern winery with superb value



Amphorae Vineyard

wines. Proceed to Dalton Winery and then Kerem Ben Zimra, one of the Upper Galilee's largest vineyards. On the same estate, you will be able to see Carmel's new winery, which overlooks the Hula Valley.

In Lower Galilee in the village of Kfar Tabor is Tabor Winery, which has the finest Sauvignon Blanc in the country.

Sharon Plain Tour

This is the largest wine-growing region in Israel, running along the coast from south of Haifa down to Tel Aviv. Although four of the largest wineries in Israel are located in this region, yet it is impressing to see the small boutique wineries mixed in among the giants. There are over 40 wines produced in this region.

This tour will take you on a remarkable journey to the wineries founded in the 1890's, 1950's, 1980's and after 2000. First stop should ideally be Amphorae Vineyard situated at Makura Ranch, an example of the new style of winery.



Tishbi Winery

Go to Zichron Ya'acov, named after Baron James Jacob de Rothschild and visit the heart of Israel's biggest wine growing region. The Zichron Ya'acov Wine Cellars, is the second largest winery in Israel. The visitor's

center is situated in the restored house where the winemaker used to live. You will get a unique opportunity to see a large commercial winery, a boutique winery and an experimental micro-winery all in one setting – a combination of the old and new world.

Tishbi Winery, is a short distance away towards Binyamina. Tishbi is a family of vineyard growers, who first planted grapes in the 1880's and then decided to build their own charming winery in 1985.

Binyamina Winery, offers the opportunity to see a winery founded soon after the birth of Israel, in the early 1950's. You will see the building originally built by James de Rothschild as a perfume factory.

On the way back to Tel Aviv, visit the Recanati Winery, a medium sized winery, with the winemaking practices of a boutique. Founded in 2000, it is another example of the new quality wineries in Israel today.

Boutique wineries on the route back to Tel Aviv include: Margalit, owned by arguably Israel's most famous boutique winemaker; Vitkin Winery and Alexander Winery.

Central Coastal Plain Tour

Gush Dan is the area of the greatest wine consumption and most developed wine culture in Israel, and it includes Israel's two largest wine companies.

Travel to Rishon Le Zion to visit Carmel's Rishon Le Zion Wine Cellars – the largest winery in Israel. It was founded by Baron Edmond de Rothschild, whose family owned it until 1957. The winery building, built in 1890, is the oldest industrial building in Israel still in use. The first telephone and electricity used in



Israel was here and David Ben Gurion, Israel's first Prime Minister, was one of its workers.

Travel south, through Rehovot, home to the Israel Wine Institute, and you will arrive at Kibbutz Hulda, the home of Israel's second largest winery, Barkan Wine Cellars. Barkan is a modern, state of the art winery, with Israel's largest vineyard directly next to the winery. One third of Barkan's needs come from this vineyard – it is rare in Israel for vineyards to be close to the winery.

Closeby boutique wineries include Zauberman, Meishar, and Carmei Yosef-Bravdo.

Sorek Winery is the place to attend a lecture on winemaking. This is also where the country's main winemaking courses are held.

Another place to visit is Benhaim Winery. You can then visit Saslove Winery, one of Israel's finest boutiques. Owner Barry Saslove is also one of Israel's most famous wine educators, so it a good place for tasting as well as educating yourself about wines.

Judean Hills Tour

Although the Samson wine region is considered the second largest in Israel, the wineries are located in a fairly compact area. There is a plethora of great boutique wineries where 50 different kinds of wines are produced. Wineries in this region have grown from a handful of boutique wineries in the late 1990s to nearly 30 today. There are nearly 200 wines produced in the Judean Hills.

Your first stop in this region is Flam Winery. This is one of the finest boutique wineries in Israel. Then go to Domaine du Castel, one of Israel's most picturesque wineries, which also happens to be in the eyes of many, Israel's finest winery.

The trail will then take you to Kibbutz Harel where amidst the vineyards is Clos de Gat, one of Israel's best new estate wineries. The next stop is Tzora Vineyards. Most of the grapes come from surrounding vineyards, and it is a



genuine kibbutz affair with the kibbutz members running the winery. Their wines and their own olive oil are sold in the winery shop.

Ella Valley Vineyards, an ambitious commercial winery will sweep you off your feet as you tour the immaculate vineyards and the visitor's center. Proceed to Sea Horse Winery, the place to taste Israeli Zinfandel for the first time.

Other wineries in this area are: Domaine de Latroun, Mony Winery, Cremisan, Hamasrek Winery and Gush Etzion Winery which has an attractive winery and visitor's center.

You can also visit the three Mishor Adomim wineries: Hacormim Winery, Arza Winery and Zion Winery. These wineries all stem from the Schorr family, founders of Israel's first recorded winery in 1848. You can also stop at Efrat Winery situated at the entrance to Jerusalem at Motza.

Negev Tour

The Negev makes up most of Israel's land. Few plants can grow in this arid, desert region with its heat and dryness and salty water. Israel has



created advanced agro technologies to help them plant commercial quantities of top quality grapes using drip method watering and a long process of identifying suitable cross breeds. Even with the odds against them, vintners in this region produce over 30 different wines.

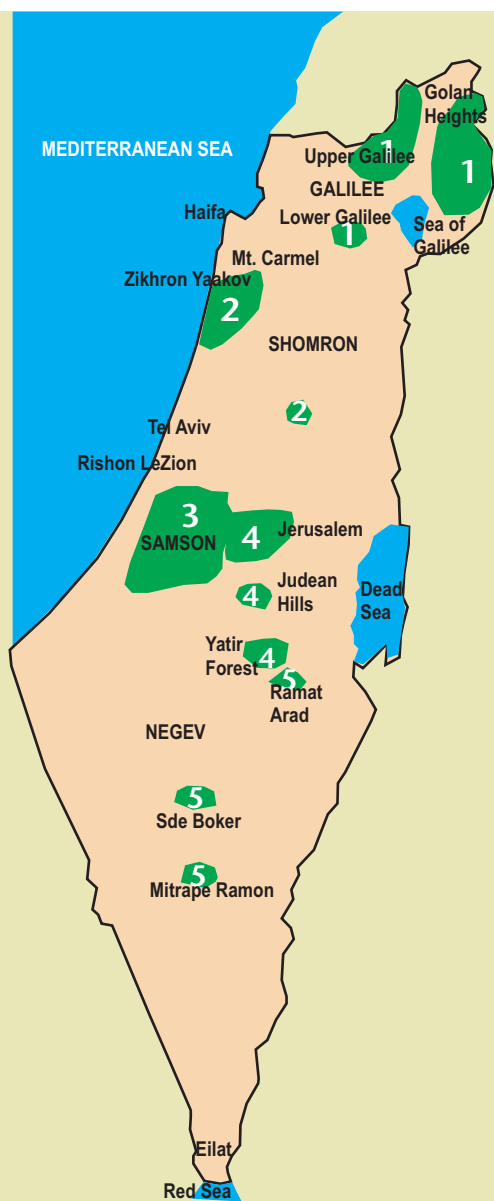
On the way south, the first stop is Ramim Winery situated at Moshav Shahr. It is worth trying their 'Desert Ice' range of dessert wines. Next is La Terra Promessa Winery. The Italian born owner produces good quality red wines. Galai Winery is a small, newish boutique winery situated at Moshav Nir Akiva.

A must visit is Yatir Winery whose wines are ranked as some of the best in the country. Take time to see the Ramat Arad vineyard, one of the largest in the country – next to the winery. Make your way to Sde Boker and visit the vineyard of Sde Boker Winery. Plan a stopover at Ben Gurion's Hut to see how simply he lived.

If you continue south towards Eilat, you will be surprised to see the green vineyards of Mitzpe Ramon amid the sea of sand and desert brush as the perfect illustration of making the desert bloom.



And finally, visit the Neot Smadar Winery, the furthest south winery in the country and overall in the northern hemisphere. It produces wine from organically grown grapes.



The Israel Wine Map

■ Wine Region

- 1 Galilee -
- 2 Shomron -
- 3 Samson -
- 4 Judean Hills -
- 5 Negev -

Upper Galilee, Lower Galilee, Golan Heights
Mt Carmel, Sharon, Shomron Hills
Judean Lowlands, Judean Foothills
Jerusalem, Gush Etzion, Southern Judea Hills
Northern Negev, Negev Highlands

■ Wine Industry Details

Vineyards:	4,000 ha (10,000 acres)
Harvest:	45,000 tonnes
Commercial Wineries:	30
Boutique Wineries:	150+
Main Varieties:	Cabaret Sauvignon, Merlot, Shiraz, Cabernet Franc, Carignan Chardonnay, Sauvignon Blanc
Production:	35 m. bottles
Export:	USA UK France
Best Vintages:	2000, 2003, 2004, 2005

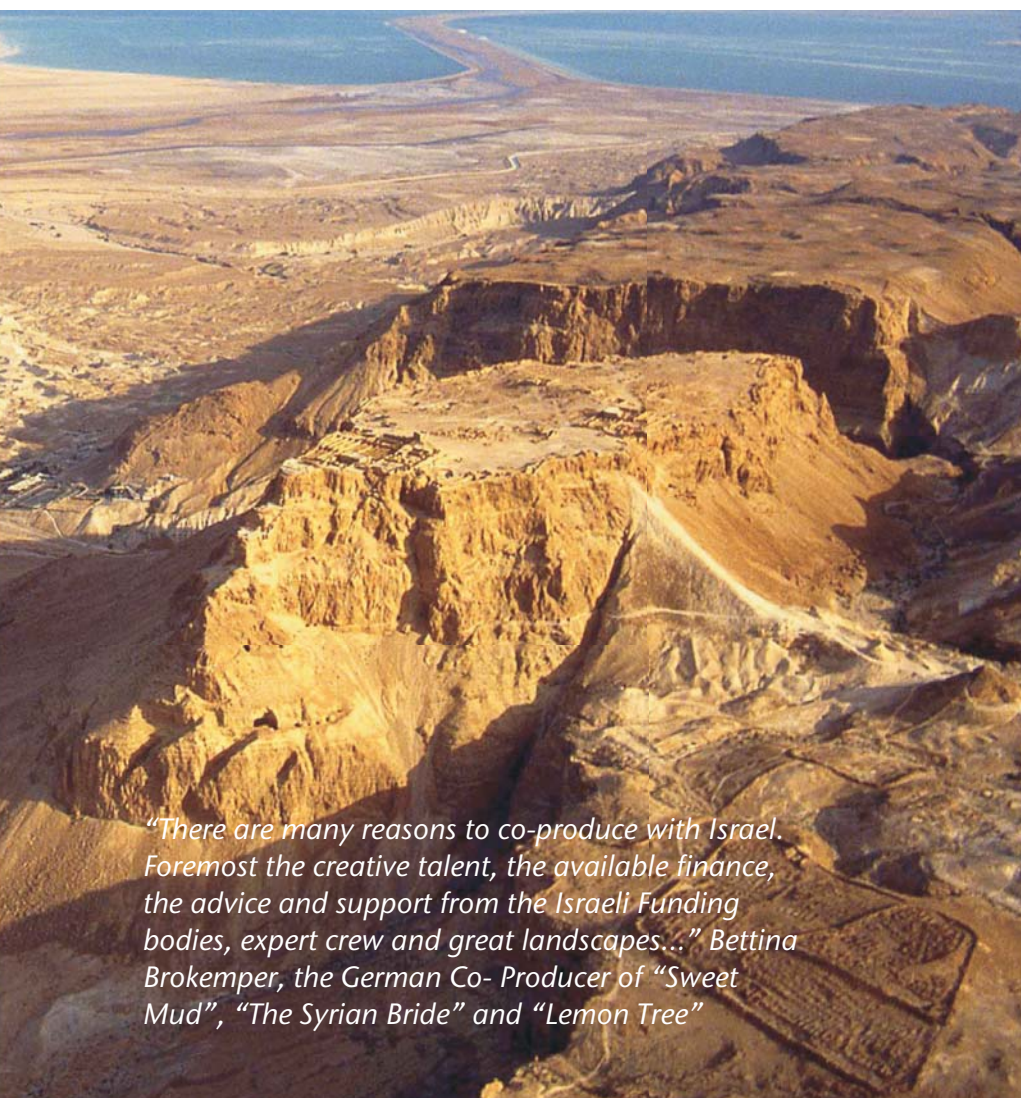
Innovation

Inspiration

Invention



Israel Offers Cost-effective Incentive Package Filming in the Ancient Land of Biblical Lore in Modern Times



"There are many reasons to co-produce with Israel. Foremost the creative talent, the available finance, the advice and support from the Israeli Funding bodies, expert crew and great landscapes..." Bettina Brokemper, the German Co- Producer of "Sweet Mud", "The Syrian Bride" and "Lemon Tree"

Israel offers film producers a cost-effective, all-inclusive solution, comprising an attractive tax benefit package, a compact yet greatly diverse environment, highly professional English speaking crew, a complete range of the highest quality film-making facilities, and first rate infrastructure.

Diverse locations all within easy reach

A year-round comfortable climate, varied and breathtaking scenery, peoples and faces that represent a multi-cultural society, are very distinctive of Israel.

At a little more than 22,000 sq km, Israel's diverse yet compact geography and eight months of sunshine make it an ideal location for filming.

From sandy Mediterranean beaches and green forests and fields along the verdant coastal plain, to the rolling hills of the Galilee, the snow-capped peak of

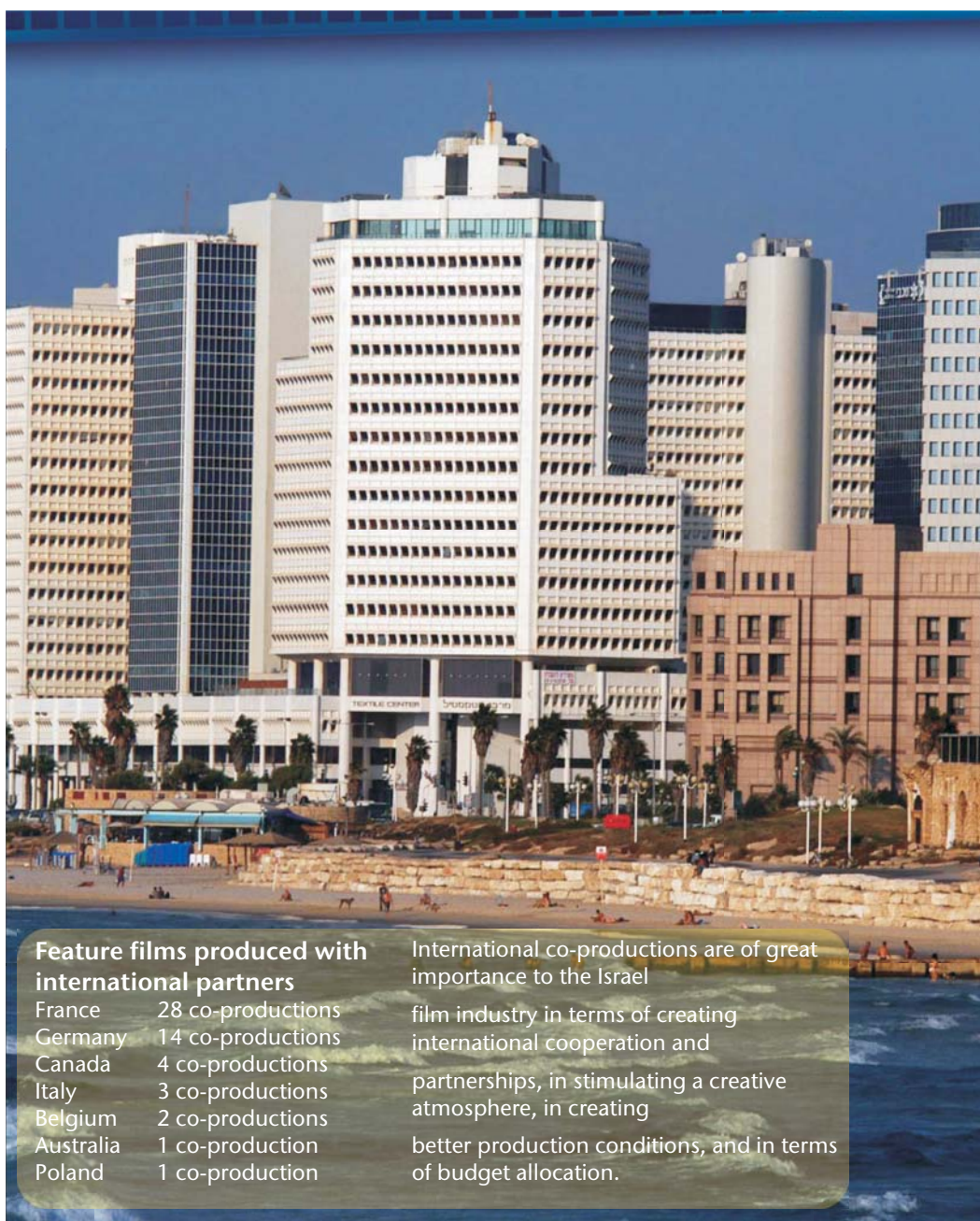


Mount Hermon, the desolate wasteland of the Dead Sea, the desert plains and rocky hills of the Negev, and the dramatic red granite mountain range bordering the Red Sea, Israel has it all within a few hours' drive.

This variety is also reflected in the country's urban settings. Jerusalem, one of the world's great religious centers, offers both Middle Eastern bazaars as well as areas reminiscent of the winding streets and alleys of quaint European towns and cities, while Tel Aviv is a bustling modern city dotted with skyscrapers and sidewalk cafes reminiscent of Italy and France. Similarly, Acre is a walled Mediterranean city with a classic charm, while Caesarea offers Roman ruins equivalent to those found in Italy.

Israel's architecture reflects a

seemingly endless mix of styles and influences from every stage of recorded history, with Roman aqueducts and Biblical landscapes telling the story of the country's rich historic legacy. Classical, Middle Eastern,



Israel- Breathtaking scenes across dozens of starkly different locations...

Now at 20% less cost

Feature films produced with international partners

France	28 co-productions
Germany	14 co-productions
Canada	4 co-productions
Italy	3 co-productions
Belgium	2 co-productions
Australia	1 co-production
Poland	1 co-production

International co-productions are of great importance to the Israel film industry in terms of creating international cooperation and partnerships, in stimulating a creative atmosphere, in creating better production conditions, and in terms of budget allocation.

Byzantine: there is almost no style of design and architecture that cannot be found in Israel to fit the period of each film.

Modern Infrastructure and Easy Accessibility

- Well developed highway system built to international standards.
- A wide range of hotels throughout the country.
- First class international airport with frequent flights to major cities worldwide.
- Quick and easy access to a variety of film locations.
- A full range of Production Services, State-of-the-Art equipment and fully equipped studios.
- World renowned high-tech expertise.

Annual Israeli local productions include 14-18 full-length feature films, of which 4-6 are international co-productions, as well as 85 documentaries, of which 10-15 are international co-productions.

120 production companies, 10 production studios, and 30 post production facilities- for a 20% lower investment...

Highly Trained, Vastly Experienced Crew

Israel offers a unique opportunity to cast actors and extras from its abundantly diverse population with roots in over 100 countries and of all ages and backgrounds. Most of the population speaks English and many more are fluent in Russian, Arabic, French, Spanish, and German, to name a few.

Israel's highly trained, multi-lingual technicians and crew have vast experiences in international productions shot in Israel and abroad.

World-Class Equipment and Production Facilities

There is a full array of production services, including equipment, studios and equipment package deals. There are 120 production companies, 10 production studios, and 30 post production facilities.

Israeli production companies are highly proficient at providing both complete and partial production services, including location scouting, production

Among the films co-produced with International Partners:

- Late Marriage • The Syrian Bride
- Sweet Mud • Metallic Blues
- Love Life • The Bubble • Jelly Fish
- Live and Become • Free Zone
- Avanim • 9.99 • The Band's Visit
- Lebanon • Lemon Tree • Restless
- Waltz With Bashir



management, equipment, costume design, props, special effects, etc.

Finance & Banking

Israel's well-established banking system meets the most advanced international banking standards and offers top-quality international banking services, through its affiliation with banks worldwide.

Israel's all-inclusive film package. All you need for your film, and 20% less funding...

such as Jelly Fish, The Band's Visit, Beaufort, Lemon Tree, My Father My Lord and Waltz With Bashir were invited to and screened at major international film festivals and have also won prestigious awards.

Recently, Israeli films were selected and screened in more than 200 International Film Festivals and won more than 80 prizes, including among others, The Golden Globe Award in Hollywood; the Caesar in Paris; the World Cinema Jury Prize at Sundance; the Silver Bear and the Crystal Bear at the Berlin International Film Festival; the Camera d'Or in the Cannes International Film Festival.

The worldwide success of Israeli films is reflected in the increase in co-productions and foreign investments. Foreign investment in 2008 made up 40 percent of the total amount invested in Israeli films.

Film Law Benefits

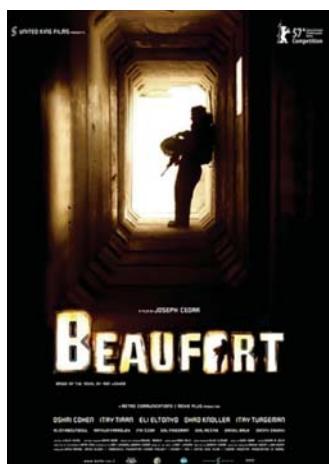
The Law for the Encouragement of the Production of Films was approved by the Israeli Knesset on 28 October 2008. The main aim of the law is to encourage the production of foreign films in Israel.

Worldwide Success

Israeli Films - An Industry on the Rise

Israel's film industry provides a solid, busy, vibrant and creative film community which is committed to further developing and encouraging cooperation with film makers from all over the world.

Israeli films have won international acclaim including eight Oscar nominations in the best Foreign Language Film category. Recent Israeli feature films





To this end, the law offers generous tax benefits that reduce the cost of production by up to 20 percent.

The law recognizes two models:

- a) Foreign Productions
- b) Co-Productions

In both cases the benefits by law accrue to an Israeli production company who is expected to pass on these benefits to the foreign production company.

Foreign Production Model

To qualify for this benefit, the foreign production company must purchase the goods and services from an Israeli company on their behalf.

Co-Production

A co-produced film between an Israeli production company and a foreign production company is entitled to tax benefits as well. To qualify, the total production expense in Israel less 85 percent of the amount of the investment made by the Israeli residents in the film's budget, must be at least four million shekels (approximately \$1.0 million).

For further information please contact:

Email: info@mumbai.mfa.gov.il
www.mumbai.mfa.gov.il

Invest in Israel:
investinisrael@moital.gov.il



Israel Beckons You!!



Getting There

The flying distance between Delhi and Tel Aviv is a little over 5 hours while it takes more than 6 hours from Mumbai to Tel Aviv.

El Al has the only direct flight from India to Ben Gurion Airport (Monday, Thursday and Saturday).

Turkish Airlines flies via Istanbul and Royal Jordanian twice a week.

Currency

The Israeli currency is the New Israeli Shekel (NIS). One shekel is divided into 100 agorot.

Languages

Hebrew and Arabic are Israel's two official languages. English is the main language for purposes of external relations. Most of the signposts are also in English.

Organised Tours

Numerous organized tours, mostly in air conditioned buses or minibuses, are conducted by licensed tour operators

Taxis

By law, all taxis in Israel must be equipped with a meter that must be operated for all local rides. Passengers are entitled to a printed meter receipt.

Shops

In major cities, shopping malls are opened until 10 p.m Sunday through Thursday and from 9am- 2pm on Friday.

Best time to visit

Between November and March.

Credit Cards

Most shops, restaurants and hotels accept credit cards. The most common are Visa, Mastercard, Diners Club and American Express

Take home buys

Gold jewelry, lacquer and beaded jewelry, ceramics, wine, Dead Sea products, local fashion, international brands, religious souvenirs and Jewish memorabilia.

Embassy of Israel in India

3, Aurangzeb Road,
New Delhi-110011
Tel.: 0091-11-30414500

Consulate General of Israel Mumbai

Earnest House, 16th Floor,
N.C.P.A. Marg, 194,
Nariman Point,
Mumbai – 400 021
Tel.: 022-22819993/7
Email: info@mumbai.mfa.gov.il
www.mumbai.mfa.gov.il

Ministry of Tourism:
www.goisrael.com



Micro Technologies (India) Ltd.
(An ISO 9001 & 27001 Company)

Secure your world

With **Micro** Intelligent Surveillance System



Install

MICRO ISS

INTELLIGENT SURVEILLANCE SYSTEM

- Live Recording
- Online Monitoring
- CCTV Surveillance
- Biometric Access Control
- Integrated security solution with various types of cameras

YOUR SECURITY IS OUR CONCERN

For Dealer & Distributor Opportunity
Call Now : 022-61458418 / 8400



Call Toll Free:

1800 209 2000

SMS*: MICRO ISS to 56767777

*Rates as applicable

Email- besecure@microtechnologies.net
www.microshoppe.biz

Products available at:



M3

*The products depicted are for representation purpose only. Those may differ with the actual ones.



Flying you home for 64 years.
EL AL

The only Shining Star in the skies
that travels direct between
Mumbai and Tel Aviv

www.elal.com

EL AL Offices in India

Mumbai

NKM International House, 6th Floor, B.M.Chinai Marg, 178 Backbay Reclamation, Mumbai 400 020
Tel: +91 22 66207400 • Fax: +91 22 66207410 • E-mail: elalindia@elal.co.il

Delhi

303/304, Prakashdeep Bldg., 3rd Floor, No.7, Tolstoy Marg, New Delhi – 110 001
Tel: + 91 11 43699214

Bengaluru

C4/C5, First Floor, Devatha Plaza, 131/132 Residency Road, Bengaluru – 560 025
Tel: +91 80 22272575

Also at

Ahmedabad • Chennai • Coimbatore • Hyderabad • Jaipur • Jalandhar • Kochi • Kolkata • Thiruvananthapuram • Vadodara • Pune • Goa • Nagpur