



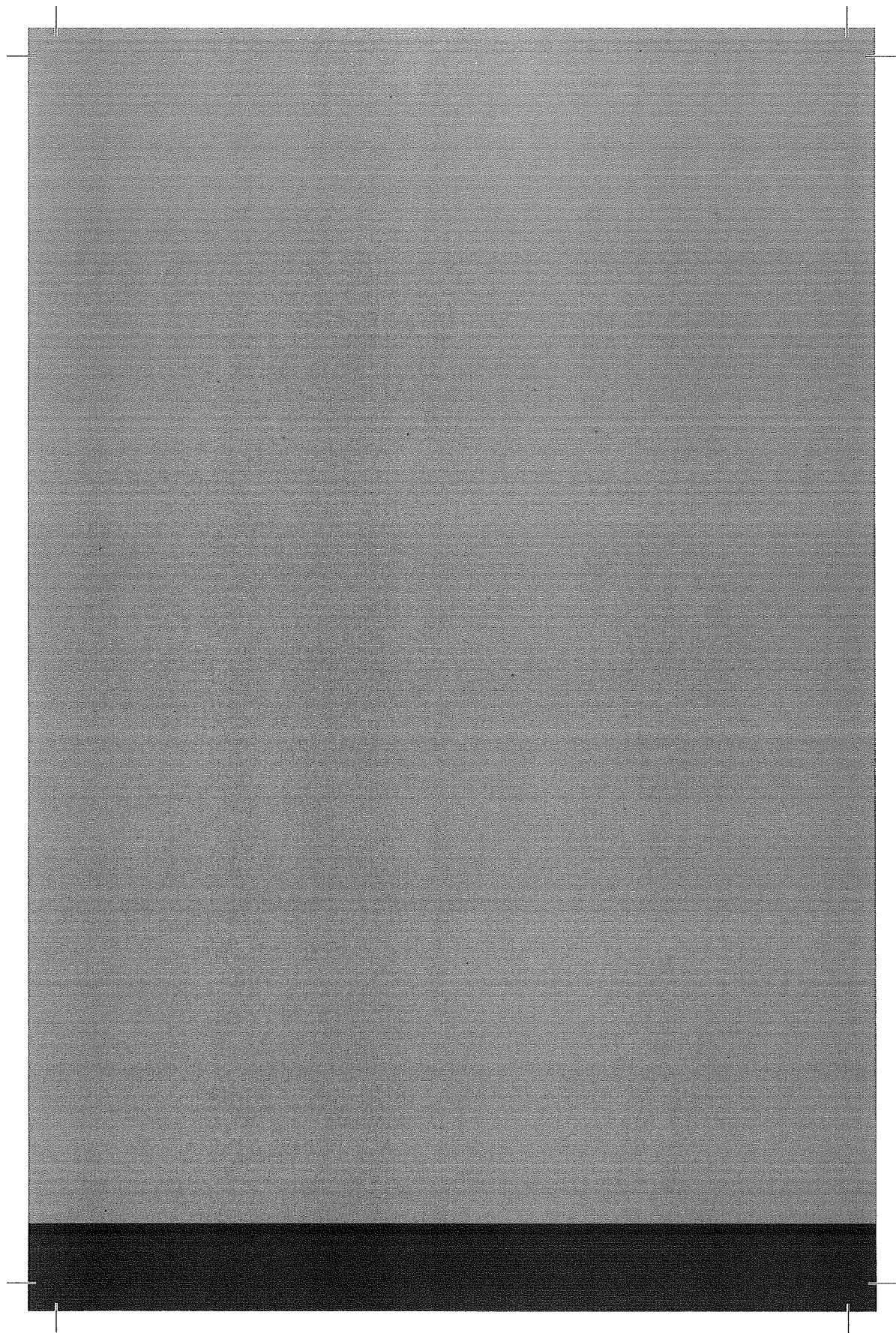
Connecting leaders worldwide with Israel

Seminar in Israel for European Union Officials

November 1–6, 2015



Project Interchange is an educational institute of AJC



SHALOM! WELCOME TO ISRAEL!

Project Interchange, an educational institute of AJC, is pleased to host your visit to Israel.

This specially-tailored seminar for European Union officials is designed to provide you with a deeper understanding of Israel, including its political, historical, cultural, technological, strategic and religious dimensions.

The briefings, tours and site visits in which you will participate will introduce you to the many facets of Israel. Discussions with Palestinian and Israeli Arab leaders will offer additional insights into the complex issues affecting Israel and the surrounding region.

We hope that the seminar allows you to gain an enriched appreciation for the challenges and opportunities facing Israel and its neighbors.

Please know that the staff is here to assist you.

We wish you an informative and exciting stay in Israel.

Harriet P. Schleifer

National Chair
Project Interchange

Robin S. Levenston

Executive Director
Project Interchange

Avital Leibovich

Director
AJC Jerusalem

PROJECT INTERCHANGE

Connecting leaders worldwide with Israel

www.projectinterchange.org

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When it comes to understanding Israel, there is no substitute for first-hand experience. Project Interchange delivers exactly that to today's most influential voices.

An institute of AJC (American Jewish Committee), Project Interchange has brought over 6,000 civic, religious, media, business, high tech and university leaders from more than 85 countries to Israel.

Project Interchange's week-long educational visits offer participants broad exposure to complex regional issues and foster lasting connections between Israel and opinion makers throughout the world. Project Interchange is unique in tailoring programs to the specific interests of high-level delegations, while providing an overview of contemporary Israeli politics, strategic and foreign policy perspectives.

Itinerary is subject to change

SUNDAY, NOVEMBER 1, 2015 – DAY 1

SHALOM! WELCOME TO ISRAEL!

Arrive at Ben Gurion Airport on

Transfer to Carlton Hotel, Tel Aviv

Check into the hotel

7:00pm

Welcome and Orientation, with *George Van Bergen*, Senior Policy Advisor at the AJC Transatlantic Institute, and *Michael Sieveking*, EU Policy Advisor at the AJC Transatlantic Institute, at Wilhelmina restaurant, followed by dinner

8:00pm

Introduction to Israeli Politics and Society, dinner and discussion with *Amichai Magen*, Head of Political Development at the International Institute for Counter Terrorism, and Professor at the Lauder School of Government, Diplomacy and Strategy – both at the Interdisciplinary Center Herzliya, at the restaurant

Overnight:

Carlton Hotel, Tel Aviv

MONDAY, NOVEMBER 2, 2015 – DAY 2

Breakfast at the hotel

- 9:30-11:00am** Border to Border: Israel and its Neighbors, discussion with *Lt. Col. (res.) Avital Leibovich*, Director of AJC Jerusalem, at the hotel
- 11:15 am** Depart hotel
- 11:30-1:00pm** Israel as a Start-Up Nation, tour of Rothschild Boulevard, visit Mindspace, guided by *Gilad Carni* followed by lunch
- 1:30-2:30pm** Technology, Education and Cultural Diversity, meet with *Dr. Miri Shonfeld*, Head of the Technology Education and Cultural Diversity Center (TEC), *Dr. Asmaa Ganayem* of the TEC, and *Dr. Elaine Hoter*, Head of School Projects at the TEC, at the Mofet Institute
- 5:00-6:30pm** Israel and International Law, discussion with *Eli Bar-On*, Deputy Military Advocate General of the Israel Defense Forces, at the hotel
- 7:00-7:30pm** Review and Reflection, at the hotel
- 7:40pm** Depart hotel
- 8:00 pm** Dinner with Ambassadors and Diplomats from the EU, at Kimmel restaurant
- Overnight:** Carlton Hotel, Tel Aviv

TUESDAY, NOVEMBER 3, 2015 – DAY 3

- Breakfast at the hotel
- 8:00am** Proceed to Sde Dov Airport
- 8:30am** Helicopter flight to the south of Israel
- 9:30-10:30am** Israeli-Palestinian Coordination, meet with an Israel Defense Forces coordinating officer, at the Erez Crossing
- 11:30-12:30pm** Visit Kibbutz Nachal Oz, and meet with *Yael Raz-Lachyani*, a kibbutz member
- Lunch en route
- 1:00pm** Helicopter flight to the Golan Heights
- 2:00-3:00pm** Understanding Israel's Northern Borders, accompanied by *Brigadier General (res.) Nitzan Nuriel*, Research Fellow at the International Institute for Counter-Terrorism, at the Interdisciplinary Center of Herzliya, at Mount Bental
- 3:30pm** Helicopter flight to the northern border
- 4:00-5:00pm** Lookout point on the Lebanese border
- 5:30-6:30pm** Humanitarian Aid, visit the Galilee Medical Center and meet with *Dr. Masad Barhoum*, the Center's director
- Return to Tel Aviv
- Free evening and dinner on own
- Overnight:** Carlton Hotel, Tel Aviv

WEDNESDAY, NOVEMBER 4, 2015 – DAY 3

Breakfast at the hotel and check out

8:30-9:30am The Iranian Threat, discussion with *Emily Landau*, Senior Research Fellow and Head of the Arms Control and Regional Security Program at the Institute for National Security Studies (INSS), at the hotel

9:45am Depart the hotel

10:30-1:00pm Behind the Scenes of an Israeli Settlement, visit Ariel and meet with *Avi Zimmerman*, Head of the Ariel Regional Development Fund, followed by lunch

Proceed to Jerusalem

2:30-4:30pm Visit the Yad Vashem Holocaust Memorial

5:30-6:30pm Visit the Knesset (Israel's Parliament), meet with *MK Avraham Neguise*, of the Likud party, and an MK from the opposition (TBD)

Check into the hotel

7:30pm Haredi Life in Israel, dinner with *Rabbi Ari Abraham Smadja*, the Chief Rabbi of the Ramat Shlomo neighborhood in Jerusalem, at 1868 restaurant

Overnight: Mount Zion Hotel, Jerusalem

THURSDAY, NOVEMBER 5, 2015 – DAY 5

Breakfast at the hotel

- 8:00-9:00am** Israel's Challenges on the International Stage, discussion with *Asher Fredman*, Senior Coordinator for Diaspora Affairs at the Ministry of Strategic Affairs, at the hotel
- 9:45-10:45am** Israel's National Agenda and Foreign Policy, meet with *Aviv Shir-On*, Deputy Director General for European Affairs at the Ministry of Foreign Affairs (MFA), at the MFA
- 11:30-12:30am** Emergency Response Through the Power of Community, visit United Hatzalah, meet with Founder and President *Eli Beer*, and *Murad Alyan*, the United Hatzalah Arab outreach coordinator and a senior paramedic, at United Hatzalah headquarters
- 1:00-3:30 pm** Tour the Old City of Jerusalem, including lunch
- Break
- 5:30-7:00 pm** Palestinian State of Affairs, meet with *Ziad Abu-Zayyad*, the co-founder and editor of the *Palestine-Israel Journal*, an independent quarterly that aims to analyze the complex issues dividing Israelis and Palestinians, at the hotel
- 7:30-8:00pm** Review and Reflection, at La-Boca restaurant
- 8:00pm** Israeli – Palestinian Relations: The Road Ahead, dinner discussion with *Dr. Tal Becker*, Principal Deputy Legal Advisor at the Ministry of Foreign Affairs, at the restaurant
- Overnight:** Mount Zion Hotel, Jerusalem

FRIDAY, NOVEMBER 6, 2015 – DAY 6

Breakfast at the hotel and check out

- 9:00-10:00am** Looking at the Recent Wave of Violence, discussion with *Khaled Abu Toameh*, journalist and TV producer covering Palestinian and Arab affairs, at the hotel
- 10:30-12:00pm** Closing Session and Evaluations, with *George Van Bergen*, Senior Policy Advisor at the AJC Transatlantic Institute, and *Michael Sieveking*, EU Policy Advisor at the AJC Transatlantic Institute, including lunch, at the hotel
- 12:00pm** Depart for Ben Gurion Airport

SUNDAY, NOVEMBER 1, 2015 – DAY 1

AMICHAÏ MAGEN is head of Political Development at the International Institute for Counter Terrorism, and is also a professor at the Lauder School of Government, Diplomacy and Strategy – both at the Interdisciplinary Center (IDC) Herzliya. He is also a visiting fellow at the Hoover Institution, Stanford University. Dr. Magen is a recipient of the Yitzhak Rabin Fulbright Award. He later became the first Israeli to be awarded the National Fellow Award at the Hoover Institution, Stanford University. Dr. Magen has served on the executive committee of the World Jewish Congress since 2010. He has published numerous articles in leading journals, in the fields of law, international relations, and comparative politics. Dr. Magen received his Doctor of the Science of Law from Stanford University, USA.

MONDAY, NOVEMBER 2, 2015 – DAY 2

Lt. Col. (res.) AVITAL LEIBOVICH is the director of AJC Jerusalem. Her distinguished career spans over 20 years in a wide range of senior media and public relations positions within the Israel Defense Forces (IDF), where she served as the face of the IDF to the international community during critical events such as the 'Cast Lead' and 'Pillar of Defense' operations, Gilad Shalit's return and many others. Immediately before coming to AJC, Lt. Col. Leibovich served as head of the Interactive Media Branch of the IDF Spokesperson's Unit, a branch which she was uniquely positioned to create as a response to the rapidly growing influence of social networks and internet platforms in the media world. Previously, Lt. Col. Leibovich had additionally held the position of head of the Foreign Press Branch, where she established strong connections between the IDF and the international media, working with audiences worldwide and appearing in thousands of media interviews. Lt. Col. Leibovich received a BA in English literature and political science from Bar-Ilan University and an MA in international relations from University of Haifa, as well as a diploma in spokespersonship, communications, and public relations from the Department of Foreign Affairs at Bar-Ilan University.

GILAD CARNI is a prominent player in the Israel hi tech scene. He is now part of the of the Israeli based Maverick VC which focuses on Israeli companies in mobile, internet and new media fields with short-term investments. He founded and sold two companies: GC Marketing Services, an online promotional staffing agency based in NYC, and

Chatvibes an online High Tech company and the first two-way browser-based voice and video add-on for social networks. Mr. Carni has taken part in numerous television programs and documentaries about the Israeli tech industry and is known across the country as both an investor and successful entrepreneur. He holds a B.A. in marketing and an MBA in international management and entrepreneurship from the University of Southern California.

MIRI SHONFELD is head of the Technology Education and Cultural Diversity Center. Previously, she was head of ICT at the Kibbutzim College of Education in Tel Aviv, head of the Forum for ICT Coordinators from various teaching colleges in Israel and a member of the Online Learning Environments Unit at the MOFET Institute in Israel. She is a lecturer and the coordinator in the graduate program of Technology in Education at Kibbutzim College. Dr. Shonfeld received her Ph.D. in computer science from NSU in Florida, USA.

ASMAA N. GANAYEM works at the Center for Technology, Education and Cultural Diversity (TEC) of The Mofet Institute – a center for the research and development of programs in teacher education and teaching in the colleges. TEC began its activities in as a joint venture between three teaching colleges in Israel. Each college represents a different sector of Israeli society (Muslim, Jewish, religious and secular). Dr. Ganayem is also affiliated with the Al-Qasemi College of Education in Baqa El Gharbiyah.

ELAINE HOTER is head of school projects at the Technology Education and Cultural Diversity Center. Previously, she headed the IT Department at Talpiot College of Education in Tel Aviv. In 1995 she developed the first online course in Israel connecting pupils and student teachers in an online learning experience. Since then she has developed many different courses, connecting different communities. She co-convened the first online conference for teacher educators in 2001. At present, she teaches at Ohalo College, Katzrin, MOFET International, and in the M.Ed. program at Sha'anani College. She is a Fulbright scholar and received her Ph.D. from The Hebrew University of Jerusalem.

ELI BAR-ON is deputy military advocate general of the Israel Defense Forces (IDF). Previously, Col. Bar-On served as the chief legal advisor for the IDF in the West Bank, and as the chief attorney for the Central Command, the Air Force, the Home Front Command, and the General Staff Command. In addition, Col. Bar-On has served as the deputy legal

advisor for the West Bank, a military judge in the military courts for the West Bank, the chief prosecutor for the Gaza Strip, a military defense counsel and a military prosecutor for the Nablus district in the West Bank. Col. Bar-On holds a LL.B degree and an E.M.B.A. degree from Tel Aviv University.

TUESDAY, NOVEMBER 3, 2015 – DAY 3

Yael Raz Lachyani is director of informal education on Kibbutz Nachal Oz. (Nachal Oz is located in the northwestern part of the Negev desert close to the border with the Gaza Strip and near the development towns of Sderot and Netivot.) Ms. Raz Lachyani works with child and youth educators as a planner, educator and consultant, during peace times, trauma situations and security threats. Ms. Raz-Lachyani holds a B.A. in human resource administration from Sapir Academic College, and in interior design from Holon Institute of Technology.

Nitzan Nuriel is a research fellow at the International Institute for Counter-Terrorism at the Interdisciplinary Center Herzliya. He is the former director for of the Counter Terrorism Bureau, and advisor to the prime minister (2007–2012). Brigadier General (res.) Nuriel has held many distinguished positions in the Israel Defense Forces (IDF), including commanding officer of the IDF Liaison and Foreign Relations Division, deputy commander of the Gaza Strip Division, commander of a territorial brigade in the West Bank and commander of the Northern Command Training Installation. While still in the army, Brig. Gen. (res.) Nuriel served as the military attaché at the Embassy of Israel in Washington, DC. He was the liaison between the Israeli Defense Forces and the U.S. Army, Marine Corps, Special Operations Command, FEMA and the Home front Command. He was awarded the Legion of Merit from the President of the United States. He completed his regular army service with the rank of Brig. General. After he retired from his military service, Brig. Gen. (res.) Nuriel joined the Israeli National Security Council and worked on the development of crises management concepts at the government level. Brig. Gen. (res.) Nuriel holds a B.A. and an M.A. in political science and national security from Tel Aviv University.

Masad Barhoum is general director of the Galilee Medical Center. Previously he served in various positions within the framework of the Clalit Health Services. In 1999 Dr. Barhoum was appointed director of "Holy Family" ("Italian") Hospital, a position he held until 2007, when he

was appointed general director of Galilee Medical Center. Dr. Barhoum completed his medical studies at the Rappaport School of Medicine, Technion-Israeli Institute of Technology, and his internship at Rambam Medical Center. He also holds an M.A. in health systems administration from the University of Haifa.

WEDNESDAY, NOVEMBER 4, 2015 – DAY 3

EMILY LANDAU is a senior research associate at the Institute for National Security Studies (INSS), where she is also director of the Arms Control and Regional Security Project. Dr. Landau currently teaches nuclear strategy, negotiations and arms control in the International School of the University of Haifa (from 2008), the Executive MA program in Diplomacy and Security at Tel Aviv University (from 2012) and in the Lauder School of Government at IDC, Herzliya (from 2013). She has taught in additional programs at Tel Aviv University over the past decade. She has published and lectured extensively on nuclear proliferation, arms control efforts, and regional security in the Middle East. Her current research focuses on regional dynamics and processes in the Middle East, and recent trends in global nuclear arms control thinking, including regarding the nuclear ambitions of determined proliferators. Among her recent publications are *The Obama Vision and Nuclear Disarmament* (co-editor, INSS, 2011) and *Decade of Diplomacy: Negotiations with Iran and North Korea and the Future of Nuclear Non-Proliferation* (author, INSS, 2012). She holds a B.A. and an M.A. from Tel Aviv University, and a Ph.D. from The Hebrew University of Jerusalem.

AVI ZIMMERMAN is executive director of the Ariel Development Fund. He oversees all relationships between the City of Ariel and its international affiliates. He runs fundraising campaigns for the city's local, regional and national initiatives, establishes long-term partnerships with communities and organizations abroad and orchestrates public-relations programs for the city. Mr. Zimmerman serves as a spokesperson for the City of Ariel. Born and raised in the United States, Mr. Zimmerman established *Ariel-Aliyah*, an immigrant absorption program which has brought tens of Anglo families to Ariel.

AVRAHAM NAGUISE is a member of Knesset (Israeli's Parliament) representing the Likud party. Mr. Neguise founded and served as director-general of South Wing to Zion, an organization representing Ethiopian immigrants, and is known for his role in leading the struggle to

bring the rest of Ethiopian Jewry to Israel. As a Member of the Knesset, Mr. Naguise expects to focus on social issues, including helping new immigrants integrate into Israeli society, and providing support and education for youth in underprivileged neighborhoods. He serves as chair of the Knesset's Immigration and Absorption Committee. Mr. Naguise holds a B.A. and an M.A. in social work from The Hebrew University of Jerusalem, an LLB from Sha'arei Mishpat College, an M.A. in initiatives and renewal from the Swinburne University of Technology and a Ph.D. in education from the University of Sussex.

RABBI ARI ABRAHAM SMADJA is the chief rabbi of the Ramat Shlomo neighborhood in Jerusalem; coordinator for oral law at the national center for in-service teacher training at Beit Yatziv, Beersheva; director of the Institute for Study of Conduct and Education in Judaism in Jerusalem; and fellow of the Mandel Institute. Rabbi Smadja has work on The Advisory Committee for Jewish-Muslim Dialogue, which was created as result of the First World Congress of Imams and Rabbis for Peace in order to give Jewish-Muslim dialogue a powerful institution to reflect and act in the domains in which Islam and Judaism have problematic issues. Active in the Israeli media, Rabbi Smadja hosts a nationwide program for *Israel Radio* and has worked with Muslim sheikhs on *Al Jazeera* television. He is a prolific writer, currently working on an encyclopedia of human and social relationships.

THURSDAY, NOVEMBER 5, 2015 – DAY 5

ASHER FREDMAN is senior coordinator for diaspora affairs at the Ministry of Strategic Affairs. In this capacity he coordinates the Ministry's activities related to strengthening Israel's international standing and countering the assault on Israel's legitimacy. Prior to this position, he served in the Strategic Communications Directorate of the Prime Minister's Office, and as a research fellow in several Jerusalem-area think-tanks, focusing on international law and the Middle East. He holds a BA and MA in government and Middle Eastern studies from Harvard University.

AVIV SHIR-ON is deputy director general for European Affairs at the Ministry of Foreign Affairs. He has served in many positions in the Foreign Ministry, including Israel's ambassador in Austria and permanent representative to the OSCE and to the UN in Vienna, deputy director general for public diplomacy, Ambassador at the Israel Embassy in Switzerland, minister for congressional affairs at the Israeli Embassy in

Washington D.C., spokesman for the ministry and director of the press division, head of the Department of Information and Public Affairs, and counselor and spokesman at the Israeli Embassy in Germany. Ambassador Shir-On has also served as a representative of the Foreign Ministry on the Committee for Monitoring the Understandings in South Lebanon and as spokesman of the Israeli delegation to talks on the implementation of the peace talks with Jordan, and the interim agreement with the Palestinian Authority. He holds a B.A. in international politics and an M.A. in diplomacy and foreign policy from The Hebrew University of Jerusalem.

ELI BEER is the founder and president of United Hatzalah. With 25 years of life-saving experience, he has responded to some of the worst civil, wartime and terror-related incidents. He currently lectures to health organizations worldwide on the importance of receiving medical care within the first few minutes of an incident through a network of volunteers; has expertise in creating cohesive and integrated responses to mass casualty incidents as well as terrorist attacks; is a pioneer in the field of GPS-based technology for medical response; and is a recipient of awards, including the 2010 Social Entrepreneur for Israel received by the Schwab Foundation, the 2011 Presidential Award for Volunteerism in Israel received by President Shimon Peres, and the 2012 Young Global Leader award.

MURAD ALYAN is the United Hatzalah Arab outreach coordinator and a senior paramedic. Mr. Alyan has extensive experience as a team leader and first aid and medical services instructor. He works as a medical translator, nurse, trainer, lecturer, and volunteer team chief, and has received numerous awards and certificates of appreciation in his field.

ZIAD ABU-ZAYYAD is the co-founder and editor of the *Palestine-Israel Journal*, an independent quarterly that aims to analyze the complex issues dividing Israelis and Palestinians and promote better understanding between the two peoples. He has served as Minister of State in the Palestinian Authority, as coordinator of the Ministerial Committee on Jerusalem and as head of the Palestinian Delegation to the Arms Control and Regional Security Working Group of the Middle East multilateral peace talks. He is also a former member of the Palestinian Legislative Council, where he represented the Jerusalem district. A lawyer by profession, Mr. Abu-Zayyad has participated in numerous Palestinian-Israeli negotiations. Born in East Jerusalem, Mr.

Abu-Zayyad served as editor of *Al Quds* and *Al Fajr* and was founder, publisher and editor of *Gesher*, a Hebrew-language journal devoted to promoting dialogue between Israelis and Palestinians. He also was co-author of *The West Bank Political Lexicon*. Mr. Abu-Zayyad holds a law degree from Damascus University.

TAL BECKER serves as Principal Deputy Legal Adviser at the MFA, and is a senior member of the Israeli peace negotiation team, including in the latest round of talks mediated by US Secretary of State John Kerry. He is frequently on the front lines of many of Israel's most pressing diplomatic, legal and policy challenges and is a key behind-the-scenes representative for Israel in a wide variety of contexts. He also serves as a senior fellow at the Shalom Hartman Institute in Jerusalem, where he leads educational initiatives on Israel and the Jewish world. Dr. Becker has been a senior fellow at the Washington Institute for Near East Policy, senior policy advisor to Israel's Minister of Foreign Affairs, a lead negotiator and drafter in the Annapolis peace talks, Director of the International Law department at the Israeli Foreign Ministry, counsel to Israel's UN Mission in New York, and an international law expert for the Israel Defense Forces. He is the author of *Terrorism and the State*, which won the Guggenheim Prize for best international law book, and has served, among numerous positions, as the Vice-Chairman of the United Nations General Assembly's Legal Committee, the first Israeli to hold a position of this stature in over 40 years.

FRIDAY, NOVEMBER 6, 2015 – DAY 6

KHALED ABU TOAMEH is an award-winning journalist and TV producer with three decades of experience covering Palestinian affairs for the media. He is a vital source for international media because of his access to information about the Palestinian territories and he has reported about controversial issues in the Palestinian territories, such as financial corruption, mismanagement and the Palestinian killings of fellow-Palestinians when they are suspected of collaborating with Israel. Currently a Palestinian affairs correspondent for *The Jerusalem Post* newspaper, Mr. Abu Toameh covered the first intifada for news outlets including *Voice of America*, *U.S. News & World Report*, *the Wall Street Journal*, *NBC*, *Danish TV* and *BBC*. He has produced documentaries for TV stations in Germany, Australia and Sweden and serves as a distinguished fellow to the prestigious New York-based Gatestone think tank. He studied at The Hebrew University of Jerusalem.

COORDINATORS

Project Interchange, Jerusalem:

Olga Tripp, Director, Missions & Delegations

Project Interchange, Washington, D.C.:

Nisha Abkarian, Deputy Director and Director of International Programs

Miriam Ganem-Rosen, Associate Director, International Programs

Emily Wesolowski, Senior Program Associate

Lili Kalish Gersch, Director of Alumni Engagement

IMPORTANT CONTACT INFORMATION

Carlton Hotel, Tel Aviv

10 Eliezer Peri St.

Tel: 03-520-1818

Fax: 03-527-1045

Mount Zion Hotel, Jerusalem

17 Hebron Road

Tel: 02-568-555

Fax: 02-673-1425

George Van Bergen

AJC Transatlantic Institute

Seminar Staff

Mobile: 054-2287251

Michael Sieveking

AJC Transatlantic Institute

Seminar Staff

Olga Tripp

Director, Missions & Delegations

054-440-5300

Judith Neisse

Guide

Mobile: 054-5666487

Security, Asero

058-707-6044

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 **Project
Interchange**
projectinterchange.org

1156 15th Street NW
Suite 1201
Washington DC 20005
P: 202-833-0025
F: 202-331-7702

Beit Moses
11 Mesilat Yesharim St.
Jerusalem, Israel 91370
P: +972-2-625-5281
F: +972-2-625-6527

AJC American
Jewish
Committee
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