

ZF CONNECT

THE ZF MAGAZINE

| ISSUE NUMBER 4

| SEPTEMBER 2015

**ZF HOSTS
SHIMON PERES**
FOR ANNUAL
GALA DINNER

TOP FIVE TIPS
FOR TWITTER
ADVOCACY

**CELEBRATING
A CENTURY
OF THE ZF AND
BALFOUR DECLARATION
1917-2017**

FEATURE ARTICLE
**ON THE FRONT
LINE WITH
LONE SOLDIERS**



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The ZF is the leading Advocacy organisation for Israel in the UK. Find out more: www.zionist.org.uk

Welcome to ZF Connect Magazine

Dear reader,

Welcome to the fourth edition of the Connect magazine, the ZF's regular publication. This is also our Rosh Hashana – Jewish new year - edition, giving us the opportunity to reflect over our activities from the past 12 months, and look forward to the coming year.

Our cover story is an exclusive interview with two Lone Soldiers who both made aliyah from here in the UK. Lone Soldiers are the recipients of our traditional Rosh Hashanah appeal, collecting care packages for the brave young men and women who serve to defend the Jewish homeland.

When I recently visited Israel, I had the pleasure and privilege of meeting some of the recipients of these care packages first hand. Although I had attended in order to express my gratitude for their tireless dedication to protecting the Jewish state, I was overwhelmed by their stories about how much the packages meant to them. Although the material comforts make a huge difference to them, what is even more important is the realisation that they are part of a wider family, a family that cares deeply about them. We hope you'll continue to give generously to the appeal – it really is so appreciated.

Inside this magazine there is also a special Rosh Hashanah greeting from the ZF's new executive director, Arieh Miller. It seems appropriate during this time of looking both forwards and backwards that Arieh, the latest addition to the ZF team, should offer some thoughts on the immediate past and future of Israel and our relationship with the Jewish state.

Of course, the past year has as always been a very busy one for us, with highlights including bringing huge names such as former Israeli President Shimon Peres and international superstar Sarit Hadad to the UK. We've included some of the many events that we've run in this issue, to show the full range of activities that you help to support. From lobby days to football matches, the ZF is always looking for new and relevant ways for Israel supporters to engage and mobilise.

These are just a few of the topics covered in this issue – we hope you enjoy it!

Finally from me, I would like to wish you all a Shana Tova, a happy and healthy Jewish new year.

Best,
Paul Chamey,
ZF Chairman

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Designed and edited by Amit Fraser and Chris Lawes

Greetings from the new ZF Executive Director

BY ARIEH MILLER

As Rosh Hashanah (the Jewish New Year) approaches, we are given the opportunity to reflect on the year gone by. To once again assess our successes and failures, rights and wrongs, the good and bad.

This past year, 5775, has certainly been one to remember, with both highs and lows. It has often been a very difficult one in the aftermath of Operation Protective Edge, with increased tensions here and abroad. At home, we have seen the ugly rise of increased anti-semitism, linked to the disproportionate and one-sided focus on Israel. Meanwhile, the Jewish state herself has seen her fair share of difficulties, with the security concerns ranging from the constant threat of terrorism to the frightening prospect of a nuclear-armed Iran.

And yet this year has also reminded us that Israel continues to be a state that rewards our commitment to Zionism. Israel played a central role in fighting Ebola, was the first at the scene when disaster struck Nepal, exported vital tech innovation to Africa and Asia, and of course continued to increase trade with the West. On a lighter note, there were also a number of sporting successes - not something we often get to boast about! For me too, this year has been an extremely exciting time, starting as the new Executive Director of the ZF. The work of both my predecessor and my new staff at the ZF is incredible, with an unmatched amount of energy resonating from our modest office. We have engaged with thousands of activists across all demographics, with speakers, events, demonstrations and petitions. We have brought over incredible speakers and guests from Israel including former President Shimon Peres and global superstar Sarit Hadad. I can't

tell you how proud I am to now include myself in that 'we'! But all of this shows exactly why the ZF must continue to work so tirelessly, and why your continued support is so vital. We must stand up and be counted when others seek Israel's demise. We must promote dialogue and peace rather than boycotts and hatred. We must stand up for Zionism, and the right of the Jewish people to join the global family of nations as equals. This is why we need your support. It doesn't come with glamour or a certificate. It doesn't alleviate poverty or fight for sick children. But we will ensure that all those who do those amazing things are allowed to do so free of harassment and bigotry, that no Israeli or Jew should ever again need to fear boycotts due to their nationality or religion.

In so many ways, Israel is and will continue to be a light unto the nations. It's our mission and duty to magnify that light, and to fight those who would try to snuff it out. Shana Tova u'metuka to all of you - have a happy, sweet and healthy new year.

Arieh Miller

Arieh



ZF Supports Israel on and off the pitch!

BY ZF STAFF

The ZF successfully celebrated Israel in Cardiff in September, bringing over 100 people to Wales to support the Jewish state both on and off the pitch.

With Israel and Wales scheduled to meet in a key qualifying match for the Euro 2016 competition, the ZF organised coaches to encourage as many people as possible to show their support for Israel on the day.



This support began long before the first whistle, however. Reacting to reports that there would be an anti-Israel demonstration, the ZF took steps to make sure the inflammatory and inaccurate messages of the other side would be countered. Liaising with police, the ZF held a solidarity rally opposite the anti-Israel demonstration, highlighting that there is also widespread grassroots support for Israel. Placards and banners emphasised the fact that Israel is the most diverse team and country in the Middle East.



However, the ZF decided it was also important to reach out to the thousands of ordinary Welsh fans as well. Volunteers handed out 5000 copies of a specially-printed fan magazine that promoted Israel in a fun and quirky fashion. With articles on Israeli celebrities, technological advances, and even a primer of common football terms in both Arabic and Hebrew, it showed Welsh fans a side of the Jewish state they otherwise wouldn't have been aware of.



The day concluded with the match itself, with Israel supporters filling a significant section of the stadium with blue and white. Despite the nil-nil scoreline, the match represented a highly satisfactory ending to a very successful day for UK Israel fans.

ZF hosts Shimon Peres for Annual Gala Dinner

BY CHRIS LAWES

On May 17th, The ZF hosted former Israeli Prime Minister and President Shimon Peres for its annual Gala Dinner. Attracting an audience of 900, including Ambassadors, MPs, Lords and Ladies, it was the most successful ZF dinner to date.

The centrepiece of the evening was an informal interview between Mr Peres and Lucy Aharish, journalist at Israel's i24 news. Aharish, who is a Muslim Arab, was chosen to be one of 12 Israeli trailblazers who would light torches at the opening ceremony of Israel's Independence Day ceremony. Their conversation ranged from the current state of the Middle East, and the future of the peace process, to Peres' secret to remaining so active ("Dream more, remember less.").



The goal of the evening was to pay tribute to the former President.

“This will be one of the last opportunities the UK Jewish community will have to pay tribute to Peres and all that he has done for and on behalf of Jews around the world”

said Paul Charney, chairman of the Zionist Federation. “He has been a great ambassador for Israel over the years and we would like to show our appreciation”, he added.



“He is one of Israel’s truly international recognisable personalities, an individual that represents Israel in its best light. He is highly regarded around the world and continues to put forward Israel’s case to the international community”, said Mr Charney, “Peres represents hope and light and a future for peace in the region. We want the UK to know that’s what all Jews ultimately strive for.”



Top Five Tips for Twitter Advocacy

BY SAM HAILES

So you want to tweet your support for Israel? Social Media Manager and Journalist Sam Hailes share some top tips...

Advocating for Israel can be a lonely business. Many feel isolated as they seek to defend the Middle East's one true democracy. There are plenty of people in both the offline and online world who believe anti-Semitism and anti-Zionism is on the rise. This bleak picture is often painted.

You may have heard that social media in general and Twitter in particular is a hot bed of anti-Zionism. As an avid tweeter (26,000 tweets and counting...) I'm pleased to report the extent of anti-Israel feeling online has often been exaggerated. Yes, there are problems.

But there are a growing number of advocates who are standing up for Israel – and they're doing a great job!

1. Be yourself

There are of course many organisations like the Zionist Federation and the Israeli Embassy who make excellent use of Twitter. The only difficulty is because of their names, these groups will often be perceived as bias. "You're the Israeli embassy, of course you're going to defend Israel!"

That's where you and I come in. As individuals tweeting from personal accounts (mine is @samhailes), we are not in the pocket of the Israeli government or any pro-Israel organization. We are simply ourselves.

The best Israel advocates do not have an Israeli flag on their profile. They aren't called @forever_zionist_1948. They don't send 300 tweets per day – all about Israel.

The best advocates for Israel are normal people, tweeting about their family, what they ate for lunch, an interesting article they just read and...their love for Israel.

This kind of advocacy is subtle, and in some ways more difficult. It may be hard to be restrained, pick your battles and keep calm whilst carrying on. But it's also vital.



2. The 80%

As is often quoted, 10% of the population are staunchly pro-Israel and 10% are staunchly pro-Palestine. There's a middle 80% that need to be reached. Most are undecided, unsure or simply not interested in Israel. The 80% will not follow the ZF or the Embassy, but many of them will follow you. Plenty of people follow me because of my interests in Christianity, music and politics. They don't follow me because of my views on Israel, but my hope is they will also occasionally get some positive views from me (or those I re-tweet) regarding Israel.

It's because of the 80% that I encourage some advocates for Israel to actually tweet less about Israel and more about their other interests. If you only tweet about Israel, you won't attract the 80%, you'll attract the 10%.

3. Humour

To make a good point in 140 characters is a real skill. But practice makes perfect, and beginners to Twitter soon find themselves mildly addicted to the platform. How can you make your tweets stand out? One of the best ways is to use humour. Some good examples from the ZF's Twitter feed are:

- 'Who recognizes Hamas as terrorists? The US, UK, and now Egypt. Who doesn't? ISIS, the Taliban, and, err...the EU'.
- Our question for Galloway on #bbcqt: "If you could bring only one dictator onto a desert island with you, which one would it be and why?"
- Happy #Pesach to all our Jewish friends, Happy #Easter to all our Christian friends, and Happy #Weekend to everyone else! #inclusive

A lighthearted approach – even to serious issues – can result in multiple retweets.

4. Optimism and hope

A related point is tone. It's possible to be 100% right, but also come across as a jerk. The rules online are the same offline: If you come across as rude and arrogant, people won't listen to the content of your argument. It's easy to lose your cool in the heat of an argument. But if you can rein it in, you'll gain real respect.

It's not always easy to be positive or optimistic about the Middle East but we (myself included) must always try. People love to vent their outrage on Twitter. As

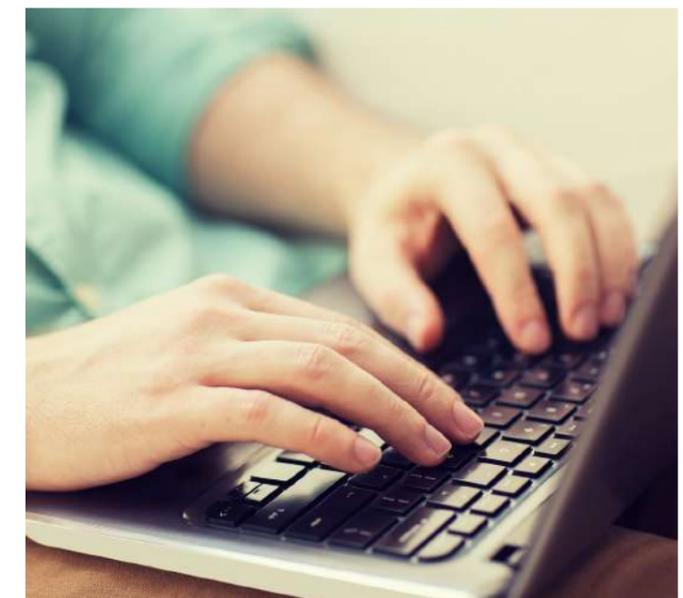
Slate recently reported, 'Over the past decade or so, outrage has become the default mode for politicians, pundits, critics and, with the rise of social media, the rest of us'.

Israel is still a country full of hope and promise. This should be reflected in our advocacy efforts. When given a choice between posting another cynical tweet about the UN or posting a picture celebrating Israel's diversity, choose the latter.

Avoid going anywhere near the 'Obama-is-a-Muslim' brigade. Try not to predict when the next Arab-Israeli war will be (it doesn't help anyone, and will only offend Israelis). And do not feed the trolls. (Trolls are people who deliberately post inflammatory or upsetting material, just to get a reaction).

5. Social

I said at the beginning that advocating for Israel can be a lonely business. Twitter has surprised me over the past 7 years. I've learned that the platform enables real, thriving and genuine communities to develop. It's through Twitter that I've met (first in cyberspace, then in reality) so many inspiring pro-Israel activists. It's encouraging to watch other tweeters on my timeline make a stand for Israel. We're able to spur one another on, retweet each other's blogs and back one another up in online debates. When it comes to online advocacy no one needs to feel lonely. After all, it's called social media for a reason.



Celebrating A Century of The ZF & The Balfour Declaration

BY AMIT FRASER

The ZF is the only organisation that is mentioned by name in the Balfour Declaration.

In 1896, Theodor Herzl, a Jewish journalist living in Austria-Hungary, published *Der Judenstaat* "The Jews' State" or "The State of the Jews", in which he asserted that the only solution to the "Jewish Question" in Europe, including growing anti-Semitism, was through the establishment of a state for the Jews. Political Zionism had just been born. A year later, Herzl founded the Zionist Organization, which at its first Congress, "called for the establishment of a home for the Jewish people in Palestine secured under public law". Serviceable means to attain that goal included the promotion of Jewish settlement there, the organisation of Jews in the Diaspora, the strengthening of Jewish feeling and consciousness, and preparatory steps to attain those necessary governmental grants.

Herzl died in 1904 without the political standing that was required to carry out his agenda of a Jewish home in Palestine.

During the first meeting between Chaim Weizmann and Balfour in 1906, Balfour asked what Weizmann's objections were to the idea of a Jewish homeland in Uganda, rather than in Palestine.

Two months after Britain's declaration of war on the Ottoman Empire in November 1914, Zionist British cabinet member Herbert Samuel circulated a memorandum entitled *The Future of Palestine* to his cabinet colleagues. The memorandum stated that "I am assured that the solution of the problem of Palestine which would be much the most welcome to the leaders and supporters of the Zionist movement throughout the world would be the annexation of the country to the British Empire".

The Balfour Declaration (2 November 1917) was a letter from the United Kingdom's Foreign Secretary Arthur James Balfour to Walter Rothschild, 2nd Baron Rothschild, a leader of the British Jewish community, for transmission to the Zionist Federation of Great Britain and Ireland. It read "His Majesty's government view with favour the establishment in Palestine of a national home for the Jewish people, and will use their best endeavours to facilitate the achievement of this object, it being clearly understood that nothing shall be done which may prejudice the civil and religious rights of existing non-Jewish communities in Palestine, or the rights and political status enjoyed by Jews in any other country".

The text of the letter was published in the press one week later, on 9 November 1917.

The "Balfour Declaration" was later incorporated into both the Sèvres Peace Treaty with the Ottoman Empire, and the Mandate for Palestine. The original document is kept at the British Library.



Shlomo Avineri

Guest Speaker in last year's Balfour Lecture

The ZF Annual Balfour Lecture

On Tuesday, 3rd November 2015 at the British Library the lecture will commemorate the Anniversary of the signing of the Balfour Declaration, which was given to the Zionist Federation, and includes a champagne reception followed by a lecture from Alan Dershowitz, world renowned lawyer and Israel advocate.

Previous guest speakers have included David Horowitz (Times of Israel founder), Sir Richard Dearlove (former head of MI6) and Moshe Arens (Israel's former Minister of Foreign Affairs).

98TH ANNIVERSARY OF THE SIGNING OF
The Balfour Declaration
GUEST SPEAKER
Alan Dershowitz
TUESDAY 3RD NOVEMBER 2015
FOR MORE INFORMATION: DALIA@ZFUK.ORG 020 8202 0202 WWW.ZIONIST.ORG.UK

On the Front Line with Lone Soldiers

BY ZF STAFF

Every year the ZF organises a special appeal to raise money for care packages that are sent directly to lone soldiers in Israel. These brave young men and women make great sacrifices to defend Israel, and our care packages give the community here the opportunity to show their appreciation.

We're delighted to present an exclusive interview with two recent olim on why they joined the Israel Defence Force, and what the care packages mean to them.

Eytan Halon, 24 years old, made aliyah from Manchester in 2014 and now serves as a combat medic in the Nahal Brigade 50th Battalion

What made you decide to join the IDF?

As soon as I returned from my post-secondary school year in Israel, I knew that there was only one place I wanted to spend my life - Israel would soon be my home.

But I simply couldn't justify living in a cosy apartment in central Tel Aviv or Jerusalem without doing my part to contribute to the protection of the country. I needed to contribute to the defence force that makes such a life possible.

Even if signing on for a full combat service is not expected of a 23 year old 'Oleh hadash [new immigrant]', it's a rite of passage for all Israelis and an important step in feeling part of society here.

What surprised you the most about being in the army?

The lack of freedom when you actually draft to the army is far greater than you could ever expect. Of course I thought to myself that I could manage a social life outside of the army. But the army takes over every aspect of your life, and the lack of alone time can be stifling. You soon realise that there is nothing more precious than rare time with family and friends. On a far more positive note, the support and appreciation received as a lone soldier has been equally surprising. You're the child of every Israeli mother and the hero of every Israeli child. Knowing that such support exists makes the difficult moments in your service, of which there are plenty, considerably easier.

What do you miss the most about the UK?

Obviously I miss my family and friends, and it can be hard to see them together in your absence - especially during religious holidays. Luckily the UK isn't so far away, and I even surprised my family shortly before Passover by turning up unannounced on our Manchester doorstep. But sometimes it's the smaller things that you really crave. I'm desperate for a cold, rainy weekend and for a good, authentic curry! The good far outweighs the bad, however, and what I've gained by moving to Israel certainly makes up for what I miss back in the UK.

What does receiving a care package mean to you?

I remember before my draft date, a friend telling me that getting out of bed on a tired army morning was made so much easier by the knowledge that he was

defending the Jewish state. My ideology and convictions are very strong, but such thoughts don't always cross my mind when I'm struggling through army-level exhaustion to start a new day. It's easy to forget the reasons behind what you're doing and why you're committing several years of your life to the system. By receiving a care package from a supporter many miles away, however, you're soon reminded of exactly why you put on the uniform and the heavy vest every day. To know that there's such support means a huge amount to every Israeli soldier.

What would you like to say to the readers back in the UK?

By raising the morale of the soldiers, the support received from the UK greatly contributes to the defence of our country. It should come as no surprise that happy soldiers who feel appreciated are the most effective ones.

Lone soldiers often capture the hearts of the nation and the spotlight is often pointed in our direction. It's merited, but it's important for me to stress that every IDF soldier is a lone soldier to some extent. Every combat soldier spends weeks away from home and has to face moments of difficulty and loneliness. There's no difference between the worries of an Israeli mother and those of a lone soldier's mother. Ultimately, we're just going through what every Israeli must do. Keep supporting every young man in uniform, whether obligated or choosing to serve, and you can be assured that the country is in safe hands.



Michael Kosky and Eytan Halon

Michael Kosky is 24 years old and made aliyah from London in 2013 and now serves in a small elite unit within the nahal Brigade called Gadsar Nahal

What made you decide to join the IDF?

I always wanted to make Aliyah, and of course with becoming an Israeli comes army service. However, it wasn't just something I had to do and "get it over with". What drives me in the army is what drove me to make Aliyah in the first place: being part of the rebirth of a nation. It sounds very poetic, and most Israelis either look at me in astonishment when I say it - or cringe - but it's true. You just have to read the words of Hatikvah to understand what motivated me. The same thing goes for my army service; it's a privilege to be able to play a very small part in defending my country. Even though after two years those thoughts might not necessarily be at the forefront of my mind on a day-to-day basis, they are still my guiding values.

What surprised you the most about being in the army?

How the guys who I'm with, who had to enlist and had little choice in the matter, are so motivated and hard-working. Seeing that has helped me every step of the way.

What do you miss most about the UK?

Of course I miss my family and friends. But I also miss queues and hearing the word "please".

What does receiving a care package mean to you?

Last year during Operation Protective Edge, care packages reached us in Gaza from both Israeli and Jewish communities in the diaspora. It meant everything to us; more than the specific items themselves, the very fact that people from around the world took the time to send them to us boosted morale. It meant that we knew we weren't so alone, and that the Jewish communities around the world were with us.

What would you like to say to the readers back in the UK?

Last year during Operation Protective Edge I know that me and my fellow soldiers felt an incredible unity with world Jewry. So let's make sure it doesn't take another war to feel that unity again. I'm not talking just about care packages here - unity presents itself in different ways - but I can say that it helped us through the tougher times.

Oh, and we're big fans of Cadbury's Dairy Milk. So if a bar or two happened to be thrown in to a package...



SEND IDF LONE SOLDIERS A GIFT FOR ROSH HASHANA

**Help us look after the well-being
of lone and needy soldiers in Israel**

Many IDF soldiers have no local family to look after them. Your donations not only help to purchase food and other gifts, but also clothing and blankets for when they go home to an empty room.

It is vital that these young soldiers know that we care about them. We should treat them like our own. We all owe them a debt of gratitude.

**Each gift costs £15. Please give more.
Your support is much appreciated.**

**For more information
please call 020 8202 0202**



I enclose payment for £ _____ (any multiple of £15) which will purchase gifts for _____ (put in requested number of soldiers)

I enclose payment for £450 which will purchase a gift for a Company (30 soldiers)

I enclose £ _____ (cheques payable to ZF) or charge my credit card:

Visa _____ Mastercard _____ Switch _____ Start date / Issue number _____

Card No. _____ Expires _____ Security no. _____

My message is _____

Name _____ Email _____

Address _____

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Tel Aviv by Eldan Car Hire

ROGEL
Opinion

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ZF Events Across 2015

A SELECTION OF SNAPSHOTS FROM SOME OF MANY EVENTS AND ACTIVITIES WE'VE ORGANISED THIS YEAR



Israel's 67 Birthday, May 2015



Business Breakfast, May 2015



Science Day, January 2015



Lobby Day, February 2015



Gala Dinner, A Tribute to Shimon Peres May 2015



Young Leadership Trip to Israel, June 2015



Legal Tour of Israel, February 2015



Crossing the Line, March 2015



Countering 'The Siege', July 2015



Israel Advocacy Training Day, Cardiff, July 2015

Investing in Israeli Property with PBC Residence-Nave

BY ZF STAFF

An interview with Mr Avi Rosen, Deputy Director General of PBC Residence-Nave

Avi Rosen, Deputy Director General of PBC Residence-Nave was a guest speaker at a ZF business breakfast on May 19th 2015. This event was attended by private entrepreneurs from London's Jewish community.

He highlighted how Israel's real estate forecast suggested a significant increase of homebuyers from European countries, especially France and England. We asked him about his latest project, as well as Israeli property in general.



Avi tell us about the Nave Noff project in Bat Yam

The Nave Noff Tower in Bat-Yam is only 10 minutes away from Tel Aviv, on the most prime location in Bat-



Avi Rosen, PBC Residence-Nave, Deputy Director

Yam's new beach-front promenade. The Nave Noff Tower stands out with its 42 floors, luxurious 4-5 room apartments, mini-penthouses and luxury penthouses. With spectacular panoramic views of the sea and our green park from each and every apartment, it has a modern and meticulously crafted design with unparalleled specification and innovative planning.

When we speak about luxury living, this is exactly what we mean. The Nave Noff Tower was designed by leading architects Gal Marom and Avner Yashar, with each and every stage of planning involving emphasis on tenant convenience and the practicalities of everyday life. The meticulous thought invested in each process, best expressed in the manner by which the tower and its surroundings are equipped with facilities and systems designed to serve its tenants on a daily basis, is evident.



Nave Noff Tower, Bat Yam

What are the reasons of people that buy the properties in Israel?

There are many prominent reasons why people are buying residential apartments in Israel.

First of all, there are amazing locations across the country. The Nave Noff Tower, for example, has panoramic views from each window, as well as a private park totalling an area of over 4000 square meters. Secondly, it's a sensible investment. House prices in Israel show moderate, consistent growth year on year, and the Israeli economy as a whole is robust, having weathered the financial storm of recent years much better than many comparable countries. Thirdly, of course, there is the connection that the Jewish people have to the land of Israel. You are not just making an investment for yourself; you are investing in our country. For many, this is the most important reason.

For more information about the project visit www.navetower.co.il or contact Carmit Goldhamer, Sales Manager carmitnavetower@gmail.com +972-52-2236975



LeumiTech Expands with London Opening

BY IDAN SHAPIRA

Bank Leumi has expanded its highly rated tech offering LeumiTech by opening a London operation.

Since its launch over a year ago, LeumiTech, a wholly owned subsidiary of Leumi Group, has become the financial home for the Israeli high-tech industry, with products and services that have become the gold standard for growing Israeli tech companies.

LeumiTech provides its clients with support in Israel and in the world's major tech hubs. It has been a successfully operating in the US, in Silicon Valley and New York, and has now opened new operation in London, Europe's high-tech centre.

"London is Europe's buzzing tech hub, and Israel is a hot-spot for tech entrepreneurs," said **LeumiTech CEO, Yifat Oron**.

"Already dozens of Israeli tech firms have opened up offices in the city, and LeumiTech is perfectly positioned to help them. We know the Israeli tech sector like the back of our hands, and Bank Leumi has been operating in London for more than a century.

I have no doubt that our new London LeumiTech operation will be of great help both to Israeli tech companies that seek to operate in Europe and European tech companies doing business with Israel."

Shalhevet Mandler, who will be managing LeumiTech's London offering as well as heading the UK Israeli desk said: "As one of the leading finance providers in the hi-tech sector, it is obvious that we need to be in London. We will be working with our sister offices in the US and Israel to continue promoting the financing and development of the hi-tech industry in Israel and around the world."

LeumiTech consolidates Leumi Group's extensive sectoral expertise into a focused offering specifically designed to meet the needs of new and growing hi-tech companies.

With clients ranging from start-ups to mature technology companies, it provides services that include working capital, acquisition and bridging finance. It also offers letters of credit and guarantees, currency and interest rate hedging, deposits and a full online banking facility.



Idan Shapira, Deputy Chief Corporate Finance Officer at Bank Leumi UK



"Companies in the Israeli high-tech industry are recognized for their overseas view," said **Idan Shapira, Deputy Chief Corporate Finance Officer at Bank Leumi UK**. "From the outset, they see the international market, especially the US but also Europe, as their main target. It's one of the industry's major strengths."

"Our experience of working with these companies has taught us what others, based outside Israel, really need."

The Israeli and British governments are currently working together to bring more Israeli hi-tech companies into the UK, and London is already the most popular base for Israeli tech start-ups outside of Israel.

Technology accounts for 20% of Israel's GDP and 30% of its exports, so the booming Israeli tech sector has a real potential to add growth to the domestic UK tech sector.

Over the past year LeumiTech has expanded into four of the seven main hi-tech hubs in the world, which suggests that LeumiTech and London will be the perfect partnership.

For more information, please contact:

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FUTURE EVENTS

Monday 12 October 2015
ISRAELI WINE TASTING

Sunday 18 October 2015
ISRAEL CONFERENCE

Tuesday 3 November 2015
ZF BALFOUR LECTURE

Sunday 22 November 2015
LEEDS TRAINING DAY

Sunday 6 December 2015
BRIGHTON TRAINING DAY

Sunday 20 December 2015
BIRMINGHAM TRAINING DAY

Sunday 7 - Friday 12 February 2016
ANNUAL SCIENCE WEEK

Wednesday 24 February 2016
ZF WITH CFI ANNUAL LOBBY DAY

For other ZF events please see www.zionist.org.uk

The ZF is the leading Advocacy organisation for Israel in the UK

www.zionist.org.uk 020 8202 0202 office@zionist.org.uk @ZionistFed f ZF UK



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Please contact Amit Fraser
020 8202 0202 amit@zfuk.org



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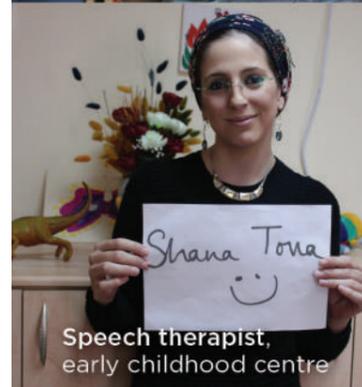
Director, club for
Holocaust survivors



Student, young leadership
programme



Mother of student, autistic school



Speech therapist,
early childhood centre



Volunteer, cancer centre



Student, Bedouin
young leadership
programme



CEO, digital media firm



Founder, digital media start-up



Student, residential music village



Director, youth programme



Student, young leadership programme



JNF UK and the thousands who
are benefiting from our projects
thank you for your support
and wish you

Shana Tova



Mayor of Yeruham



Director, special
needs school

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ZF FACTS & FIGURES



The ZF organises events and activities throughout the year to celebrate Israel and challenge her opponents - but we can't do it without your support. This is a small selection of what we fund.

To support the ZF in our work, please visit www.zionist.org.uk or call 020 8202 0202



SOLIDARITY RALLIES

We organise rallies whenever mass demonstrations of support for Israel are needed, such as during times of war.
Yearly cost £38,619



ADVOCACY MATERIALS

Printing leaflets and flyers helps activists to promote the truth about Israel directly to members of the public.
Yearly cost £35,653



SPEAKER TOURS

We fly experts over from Israel to speak directly in front of both friendly and hostile audiences.
Yearly cost £129,529



ACTIVIST TRAINING

We hold regular regional training days across the country, providing activists with relevant skills and knowledge updates.
Yearly cost £49,535



COMMUNAL EVENTS

Bringing the community together for celebrations and concerts enables people to express their pride in Israel.
Yearly cost £155,901



ISRAEL TRIPS

Our Israel trips enable people to see the country 'behind the scenes', offering unique insights unavailable to the average traveller.
Yearly cost £46,103

The ZF also has to cover the administrative costs that enable us to do all this

ZF UK @ZionistFed www.zionist.org.uk

DOWNLOAD OUR MAGAZINE ONLINE

If you would like to download a copy of our ZF Connect magazine, go to zionist.org.uk/connect-magazine. Alternatively, contact Amit Fraser amit@zfuk.org / 020 8202 0202 and we will send you a copy in the post.