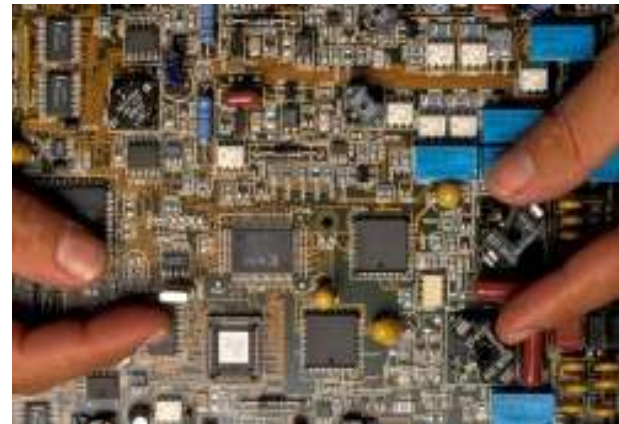


Welcome to the Israeli-Swiss Association

# Grüezi



## ברוכים הבאים

# ISRAELI–SWISS Association:

## About us

**We are** a new service organisation.  
We promote bilateral contacts within a clearly defined framework of activities.

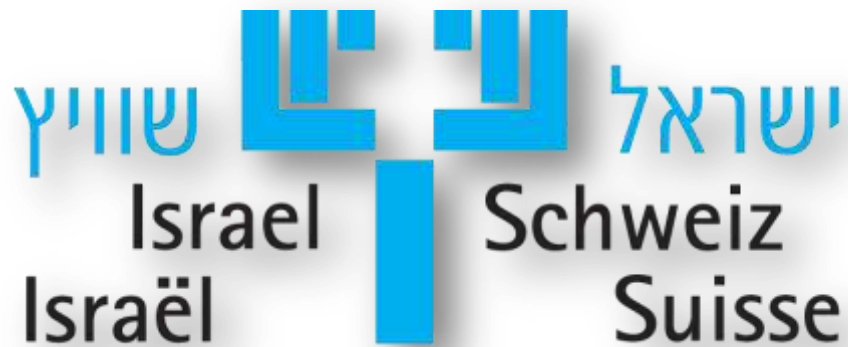
# ISRAELI-SWISS Association: Foundation

On December 27, 2009 we launched in Netanya/Israel the

- Israeli-Swiss Association
- אגודת ישראל-שוויץ
- Gesellschaft Israel-Schweiz
- Association Israël-Suisse

# ISRAELI-SWISS Association:

This is our logo



# ISRAELI-SWISS Association:

## The founders: a core group of dedicated Israeli-Swiss



Daniel Lyssy   Moshe Gabay   Jacques Korolnyk   Jacques Ungar   Danny Wieler

# ISRAELI–SWISS Association:

## An idea born in Switzerland

The idea of launching an **ISRAELI–SWISS Association** goes back to an initiative of the Swiss partner organisation „Switzerland–Israel“ chaired by Mrs Vreni Müller–Hemmi, a former member of the Swiss parliament.

# ISRAELI-SWISS Association:

## Our profile

- We want to be a **contact point for Swiss visitors**
- **Politically and religiously** we are **neutral** and operate independently from our Swiss partner organisation
- We predominantly aim for visitor groups related to politics, culture, economics

# ISRAELI–SWISS Association:

## Our mission

- **Enhancing and strengthening** bilateral relations
- The contact groups:
  - individuals, groups, companies
  - political organisations such as parliaments, governments, etc.



# ISRAELI-SWISS Association: Ready for Cooperation



- **Cooperation** with all parties interested in further developing relationships between Israel and Switzerland
- optimizing **synergies**

# ISRAELI-SWISS Association:

## Our partners

- Swiss Embassy
- Chamber of Commerce Israel-Switzerland
- Swiss Desk at the Knesset
- Swiss Consulat in Eilat
- Swiss companies operating in Israel
- Israeli companies interested in contacts to Swiss business partners

->



- Swiss Club SCI
- In Israel accredited journalists spreading news to Switzerland

# ISRAELI-SWISS Association: Pragmatical build-up

The first year is focussed on laying foundations

- Installing a staffed office
- Registration as an Amuta (Association)
- Designing a website
- Searching for new members and donors

# ISRAELI-SWISS Association:

High priority: Recruiting new members and funds

- Our middle- and longterm success is based on a continuously increasing number of members
- Our potential:
  - Israeli and Swiss individuals
  - Israeli and Swiss companies
  - Israeli and Swiss institutions

# ISRAELI-SWISS Association

## Activities on 4 levels

- Promoting and supporting friendly relationships
- Promoting and maintaining contacts on governmental and parliamentary level
- Culture, sports, youth, environment
- Trade promotion

# ISRAELI-SWISS Association:

## Scheduled activities

- **Main focus:** Hospitality Desk
- **Projects in preparation:**
  - News service
  - Roadshows in Israel (by trade sectors) – for small and middle sized Swiss companies –
  - Yom Switzerland: Networking Day for Israeli companies interested to tie business with Switzerland

# ISRAELI-SWISS Association: Hospitality Desk

- Non-existent so far; we fill the gap: **a hotline and address in Israel** advising and actively helping visitors from Switzerland to perfect their journey in Israel and to make it an unforgettable and successful experience.->



# ISRAELI-SWISS Association: Hospitality-Desk



Ideas and range of „hospitality services“

- Invitation to private homes
- Gatherings, round tables i.e. with highly significant discussion partners
- Cooperation in youth exchange programs
- Individual requests

# ISRAELI-SWISS Association: News service

- **From time to time**, depending on events and developments
- Focus: economy, trade, science, culture, tourism, ecology and other pleasing issues
- **No political and military topics**

# ISRAELI-SWISS Association: News service

- Will be the **media trademark of the Israeli –Swiss Association**
- Reliable, trustworthy, carefully researched
- Spreading to visitors, partner organisations, print and online media in Switzerland
- Customized articles possible – against payment

# ISRAELI-SWISS Association:

Roadshows in Israel for small and middle sized Swiss companies

- Objective: Challenging companies to overcome seeing Israel through politically coloured glasses only and to get them to know the wide range of business opportunities.

# ISRAELI-SWISS Association:

Roadshows in Israel for small and middle sized Swiss companies

- Defining trade sector to launch the idea
- Planned for 2011
- Project implemented in cooperation with the Chambers of commerce ->

# ISRAELI-SWISS Association

Yom Switzerland:

Networking Day for Israeli  
companies interested to tie  
business with Switzerland

- Project planned for 2011

# ISRAELI-SWISS Association:

## Thank you

- for your attention
- for a successful cooperation.

# ISRAELI-SWISS Association:

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