



Consulate General of Israel  
TORONTO & WESTERN CANADA

## NEWSLETTER (JUNE 2019)



**Hasbara Fellowships Highschool  
Program**

**STAY TUNED FOR  
EXCITING NEWS ON  
UPCOMING  
PROJECTS!**



Hasbara Fellowships Canada does important work ensuring that students have the skills, knowledge, training and motivation to effectively advocate for Israel. On June 2, Consul General Galit Baram was pleased to join a remarkable group of young people to celebrate the end of the organizations inaugural 'High School Internship Program'.

**Canadian Friends of the Israel Guide  
Dog Centre**



It was our pleasure to host the Canadian Friends of the Israel Guide Dog Center on June 3 in our Consulate event hall. These amazing creatures enable visually-impaired Israelis to achieve independence, mobility and self-esteem through working partnerships with guide dogs. A true inspiration!

**Diplomats Reception with Premier Ford**



On June 5, the Consul General and Deputy Consul General enjoyed the generous hospitality of Premier Doug Ford and his government at a reception for the diplomatic corps. Exquisite local food and a superb selection of Ontario wines made for a great atmosphere.

#### **Diplomats Reception with Mayor Tory**



On June 11, Consul General Galit Baram and Deputy Consul General Nissan Amdur attended the City of Toronto's Consular Corps Reception. It was a pleasure to celebrate diplomatic relations with Mayor John Tory in one of the most diverse cities in the world.

#### **'Israel Bonds' Annual General Meeting**



On June 13, we hosted the annual general meeting of Israel Bonds Canada. The discussions were led by Raquel Benzacar Savatti, CEO of Israel Bonds Canada, and Israel Maimon, President and CEO of Development Corporation for Israel/Israel Bonds. The keynote speaker, Director General of Israel's Ministry of Finance, Shai Babad, gave a brilliant presentation on Israel's economy, and discussed its impressive achievements and the challenges it faces.



### Jerusalem Foundation Dinner



The Consul General was pleased to join Robin Gofine of The Jerusalem Foundation on June 14 for a dinner honouring their contributions to the nation's capital. Sincere thanks to Chef Michael Solomonov of Zahav Restaurant in Philadelphia, winner of the prestigious 2019 James Beard Award, for a superb demonstration of Israeli cuisine at its finest.

### 'Spirit of Hope' Dinner with Nikki Haley



On June 18, the Consul General and Deputy Consul General attended the 'Spirit of Hope' dinner hosted by Canadian Friends of Simon Wiesenthal Centre with special guest former US Ambassador to the UN Nikki Haley. During his speech, Ontario Premier Doug Ford mentioned his meeting with Israeli President Reuven Rivlin stating that the two are "business partners, collaborators, friends". Thank you, Premier!

### **JNF and the Federation of Hebrew Teachers**



On June 19, the Consulate was honoured to host an event with JNF Toronto Executive Director Jeff Springer, JNF Emissary Yifat Bear Miller, President of the Federation of Teachers in Hebrew Schools in Ontario, Aviva Polonsky, and a group of teachers on their way to Israel. Bon Voyage! We wish you a meaningful and enjoyable visit!

### **Consulate Marches in Toronto PRIDE Parade**



On June 23, the Consulate was thrilled to join the Toronto Jewish Community in the 2019 Pride Parade Toronto.

Thanks to our partners CIJA, Miles Nadal JCC, City Shul, Shai Tamasi, Jill Schneiderman, Holy Blossom Temple, Jewish Family and Child, Michael Levitt MP, Roman Baber MPP, and the wonderful people of Toronto for making it such an incredible event!

#### **'Israel Day' with Naamat Canada**





On June 23, Director of Government Relations, Jordan Falkenstein, brought greetings on behalf of Israel and Consul General Galit Baram to Toronto's Jewish Community at Naamat Canada's annual Israel Day Festival in Toronto. Naamat is the largest women's organization in Israel dedicated to promoting women's social and economic advancement, supporting at risk youth and families and providing vocational and social services to all of Israel's citizens

#### **CIFTA Panel with Minister Carr**



Though the two nations have long established economic ties, a few months ago Canada and Israel agreed on a modernized version of their bilateral free trade agreement (called CIFTA). On June 26, in Toronto, the Consul General was honoured to accept an invitation to a panel

talk with Minister of International Trade Diversification Jim Carr where the two discussed how Canadian and Israeli business can benefit from this new arrangement. Thank you to CIJA for organizing the event, Congregation Shaarei Shomayim for hosting, MP Marco Mendicino for delivering opening remarks and Stanley Gomes, Senior Canadian Trade Commissioner in Israel for moderating. The event was a great success and a giant step in bilateral relations!

### **JNF Negev Dinner in Hamilton**



On June 26, Director of Government Relations, Jordan Falkenstein represented Consul General Galit Baram and the State of Israel at the JNF Negev Dinner in Hamilton. During his speech he thanked the wonderful local community for their continued support and commitment to Canada-Israel Relations. Proceeds for the evening went towards the

building of the new Israel Centre for the Treatment of Psychotrauma, in collaboration with Herzog Hospital, a symbolic institution where all of Israel's citizens: Arab, Jew, Orthodox and secular work together to address issues close to our hearts.

The evening was complimented by the presence of Dr. Yehezkel Caine, CEO of Herzog, who shared words about the amazing work being done there to address mental health and PTSD.

### **Consular Cocktails for PRIDE**



On June 27, the Israeli Consulate celebrated Toronto Pride Month with our "Consular Cocktails for Pride" reception in our new event hall.

Consul General, Galit Baram brought greetings to a cheerful crowd and later our friend and media personality Shai DeLuca moderated a panel discussion composed of leaders in the local LGBT community. These individuals had recently visited Israel for the very first time and were excited to share their perspectives and experiences.

Amir Ohana, Israel's first openly gay Minister of Justice even sent a special video message for the consulate team and

our guests.  
We look forward to joining the Pride  
parade and celebrating again next year!



**New Study Solves One of the Biggest  
Mysteries in the Dead Sea**

**Sheba Medical Team Finds Treatment  
for Fourth Leading Cause of Cancer  
Death**

**Story and Photo from 'Israel 21C'**  
**July 2, 2019**



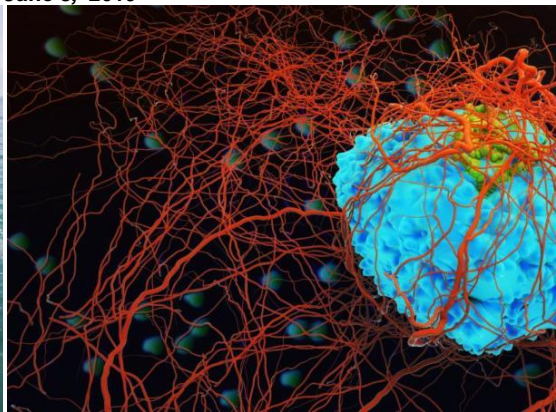
**New research explaining why salt crystals are piling up on the deepest parts of the Dead Sea's floor could help scientists understand how large salt deposits formed in Earth's geologic past.**

**The Dead Sea, a lake bordered by Israel and Jordan, is nearly 10 times as salty as the ocean. People have visited the Dead Sea for thousands of years to experience its unique healing properties and to float in its dense, buoyant waters. The "Salt Sea" is even mentioned in the Bible. Much of the freshwater feeding the Dead Sea has been diverted in recent decades, lowering the sea's water levels and making it saltier than ever.**

**Scientists first noticed in 1979, after this process had started, that salt crystals were precipitating out of the top layer of water, "snowing" down and piling up on the lake bed. The salt layer on the lake floor has been growing about 10 centimeters (4 inches) thicker every year.**

**The process driving this salt crystal "snow" and buildup of salt layers on**

**Story from 'Jerusalem Post'**  
**June 3, 2019**



**A Chaim Sheba Medical Center researcher has discovered a potential treatment for metastatic pancreatic cancer.**

**"In the history of oncology, there have been only two or three studies that have shown some benefits for pancreatic cancer," said Dr. Raanan Berger, head of Oncology for Sheba Medical Center, the country's largest hospital, located in the Tel HaShomer neighborhood of Ramat Gan. "This is a very rare breakthrough." Pancreatic cancer is the 12th most common cancer worldwide, with 458,918 new cases in 2018 alone, according to a release by Sheba. It is the 4th leading cause of cancer death, and less than 3% of patients with metastatic disease survive longer than five years after diagnosis.**

**The research was conducted by Dr. Talia Golan, the head of Sheba's Pancreatic Cancer Center. Specifically, her research centered on evaluating the safety and testing the efficacy of a new drug treatment regimen known as POLO in order to treat a specific type of metastatic pancreatic cancer in carriers of the BRCA 1 and BRCA 2 mutation, which runs largely in Ashkenazi Jews**



the lake bed has puzzled scientists because it doesn't make sense according to the laws of physics.

A new study by scientists from the Geological Survey of Israel in Jerusalem and from the department of mechanical engineering at the University of California at Santa Barbara proposes that disturbances caused by waves or other motion create tiny "salt fingers" across the surface of the lake that interact with one another as they funnel down to the lake bed, forming larger structures. The new finding, published in American Geophysical Union's journal *Water Resources Research*, not only sheds light on the physics of the Dead Sea but also helps explain how massive salt deposits formed within Earth's crust. The Dead Sea is the only hyper saline water body where this salt fingering process is still happening.

FULL STORY: <https://bit.ly/2FTX5EK>

### **Largest Capsule Hotel in Middle East to be Built by Dead Sea**

*Story and Photo from 'Israel Hayom'*  
June 29, 2019



**The Middle East's largest capsule hotel**

and typically makes these individuals susceptible to breast and ovarian cancers.

"The POLO trial using the medicine Lynparza offers potential hope for those who suffer from metastatic pancreatic cancer and have a BRCA mutation," Dr. Golan said.

Lynparza is also known as olaparib.

"This treatment also exemplifies the advent of 'precision medicine' based on a specific genetic biomarker, BRCA 1 and 2," she said.

FULL STORY: <https://bit.ly/2XqKynk>

### **Toronto Bourse Luring More Israel Firms, and Not Just in Marijuana**

*Story from 'Haaretz'*  
July 3, 2019



Breath of Life, the medical cannabis company, withdrew what was supposed to be the biggest-ever initial public offering by an Israeli company in Canada. But that high-profile setback belies a growing trend by Israeli companies to bypass the Tel Aviv Stock Exchange for a listing in Canada,

is set to be built in the Dead Sea by early 2020, as part of a state-of-the-art leisure and entertainment complex.

Capsule hotels already exist in Japan and in Western Europe. Capsule hotels will allow new and larger audiences to explore affordable stays and tourism. One example is the Birthright delegations who come to Israel from all over the world. Each capsule will be designed for two people and include a storage closet, a 32-inch TV screen; a safe, a mini-bar, and electrical and USB sockets.

The cost per person will be 100 shekels (\$28) per night, and 150 shekels (\$42) for couples.

According to Hagai Adoram from Bercleys Real Estate Development, "The capsule hotel's location was chosen so as to allow the general public to access affordable multiple-stay vacationing, and a low-cost basic accommodations option for the numerous hikers and vacationers who do not require larger and more expensive rooms. It is part of the worldwide trend of low-cost tourism."

especially the Toronto Stock Exchange. BOL had big plans, but they were apparently too big for investors who looked askance at its 1 billion Canadian dollars (\$760 million) valuation.

On the other hand, since 2013 seven Israeli companies have conducted IPOs on the TSX and there's a list of others that have filed prospectus for IPOs in the future. Even though Canada has staked out a place at the world's center for medical marijuana listings (a function of the country's liberal policies on medical and recreation cannabis use), the Israelis who have opted for the TSX are in high-tech and pharma.

The latest to join the TSX is Else Nutrition, which is developing plant-based nutrition products for the infant, toddlers, children and adult. It went public last month at a C\$17 million valuation and since it began trading June 18 has seen its shares jump 156%. Other recent entrants include Adcore, a search-engine marketing company that went public at a C\$27.5 million valuation in May and whose shares have since risen 7%. The agro-technology company Water Ways, which began trading in March, has seen its shares drop 48%.

Among companies filing prospectuses are PlantEXT (medical marijuana), A2Z (robotics) and Neurocords (biotechnology).

It isn't by chance that the TSX is seeing so much interest from Israeli companies. The exchange has a home for small tech companies called TSX Venture Exchange. Two years ago it designated Israel as a target market for new listings and hired Yossi Boker to head a local recruiting drive.

That's put Toronto into head to head competition with the TASE, which has been trying to lure local companies, and the Nasdaq, which is home to scores of them already. Naturally

Boker, who comes from the high-tech world, holds that the TSX has an advantage over both.

FULL STORY: <https://bit.ly/2LyUILm>



[PM Netanyahu leads trilateral summit meeting of US, Russian and Israeli national security advisers](#)

[President Rivlin hosted the Egyptian Ambassador to Israel at an event marking the 40th anniversary of the Israel-Egypt Peace Agreement](#)

[PM Netanyahu tours the Jordan Valley with](#)



[Tel Aviv Pride Parade](#)

20 years proud! On June 14th, hundreds of thousands of people from Israel and around the world celebrated Pride Month at the annual Tel-Aviv Pride Parade. The parade is a celebration of acceptance, love and joy, and is the largest of its kind in Asia and the Middle East.

[US National Security Adviser John Bolton](#)

[At festive Cabinet Meeting, government approves establishment of new Golan Heights community to be named "Trump Heights" \(Ramat Trump\) after US President Donald Trump](#)

[PM Netanyahu on Iranian Foreign Minister's statement and acceleration of Iran's nuclear program](#)

[Israel mourns the passing of Nechama Rivlin](#)

[Ramadan in Israel](#)

After a month of fasting, thousands of Muslims across Israel marked the end of Ramadan with Eid ul Fitr celebrations. So what is the meaning behind Ramadan and how do Muslims across Israel mark this holy month? Experience Ramadan through the eyes of the Muslim community of Ein Nekuba, near Jerusalem.

[World Environment Day](#)

Over the years, Israel has been working to protect the environment and is proud to collaborate with countries & international organizations to share its experience and to promote the United Nations' Sustainable Development Goals (SDGs) as a part of our commitment to a cleaner planet.

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