

MASHAV HIGHLIGHTS 2004



SPOTLIGHT ON 2004

In 2004 MASHAV was active in 114 countries, training thousands of participants in courses focusing on human capacity building. The courses, taught in English, French, Spanish, Russian and Arabic, were offered in a wide range of disciplines, including agriculture, education, economic and social development, community development, rural and urban development, medicine and public health, and science and technology. Some 2,164 participants were trained in 86 courses in Israel, while 6,226 took part in 109 on-the-spot courses offered in a total of 36 countries. Also in 2004, MASHAV experts were dispatched throughout the world on 134 short-term consultancies and humanitarian medical missions to 42 countries and 8 long-term experts were serving on MASHAV demonstration projects around the world, in a total of 7 countries. Following are examples of MASHAV activities in the year 2004.

For MASHAV, 2004 was a year of celebrating long-standing relationships:

JORDAN AND ISRAEL CELEBRATE A DECADE OF PEACEFUL COOPERATION

Israel, through MASHAV, strives to promote development cooperation with the Hashemite Kingdom of Jordan in all spheres of human endeavor, and at all levels of government and civil society. Over the past ten years, both countries have worked together towards the fulfillment of the peace treaty and to improve the quality of life on both sides of the border. Following is a review of some of Jordan-Israel/MASHAV activities over the past decade. Since the initiation of diplomatic relations, over 500 Jordanian professionals have participated in courses held in Israel in such diverse fields as agriculture and the environment, economic and social development,

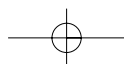


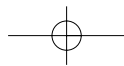
Deputy Prime Minister and Minister of Foreign Affairs Silvan Shalom meets with His Majesty King Abdullah of Jordan

medicine and public health, oral health, rural and urban development, community development, science and technology, administration and education. MASHAV continues to sponsor a program of cross border cooperation, training and agricultural technology transfer between Jordanian and Israeli farmers in the southern Arava. Environmental cooperation was further developed to include cooperation on the control of the Red Palm Weevil and the Mediterranean Fruit-Fly in the northern Dead Sea area, as well as a joint program on forestation including experts from Israel, Jordan, the Palestinian Authority and several American universities. Two ongoing cooperation projects are successfully running between the two countries: The Awassi Dairy Sheep farm in the Karak region, and a Commercial Beekeeping Project near the Jordanian city of Irbid. Jordan is a priority country for MASHAV and efforts are being made to increase joint activities. MASHAV believes that there is potential for a far broader range of cooperation and thus is actively seeking Jordanian partners for further joint ventures.

FORTY YEARS OF THAILAND-ISRAEL BILATERAL RELATIONS

Thailand-Israel bilateral relations, which focus largely on cooperation in the realm of education and agriculture, marked 40 years in 2004. MASHAV programs, which have been operating in Thailand, are





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a cornerstone of these relations. During this period, thousands of Thai citizens have participated in MASHAV courses in both in Israel and in Thailand, and many course graduates now fill key positions in government, academic and military institutions in their country.

Thai-Israel Techno-Demo Unit for Irrigated High-Value Crops

The new Thai-Israel Techno-Demo Unit for Irrigated High-Value Crops was the focal point of a regional agricultural fair opened in January 2004 by the Princess of Thailand. The two-hectare unit is part of the Faculty of Agriculture of Khon Kaen University in northeastern Thailand. Its purpose – to display and demonstrate various irrigation and fertigation technologies related to irrigated high-value crops, in order to introduce horticultural-management and water-saving techniques relevant to this drought-prone region. Apart from the educational needs of the university, the unit will also serve the operative needs of the regional farming and business communities and function as a training facility for farmers from neighboring countries.



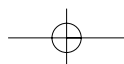
A kindergarten in a village outside Kathmandu

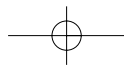
NEPAL: 25 YEARS OF COOPERATION WITH SETO GURANS

MASHAV and the Golda Meir Mount Carmel International Training Center (MCTC) marked the 25th Anniversary of partnership with the Seto Gurans Early Childhood Education Network in Nepal. Agatha Thapa, the founder of this unique organization, participated in the late 1970s in the eight-month course on Early Childhood Education at MCTC. In her final project at the course, Agatha proposed the establishment of a kindergarten in Kathmandu for children of "untouchables," and within just five months of her return home, the dream had become reality. Thus the first of the Seto Gurans' National Child Development Services was born. With support from international organizations such as UNICEF and SCF, the organization today covers 52 of Nepal's 71 districts. MCTC continues to train candidates recommended by Agatha and the Seto Gurans staff, thus ensuring that tomorrow's young Nepalese will also enjoy the benefits of the Mount Carmel experience.

Sino-Israeli Agricultural Cooperation

The Xinjiang Sino-Israeli Demonstration Center for Arid Zone Agriculture was established in a severely underdeveloped region in Northwestern China, following the joint cooperation of the Chinese Ministry of Agriculture and the Israeli Ministry of Foreign Affairs. The project is operated by MASHAV and the People's Government of the Xinjiang Uygur Autonomous Region. This is the first Sino-Israeli agricultural cooperation project to be launched in China's arid northwestern region. The agricultural industry of the area is dependent on irrigation and agricultural technology due to limited water resources and soil salinization. The project's objective is to promote agricultural development in the area by improving the efficiency of agricultural practices and training agricultural staff and farmers in modern agricultural technologies for maximizing crop





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Growing tulips at the Xinjiang Sino-Israeli Demonstration Center for Arid Zone Agriculture

yields and profitability under conditions of water scarcity, and to engage in commercial agricultural production. The demonstration activities take place in two sites: the first in Xinjiang Agriculture Technology Institute in Chianji, and the second at the Institute of Carders in Dongquan. Using both greenhouse technology and open field crops, the demonstration farms operate as research centers for adapting methodologies, technologies and seed varieties for local needs. In 2004 the demonstration farms began selling flowers (tulips and lilies) and a variety of vegetables.

Meanwhile, the **Sino-Israel Demonstration Dairy Farm** at Yongeldian, near Beijing, continues to spread its positive influence throughout the dairy industry of the entire region. The farm design was made according to the Israeli experience and includes: calves hatches, Heifers shed, Milking cows sheds, Dry cows sheds, Calving pen, Cows "hospital"-treatment shed, Milking center and Feed center. All the activity in the farm such as milk production and quality, herd health and herd fertility is monitored on daily basis in the main computer, with most advanced herd management software which is developed and made in Israel. Applying the latest Israeli designs, technologies and expertise on its herd of over 1050

dairy cows, it raised milk production to an annual record high of 10,240 kg./cow in 2004 (an increase of 140 kg/cow since 2003). The farm serves as a training center for thousands of dairy producers from China and from neighboring countries as well.

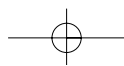
■ *Mashav Awards*

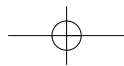
MASHAV RECOGNIZED FOR 'BREAKTHROUGH OF THE YEAR'

MASHAV's Demonstration Farm project in Yongeldian, China received special recognition at the



Receiving the "Person of the Year" award from Cabinet Minister Tzippi Livni (from left to right): Arie Arazi, Head of MASHAV; Yossi Shemer; expert Lior Yaron, and Minister Livni





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Participants in the Workshop on Mass Media in Areas of Conflict for senior journalists from Eastern Europe and the CIS countries

annual "Person of the Year" awards ceremony held in Jerusalem in August 2004. The award for "Most Impressive Breakthrough of the Year," was jointly accepted by Arie Arazi, Deputy Director General of the Israeli Foreign Ministry and Head of MASHAV, Lior Yaron, the expert in charge of the project on behalf of CINADCO (Center for International Agricultural Development Cooperation), and Yossi Shemer, Director of "Tzaham Afkim", which provided the milking equipment for the farm.

In April 2004 a special award for outstanding performance was also presented to the farm at the **Annual Convention of Chinese Cattle Breeders in Hebei.**

ISRAEL-ASIA CHAMBER OF COMMERCE SALUTES MASHAV

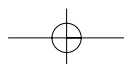
In November of 2004 the Israel-Asia Chamber of Commerce celebrated 20 years of activity, during which MASHAV was presented with a Certificate of Esteem for its activities in Asian countries and its unique contribution toward fostering ties between Israel and Asia. Attending were the Ambassadors and Commercial Attaches of Asian countries in Israel, as well as members of the Israeli business community and government ministries.

Media Focus:

WORKSHOP FOR SENIOR JOURNALISTS FROM EASTERN EUROPE AND CIS COUNTRIES

A unique Workshop on Mass Media in Areas of Conflict for senior journalists from the written and electronic press from Eastern Europe and the CIS countries took place in May 2004 at the Shefayim Training Center near Tel Aviv. The 19 participants came from Armenia, Azerbaijan, Belarus, Bulgaria, Croatia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Russia, Slovenia, Tajikistan, Ukraine and Uzbekistan. The 10-day workshop offered a review of the social, economic and security factors influencing Israeli society, and included debate panels on such issues as the role of media in areas of conflict and ethical and moral problems arising from conflict coverage. Also included were meetings with leading Israeli politicians and media representatives and professional visits to Israel's northern border, the West Bank and the Golan Heights.

In a letter addressed to MASHAV, the senior journalists wrote: "In most of our countries Israel is represented one-sidedly – continuous terrorist attacks, refugee camps, the unsolvable conflict. After our visit we can say that there exists a whole



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range of aspects of Israel's daily life that are being excluded from the international media cameras. We were astounded to see how Israel, in only 50 years, was transformed into a thriving country thanks to the efforts and hard work of its people. We are grateful for this opportunity to get to know your country in such a different way. We believe that our future articles and features in the written and electronic media in our countries will contribute to change the one-sided representation of Israeli reality."

THE MEDIA IN AREAS OF CONFLICT

In June of 2004 MASHAV offered its annual course on The Media in Areas of Conflict. 25 participants attended representing 15 Latin American countries. The objective of the course is to foster peace processes and social integration by means of a thorough analysis of the positions of the parties to the conflict and of the role of the media in conflict resolution.

Education:

MCTC/UNESCO JOINT SEMINAR

MASHAV's Golda Meir Mount Carmel International Training Center (MCTC) broke new ground in May of 2004 when it coordinated with UNESCO to present an eight-day seminar on 'Education for All – Dream or Possibility?' for professionals involved in all aspects of early childhood development. Twenty-six participants from 18 countries worldwide greatly enjoyed a packed program of discussions, lectures, professional visits and sightseeing. Several countries sent representatives of universities, education ministries and NGOs dealing with early childhood education, thus enabling good possibilities for further impact.

UNESCO's enthusiastic participation from the early planning stages through the Chief of its Early Childhood and Inclusive Education Section, Dr. Choi Soo Hyang, made this the first time that the financial and scholarship branches of UNESCO had both been involved in an MCTC/MASHAV activity.



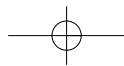
During the MCTC-UNESCO Seminar

EDUCATION FOR GIFTED CHILDREN

MASHAV's Aharon Ofri International Training Center continued in 2004 its successful tailor-made program on "Education for Gifted Children." Over 100 South Korean teachers participated in the 2-week-long courses especially programmed according to South Korea's new educational reforms.

Regional Cooperation to Promote Peace in the Middle East

Cooperation with the countries of the Middle East is MASHAV's highest priority, as an expression of its support for the peace process with the Arab world. Israel believes that working together to solve common problems and meet common challenges can contribute significantly to establishing personal ties and educational/social/economic benefits which become building blocks for fostering peaceful relations. Trainees from Egypt, Jordan, the Palestinian Authority, Morocco, Tunisia and Mauritania have participated in a variety of MASHAV courses – both in international courses offered as part of



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Participants in the Tillage Course offered within the framework of the Regional Agricultural Program

MASHAV's regular program and in tailor-made courses designed specifically to meet the requests and needs of particular Middle Eastern partners.

THE MIDDLE EAST REGIONAL AGRICULTURAL PROGRAM

The Regional Agricultural Program, signed by Egypt, Israel, Jordan and the Palestinian Authority with Denmark as initiator and main supporter, covers six main subjects: Small Ruminants, Low Cost Fodder, Drylands Agriculture, Saline Water, Post Harvest Technology and Marketing and Women in Agriculture. During 2004 courses were conducted in Israel on Desert Farming and Sheep and Goat Husbandry, and 20 meetings of partner experts were held, as were 2 meetings of the Program's Steering Committee. The Program is now entering "Phase II".

COOPERATION WITH THE PALESTINIAN AUTHORITY

Cooperation was renewed with the Palestinian Authority in the second half of 2004. By year's end, MASHAV conducted courses in Social Projects Planning, and Entrepreneurship and Leadership for Palestinian women. A special seminar was organized

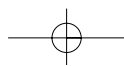
by MCTC for Palestinian women on "The Role of Civil Society – Women Create a New Reality."

COOPERATION WITH JORDAN

Cooperation with Jordan centered on the following areas: The Awassi Project – a farm for intensive sheep's milk production and processing; the Commercial Beekeeping Project – a demonstration project involving upgrade of local bee stock, and research and training activities aimed at introducing improvements to the local beekeeping sector in the northern Jordan Valley; participation of Jordanian trainees in MASHAV's international courses; and Jordanian-Israeli-Palestinian cooperation in the field of hearing disorders under the sponsorship of CISEPO, of Canada.

COOPERATION WITH EGYPT

During 2004, Egyptian trainees participated in MASHAV's courses within the framework of the Regional Agricultural Program, and the groundwork was laid for a meeting of the joint agricultural committee to discuss the renewal of training, research and development programs for Egyptian agricultural experts.



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Medical supplies distribution, Kenya

Medical and Humanitarian Assistance

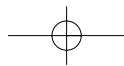
MASHAV is the body responsible for Israel's official humanitarian assistance program. By tragic circumstance, Israel is possibly the world's leading country in dealing with mass casualty situations. Its vast experience in responding to such situations resulting from war and terror has led to the development of extremely effective procedures for rapid and effective response in times of emergency. This experience enables Israel to quickly dispatch field hospitals and medical and search and rescue teams to countries in the immediate aftermath of both natural and man-made disasters. In addition, Israel often donates needed food, medicine and supplies in emergency situations, constructs temporary housing and rehabilitates damaged medical facilities when needed. Following are some of MASHAV's medical and humanitarian assistance activities in 2004:

Paraguay: Following the huge supermarket fire in Paraguay on August 2004, Israel sent emergency aid to purchase medicines and dispatched a medical team of two plastic surgeons to Asuncion to help treat the injured.

Ethiopia: On March 2004, Israel's Ambassador to Ethiopia presented a gift of medical equipment to the Black Lion Hospital in Addis Ababa, as promised by Israel's Deputy Prime Minister and Minister of Foreign Affairs, Silvan Shalom, during his earlier visit to Ethiopia. Among the items included were monitors, infusion pumps and lung ventilators for the hospital's trauma and emergency unit.

Kenya: At a mass rally of more than 20,000 local residents and visitors organized by the Kenyan Evangelist Church central Nairobi to mark Kenya's 41st anniversary of independence, Israeli representatives presented the Kenyans with a gift of medical equipment and supplies. Kenyan spokespersons praised Israel as a true friend and noted its assistance in times of distress.

In response to a request by Kenyan president Mwai Kibaki on August 2004, the entire staff of the Israeli Embassy and members of their families traveled some 200 km. southeast from Nairobi to the township of Miangeni to distribute food following the severe drought that struck the region.



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Eye care mission in Cameroon

Cameroon: In August of 2004 Israel's Ambassador to Cameroon presented a gift of diverse medications to representatives of the Yaounde Central Hospital and the Douala Laquintinie Hospital. Following the success of an earlier such mission, another group of Israeli eye specialists would soon be coming to treat local patients.

Guyana: MASHAV initiated its first-ever international cooperation project with Guyana. The purpose is to upgrade the Central Public Hospital in Georgetown. To this end four Israeli doctors have been sent at one-month intervals for two week missions. The medical areas to be covered are: Internal Medicine, Oncology, Radiology, Gynecology, Cardiology and Nursing.

East Asia: Following the devastating Tsunami in East Asia, Israel responded quickly with medical relief and forensic specialists to help identify as many as possible of the casualties, as well as shipments of emergency relief and supplies.

Uzbekistan: In partnership with the United States Agency for International Developments' Regional Mission for Central Asia (USAID/CAR),

MASHAV continued during 2004 its joint Community Nurses Education Program in Uzbekistan's Ferghana Valley, designed to improve primary health care in the region.

Blindness-Prevention and Eye-Care Missions

For many years MASHAV has been conducting blindness-prevention and eye-care missions in partner countries with limited eye treatment facilities. These missions, designed to treat patients suffering from various degrees of blindness and ocular disease, are undertaken by teams of 2-3 Israeli ophthalmologists and operate on the premises of local hospitals or clinics. Hundreds of surgical procedures are performed by the visiting Israeli teams which work together with local staff, restoring sight to many of the patients. Israeli ophthalmologists also train the local personnel, and ophthalmologic equipment and supplies are donated by the Government of Israel. During 2004 such missions took place in Angola, Azerbaijan, Cameroon, Kenya, the Marshall Islands, Micronesia, Palau and Peru.

