

## KEY MESSAGING

Let us tell you about the power of tomorrow.  
It gave us hope in the hardest of times. It kept us going against all odds.  
It cultivated our creativity and ingenuity.  
It is the Israeli spirit and it has made us who we are. We are composed of various peoples.  
We are composed of various cultures. We walk in different paths.  
Yet, we all share the same great challenges.  
Many things may separate us, but our tomorrow is what unites us.  
Let's connect our minds and go there together.

### **HOPING**

That, together, we can make things better.

### **CONNECTING**

Bringing together unrelated technologies, ideas, inventions, ways of working, even cuisines, to create something original, exciting and life-changing.

### **LEARNING**

We share the belief that knowledge is the ability not just to read and write but to question, evaluate and apply information.

### **ENGAGING**

Sharing knowledge and involving people.

### **VENTURING**

We approach the world with a spirit of adventure that goes beyond mere exploration; it is also daring and pioneering.

### **MAKING IT HAPPEN**

We have always been guided by the belief that to achieve better conditions of existence tomorrow, requires positive, practical action today.



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