



# AARON FRENKEL

## GREETINGS

Dear Friends,

As the chairman of the fifth Israeli Presidential Conference, I am delighted to welcome you to this remarkable event - Facing Tomorrow.

It is my pleasure and distinct honor to chair this event, particularly in marking the outstanding milestone of one of the greatest statesman of all time – the 90th birthday of our leader and mentor, Shimon Peres, President of the State of Israel.

I take this opportunity to bring warmest greetings on behalf of all the guests at this fifth Israeli Presidential Conference in honor of President Peres' 90th birthday.

Abraham Lincoln said "It's not the years in your life that count. It's the life in your years." Our president's life is a roadmap of the history of Israel and the Jewish nation.

The 2013 Israeli Presidential Conference places special emphasis on the human factor and on leadership - their influence over the multitude of spheres that make up the mosaic we call life, and their role in shaping our Tomorrow.

From my experience in the world of international business and philanthropy, it is clear that the human factor embraces the direst of circumstances to create opportunities and determine outcomes. It is the people who turn crises into opportunities. Indeed, the human factor in leadership engages vision, strategy, courage, integrity, humanity and cooperation.

In my experience as a long-standing participant and supporter of the Israeli Presidential Conference, I see the conference as an expression of these characteristics and a manifestation of what Israel and the world can be in the future.

I wish you all the best of luck and a wonderful Tomorrow.

Look forward to seeing you soon in Jerusalem.

AARON FRENKEL  
Chairman