



Opening Remarks from Conference Chairman Erez Meltzer

This morning I am happy to open the Second ISRAEL 15 Conference.

This conference is intended to harness those who are devoted and those who not yet are, to this task. Together with me today are Ms. Raya Strauss, the Conference President and one of Reut's founders. While the two of us might possess the titles of Conference Chairman and President, these are not attached to any social conditions – we both work in Gidi Grinstein's factory of the Reut Institute which is both at the forefront of and behind this conference.

Today we will also discuss the assignment to which we concentrate our efforts – the leapfrog which is necessary to place Israel into one of the 15 leading countries in the world. There is something extraordinary about dealing with such an ambitious vision during this time, when there are those who doubt the future of the State of Israel. And I say that for this reason and many others it is appropriate for us to engage today.

Yesterday I spent the evening with an artistic phenomenon called the Moran Group. Did I say artistic? – no, that is not the correct definition. It is a powerful social empowerment operation. When 12 year old Roey, who lost his eyesight yet and played the piano went up on stage, or a group of boys, who never received anything in their lives went up to sing – it was clear that if they can do it – we certainly can.

There is therefore, no need to bring Barak Obama to the hottest show of the year: YES WE CAN.

Only one thing is necessary – to be Israeli.

To be Israeli means to dream and believe that everything is possible.

To be Israeli means to adapt to a situation where success is the possible plan of action but also the chosen one, despite of the storms around us, for 'not just one alone has risen against us to destroy us' through the period of Ben Gurion to this very day.

It means to create and establish business activity around the world, to invest in Africa and India, to think that the world is our playground, but to play on a small scale.

To grow and place a higher, further, faster new challenge every day.

So what's the problem in placing a small goal – not difficult to reach – to lead, to leapfrog?

Whoever analyzes what is necessary realizes it is not difficult. It means to deal, mainly, with our cultural components, which prevent us from succeeding. From the days of Isaiah who said "those who destroy and ruin shall go forth from you" as well as the commandment to be a 'light unto the nations'

Today we will deal with the "how". The "what" is obvious – to lead and to be even better.

Reut has led the ISRAEL 15 Vision for over a decade. Reut [which in Hebrew means seeing / vision] is the ability to see beyond, to see and dream how it can be put into simple terms of tasks and capabilities.

So, what is left for us to do, is simply – to do. It is my honor to invite Reut's Founder and President, Gidi Grinstein – in German 'Green-Stone' – the philosopher's stone which sees the created and makes Israel 15 as a national destination.



To become one of the fifteen leading countries

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