

# Enjoy the Show!

...and thank you for your support



Ministry of Foreign Affairs  
Israel



The State of Israel

ברוכים הבאים

# WELCOME

To Our

“Brand Israel”

Event!



## ISRAELI MINISTRY OF FOREIGN AFFAIRS

“Brand Israel” was launched in 2006 by the Israeli Ministry of Foreign Affairs, following three years of marketing research showing the decline of Israel’s reputation around the world, largely because of a widespread view that it violated international laws and human rights principles.

“Brand Israel” aims to divert attention away from Israel’s ongoing conflicts by “re-branding the country’s image into a modern progressive democracy” by “highlighting Israel’s technology, medicine, culture, and tourism”.

This \$7 million a year national project supports Israeli cultural events around the world. Contracts require that “the service provider is aware that the purpose of ordering services from him is to promote the policy interests of the state of Israel via culture and art including contributing to creating a positive image for Israel... [However,] the service provider will not present himself as an agent, emissary and/or representative of the Ministry.”

In a February 2010 policy paper, the Reut Institute, an Israeli think tank, urged the national re-branding campaign to focus on progressives in the West, especially in “hubs” of criticism against Israeli policies such as London, Toronto, Madrid and the Bay Area.

*We should reposition “Israel away from an image of a country in a state of war and conflict to a brand which represents positive values and ideals... [We should shift the weight] from what Israel wants to say to what audiences abroad are interested in consuming. Most importantly, this would bypass Israel’s disadvantages... Constantly addressing conflict-related issues does more harm than good.”*



Ido Aharoni, Head of “Brand Israel”, Israeli Ministry of Foreign Affairs 2007-2010, in “Winning the Battle of the Narrative,” 2010 Herzliya Conference.

This is a “Brand Israel” event. Batsheva Dance Company receives funding from the Israeli Ministry of Foreign Affairs, which refers to Batsheva Dance Company as “the best known global ambassador of Israeli culture.”

## Especially now,

with the collapse of peace negotiations amidst Israel’s ongoing settlement expansion; with the growing international condemnation of Israeli policies, even towards its own citizens; with alternative media outlets consistently showing the Israeli military as the aggressor against nonviolent Palestinian civilians; with international legal tribunals labeling Israel “an Apartheid regime” and with wide-spread calls for boycott of Israeli government-sponsored cultural events,

**By attending this event, you show your support of the Israeli government and its policies.**

For more information:  
[www.israelilaundry.org](http://www.israelilaundry.org)  
[www.pacbi.org](http://www.pacbi.org)