

# Israel Plan Organization 以色列计划

A Non-Profit Organization focused on Israel in China

# About IPO

Founded in 2013, Israel Plan Organization (IPO) is a NPO focused on promoting Israel in China and enhancing Chinese Jewish relationship. Our main activities include media, events and charity. We cooperate with other influential media and support other Israel related events and organizations, and combating anti-semitism in China.

**We are the bridge of friendship for China-Israel relations.**

## DELIVER

the truth of Israel and Jewish culture to global Chinese people.

## BOOST

the relationships between China and Israel and the two peoples.

# Our Mission

The background of the slide is a photograph of Jerusalem's Old City, showing stone buildings and a church with a tall spire. The image is split into two vertical sections: the left half is overlaid with a semi-transparent red rectangle, and the right half is overlaid with a semi-transparent blue rectangle.

## INTRODUCE

Israel to Chinese people in terms of culture, education technology, Judaism, arts, business and so on.

## REINFORCE

the connection and relationships between China and Israel through enhancing understanding and friendship.

# IPO volunteers



# Activities

## Media

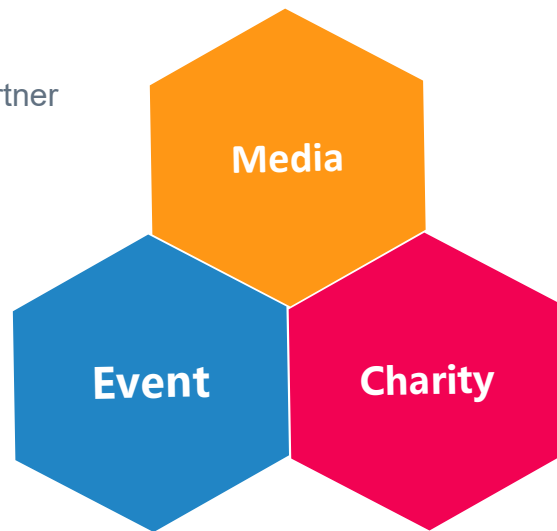
We release news and information about Israel through various media platforms including our website, social media and so forth. We cooperated with CCTV, Hunan TV, Shanghai TV, World Heritage Magazine and CBN to produce the Israel-featured programs and special editions, and Israel Plan is the media partner for many influential international events such as DLD/MWC/GoforIsrael.

## Event

We organize events to provide Chinese and Israeli people with exchange opportunities. For example, we organize seminars and other events regarding both countries, organize Israeli-student visits to China, and organize Chinese-student visits to Israel on non-profit bases.

## Charity

We help Israeli and Jewish communities in China and Israel. We raise donations for specific need of Jewish people from Chinese donors.



# Media

We are the most popular media platform for Israel in China

WE HAVE INFLUENCED:

10 MILLION+ VIEWERS

10+ VOLUNTEERS

- ✓ Bilibili
- ✓ LinkedIn
- ✓ Weibo
- ✓ Website
- ✓ WeChat
- ✓ YouTube

Advocate Deliver the truth about Israel and Jewish culture





## Anti-Defamation

We fight against Anti-semitism and slander of the Jewish people on social media by reporting and removing the Anti-semitism content, and we promote truthful and respectful dialogue between Chinese and Jewish people.

# Events

Promotions and Connections



Shanghai



Tel Aviv



Jerusalem



Nice, France



Jewish Film Salon



Operation Shalom



Solomon Forum



Rosh Hashanah Event



# Solomon Forum

A dialogue platform of Chinese and Jewish culture and wisdom

This forum was founded in 2015. It invites prestigious Chinese and Jewish people to conduct lectures and conversations in efforts to help Chinese people understand the Israeli and Jewish culture and vice versa. It also strengthens the connection and friendship between the key opinion leaders of the two nations



# Other events co-organized by IPO



# Charity

Not only in words but also in deeds



# IPO Operation Shalom helped thousands of Israeli families



Operation Shalom, 2020



# Operation Shalom

in less than **10** days  
of March 2020, during  
the most critical time  
in the beginning of  
pandemic of Israel

**\$1 million USD**  
in cash and PPE, and  
passover food was raised  
and donated

To  
**5** Major Israeli hospitals,  
**8** universities,  
3 municipal governments,  
**5000** Israeli families



April 30<sup>th</sup>, 2020  
6 Iyar 5780

Dear Mr feng,

On behalf of the Ministry of Foreign Affairs, I would like to thank you for your donation to the State of Israel. Your generous donation allows many important institutions and essential services to run smoothly in a time they are most needed. Your contribution will have a positive effect on the lives of many Israelis, requiring such essential services at these challenging times.

The spreading of the Corona Virus has highlighted the dedication, ingenuity and solidarity of our diplomats with their respective communities. Israel takes pride in its ability to share its knowledge with our allies and we feel humbled by the help received by friends.

Please allow me to convey my gratitude to all those who assisted to facilitate this generous donation.

I look forward to meeting you in the better days that I am confident are yet to come, in Jerusalem.

Respectfully,  
*Yuval Rotem*  
Yuval Rotem

Mr. Benjamin Feng  
Shanghai  
China

סודות ויחזק ביכין 9, ת.ד. 3013, ירושלים 9103501 טלפון: 02-5303704 פקס: 02-5303704  
9 Shderot Yitzhak Rabin, P.O.Box 3013, Jerusalem, 9103501  
Tel: +972-2-5303704 Fax: +972-2-5303704  
mankula@mfa.gov.il www.mfa.gov.il

Director General of MFA the State of Israel



04.05.2020

Dear Benjamin,

Thank you for your kind support and generous donation. We also hope that you are safe, well and healthy in these challenging times.

Both countries seem to face the same challenges and explore the same strategies in order to deal with COVID-19.

At Tel Aviv University, we moved to online teaching, as we continue to prepare the next academic year, which should start in mid-October 2020. At the same time, we also established a new laboratory to test COVID-19 patients and try to develop a possible vaccine. Internationalization continues to be top priority for Tel Aviv University and we will do our utmost to strengthen and deepen our collaborations with China.

We trust that you and your family are fine and that this terrible virus will disappear as quickly as it came. Hopefully, we will come out stronger once this pandemic is over.

With our best wishes for your endless care and friendship.

Kind regards

Best regards,

Orly Fomer

Orly Fomer

Address to the President

Director of CAP

Tel Aviv University

Tel: 03-640-4000

Cell: 077-44-41977

orly.fomer@tau.ac.il

TEL AVIV UNIVERSITY

TEL AVIV UNIVERSITY

Tel Aviv University

The Consulate General of Israel in Shanghai  
以色列驻上海总领事馆

致 金女士:

您好!

对于您为以色列所做的捐赠, 我们深表衷心的感谢。

2020 年庚子年春节的这场新冠肺炎疫情已经席卷全球, 以色列同样也面临着这一方面的挑战。以色列政府正在采取多种措施来应对这场疫情, 包括增加口罩供应、进行大规模检测和隔离、以及开发疫苗等。我们非常感谢您为以色列所做的捐赠, 这将有助于我们应对这场疫情。

希望您的捐赠能够早日送到, 为以色列抗击疫情提供有力的支持。我们期待您的再次捐赠, 对于您的感谢, 我们再次表示诚挚的感谢。

致以最诚挚的问候!

以色列驻上海总领事馆  
2020 年 4 月 29 日

334 Fujhou Rd Shanghai 200021, China Tel: +86 21 60202355 Fax: +86 21 60202355  
上海市福州路 334 号 邮编: 200021 电话: +86 21 60202355 传真: +86 21 60202355  
www.consraelshanghai.org info@consraelshanghai.org

Shanghai Consulate

Dear all,

I'd like to thank each and every one of you for this donation. This is not taken for granted and we truly appreciate your help and solidarity strengthening the connections between China and Israel,

I really want to express my gratitude on behalf of all the BGU community and on behalf of our president, Prof Chamovitz.

Dan Blumberg



Prof. Dan G Blumberg  
Vice President  
Regional and  
Development

Simon Family Professorial Chair in Remote Sensing  
blumberg@bgu.ac.il

Ben Gurion University

Donation Letter-Technion... (388 KB)

Dear Benjamin,

It is so kind of you to donate the 2000 masks to the Technion. Thank you, Yossi, for making the contact on behalf of Benjamin. I am sure that these masks will be very useful to Technion students, and the academic and administrative staff. Thank you a lot and thank you for the huge contributions you made to other sectors and people in Israel.

Benjamin, when the Virus began in China and also in Hong Kong, I was asked by one of the doctoral students in China, with whom I collaborate, to send her masks.

The same was with the administrator of the department, which I used to visit in Hong Kong.

So, I managed to find masks in Israel, which was before the pandemics arrived here, and sent it to them.

Now, we are in the situation that we need the masks and you can send it to us from China.

This is called in Hebrew something like: reciprocating help.

I hope that the whole world will adopt the value of reciprocating help. The world will, I believe, become a wonderful place to live in.

Thank you a lot and all the best and good health to you, Miriam Erez,

Professor Miriam Erez - Vice Dean of the MBA program  
Chai-Knowledge Center for Innovation  
Frc. of Ind. Eng. & Manag. 413, Bloomfield Building  
Technion, Haifa, 32000, Israel  
Phone: 972-4824841; Fax: 972-4829588  
Email: merez@technion.ac.il  
http://chai.technion.ac.il/manager  
www.innovation.technion.ac.il



Technion

Dear Mr. Peng,

It is with great pleasure and gratitude that I received the news of your organization's gift to the University of Haifa.

I strongly believe that only if we all stand together will we be able to overcome, and your gift is certainly given in this spirit. Thank you!

The work you do in order to strengthen the relationship between China and Israel is admirable and it is even more important in times of crisis.

As a newly friend of the University of Haifa, I would like to invite you to visit our Mount Carmel campus to discuss other options to cooperation between Israel Plan Organization and the University of Haifa.

I wish you and all those who have made this gift possible good health and happiness.

With my warmest regards,

*Prof. Ron Robin*

Prof. Ron Robin

University of Haifa

Prof. Ron Robin - President

Email: ron.robin@univ.haifa.ac.il

Haifa University



THIS CERTIFICATE  
OF APPRECIATION

IS DEDICATED TO  
ISRAEL PLAN ORGANIZATION  
AND CHINESE FRIENDS OF ISRAEL

For your loving support  
and generous donation  
for the soldiers of the IDF

*Chairman*

Maj. Gen (res.)

Norram Tzar ("Tzar")

Chairman



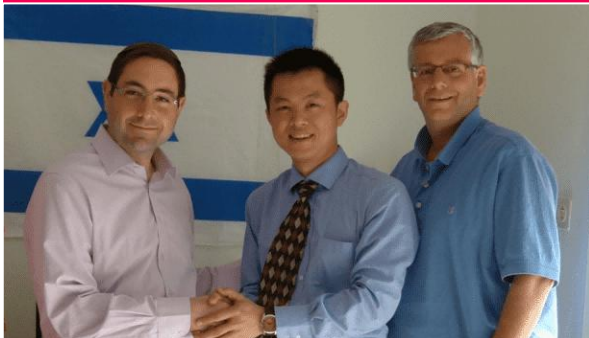
IDF Friends

# Connection for Impact

We help other Chinese media organizations produce Israel-focused programs and special editions



We help Israeli people work in China and help Israeli technology companies promote in the Chinese market on non-profit bases.



We have been the media partner for influential international events such as GoforIsrael, World Mobile Congress, Israel Innovation Conference, and Investment Conference



# Friends from China and Israel





# 创始人 彭湘墨 Benjamin Peng

Benjamin is the founder of IPO and Solomon Forum, the CEO of MathLevi Education Technology, and Partner of Cukierman Investment House, he has been facilitating China-Israel cooperation in technology, education and so on.

Benjamin is a recipient of 2016 Golden Menorah Prize of Bnei Brith(In Nice Opera House France), other fellow laureates include two incumbent province governors of France and Montreal City Mayor, Sir. Baron Rothschild and Monaco Princess.

Benjamin lectured in Tel Aviv University, Tongji University, Fudan University and East China Normal University. He wrote articles for Times of Israel, Jerusalem Post, Global Times, CBN and interviewed by Ynet, CBN and CCTV.

He graduated from Nanchang HK University in mechanical engineering, and holds MBA from Arison Business School of IDC Herzliya, and executive diploma from Columbia University in NYC and MIT Sloan Boston.





## OFFICE

Hongkou District,  
Shanghai China



## EMAIL

[info@israelplan.org](mailto:info@israelplan.org)



## WEBSITE

[www.israelplan.org](http://www.israelplan.org)



以色列计划



以色列计划



以色列计划



Israel Plan Organization