

## **Jewish Heart for Africa Founder Sivan Borowich Ya'ari to speak at the Eilat International Clean Tech Conference**

**NEW YORK, February 17, 2011** – Sivan Borowich Ya'ari, Founder and President of Jewish Heart for Africa (JHA), will present at the 2011 Eilat-Eilat International Renewable Energy Conference in Eilat, Israel on Thursday, February 24, 2011 at 8:30am. This is the third year Borowich Ya'ari has attended the Conference along with JHA Advisory Board Member Jonathan Hollander.

Each year, the Conference provides an educational and networking opportunity for JHA to review the latest Israeli renewable technologies, meet with potential technology partners, government representatives, clean technology investors, attorneys, lenders, scientists and donors.

Borowich Ya'ari will be presenting in the session “Renewable Energy as a Catalyst for Regional Development and Cooperation.” Her organization, Jewish Heart for Africa, brings sustainable Israeli technologies to African villages. They use Israeli solar and agricultural innovations to promote rural African development. In her session, she will address the organization's work in Africa and the impact of Israeli technologies in developing communities.

The session, scheduled to take place in the **Kings Hall of the Herod's Hotel at 8:30am**, will also feature Avi Feldman, Director of the Negev and Galilee Development Center; Nayef Al-Hoor, General Manager of the Southern Electricity Company; Michael Eisenberg of Benchmark speaking about “The Humus Manifesto”; and Annabel Yadoo, University of Cambridge

At last year's conference, Borowich Ya'ari and Hollander discovered the SolarEdge PowerBox, a product that allows for remote monitoring and optimization of JHA's solar panels, located in hard to reach African villages. SolarEdge agreed to partner with JHA to create an off-grid version of their product, and Amit Rosner of SolarEdge flew with Jewish Heart for Africa to Uganda in order to train their local contractor in integrating the technology into JHA's solar systems.

“SolarEdge has revolutionized our model,” Borowich Ya'ari explains. “It allows us to know exactly how each of our systems are working. We can not only gather essential data about our projects, but share it with our donors through an easy to use online server. The technology provides a new and unprecedented level of transparency in our African projects.”

Within the year, all of Jewish Heart for Africa solar projects will be fitted with SolarEdge technologies.

“Through Jewish Heart for Africa's projects,” says Sivan Borowich Ya'ari, “I see firsthand the impact of Israeli technologies in saving and improving African lives.

This conference is **one of the highlights of our year**, a time in which we can learn about new possibilities, forge new partnerships and cultivate the relationships that make our work possible.”

According to Jonathan Hollander, “This conference provides an excellent opportunity for meetings with new technology providers, corporate donors and clean technology investors. We look forward to evaluating new technologies and finding those with practical applications in the developing world. This conference provides an amazing platform to deepen our clean technology knowledge base and resources.”

### **About Jewish Heart for Africa**

Jewish Heart for Africa is a non-profit 501(c)(3) organization that brings solar and agricultural technologies to rural African villages. Their first initiative, Project Sol, uses solar energy to power African schools, medical clinics and water pumping systems. Their second initiative, Project Agro, uses Israeli drip irrigation technology and expertise to promote African agriculture in regions of water scarcity, providing a secure source of food and income for rural communities. Since its founding in 2008, Jewish Heart for Africa has impacted over 150,000 African people living in Ethiopia, Tanzania and Uganda. They are now in the process of launching operations in Malawi as well. Through the purchase of Israeli renewable technologies, Project Sol supports high tech Israeli job creation and provides the building blocks for microeconomic development and improved education and healthcare in Africa. Further information is available at [www.jhafira.org](http://www.jhafira.org).

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