

# jewish heart for africa

## **Jewish Heart for Africa Attends the Eilat International Clean Tech Conference**

**NEW YORK, February 21, 2010** -- Jewish Heart for Africa (JHA), a 501(c)(3) nonprofit organization, announced its second consecutive attendance at the February 2010 Eilat-Eilat International Renewable Energy Conference in Eilat, Israel. Sivan Borowich-Ya'ari, Founder and President of JHA, and Jonathan Hollander, JHA Technical Advisory Board Member attended this year.

JHA's mission is to provide renewable Israeli technologies to African villages in order to promote rural development. The conference provides an annual 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. On behalf of JHA, Jonathan Hollander acknowledges the international law firm of Chadbourne & Parke, LLP for their generous conference registration sponsorship.

The Eilat annual conference is an international forum of over 2,000 representatives that encourages discussion and debate of renewable policies, technology, business and investment practices. The conference provides a series of panel discussions, site tours, company technology demonstrations and corporate exhibitions to facilitate knowledge transfer across the clean technology industry. This conference provides an opportunity for JHA to analyze new Israeli technologies, meet with companies and investors and further develop the organization's clean technology industry knowledge base and contacts.

Jewish Heart for Africa strengthened relationships with United States politicians at the conference, including Congressman Steve Israel (D, NY). Congressman Israel is a supporter of solar energy development, and highlighted JHA's work in his speech as an example of the ways in which solar energy can save lives in the developing world. JHA appreciates Congressman Israel's continued support and looks forward to accepting his invitation to spend a day on Capitol Hill, and hold meetings with African and US government representatives.

“This is the second year JHA attended this conference,” says Sivan Borowich Ya'ari. “We are so pleased to be surrounded by Israeli innovation, and to learn about technologies that we can use to save African lives. At this conference, we have built new relationships that we believe will lead to full scale technology partnerships and will further develop our donor and volunteer base.”

According to Jonathan Hollander, “This conference provides an excellent opportunity for meetings with new technology providers, corporate donors and clean technology investors. We spent significant time evaluating new technologies, that led to post conference diligence in Israel and an Africa trip to our projects with potential partners. This conference provides an amazing platform to deepen our clean technology knowledge base and resources. We were impressed this year with the strong representation of North American law firms and investment bankers that we hope will assist in further growth of the Israeli clean technology industry.”

### **About Eilat-Eilot Conference**

In its fourth successful year, The Eilat-Eilot Renewable Energy Conference includes the unveiling of a proposed model for dealing with the energy crisis through the promotion of the key elements required by developed nations to shape a sustainable energy future. Conference emphasis is placed on presenting such business opportunities in the rapidly emerging market of renewable energy in Israel and in the Eilat-Eilot region in particular. The conference provides new Israeli technology companies a platform to present their innovations. Israel is a prominent innovator in the field and the country's accelerated technology development, new regulations and vibrant business environment is presented at the conference as the key to a global renewable energy revolution.

### **About Project Sol**

Project Sol, a Jewish Heart for Africa initiative, provides Israeli solar technologies to power African schools, medical clinics and water pumping systems. Since its launch in 2008, Project Sol has brought power to over 100 thousand people living in Ethiopia, Tanzania and Uganda. 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. Project Sol is online at [www.jhafrika.org](http://www.jhafrika.org).

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