



LEAVI'S PRESENTATION

1 – The Situation

The situation of Jews in France

France	1 st place in the world for next heavy Alyah
French Jews	500.000 persons
Potential for Alyah	200.000 persons
Assimilation	45%
Lost of identity	200.000 persons
Zionist feelings	300.000 persons

Among the 500.000 Jews concerned about Israel and Alyah, a good number are both strong supporters of Israel and professionals. Many consider the country the most fertile ground for large-scale Alyah. This is due to increasing anti-Semitism on the one hand and strong Zionist feelings on the other.

Alyah from France

Three main obstacles to French Jews moving to Israel :

1. security concerns,
2. culture shock (especially language)
3. Lack of employment.

The employment problem had no simple answer.

In Israel, with unemployment at 10.90 % (290.000 Israelis), many French Jews who have already made alyah decide to return to France due to the lack of jobs.

After discovering that lack of employment was the central obstacle, Leavi of 10 people concluded in May 2003 that the best way to create jobs would be by convincing French companies to set up shop here.

To answer the situation appropriately, Leavi created the integral system:

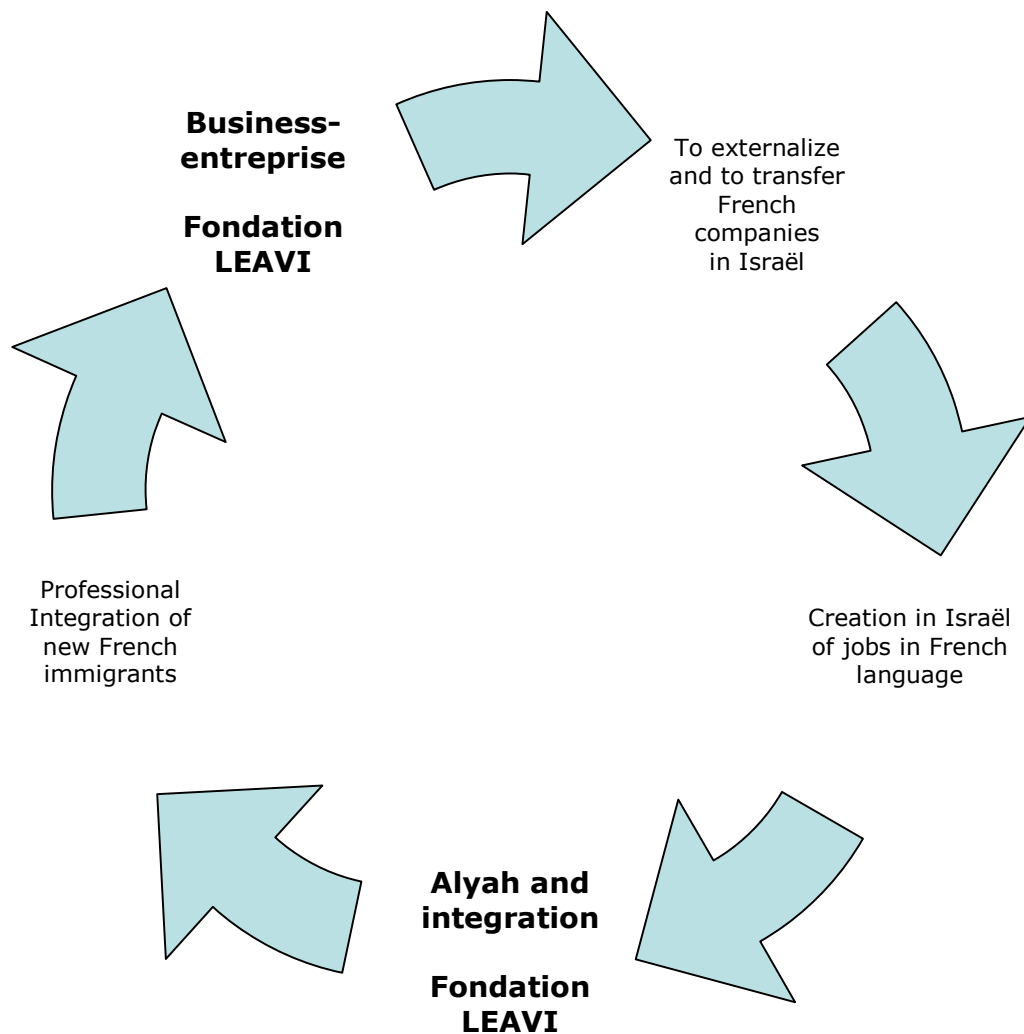


2 - The model

"Business creates Employment and Employment brings Alyah."

- How revolutionizing Zionism and Alyah process?
- Leavi answers in launching a new concept: "The Integral System of the Leavi", which revolutionizes Alyah by using Business as major tool.

The Leavi Foundation model





3 - The image

Leavi is identified as a good alternative for solving many problems in one time:

- to encourage Alyah,
- to facilitate integration,
- to find a job in Israel for new immigrants,
- to propose job in French for new immigrants
- to protect the market of Israeli job offers
- To help new immigrants to create their own business
- to reduce returns to France due to the lack of jobs,
- to develop in Israel new business activity in French
- to intensify partnership and gateway between EEC, France and Israel
- to re-activate the micro-economy

The tools

1. A strong concept
2. Many Web sites and databases
3. High technology
4. Professional team
5. highly motivated people
6. Individual touch
7. Business rules
8. Light structure

Leavi's websites

- www.Leavi.com",
main web site (180 000 visitors in 2003),
- www.operation-kadima.com",
to answer all the questions about Alyah (130 000 visitors in 2003),
- "www.cidisolutions.com",
business oriented, for professional only (100 000 visitors in 2003).
- "www.leavi-emploi.com",
dedicated to employment, offers, demands, business oriented, for job seekers and employers (soon on internet).



4 - The results

Leavi can show today very good results.

Within 3 years:

- ⇒ 4.200 persons asked assistance and help of Leavi.
- ⇒ 3.360 persons (80%) are registered in Leavi database.
- ⇒ 1.200 persons are in process of follow up and coaching.
- ⇒ 1.100 new immigrants found a job by Leavi's assistance.

Leavi hopes to expand its activities through a large-scale ad campaign, which started after the Tichri festivities, in France and Israel.