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סופרברנד מוצר השנהערן יטענר מנהל פורום שיווק - 36423					

Super night at Superbrand

By Irit Mathias

Photo: Barak Pachter & Perry Mendelbaum

Eran Yasur, editor of the Israeli version of the Superbrands catalog, has launched the fourth issue of the publication, which is similar to the catalogs in 70 other countries but whose international brands are based in Israel. The catalog includes 73 brands that are produced in Israel and describes the market challenges they face.

At the launch, which took place at Tel Aviv University's Smolarsh Hall, Michael Strauss, founder and owner of Strauss; Bruno Landsberg, founder and chairman of Sano; and Dr. Eli Fischer, president of Dr. Fischer, received certificates for their contribution to branding and marketing in Israel. In addition, Environment Protection Minister Gilad Erdan was awarded a certificate for his contribution to effecting positive changes in the Israeli market.



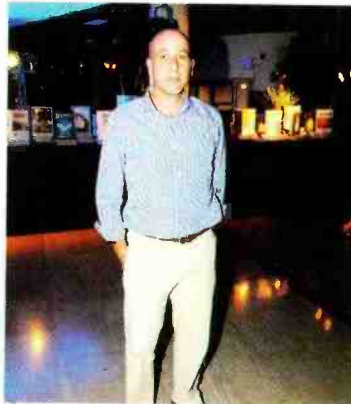
Danny Peiser & Noam Burstein (Euro-Asia)



Benny Hana Pri-Zan



Eran Yasur / Etty Amiad / Superbrand Israel Michael Strauss / Minister Gilad Erdan



Eyal Khasdan (Flying Carpet)



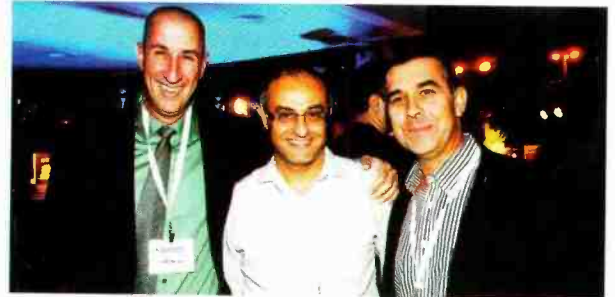
Ohad Berger (Ahava)



Rami & Adina Levi



Ronen Shamir (alpa cosmetics) / Oren Revach (Elkali) / Avinoam Brog (Market Watch LTD)



Roy Shedletsky / David Maimon (El Al) / Avi Barssessat



Sharon Israeli / Dani Sherf/ Hila Ariel / Zehavit Mandelman (Henkel)



Talma Biro



Yael Podlolsky / Jill Gammon (Sugat)



Rebecca Kehat (Procter & Gamble)