



THE JERUSALEM FOUNDATION OF CANADA
LA FONDATION DE JERUSALEM DU CANADA
הקרן לירושלים קנדה صندوق القدس كندا

THE
ASPER
FOUNDATION

Shared Society in Jerusalem – How we live together

The Jerusalem Foundation was established in 1966 by the legendary Mayor of Jerusalem, Teddy Kollek. Over the last five decades, the Jerusalem Foundation has touched the lives of all of Jerusalem's almost 1 million residents, in all spheres of life and in all the city's communities. The Jerusalem Foundation advances communal strength, fosters creative culture and develops future leadership to ensure a flourishing city that inspires people around the world.

The Jerusalem Foundation has founded a Coalition of organizations that work together to meet the challenges of a multi-dimensional society and has also established the Shared Living HUB to support these activities. The diversity of Jerusalem is the city's greatest asset and creates the resilience and strength needed to face all challenges for living together.

One example of the work that is being done is the Jerusalem Business Development Center (MATI) and we are proud to bring the women leaders from this project on a cross-Canada tour to tell their story and through them, the story of Jerusalem.

Michal Shaul Vulej, Deputy CEO and Reham Abu Snineh, East Jerusalem Manager, will speak about their experiences in east and west Jerusalem and working to help empower and support under-served communities in work force development and business opportunities. Their visit is sponsored by The Asper Foundation.

The Jerusalem Foundation supported the establishment of the Jerusalem Business Development Center (known in Hebrew by the acronym MATI) in 1991 to strengthen and develop small businesses and entrepreneurship in the city. The center focuses on supporting the city's weakest economic populations: new immigrants, the ultra-Orthodox, east Jerusalem residents. Each year, MATI Jerusalem helps thousands of entrepreneurs and business owners create or expand businesses in the city, thus aiding in the creation of thousands of new jobs and advancing the city's overall economic development.

The Jerusalem Foundation will present a conversation about shared living in Jerusalem, about mentoring and creating entrepreneurial opportunities for women and promoting diversity as strength.

The tour will take place April 30 – May 12, 2023 and include Toronto, Ottawa, Montreal, Winnipeg, Calgary, Victoria and Vancouver



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Bio - Michal Shaul Vulej

Michal, the Deputy CEO of MATI has been with the Business Development Center for more than 20 years. She has vast experience and in-depth knowledge of business entrepreneurship development, program development and resource development promoting economic growth with an emphasis on disempowered populations in Jerusalem. She started her career as a senior consultant to the Israel Defense Forces School of Leadership Development and holds a BA and MA in clinical Social Work from the Hebrew University of Jerusalem.

Bio - Reham Abu Snineh

Riham, has been the Director of MATI East Jerusalem since 2016. As part of her work, she established a network of senior-level contacts with governmental, non-governmental and private sector organizations between East and West Jerusalem. She has extensive experience in strategic planning, mentoring and business coaching. She holds a BA in law from Al-Quds University and a MA in Gender and Diversity from Bir Zeit University.

Bio – Zvia Shelly

Zvia, CEO of MATI has experience in managing organizational systems designed to provide services to a wide and diverse public. In the past, she managed public organizations, associations and local authorities that dealt with the fields of community, education and business. She holds a BA in political science and the Middle East and an MBA.