

*Ambassador of Israel
Belgrade*



אגודת ישראל
בלגרד

Mr. Bojan Kovačić
Deputy Director
Serbian Energy Efficiency Agency
Omladinskih brigada 1
11070 Belgrade

Dear Mr. Kovačić,

I am pleased and encouraged by the initiative taken by the Serbian Energy Efficiency Agency (SEEA) to coordinate together with the Galilee College in Israel a **Seminar on Energy Management & Control and Renewable Energy Sources**. I am sure that this initiative will enable a valuable exchange of ideas and will open a door for more intensive collaboration between Serbia and Israel in these fields.

Israel, a global key player in innovative technologies, has been focusing extensive efforts in recent years to maximize energy conservation and provide renewable energy solutions. Over 100 companies in Israel which operate in the field of alternative energy are enjoying the country's extensive technological infrastructure as well as government's support. Their main strength lies in the ability to quickly and efficiently deliver niche solutions for various industries. Today, Israel is a leader in the fields of solar energy, geothermal technologies, the utilization and management of water resources, energy conservation and combating desertification.

At the same time, the efforts made by Serbia to improve energy efficiency and to intensify the use of renewable energy are very encouraging. The international interest in the Serbian energy sector illustrates the great potential for development in this field. Serbia also enjoys a variety of alternative and renewable energy sources, including biomass, water, solar and wind power, which are already being utilized in various ways.

I thus believe that the seminar in Belgrade, which will focus on the Israeli experience, can benefit anyone who has interest in these fields. I urge Israeli and Serbian companies to take advantage of your initiative and participate in the Seminar.

Sincerely,

Arthur Koll
Ambassador

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