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Facing Tomorrow 2011, the third annual Conference under the auspices of the President of the State of Israel, Mr. Shimon Peres, will take place in Jerusalem, June 21-23, 2011.

The Israeli Presidential Conference took place for the first time in May 2008, one week following the 60 year anniversary of the State of Israel. It was defined by many as the most impressive event that took place in honor of the 60th celebration, and succeeded well beyond our hopes.

Countless praises were accompanied by the words “it was a genuine celebration that challenged the mind and warmed the heart, it is truly essential to focus on “tomorrow”. This conference cannot remain a one-off event – it must be made into a permanent, annual tradition”.

These words paved the way for the pillar which has become the annual Israeli Presidential Conference; an event taking place under the auspices and with the blessing of the President of the State of Israel, Mr. Shimon Peres, the man whose relentless dreaming and planning for tomorrow, and whose vision provides inspiration for all of us.

The Conference will take place at the International Convention Center in Jerusalem, attended by approximately 3500 people from around the world. During the two and half days, 200 of the world’s best minds (half from abroad) will embody the Conference’s plenary sessions and remarkably diverse array of panels, dedicated to designing a better tomorrow.

As in prior conferences, *Facing Tomorrow 2011* will continue the tradition of welcoming extraordinary individuals from the world over, to enlighten us with their views and their rich experiences. Previous conferences have been privileged with the presence of global leaders, international scholars and activists, poets and scientists, artists and clergy, entrepreneurs, economists and industrialists including: George W. Bush, Tony Blair, Václav Havel, Mikhail Gorbachev and Lech Kacinsky; Nobel Peace Prize Laureates including Elie Weisel and Henry Kissinger, Nobel Prize Laureate for Chemistry Professor Ada Yonath; Rupert Murdoch, former World Bank President James D. Wolfensohn, Professor Eva

Illouz, Baron David de Rothschild, economist Dominique Strauss-Kahn, Governor of the Bank of Israel Stanley Fischer, Yahoo! CEO Susan Decker, Google Founder Sergei Brin, Wikipedia Founder Jimmy Wales, futurist Ray Kurzweil, philosopher and writer Bernard Henri-Levy, Abby Joseph Cohen, Professor Ruth Gavison, Professor Michael Walzer, writer Amos Oz, filmmaker Claude Lanzmann, conductor Zubin Mehta and many more.

The Israeli Presidential Conference has become an international media event. The diverse content and fascinating speakers have ensured that hundreds of local and international reporters have covered the Conference. Tomorrow's tidings will be debated in the new and traditional media and in two years alone, the Conference has become "must" event for media networks and leading journalists.

Within the framework of the first Conference, the exhibition "Tomorrow's Spaces" took place, involving 60 Israeli entrepreneurs endeavoring to influence tomorrow from a variety of fields: medicine and biotechnology, the environment, agriculture and water, transportation, information systems, hi-tech and communications. Similarly the second Conference exhibited the worlds of Israeli entrepreneurs in six fields for which President Peres coined the phrase "Tomorrow's Industries" of Israel.

A thriving tomorrow or a declining tomorrow? The crucial decisions that will make the difference stand at the heart of the 2011 Israeli Presidential Conference. The 2011 Conference will focus on the vital issues, initiatives and decisions that must be implemented today in order to guarantee a better tomorrow for the world, the Jewish people, and the State of Israel.

The words of the prophets of Israel, which have echoed throughout the generations, have often fell on deaf ears. Yet it is their faith in a world of peace and justice that has illuminated our path today. Their ardent faith has encouraged us to shape a better tomorrow and an inspiring future, and has instilled in us a firm commitment to this path. In this spirit, and with due modesty, *Facing Tomorrow 2011* will address the challenges and opportunities that lie ahead.