

> BUSINESS BRIEFS

From Israel & Scandinavia

Teva-Active MS Pill passes Phase III Test

Teva Pharmaceutical Industries (www.tevapharm.com) and its Swedish partner Active Biotech (www.activebiotech.com) have achieved positive results in the two-year Phase III clinical trial for their oral MS drug, Laquinimod. Relapsing-remitting MS patients treated with 0.6 mg daily oral Laquinimod experienced a statistically significant reduction in their relapse rate compared to the control group.

Insuline Medical Agreement

Israeli diabetes care company, Insuline Medical (www.insuline-medical.com), recently entered a pre-marketing clinical trial agreement with Bad Mergentheim for its InsuPad device. The InsuPad uses heat to expedite the absorption of injected insulin in the bloodstream, rendering the ejection more effective. The company completed an IPO in mid-2010.

Stem Cells to Get to the Heart of Heart Disease

Scientists at Israel's Technion (www.technion.ac.il) have successfully transformed pluripotent stem cells (iPS) to grow heart cells from a patient with an inherited heart disease, long QT syndrome – a disease causing a patient's pulse to rise suddenly, resulting in many cases in fainting spells. The artificially induced heart cells replicate the malfunctioning heart and can be

used to understand and expedite the discovery of new treatments for the disease.

Pluristem Therapeutics Green Light on Phase II/III Trials

Israeli stem cell therapy company, Pluristem Therapeutics (www.pluristem.com) received approval to conduct an advanced trial in Europe and the United States for its treatment of late-stage peripheral artery disease (PAD). Also known as critical limb ischemia, PAD obstructs blood vessels, usually in the leg, causing pain, difficulty in walking and leading eventually to amputation. Pluristem will also commence a Phase II trial of its treatment for an earlier stage of the disease.

> RETAIL

Israeli Designs "Lanvin for H&M" Alber Elbaz, Israeli fashion designer and artistic director for Lanvin fashion house, created an exclusive fall collection for H&M which was unveiled last November in H&M stores throughout the planet, bringing edgy chic to the masses.

Welcome to Israel, Pandora

Pandora, the Danish jewelry chain, opened its first store in north Tel Aviv in the beginning of the year. The ribbon was officially cut by Danish Ambassador H.E. *Liselotte Plesner*. The company specializes in silver charm bracelets with

interchangeable parts and will be opening several other stores in Israel soon.

Danish Roof Windows

After more than 20 years of installing roof windows, Aliat Gag now imports and represents Velux International, the Danish roof window manufacturer. With show rooms in Nes-Ziona and Raanana and an agent in northern Israel, Aliat Gag gives complete support countrywide, including to earlier Velux clients. The Velux Cambrio was introduced to the Israeli market by Aliat Gag at the CASA and Batim ve Mabatim exhibitions. Aliat Gag markets the entire VELUX line including flat roofs.

> TOURISM

Air Baltic Expands

Air Baltic (www.airbaltic.com) is expanding winter operations. New destinations from Riga include Kittila, Vaasa, Rovaniemi and Kuusamo, Finland, and Umea, Sweden. In addition, two new direct flights from Tallinn to Stockholm and from Oulu, Finland to Stockholm have been added. The company also announced that its service to Tel Aviv has been increased to five times a week.

Copenhagen Low-Cost Destination?

In 2010, Arkia Israel Airlines (www.arkia.com) dipped its toes into the pool of low-cost travel by offering limited numbers of low-cost tickets on its Paris

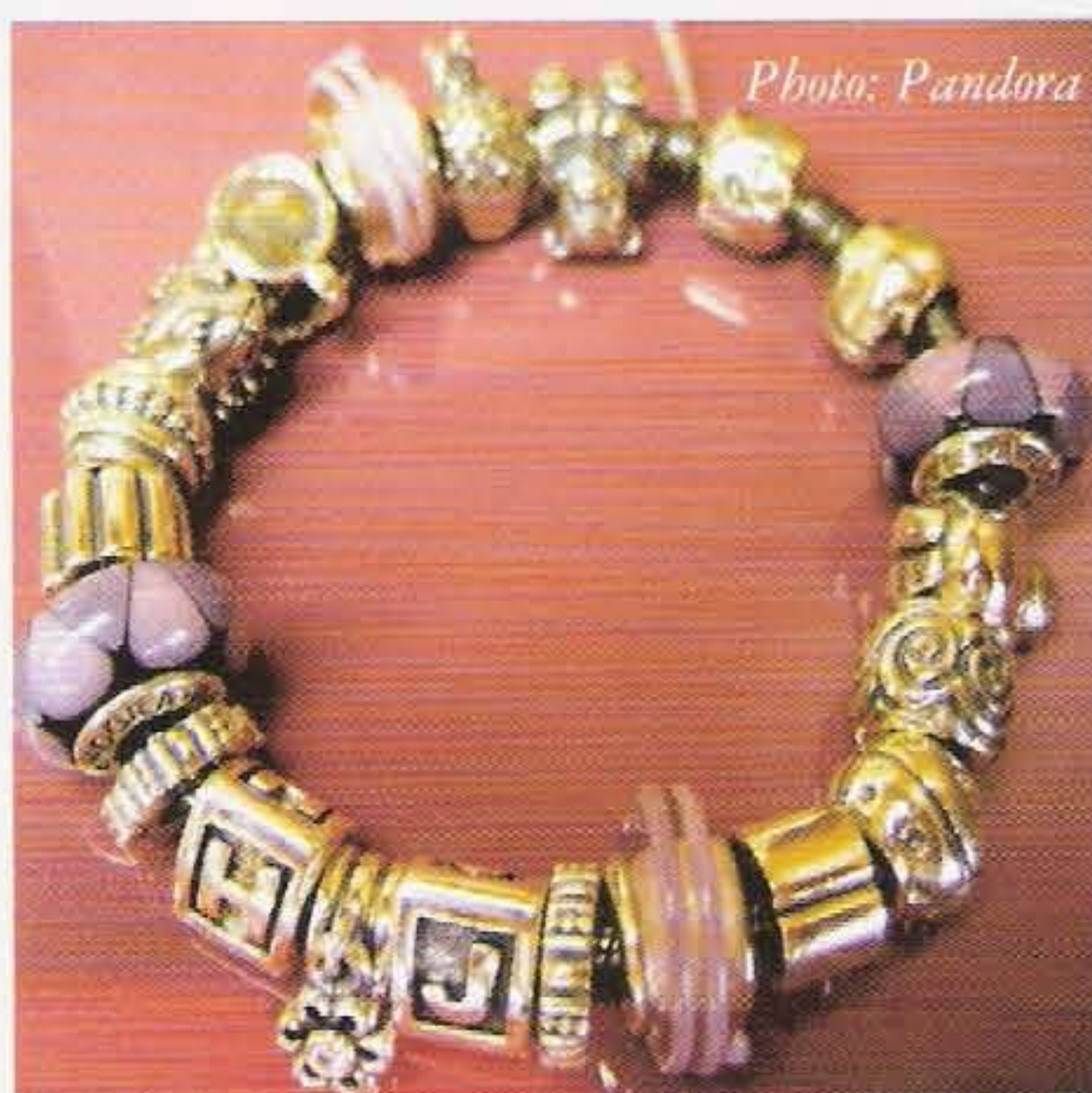
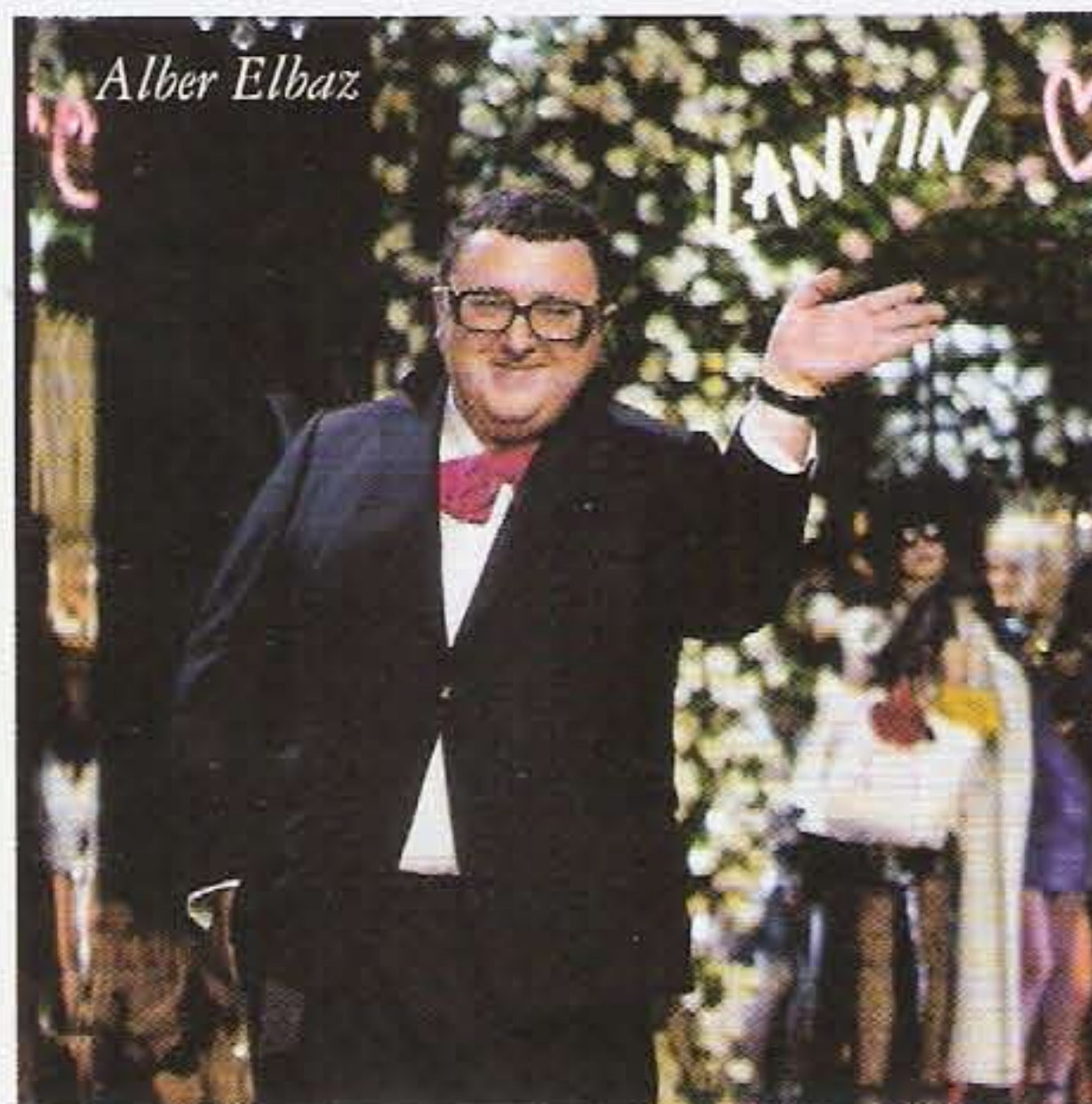
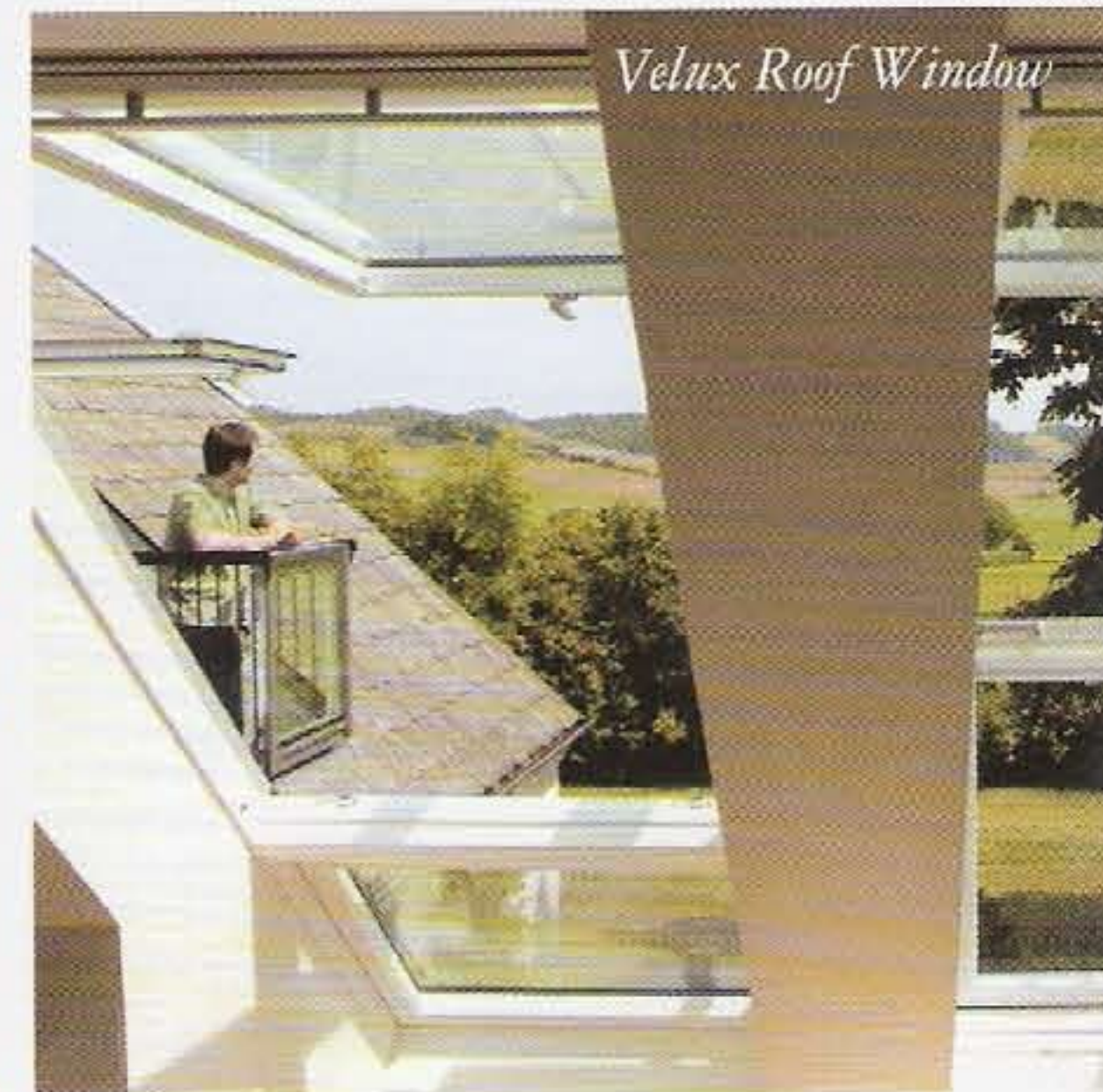


Photo: Pandora



Alber Elbaz



Velux Roof Window