

Mr. Moshe Buller  
P.O. Box 9162  
Gan-Yavne 70800  
Israel

Vienna, February 24, 2020

*Re: Appointment to Ambassador of the World Economic Council and Country Representative Israel*

Dear Mr. Buller

I am delighted that you have chosen to consider the active participation in the leadership of the World Economic Council. You will be joining an elite group of business, political and policy leaders around the globe with the objective to drive change. In your future role as "Ambassador of the WEC and Country Representative Israel" we welcome you to a highly selected circle of leaders in business, politics and academia.

The WEC's ethical values in business and politics are essential for sustainable and stable global welfare and healthy economic growth. Fostering networks living by these traditional standards are key to leaders who are at the forefront of change and turmoil.

The worldwide financial and economic crisis has clearly revealed that there is a pressing need for global action and people who have the breadth and depth to execute these actions. We are convinced that serious dialogue between politicians, businessmen and academia must be encouraged; the consideration of ethical values and virtues like honesty, credibility, responsibility, transparency and mutual trust in both business and politics count among the most important factors in initiating a sustainable change.

Our global movement seeks to concentrate on supporting pressing socio-economic topics, assisting leaders becoming more efficient, capable and stable partners in an ever-changing global landscape.

By accepting the leadership role as Ambassador and Country Representative Israel, you will add an important region to our network of global leaders. We are certain that you and your future Ambassadors will play an important role in the economic and political development in your region.

If any queries please contact me at any time. I very much look forward to working with you and hope very much that your time with the WEC will be an enjoyable one,

With all best wishes,



Thomas P. Limberger  
President & CEO