

Ido Hershkowitz, CEO of the 'Eden Company', Hershkowitz spearheads strategic initiatives and projects to strengthen the local economy, foster innovation, and generate growth opportunities in the city. His responsibilities include overseeing large-scale projects with budgets in the hundreds of millions of shekels, initiating and developing economic projects, BOT (Build-Operate-Transfer) initiatives, various innovation and energy efficiency programs, maximizing the economic potential of public assets, addressing waste management challenges, and developing public spaces, with an emphasis on the development of Central Business Districts (CBD's) and extensive Employment Areas. These efforts play a pivotal role in enhancing Jerusalem's local employment and economic development, driven by a holistic approach that integrates private entrepreneurship, public space development, and innovative models of collaboration between public, urban, governmental, and private sectors.