



Yossi Ghinsberg

Born and raised in Israel, Yossi served 3 years in the Israeli Navy on the Red Sea. During these years he befriended the Bedouin of the Sinai desert and was greatly influenced by their philosophy and nomadic lifestyle. After the service Yossi ventured the world as a backpacker traveling for 2 years mainly in South America.

In the midst of the uncharted Amazon, after losing his 3 companions, this young Israeli traveler was tested to the extreme through 20 harrowing days of sheer survival. A riveting storyteller, Yossi Ghinsberg relives his ordeal, sweeping audiences into the depths of the primordial jungle. Ten years later Yossi returned to the Amazon to initiate *The Chalalan Project* proving that the best strategy to conserve bio-diversity is sustainable development in cooperation with indigenous forest dwellers. Chalalan is one of the most celebrated Eco-Tourism resorts in the Amazon.

In between projects Yossi's passion is directed at exploring remote corners of the planet, guided solely by the atlas and his own personal desire for places of inspiration. His travels have brought him to the islands of Papua New Guinea and Madagascar, to the sub-continent of India and China.

- Author of 2 books – international best seller *Jungle* and newly released *Laws of the Jungle*
- Degrees in Business and Philosophy
- Founder and Director of EthnoBios S.A., a Bolivian bio-diversity prospecting company
- Projects focus on protecting the intellectual properties and encouraging sustainable development of the Amazon
- His projects have formed the biggest nature reserve in the Amazon, known as The Madidi National Park
- Awarded international acclaim from Conservation International, the World Resources Institute and The Inter-American Development Bank
- Vice President - The Center for Investigation & Treatment of Addiction (CITA)
- Established 12 treatment and research centers around the world
- Founded 'The Alma Libre Foundation' dedicated to assisting opiate addicts in their re-integration to society
- CEO of an Israeli / Arab Reconciliation Festival
- During the peak of the Palestinian intifada spiritual leaders of both Islam and Judaism conducted special prayers for peace.