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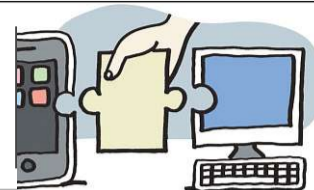
**Guitar Heroes, tune up:
Here's the cellphone ax**

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**137th British Open returns
to rough links by Irish Sea**

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**A new silver lining
in 'cloud computing'**

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Saving fuel and cutting emissions sells planes

Efficiency becomes a matter of survival for airline industry

By Micheline Maynard

FARNBOROUGH, England: Every afternoon this week at the Farnborough International Airshow, jet fighters have lined up behind commercial jets, like the enormous Airbus A380, and the latest in helicopters and sleek private planes, waiting to hurtle into the sky under the gaze of the aviation industry's elite.

But beyond the runway, the industry claims to have a different priority. Inside Boeing's exhibit, the star attraction is a vivid green 75 gallon, or 284 liter, tank of algae, the potential feeding ground for a jet-fuel substitute.

Nearby sit recycling bins, sponsored by Bombardier, declaring, "A new planet, a new plane" — meaning its new C-Series jet.

Even the tail of the A380 promises, "a better environment, inside and out," in various shades of green lettering, in case anyone might miss the point.

With record high jet fuel prices threatening to change every aspect of aviation, sustainability is the buzzword at Farnborough this year, and it is echoing as loud as the planes screaming by overhead.

"It's a matter for survival," Giovanni Bisignani, director general of the International Air Transport Association, an industry trade group, said at an environmental conference on Wednesday.

Yet, the dual mission strikes an uneasy balance.

On one hand, aircraft and military companies are eager to perpetuate their reputation for producing powerful machines that are able to zoom aloft in a few seconds' time and perform heart-stopping aerobatics. On the other, all their customers, whether airlines, corporate titans or the military, are clamoring for help in battling fuel prices.

With air traffic forecast to swell, regulators including the European Commission are applying pressure to make planes quieter, cleaner and more efficient, threatening penalties if they fall short.

"Our customers are under hellish pressures to come up with improvements," said Tom Williams, an Airbus executive vice president, who runs its airplane programs.

There are no inexpensive or easy solutions.

The lighter-weight materials, new fuels and engineering work that promise to make planes more environmentally friendly mean more expense and time spent on development. That includes the billions of dollars that engine makers are spending to develop new products, whose costs will have to be factored into the price of new planes.

All that could make it hard for the manufacturers to offer the discounts that their big customers have come to expect, and potentially wiping out the savings that such planes might offer.

"It's a bitter split," Williams said. Despite that, the need to be seen as environmentally aware has overshadowed the billion-dollar aircraft orders that usually take center stage here.

Bisignani said the industry was late to realize it needed to do more to emphasize its environmental credentials, leaving it open for attacks from environmental groups and threats of new taxes from Europe and elsewhere.

The situation has left some carriers resentful. "Aviation should not be treated as a pariah," Tony Tyler, the

PLANES, Continued on Page 14

■ Oil prices slip again but their next move remains a mystery. Page 12

■ Hit by fuel rising fuel costs, Delta and American report losses. Page 15



Wearing fatigues, two prisoners freed by Israel, Samir Kuntar, left, and Hussein Suleiman, flanked Sheik Nabil Qawuq, Hezbollah's military chief, in Lebanon on Wednesday.

U.S. sends 'strong signal' by talking to Iran

By Elaine Sciolino

PARIS: The decision by the Bush administration to send a senior American official to participate in international talks with Iran this weekend reflects a double policy shift in the struggle to resolve the impasse over the country's nuclear program.

First, the Bush administration has decided to abandon its longstanding position that it will only meet face-to-face with Iran after the country suspends its uranium enrichment activities as demanded by the United Nations Security Council.

Second, an American partner at the table infuses with new importance the negotiating track between Iran on the one side and the six global powers — France, Britain, Germany, Russia, China and the United States — on the other.

White House shifts in nuclear impasse

The presence of William Burns, the under secretary of state for political affairs, at the meeting with Saeed Jalili, the Iranian nuclear negotiator, in Geneva on Saturday, "sends a strong signal to the Iranian government that the United States is committed to diplomacy," a State Department spokesman, Sean McCormack, said on Wednesday.

He insisted repeatedly that there had been no change in American policy, and that the gesture would not set a precedent.

"Joining the talks is a one-time-only deal," he said, adding that Burns would be there "to listen."

But all of the Bush administration's diplomatic partners, as well as Javier

Solana, the European Union foreign policy chief who leads the talks, have been pressing Washington for some time to join in. They contend that the Iranians will take any proposal seriously only if the United States is a full partner.

European officials hailed the decision as an important shift signaling that the Bush administration, in its first months in office, is not moving toward military action against Iran.

"We are very pleased by the administration's decision," said Cristina Gallach, Solana's spokesman, in an interview by telephone. "It is a clear signal to the Iranians of the engagement of the United States and its commitment to a negotiated solution. At the same time, it is a clear message to the Iranians of the seriousness of this exercise."

A senior European official directly involved in the diplomacy called the

decision to send Burns, the State Department's third-ranking official, "courageous," adding that it reflected a "big change" in American policy.

The presence of an American will help still the mounting rhetoric of those in both the United States and Israel calling for military strikes against Iran because of both the recent expansion of its uranium enrichment program and its unwillingness to cooperate fully with the International Atomic Energy Agency on explaining suspicious past nuclear activities.

In Tehran, Ayatollah Ali Khamenei, Iran's supreme leader and the country's ultimate authority, said Wednesday that his country would not bow to any threat made during negotiations.

"Iran has decided to take part in negotiations, but it will not accept any threat," the ayatollah said on state tele-

IRAN, Continued on Page 4

Land of foie gras adopts the 3-star burger

But cutlery still used for 'subversive' food

By Jane Sigal

PARIS: Even if you couldn't be on the Champs-Élysées for Bastille Day on Monday to watch seven parachutists float down in front of President Nicolas Sarkozy, you can still celebrate the greatness of France with a new local tradition.

Eat a hamburger.

Beginning a few years ago but picking up momentum in the past nine months, hamburgers and cheeseburgers have invaded the city. Anywhere tourists are likely to go this summer — in cafés in Saint Germain des Prés, in fashion-world hangouts, even in restaurants run by three-star chefs — they are likely to find a juicy beef patty, almost invariably on a sesame seed bun.

"It has the taste of the forbidden, the illicit — the subversive, even," said Hélène Samuel, a restaurant consultant in Paris. "Eating with your hands, it's pure regression. Naturally, everyone wants it."

It is a startling turnaround in a country where a chef once sued McDonald's for \$2.7 million in damages over a poster that suggested he was dreaming of a Big Mac. Hamburgers were everything that French dining is not: infor-



The formerly humble hamburger, this one at the Café Salle Pleyel in Paris.

mal, messy, fast and foreign.

But as French chefs have embraced the quintessentially American food, they have also made it their own, incorporating Gallic flourishes like cornichons, fleur de sel and fresh thyme. These attempts to translate the burger,

or maybe even improve it, strongly suggest that it is here to stay.

"It's not just a fad," said Frédéric Grasser-Hermé, who, as consulting chef at Black Calvados near the Champs-Élysées, developed a burger made with wagyu beef and seasoned with what she calls a black ketchup of blackberries and black currants. "It's more than that. The burger has become gastronomic."

Some of the most celebrated chefs in the city have taken up the challenge. Yannick Alléno, who earned a third Michelin star in 2007 for his precise, rarefied cuisine at Le Meurice, serves a thick, succulent hamburger at his casual restaurant, Le Dali. Alléno's baker, Frédéric Lalos, a winner of one of the country's fiercest cooking competitions, makes the buns. With smoked bacon, lettuce, dill pickles, mustard, mayonnaise and fries, the burger at Le Dali costs 35 euros, about \$56.

Romain Corbière, the chef at Alain Ducasse's restaurant Le Relais du Parc, in a Norman-style manor near the Trocadéro, cooks a seasonal burger à la plancha. This summer Corbière, a veteran of Ducasse's Louis XV in Monaco, is substituting a shrimp and squid patty for the beef burger he served in cooler weather.

L'Atelier de Joël Robuchon offers Le Burger, actually two small burgers topped with slabs of foie gras of almost

HAMBURGERS, Continued on Page 4

CURRENCIES New York
Wednesday, 2 p.m. Previous

| | | |
|------|----------|----------|
| €1= | \$1.5833 | \$1.5897 |
| £1= | \$1.9984 | \$2.0033 |
| \$1= | ¥104.805 | ¥104.815 |
| ¥1= | SF1.0164 | SF1.0114 |

Full currency rates | Page 16

OIL New York, Wednesday, 2 p.m.

| | | |
|-------------------|----------|----------|
| Light sweet crude | \$134.98 | ▼ \$3.87 |
|-------------------|----------|----------|

STOCK INDEXES Wednesday

| | | |
|------------------|-----------|---------|
| The Dow 2 p.m. | 11,104.61 | ▲ 1.30% |
| FTSE 100 close | 5,150.60 | ▼ 0.41% |
| Nikkei 225 close | 12,760.80 | ▲ 0.05% |

Hezbollah celebrates swap with Israelis

5 militants go home in exchange for bodies of 2 soldiers

From news reports

BEIRUT: Five Lebanese militants freed from prisons in Israel in exchange for the bodies of two captured Israeli soldiers strode down a red carpet behind a Hezbollah honor guard Wednesday during a boisterous welcome from hundreds of cheering spectators.

Israel released Samir Kuntar and four others after Hezbollah handed over two black coffins with the bodies of the Israeli soldiers, closing a painful chapter from the 2006 war in Lebanon.

Kuntar, who had been serving multiple life terms in Israel for one of the most shocking killings in the country's history, wiped away tears as he stood before hundreds in the coastal border town of Naqoura in southern Lebanon. An honor guard escorted the men to a stage as a brass band played martial music and rows of uniformed fighters saluted.

"We knew that you were waiting for the resistance and it reached you," said Ibrahim Amin al-Sayed, head of Hezbollah's political bureau. "You came back free and heroes."

Two Lebanese Army helicopters then flew the men to Beirut, where President Michel Suleiman, Prime Minister Fouad Siniora and the Parliament speaker, Nabih Berri, greeted them at the airport.

"Your return is a new victory," Suleiman said.

Winning freedom for Kuntar was one of the reasons Hezbollah's leader, Hassan Nasrallah, cited at the time for going to war with Israel in 2006.

Hezbollah's capture of the two soldiers, Ehud Goldwasser and Eldad Regev, in a cross-border raid triggered the 34-day war. The campaign to bring the two home became a national crusade.

EXCHANGE, Continued on Page 4



Karnit Goldwasser being formally notified of her husband's death by General Elazar Shteren, right.

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Take another look, McCain urges

John McCain urged members of the oldest U.S. civil rights group not to discount his presidential candidacy, or his sincerity, in a year when the great majority of its members hope to see Barack Obama elected. Page 8

A lineup of lobbyists

John McCain has released a new list of his top money collectors showing that nearly one-fifth of the biggest are engaged in lobbying. Page 8

Serbia reconsiders withdrawal of envoys

Serbia may reinstate ambassadors it recalled from countries that recognized Kosovo's independence, a shift that senior Serbian officials said Belgrade was considering to show its commitment to mending ties with the United States and the EU. Page 3

■ Parents protesting school collapses in Sichuan say they are harassed. Page 5

■ U.S. troops abandon outpost on Afghan-Pakistani border. Page 6

■ Risk of HIV infection may be higher for Africans, study says. Page 2

Spending to revive the U.S.

The debate over another U.S. government stimulus package is growing in intensity as worries persist about the unraveling of the economy. Page 12

EU and U.S. inflation spikes

Almost everything that European and U.S. consumers spent money on last month took a bigger piece of their paychecks. Page 13

Tire maker rebuffs bid

The German tire maker Continental has turned down an unsolicited bid for control from the smaller, privately owned Schaeffler Group. Page 15

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