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CALIFORNIA OF THE MIDDLE EAST:
THE “WILD EAST” VISION FOR PEACE AND SECURITY

October 7 and the fall of Syria are not just Israel issues. They represent a dramatic shift in threat assessment for Arab regimes and the West.

These events underscore that the existential threat to Jordan, Saudi Arabia, and other Sunni regimes is no longer from the western frontier – Israel – but from the eastern and northern frontiers – Iran, Sunni extremism, and Turkey – directly or through proxies, as well as other emerging powers in the east.

We are witnessing how rapidly regimes can change, how quickly forces can advance through the desert, and how intelligence and expert’s analysis can fall short. A new and different thinking is needed: The West’s defense line can no longer be Europe’s Mediterranean shores, or Israel’s Jordan River. It needs to be in eastern Jordan and the Syrian desert.

The West’s new defense line

This can be accomplished by making the empty desert bloom and creating a “Desert Riviera” that would attract new populations, bring in tourists, and incentivize economic development zones.

In addition, the rapid construction of an extensive

eastern wall spanning Jordan and Saudi Arabia should be considered, applying the recent experiences of walls built along the US-Mexico and Israel-Egypt borders.

Such projects would, under normal circumstances, be viewed as dreamy and face insurmountable hurdles, but a perfect storm of conditions in 2025-2026 provides a unique opportunity that removes those hurdles, unleashes tremendous economic opportunities, and could lead to peace.

The extraordinary number of workers needed would make such an undertaking unfeasible, given the global labor shortage. However, US President Trump's Gazans relocation proposal could solve this shortage immediately, even more so if the Trump proposal is expanded to include 1948 refugees.

Another hurdle that would ordinarily make such a project a nonstarter is the enormous amount of funding required. However, the wars in Gaza, Syria, and Lebanon have created a global buy-in to some sort of a Middle Eastern Marshall Plan, funded by the international community.

Egypt and the United Nations started the conversation with an initial figure of \$53 billion, and since then, others indicated that they would commit a much higher sum. Rather than directing those funds toward fixing what is not fixable and dumping money into charity programs that would only slightly alleviate the suffering of Palestinians, one could direct the funding to the return-on-investment-driven "Wild East."

The third hurdle is security. Like the American expansion to the Wild West, the Arab expansion to the "Wild East" is not without risk, but the looming strategic threat from the east should be sufficient for the US-led coalition to prioritize addressing such tactical security issues.

Concerns that Hamas-indoctrinated Gazan laborers

would collaborate with invading forces could be mitigated by proper dispersal along areas where labor is needed (It is a “blank canvas” project, after all).

Moreover, Palestinian refugees who chose to “go east” would become a beachhead for other populations that would likely join them, given the economic benefits and revenue opportunities.

Ecological challenges of population density

In addition, the “Wild East” would address the global ecological problem of population density, flagged for years by the UN and EU, both of which should therefore help fund this project.

Stunningly, the Middle East population is concentrated in a relatively small parcel of land in the west toward the Mediterranean Sea, while there are desolate territories in the east that are virtually unpopulated.

While in America, populations dispersed and over time spread to desolate areas, such a process has yet to take place in the Middle East. There is no “California,” in the Middle East, yet.

The historical reason for this has been that those massive empty areas are deserts and were therefore deemed uninhabitable. This has all changed in recent years, as Israel has developed cutting-edge agricultural technologies that effectively “cancel” the desert and make such areas just as habitable.

Therefore, partnerships between Israel and its Arab neighbors can lead to a massive economic resurgence, not just for Jordan but for much of the Middle East.

It would also transform Palestinians who choose to go there from refugees facing security and humanitarian concerns to pioneers taking charge of their destiny and advancing humanity through settling the “Wild East” desert.

Middle East prosperity leads to peace

Such economic development would shift the narrative of Middle East funding by 180 degrees, from charity-based to merit-based; from conflict-driven, such as the large European investment in NGOs that incite Palestinians, to peace-driven.

Indeed, the “Wild East” is very much in line with the apparent shift in peace frameworks led by Trump: from the conflict-perpetuating “divide the baby” templates that keep everybody unhappy – “land for peace” and “two-state solution” – to win-win templates that benefit all actors: the Abraham Accords.

Moreover, it would symbolize the end of a century of Israeli-Arab conflict, as Arab armies and defensive postures would no longer be facing west but east.

Indeed, the Jordan Valley’s slopes in western Jordan are now of little strategic relevance for Jordan. On the other hand, the eastern desert is.

Such a shift could also bring the region back to the utopic peace mindset of 1920, when a pro-Zionist Hashemite Arab kingdom was being built alongside a Jewish state in the making.

That was at the expense of Turkey, kicked out of the lands it had held for centuries, not just by the British but also by the Hashemites – today’s rulers of Jordan. This led to built-in Jordanian insecurity that, sooner or later, Turkey would be back.

The “Wild East” can end this insecurity, as it has enough economic incentives and strategic value to benefit all regional actors, including Turkey. Indeed, a deal could be structured that would address the needs of the various parties and therefore create long-term stability.

This is the type of deal that Theodor Herzl, the father of Zionism, envisioned and that nearly came to fruition in 1920 – before Europe plunged the region into a century of conflict.

Vision For Sustainable Peace (2026-2030)

This century of conflict should now be over, and the focus should be directed to the menacing threat to the Middle East, Israel, and the West that is coming from the east.

Building the “Wild East” would go a long way toward countering the threat and ushering in sustainable peace.

If you will it, it is no dream.

The Jerusalem Post, May 13, 2025

GLOSSARY

European-Israeli conflict – Europe's 2,300-year-old opposition to Judaism. It is expressed through the most relevant aspect of Judaism at the time – in our era, through Zionism and the Jewish state (see www.EuropeAndJerusalem.com).

European-American conflict – Europe's refusal to accept last century's shift of power to America that came after 2,000 years of European global domination. It is increasingly manifested through European opposition to the Jewish state – a vector Europe identified for a proxy assault on America.

European dehumanization of Palestinians – using Palestinian Arabs as pawns for the Western assault on Judaism. For example, denying Gazans the human right to flee a war zone, and forcing Palestinians to remain in misery as refugees for nearly 80 years, while generously helping other refugees around the world to resettle in new homes.

Ideological exodus from Europe – a cornerstone of both the American Revolution and the Zionist revolution, which were not just about physical immigration, but also about ideological emancipation from European dogmas.

Israel-bashing – the ideology governing today's opposition to Judaism – referred to often as anti-Zionism. It replaced antisemitism, which was the primary Jew-hatred ideology between the late 19th century and early 21st century, and religious-based ideologies prior to that.

Judaism 3.0 – the recognition that Judaism is transforming and Zionism is becoming its organizing principle. Such recognition strengthens the religious aspect of Judaism, and helps counter our era's existential threats to Judaism – first and foremost, the threats of Israel-bashing and anti-Zionism (see www.Judaism-Zionism.com).

License to sanction Jews – legal justification for European persecution of Jews – a recurring European practice during the last 2,300 years, such as sanctioning Jews for worship, for beggary, for anti-social behavior, for self-defense, for expressing opinions, and for forming civic organizations.

Jewish occupation of Europe – the commonly held view in the late 19th century and early 20th century that Jews were occupying Europe. It served as a catalyst for last century's attempt to eradicate Judaism through physical means (killing Jew by Jew).

Jewish occupation of Palestine – the European-engineered dogma that Jews living in their homes for generations are occupying a land that belongs to others. It serves as the basis for our century's attempt to eradicate Judaism through ideological means (negating the idea of Judaism by negating the idea of the Jewish state).

Neo-Palestinian ideologies – using the same ideological frameworks, mechanisms and funding sources

that cultivated Palestinianism in the last decades, to promote sister ideologies in Europe and the United States. This is visible in the nascent European Muslim national movement, now collectivized under the Palestinian flag.

Non-collaboration pledge – an enforceable pledge to be taken by European and other governments not to collaborate with any type of lawfare targeting the United States (“big war criminal”), or the Jewish state (“little war criminal”).

One world under the ICC – the counter-narrative to “One nation under God”. A cornerstone in both the European opposition to Americanism, and its rising zealous anti-theism. At its core, a resurface of the age-old question of who decides “who will live and who will die”.

Palestinization of everything (POE) – the use of the Palestinian flag, mottos, and folklore to promote a broad range of Western causes ranging from protecting the environment to defunding the police.

Peace through appeasement – the guiding principle of Middle East peacemaking during the last century, and more broadly of centuries of European peace treaties that on the one hand provide a few decades of relief, but on the other, were the impetus for the next war.

Peace through strength – the guiding principle of Middle East peacemaking since President Trump took office in 2025. A shift to win-win deals that benefit all parties. It is reflected in Arab nations wishing to benefit from, rather than oppose, the crisp light emanating from Jerusalem.

Population concentration (Middle East) – the unusual concentration of population in a small parcel of land in the western edge of the Middle East while there are massive empty land reserves further east.

Preemptive peace conference – disrupting the European historical pattern of a massive war per century, followed by a peace conference that sets world order for the next century. An attempt to prevent the “war of European succession”.

Shadow sanctions (a.k.a. proxy sanctions) – a way for Europe to express its opposition to Americanism through sanctioning Israeli Jews. For example, targeting America’s freedom of speech by sanctioning Israelis for things they say, attacking America’s freedom of religion by sanctioning leaders of Israel’s religious community, and challenging the American value of free and fair elections by sanctioning elected Israeli political leaders that Europe does not like.

Spanish occupation of Iberia – the neo-Palestinian view that Spain is an illegitimate country born through the violent displacement of Muslims and Jews, who have been living in Iberia for nearly 1,000 years. It is a precursor to discussions about the re-establishment of a Palestinian state in Iberia, as well as the push for compensation and resettling of Muslims back in Spain.

Sword and shield assault on Judaism – the assault on Judaism through the sword of Israeli-bashing and anti-Zionism is dependent on the shield of Judaism 2.0 – the notion that Judaism is merely a religion, and therefore Israel-bashing and anti-Zionism is legitimate. Once there is a broad global recognition that we are in Judaism 3.0, the assault will be mitigated.

Travel paralysis lawfare – the European threat to arrest Israeli and American political leaders, soldiers, and citizens. Part of the envisioned “economic siege of Jerusalem” – disabling Israeli Jews’ ability to travel, conduct business, share technology, produce medical innovations, and spread light from Zion.

Truth and reconciliation commission – a suggestion to form a “conflict management” structure to govern Europe’s 2,300-year-old opposition to Judaism. Opportune timing since, for the first time since Europe obliterated Judea and displaced the Jews from their homes, there are representative bodies for both Europe (the EU) and the Jews (the State of Israel).

Two-state solution – Organic (1920s) – a promising template for peace that existed in 1920: A Jewish state in the making in British Mandate Palestine (the entirety of the west bank of the Jordan River and parts of the east bank), living peacefully with a pro-Zionist Arab kingdom in Syria, which had the broad support of Arabs throughout the region. It ended when France invaded Syria and claimed it for itself.

Two-state solution – Colonialism (2000s) – the 21st century European colonialist attempt to replace the organic Palestinian motto developed over the last century of “From the river to the sea, Palestine will be free” with a Western-imposed one: “From the Hashemite borders to the Green Line, the West Bank will be free”.

GRATITUDE

Thank you to all who helped with this book, to the fighters who protect our lives, to their families who bear the burden, to our leaders who make tough decisions under intense pressure, and to those who pray for Israel.

In particular, a big thank you to my wife and family.
I am eternally grateful to God:



A song for a thanksgiving offering.

Shout to the Lord, all the earth.

Serve the Lord with joy, come before Him with praise.

*Know that the Lord is God; He made us and we are His, people
and the flock of His pasture.*

*Come into His gates with thanksgiving, [into] His courtyards
with praise; give thanks to Him, bless His name.*

*For the Lord is good; His kindness is forever, and until
generation after generation is His faith.*

Psalm 100

Translation from the Hebrew: Chabad