

Country	Name	Estimated net worth (\$bil)	
Scandinavia	Kristiansen family	2.3	Kjeld Kirk Kristiansen, 46, runs Lego Group, the \$2 billion (estimated sales) building-blocks-for-kids Danish company founded by his grandfather in 1932. Lego plans to spend \$100 million to build a Legoland theme park in Carlsbad, a suburb of San Diego, slated to open in 1999 ( <i>Forbes</i> , Jan. 3).
	Ingvar Kamprad	1.2	Swedish-based Ikea, the discount home furnishings chain founded by Kamprad in 1943, still gets 85% of its \$4.3 billion in sales from Europe. But its hottest market is North America, where 20 outlets generated sales of \$407 million last year, up 21% from 1992. Franchisor Inter Ikea takes 3% of the revenues each of Ikea's 120 stores generates.

## MIDDLE EAST

## ISRAEL

By Riva Atlas

## Ted Arison

A U.S. billionaire since 1982, Arison, 70, now shows up as a new Israeli billionaire (net worth, \$1.9 billion). How so? Because he took advantage of the ultimate tax shelter. Last year Arison renounced his U.S. citizenship but remained a citizen of Israel, a country with no estate tax. The move may already have saved Arison over \$1 billion in estate taxes: His estimated net worth, 90% of it in Carnival Corp. stock, exceeds \$1.9 billion.

A citizen of Israel, Arison immigrated to the U.S. and in 1972 teamed up with Meshulam Riklis to launch Carnival. He bought out Riklis for \$1 two years later. Last year the line's revenues hit \$1.6 billion.

Back in Israel, Arison has invested just about \$35 million so far in several startup companies in the construction industry, to take advantage of the country's housing shortage. Now he is rumored to be looking for a big deal to invest in.

Who's running Carnival? Arison's 45-year-old son, Micky. Since moving to Israel, Arison *père* has transferred 45 million Carnival shares, recently worth \$2.56 billion, and the chairman's title to Micky, who is still a U.S. citizen.

## Shoul Eisenberg

Born in Munich, Shoul Eisenberg, 73, arrived in Shanghai in 1940 as a 19-year-old Jewish refugee from the



Developing market dealster  
Shoul Eisenberg  
**He has a major foothold in China. Will India be his next stop?**

Nazis. After World War II, he brokered raw materials to the Japanese and South Koreans.

Today Eisenberg's United Development Inc. (UDI) has trading offices in 18 countries, mostly developing ones. In Israel, Eisenberg controls Israel Corp., a \$2.5 billion (sales) conglomerate run by former defense and foreign minister Moshe Arens and Eisenberg's son Erwin, 42.

What's ahead? "We have a lot of negotiations in progress in India right now," he says. But China, where Ei-

senberg has brokered arms deals, is getting more of his attention. Eisenberg acts as a middleman on some deals, and as a principal on others. An example of the latter: Shanghai Yao-hua Pilkington (SYP), a glassmaker, which went public on the Shanghai Stock Exchange last year. In lieu of commissions for the construction of factories, Eisenberg took 8.5% of SYP's stock. Today that stake is worth around \$35 million.

Altogether, Eisenberg is estimated to be worth at least \$1 billion.





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