



The Israel Business Conference 2007 - Program

Sunday 9 December

<p>9:00 - 11:00 Opening plenum: Where is the world going, and is Israel going too? What changed this year? A close look at global growth engines and trends and where the smart money is going. How should Israeli enterprise gear up to face the future? Introduction: Haggai Golan, Editor-in-Chief, Globes Session chair: Robert Friedman, International Editor, Fortune Keynote speakers: Abby Joseph Cohen, Partner and Chief US Investment Strategist, Goldman Sachs; Prof. Jacob Frenkel, Vice Chairman, AIG; Chairman, G-30; Former Governor, Bank of Israel; Deven Sharma, President, Standard & Poor's</p>			
<p>11:00 - 11:30 Coffee break</p>			
<p>11:30 - 13:00 Simultaneous sessions</p>			<p>Roundtable*</p>
<p>What's worrying the banks? How will competition affect the players? How to handle credit risk? How will the Supervision Law affect fees? Should Israeli banks be opening branches overseas? Session chair: Dr. Yossi Bachar, CEO, Economic Consulting and Business Development Introduction: Rony Hizkiyahu, Supervisor of Banks Keynote speaker: Brian Henderson, Senior Vice President, Merrill Lynch: "The US sub-prime mortgage crisis and its global impact" Participants: Smadar Barber-Zadik, CEO, First Intl. Bank of Israel; Shlomo Zohar CPA, Chairman, Israel Discount Bank; Zvi Ziv, CEO, Hapoalim Bank; Eitan Raff, Chairman, Bank Leumi; Eliezer Yones, President & CEO, Mizrahi Tefahot Bank</p>	<p>Cellular communications' brave new world What business models will dominate cellular internet? Which will win – WiMAX or 3.5G LTE? What will the new handsets look like? Will vendors switch to applications? Session chair: Yoram Mokadi, Communications Consultant Participants: David Avner, CEO, Partner Communications; Ilan Grinboim, President & CEO, Eurocom Cellular Communication; Shlomo Liran, President & CEO, LM Ericsson Israel; Raviv Melamed, GM Wireless Mobile Group, INTEL; Avi Shechter, CEO, fring In the presence of Ariel Attias, Minister of Communications</p>	<p>Disciplines of leadership Concepts of the leader in business, sport, and communications. Are leaders judged by their vision or their management skills? Session chair: Ilan Cohen, Former Director General, Prime Minister's Office Guest speakers: Jordi Bertomeu, CEO, Euroleague; Frank Brown, Dean, INSEAD; Stefan Stern, Management Columnist, Financial Times Participants: Aryeh Deri, Former Chairman of Shas Party and Former Minister of Internal Affairs; Dr. Taly Eichenwald-Dvir, Lahav, Faculty of Management, Tel Aviv University; Adv. Shimon Mizrahi, Chairman, Maccabi Tel Aviv; Ron Eilon, CEO, YES; Haim Romano, President & CEO, El Al; Haim Shani, Ceo, Nice Systems; Maj.-Gen. Eliezer Shkedy, IAF Commander</p>	<p>International sporting events as business opportunities Case Study: 2012 UEFA European Championship in Ukraine Session chair: Boaz Hirsch, Director of Foreign Trade, Ministry of Industry, Trade and Labor Keynote speakers: Zahariev Kamen, Director of Ukraine Office - EBRD - Oxana Slyusarenko, Deputy Minister of Economy of Ukraine - Participants: Yohav Bruk, CEO, ISSTA Sport; Ovadia Cohen, VP Marketing, Scopus; Amir Gal-Or, Managing Partner, Infinity Fund; Yossi Gordon, CEO, Association of Contractors and Builders in Israel; Shlomo Harnoy, Founder and COO, Sdema Group; Adv. Uriel Lynn, President, Federation of Israeli Chambers of Commerce In the presence of Eli Yishai, Deputy Prime Minister and Minister of Industry, Trade and Labor</p> <p>*Places are limited</p>
<p>13:00 - 14:00 Lunch</p>			



14:00 - 14:45 Plenum			
<p>Marie-Lucie Morin, Deputy Minister of International Trade, Canada: "Canada and Israel: Innovation in the Global Economy"; MK Benjamin Netanyahu, Head of the Opposition and Former Prime Minister and Minister of Finance</p>			
14:45 - 15:00 Coffee break			
15:00 - 16:30 Simultaneous sessions			Roundtable*
<p>The looming global crisis Israel is unprepared for the expected global economic crisis. What are the hidden opportunities among the economic threats. The other scenario: Are we willing to listen? Session chair: Yoram Yahav, CEO, TIM Global and Prof. Shlomo Maital, Academic Director, TIM Global Keynote speaker: Clyde Prestowitz, President, The American Economic Strategy Institute and counselor to the US administration and major American companies: "The world turns upside down"</p>	<p>What's new in news? Print journalism's battle to survive. Do different news media feed off each other? What is the real effect of freesheets as a primary source of information? Innovation in journalism as an economic growth stimulus. Session chairs: Ram Landes, Former CEO, Channel 10 News; Lilac Sigán, Editor, Globes Tonight supplement Keynote speaker: Dr. David Nordfors, Senior Research Scholar, Program Director Innovation Journalism, Stanford University Participants: Haggai Golan, Editor-in-Chief, Globes; Ze'ev Jasper, CEO & Chief Editor, Nana 10; Dr. Noam Lemelshtrich Latar, Dean, School of Communications and Information, Herzliya Interdisciplinary Center; Hanoch Marmari, Head of Department of Visual Communication, The Bezalel Academy of Arts and Design; Amos Regev, Editor-in-Chief, Israel Hayom</p>	<p>Plugging the brain drain What declining education standards in Israel will mean. Technological education. Encouraging groups on the margin: Arab women, ultra-orthodox men, and others. Session chair: Uzi Dayan, President, Sderot Conference Participants: Raanán Dinur, Director General, Prime Minister's Office; Prof. Yaacov Kop, Director, Taub Center for Social Policy Studies; Dr. Leora Meridor, Economical and Financial Consultant; Dr. Yaacov Sheinin, CEO, Economic Models; Oded Tyrah, President, Phoenicia America-Israel, Chairman of the "100 Club" of the Technion</p>	<p>The unsung wealth generator Israel's chemicals industry accounts for 25% of the industrial sector. Do policy makers give it the attention it deserves? A global perspective on where Israel's chemicals industry is going. Education in chemical sciences and engineering. Session chair: Dr. Gilead Frotuna, Vice President, Teva Participants: Shraga Brosh, President, Manufacturers Association; Amir Makov, Chairman, The Israel Institute of Petroleum & Energy; Prof. Zeev Tadmor, Chairman, S. Neaman Institute; Dr. Eli Oppen, Chief Scientist; Aharon Yaari, API President, Teva In the presence of Gideon Ezra, Minister of Environmental Protection *Places are limited</p>
16:30 - 17:00 Coffee break			
17:00 - 18:30 Simultaneous sessions			
<p>Tel Aviv 2025 The urban vision: infrastructure, public space, demographics. White City - Green City? Does Tel Aviv's dominance threaten the periphery? Session chair: Moshe Lichtman, Economic Commentator, Globes Keynote speaker: Michael Peters, Founder, Identica</p>	<p>Israel and Diaspora Jewish business leadership A new model of investment in Israel combining philanthropy, Zionism, and economic development. Israeli and Diaspora businesspersons undertake social responsibility by investing in National Priority A areas and in civic entrepreneurship. Session chair: Phil Blazer, Founder and President/CEO, Jewish Life TV</p>	<p>Marketing frenzy Marketing opportunities in the new media. Political marketing and satire as image maker. Marketing in a publicity crisis. Session chair: Lilac Sigán, Editor, Globes Tonight supplement Keynote speakers: Erik Hauser, Founder and Creative Director, Swivel Media; Gil Samsonov, Glickman-Netter-</p>	

* Program is subject to changes



ועידת ישראל לעסקים

The Israel Business Conference

8, 9, 10 December • 2007

<p>Branding & Design Participants: Anat Barkai-Nevo, Director, SPNI's Tel Aviv-Jaffa Center; Arch. Chezy Berkowitz, City Engineer, Municipality of Tel Aviv-Jaffa; Nathan Datner, CEO & Artistic Director, Beer Sheva Theatre; Arch. Israel Goodovitch and Arch. Danny Kaiser, Former City Engineers, Municipality of Tel Aviv-Jaffa; MK Dov Khenin, Co-Chairman of the Social-Environmental Lobby; Prof. Arnon Soffer, Head Chaikin Chair of Geostrategy, The University of Haifa, The National Defense College</p> <p>In the presence of Ron Huldai, Mayor of Tel Aviv-Jaffa</p>	<p>Participants: Joseph Ackerman, President & CEO, Elbit Systems; Talia Aharoni, Founder, President & CEO, MAALA; Rick Aubry, President, Rubicon Programs; Gary Heiman, President and CEO of Standard Textile; Dov Lautman In the presence of Zeev Bielsky, Chairman of the Executive, Jewish Agency</p>	<p>Samsonov Advertising: "Leaders in the eye of satire" Discussion panel on Marketing in times of crisis. Introduction: Eric Salama, Chairman and CEO, Kantar Group (WPP Subsidiary) Participants:; Guideon Amichay, Chief Creative Officer, Shalmor-Avnon-Amichay; Benny Cohen, Partner & CEO, Rimon-Cohen-Sheinkman; Gezy Kaplan, Ceo Osem Group; Motti Scherf, Associate Partner, Shalmor Scherf; Kobi Treibitsch, CEO, Tiv Taam</p>
<p>19:45 - 22:00 Breaking Boundaries: Chocolate, Coffee and the Moon Taking globalization out of the box. Selling lots on the moon? Penetrating Brazil's coffee industry? Participants: Dr. Dennis Hope, President, Galactic Government; Dr. Henrique Meirelles, Governor, Central Bank of Brazil; Clyde Prestowitz, President, Economic Strategy Institute Speakers: Ofra Strauss, Chairperson of the Board, Strauss Group; Erez Vigodman; President & CEO, Strauss Group * Places are limited</p>		

* Program is subject to changes



Monday 10 December

<p>9:00 - 11:00 Opening plenum: Israel tomorrow Visions for the Israeli economy from business, national, social, and philosophic perspectives. Session chair: Erez Vigodman, President & CEO, Strauss Group Participants: Eli Hurvitz, Chairman, Teva Pharmaceutical Industries; Avner Offer, Professor of Economic History, University of Oxford: "Israel tomorrow - Between growth and welfare"; Prof. Manuel Trajtenberg, Head of the National Economic Council - Prime Minister's Office</p>		
<p>11:00 - 11:30 Prime Minister Ehud Olmert</p>		
<p>11:30 - 12:00 Coffee break</p>		
<p>12:00 - 13:30 Simultaneous sessions</p>		
<p>Israelis abroad - dilemmas of becoming an international business The elements of success overseas – strategies and business models. Keynote speaker: Alessandro Di Fiore, Managing Director, Tefen Italy Session chair: Nitza Sasson, Senior Partner, Tefen Participants: Shachar Efal, President, Ness Technologies Israel; Aaron Lampert, Partner, Naschitz, Brandes & Co.; Israel Makov, Chairman, "Given Imaging", Former President & CEO of Teva; Booky Oren, President & CEO, Arison Water Initiative; Doron Schneidman, General Manager, Direct Insurance Financial Investments; Uzi Yamin, President & CEO, Delek US Holdings</p>	<p>Venture capital – the risk calculation Are Israeli venture capital funds missing out by investing with the herd? Can funds measure risk and, if so, how? How do investors in VC funds regard the risk element? Session chair: Chemi Peres, Managing Director, Pitango Keynote speaker: Ofer Nemirovsky, Managing Director, HarbourVest Partners Participants: Dr. Orna Berry, Chairperson IVA, Venture Partner, Gemini Israel Funds; Yaron Galai, Founder & SVP, Quigo; Dr. Ester Luzzato, Luzzato & Luzzato; Erez Shachar, Managing Partner, Evergreen Venture Partners; Avi Zeevi, Founder & General Partner, Carmel Ventures</p>	<p>Where the real estate opportunities are Should Israeli developers go for developed countries or emerging markets? Risk and reward in the Israeli market. Session chairs: Dror Marmor, Editor, Globes Real Estate supplement; Erez Meltzer, CEO, Africa-Israel Investments Keynote speaker: Dr. Surinder P.S. Pruthi, Chairman of leading real estate development and management companies in India: "Opportunities for real estate investors in India" Participants: Segi Eitan, President & CEO, Property & Building Corp.; Oded Shamir, President & CEO, Jerusalem Economy; Uri Shani, Shikun & Binuy; Chen Schein, Partner, Ernst & Young; Natan Hetz, CEO, Alony Hetz Properties & Investments</p>
<p>13:30 - 14:30 Lunch</p>		
<p>14:30 - 15:15 Plenum Globes in Cooperation with the World Economic Forum: "2007 Award for Social Entrepreneurship" Dr. Henrique Meirelles, Governor, Central Bank of Brazil: "Brazil, an emerging market"; Roni Bar On, Minister of Finance</p>		
<p>15:15 - 15:30 Coffee break</p>		



15:30 - 17:00 Simultaneous sessions		Round table*	
<p>Looking good in green Trends, financial opportunities, and incentives. The integration of Israel's cleantech industry into the global market. Israeli entrepreneurship in renewable energy. Session chair: Dalia Tal, Globes Correspondent Introduction: Morris Kahn: "Global warming: catastrophe or opportunity?" Keynote speakers: Shai Agassi, founder and CEO, Better PLC: "Helping the next Israeli start-up"; Doug Newman, Director, National Energy Center for Sustainable Communities: "Cleantech business opportunities in climate-neutral community development" Participants: Dr. Gilad Almogy, Vice President, Applied Materials; Dr. Ofira Ayalon, Senior Researcher, Samuel Neaman Institute, Technion; Miriam Haran Ph.D, Head of Advisory Board, RAMCO</p>	<p>What do you do with NIS 500 billion? After a five year rise, where is the market headed? Is the sub-prime crisis behind us? Tomorrow's financial tools. The coming challenges for investment houses. Session chair: Irit Avissar, Globes Capital Markets Correspondent Introduction: Gabriel Perel; Managing Director Odin Investments & Vice Chairman of Harel Group; Avi Hochman, Director General, Israel Postal Company Participants: Shuky Abramovich, CEO, Clal Finance; Roni Biram, Chairman, Excellence Nessuah; Dov Kotler, CEO, Prisma Capital Markets; Zvi Lubetzky, CEO, IBI Investment House; Zvi Stepak, Co-CEO, Meitav Investment House; Roy Vermos, CEO Psagot Ofek Investment House</p>	<p>Where we are headed? Range of opportunities in the Internet and the Media Keynote speaker: Walt Mossberg, Personal Technology Columnist, The Wall Street Journal Conversation with Yossi Vardi and Walt Mossberg. Conversation with Arad Nir, Foreign Editor and Anchorman, Channel 2 News, and Martin Pompadur, Executive Vice President, News Corporation and Chairman of News Corporation Europe Keynote speaker: Mohammad Gawdat, Managing Director Eastern Europe, Middle East and Africa, Google</p>	<p>Measuring corporate governance The methodology of building a rating index for corporate governance. Session Chair: Prof. Omri Yadlin, Faculty of Law, Tel Aviv University Methodology presentation: Prof. Eugene Kandel, Department of Economics, Hebrew University; Adv. Eyal Neiger (CPA), Partner Eyal Khayat, Zolty, Neiger & Co., Law Offices Participants: Prof. Lucien Bebchuck, Tel Aviv University and Harvard University; Prof. Assaf Hamdani, Hebrew University; Yoram Naveh, Former Deputy Director, Corporation Finance Department, Israel Securities Authority; Adv. Pinjas Rubin, I. Gornitzky & Co. Advocates & Notaries; Reuven Shiff, President, Institute of Certified Public Accountants in Israel; Dr. Eyal Solganik, EVP & CFO, IDB Holdings; Dr. David E. Tadmor, Tadmor & Co. *Places are limited – please register in advance for admission.</p>
17:00 - 17:15 Coffee Break			
<p>17:15 - Closing plenum Dan Dankner, Chairman, Bank Hapoalim Prof. Stanley Fischer, Governor, Bank of Israel Summit conference: Yitzhak Tshuva, Idan Ofer and Eliezer Fishman Globes "Business Person of the Year" revealed</p>			