



## Exhibition, Innovation Day and Investors' Conference

28<sup>th</sup> – 30<sup>th</sup> June 2015

David Intercontinental Conference Center, Tel Aviv

**Successful cooperation, groundbreaking technologies, common history:** In the 50<sup>th</sup> year of Israeli-German diplomatic relations, the German-Israeli Chamber of Industry and Commerce (**AHK Israel**) and the German-Israeli Economic Association (**DIW**) will host an innovative networking event that aims to unite past, present and future of the economic relations between both countries.

On the one hand, a **historic exhibition** will portray the development of German brands in the Israeli market from their initial rejection and later lenience to a wholehearted acceptance.

On the other hand, a **power show of high-ranking companies** and institutions will give a promising outlook on the manifold future opportunities of the Israeli-German economic cooperation. The exhibition's axiom is to be **interactive, innovative** and **trend-setting**. **Made in Germany** will offer entrepreneurs, scientists, investors, importers, decision-makers, journalists and the interested public an unprecedented room for ideas.

The official opening will take place in form of a **Gala Dinner** in the presence of the German Vice-Chancellor and Federal Minister of Economy, **Sigmar Gabriel**, and his delegation of leading representatives of business, politics and media, on June 28<sup>th</sup> at 7pm. (by invitation only)

The exhibition will be open to the public on June 29-30 between 10am and 6pm.

### Participating companies so far:

**Audi, Bayer, Cellebrite, Converse, Deutsche Telekom, ECI, Fraunhofer Institute SIT, Germania Airlines, Henkel, Kaeser Kompressoren, Kare Design, Lufthansa, MAN, Mercedes, Merck Serono, Netafim, Paulaner, SAP, Siemens, Teva, Weihenstephan, The Cities of Darmstadt, Frankfurt and Leipzig, Economic Promotion Agencies ... and many more**

More Information: <http://madeingermany.israel.ahk.de>





# The German-Israeli Innovation Day (by invitation only)

Hosted by the German and Israeli Ministers of the Economy

June 29<sup>th</sup>

**8:30** Registration

**9:30** Keynote Speech  
Israeli Minister of Economy - **tba**

**9:45** Keynote Speech  
Vice Chancellor and Minister of the Economy **Sigmar Gabriel**

**10:00** Business Panel I: ICT  
Introduction: **Yossi Vardi**, High-Tech Entrepreneur  
Keynote Speech: **Christian Wegner**, Executive Board Member  
Head of Digital, ProSiebenSat1.  
  
Moderator: **Mickey Steiner**, Chairman BETATEC  
Participants: Yossi Vardi, SAP, Deutsche Telekom

**11:15** **Coffee Break**  
*In Parallel - "Made in Germany", exhibition showing the development of German products and brands in the Israeli market staged by the Israeli-German Chamber of Industry and Commerce (AHK Israel)*

**11:30** Business Panel II: Life Sciences  
Introduction: **Avi Hasson**, Chief Scientist, Israeli Ministry of Economy  
Keynote Speech: **Dr. Karl-Ludwig Kley**, Chairman of the Executive Board, Merck  
  
Moderator: **Christian Tidona**, Founder & Managing Director, BioMedX Innovation Center  
Participants: Avi Hasson, TEVA Global, Bayer Healthcare, Compugen

**12:45** **Networking Lunch**  
*In Parallel - "Made in Germany" exhibition*

**14:00** Business Panel III: Future Mobility  
Introduction: **Eyal Rosner**, Director, Fuel Choices Initiative  
Keynote Speech: **Dr. Norbert Reithofer (tbc)**, CEO, BMW  
  
Moderator: **Eyal Rosner**, Director, Fuel Choices Initiative  
Participants: Aviv Tzidon (Phinergy), Deutsche Bahn, Bosch

**15:15** **Coffee Break**  
*In Parallel - "Made in Germany" exhibition*



**15:30** *Business Panel IV: Cyber Security*

Introduction: **Dr. Orna Berry**, Corporate VP, Growth and Innovation, EMC Centers of Excellence US & EMEA Partner

Keynote Speech: **Hinrich Völcker**, Global Head Cyber Security, Deutsche Bank

Moderator: **Dr. Orna Berry**, Corporate VP, Growth and Innovation, EMC Centers of Excellence US & EMEA Partner

Participants: Deutsche Telekom Laboratories at Ben-Gurion University, JVP Cyber Labs

**16:45** *Matchmaking Session  
B2B Meetings*

**18:30** *Dinner Reception*

Get together event, hosted by FPS Law Firm Israel Desk (by invitation only)



# The German-Israeli Investors' Conference (by invitation only)

Hosted by the German-Israeli Chamber of Industry & Commerce  
and the German-Israeli Economic Association

June 30<sup>th</sup>

09:00 *Registration*

09:30 Greetings by  
**Dr. Michael Federmann**, President of AHK Israel  
**Hildegard Müller**, President of the German-Israeli Economic Association DIW

10:00 *Two parallel panel discussions*

**The "Real" Thing – Challenges and Opportunities in  
Real Estate Investments in Germany**

**Moderator:** FPS Israel Desk

**Participants:** Berlin Estate, Fattal Group, Africa Israel,  
Berliner Volksbank, CPA Trinavis

**Joint Ventures, Mergers and Acquisitions – German-Israeli Industrial  
Cooperation, what is the formula for success?**

**Moderator:**

**Participants:** Teva, Software AG, Yad2, Delta, Federmann Group

12:30 **Networking Lunch**

14:00 *Two parallel panel discussions*

**Made it in Germany – Israeli Success Stories on the German Market**

**Moderator:** AHK Israel

**Participants:** Netafim, ECI, Converse, Sabon, Sodastream, Ahava

**Investing in Innovation – Crowdfunding, Angels and Venture Capital**

**Moderator:** Deutsche Telekom Israel

**Participants:** ProSiebenSat1. Media, Bosch VC, OurCrowd, iAngels,  
Magma Ventures

16:30 *Happy hour at the exhibition hall with fashion show, live music and a cold beer*

18:00 *End of Event*

*Workshops during the day:*

- **Startup-Pitching Event** hosted by hub:raum
- **Financing Real Estate Investments** hosted by Berliner Volksbank
- **Digital Media Technologies** hosted by ProSiebenSat1. Media
- **Germany Trade & Invest GTAI Event**
- **Investing in Leipzig** hosted by the City of Leipzig
- **Engineering Region Darmstadt**
- **Private Equity** by Deloitte

