

# ISRAEL-GERMANY INNOVATION DAY

Monday, June 29, 2015

David Intercontinental Hotel, Tel Aviv, Israel

| Coffee & Registration                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| 8:30 - 9:30                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Opening Session                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 9.30 - 9.40                           | <b>Keynote Israeli Minister</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 9.40 - 9.50                           | <b>Keynote Minister Sigmar Gabriel</b><br><i>German Federal Minister for Economic Affairs and Energy (BMWi), Vice-Chancellor</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 9.50 - 10.00                          | <b>Keynote Mr. Yossi Vardi - Israel as Start-Up Nation</b><br><i>High-Tech Entrepreneur</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Business Panel I: ICT & Digital Media |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 10.00 - 11.15                         | <p><b>Keynote Dr. Christian Wegner</b><br/><i>Member of the Executive Board Digital &amp; Adjacent, ProSiebenSat1</i></p> <p><u>Panel</u></p> <ul style="list-style-type: none"> <li>• Dr. Heinrich Arnold, <i>Senior Vice President Research and Innovation, Telekom Innovation Laboratories</i></li> <li>• Mr. Jörg Rheinboldt, <i>Managing Director, Axel Springer Plug and Play Accelerator</i></li> <li>• Mr. Clas Neumann, <i>Head of SAP Labs Network</i></li> <li>• Dr. Michal Tsur, <i>Co-Founder, President &amp; CMO, Kaltura</i></li> <li>• Dr. Christian Wegner, <i>Member of the Executive Board Digital &amp; Adjacent, ProSiebenSat1</i></li> </ul> <p><u>Moderator</u></p> <ul style="list-style-type: none"> <li>• Mr. Mickey Steiner, <i>Chairman, Betatec</i></li> </ul> |
| Coffee Break                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| 11.15 – 11.30                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Business Panel II: Health Care &amp; Life Sciences</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11.30 – 12.45                                             | <p><b>Introduction Mr. Avi Hasson, <i>Chief Scientist, Israeli Ministry of Economy</i></b></p> <p><b>Keynote Dr. Karl-Ludwig Kley<br/><i>Chairman of the Executive Board, Merck KGaA</i></b></p> <p><u>Panel</u></p> <ul style="list-style-type: none"> <li>• Dr. Anat Cohen-Dayag, <i>President and CEO, Compugen</i></li> <li>• Dr. Michael Hayden, <i>President of Global R&amp;D and Chief Scientific Officer, Teva Pharmaceutical Industries</i></li> <li>• Prof. Yaacov Michlin, <i>President and CEO, Yissum</i></li> <li>• Prof. Dr. Alexander Schachtrupp, <i>Chief Medical Officer, SVP Scientific Affairs, B. Braun Melsungen AG</i></li> </ul> <p><u>Moderator</u></p> <ul style="list-style-type: none"> <li>• Dr. Christian Tidona, <i>Founder &amp; Managing Director, BioMedX Innovation Center</i></li> </ul> |
| <b>Networking Lunch</b>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 12.45 – 14.00                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Business Panel III: Future Mobility</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 14.00 – 15.15                                             | <p><b>Keynote Dr. Lutz Bertling<br/><i>CEO, Bombardier Transportation</i></b></p> <p><u>Panel</u></p> <ul style="list-style-type: none"> <li>• Dr. Reinhold Hamann, <i>Automotive Technology, Automotive Systems Integration(C/AI), Robert Bosch GmbH</i></li> <li>• Mr. Harald Kemmann, <i>Head of Innovation Management, RWE Effizienz GmbH</i></li> <li>• Ms. Sohaila Ouffata, <i>Investment Principal, BMW i</i></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                |



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|                                          | <p><i>Ventures and Senior Manager Strategy, BMW Mobility Services</i></p> <ul style="list-style-type: none"><li>• Mr. Aviv Tzidon, <i>CEO, Phinergy</i></li></ul> <p><u>Moderator</u></p> <ul style="list-style-type: none"><li>• Mr. Eyal Rosner, <i>Director, Fuel Choices Initiative</i></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Coffee Break</b>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 15.15 – 15.45                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Business Panel IV: Cyber Security</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 15.45 – 17.00                            | <p><b>Keynote Mr. Hinrich Völcker</b><br/><i>Global Head Cyber Security, Deutsche Bank AG</i></p> <p><u>Panel</u></p> <ul style="list-style-type: none"><li>• Prof. Yuval Elovici, <i>Director of Deutsche Telekom Laboratories at Ben-Gurion University</i></li><li>• BG (ret.) Rami Ben Efraim, <i>Head of Government and Defense, Check Point</i></li><li>• Mr. Yoav Tzruya, <i>Partner, Jerusalem Venture Partners</i></li><li>• Prof. Dr. Michael Waidner, <i>Director, Fraunhofer Institute for Secure Information Technology</i></li><li>• Mr. Hinrich Völcker, <i>Global Head Cyber Security, Deutsche Bank AG</i></li></ul> <p><u>Moderator</u></p> <ul style="list-style-type: none"><li>• Dr. Orna Berry, <i>Corporate Vice President Innovation EMC Centers of Excellence and R&amp;D Centers, GM Israel Center of Excellence</i></li></ul> |