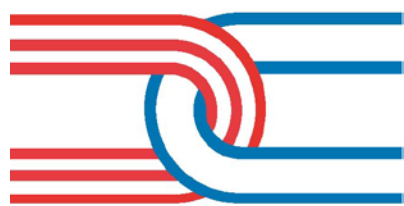


AMERICA – ISRAEL



FRIENDSHIP LEAGUE



Israel-America
Chamber of Commerce
לשכת מסחר ישראל-אמריקה

A PARTNERSHIP OF BUSINESS INNOVATION

November 29th, 2011

Israel Day at the New York Stock Exchange



08:30 AM – 09:15 AM

Breakfast & Welcoming Remarks

Kenneth Bialkin - Chairman America-Israel Friendship League;
Partner, Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates

Larry Leibowitz - Chief Operating Officer, NYSE Euronext

H.E. Ambassador Dan Gillerman - Chairman, Israel Board of Directors,
AIFL in Israel

Special Address: The Honorable Governor Jack Markell, Governor of
Delaware

09:15 AM – 10:00 AM

**Tour of the Trade Floor & Opening Bell Ceremony – Israel Day in the New
York Stock Exchange**

10:00 AM – 10:15 AM

Special Remarks

Ofra Strauss - Chairperson, Strauss Group; Chairperson, Israel-America
Chamber of Commerce

Jimmy Tisch – CEO, Loews Corporation

10:15 AM – 11:10 AM

Tel Aviv Stock Exchange – Reflection of a Successful Economy

Moderator:

Pimm Fox - Anchor, Bloomberg Television and Radio

Interview with:

Matthew Bronfman - Controlling shareholder of Israel Discount Bank and
Ikea Israel

Ester Levanon - CEO, Tel Aviv Stock Exchange

Ofra Strauss - Chairperson, Strauss Group; Chairperson, Israel-America
Chamber of Commerce

11:10 AM – 11:40 PM

Start-Ups Dialogue

Arianna Huffington - President & Editor in Chief, The Huffington Post
Media Group

Dr. Yossi Vardi – Entrepreneur

11:40 AM – 11:45 PM

Special Address: Myron Brilliant - Senior Vice President, International
Affairs, U.S. Chamber of Commerce

11:45 PM – 11:55 PM

Showcasing Israel: ELEM Organization for Youth at Risk | NATAL, Israel's
Trauma Center for Victims of Terror and War

11:55 PM – 12:10 PM

Special Address: H.E. Ambassador Ido Aharoni – Consul General of Israel
in NY

12:10 PM – 13:05 PM

Innovation One-on-One

Chairman:

Chemi Peres - Managing Partner, Pitango VC

Speakers:

Daniel Birnbaum – CEO, SodaStream

Joshua Kiernan - Partner, White & Case Law Firm; Head of Israeli Practice; Member of the Board, Israel-America Chamber of Commerce

Robert LoCascio – CEO, LivePerson, Inc.

Jeff Pulver - Entrepreneur, Blogger; Founder, 140 Character Conference

13:05 PM – 14:30 PM

Networking Lunch

Keynote Address: H.E. Ambassador Ron Prosor - Israel Ambassador to the UN

Showcasing Israel: WePower, Changing Israel's Leadership | **Na Lagaat**, Center for the Deaf and Blind | **Jewish Heart for Africa Organization** | **Bialik Rogozin School**

14:30 PM – 16:00 PM

Breakout into Roundtables:

- **Know How – Doing Business in the US and Israel**

Given the economic conditions in the US, industry there is a compelling need to find ways to increase jobs. Investment and increased demand will invariably achieve two major policy goals: (a) increasing exports and (b) creating jobs. Israel, a historically strong business partner for the US as well as the world's largest source of new technological development per capita, is well positioned to enter into innovative partnerships with US companies. This will benefit the firms in both places and create jobs in the US and Israel.

This round table will be dedicated to showcasing a successful case-study of such cooperation by US small-to-medium sized companies as well as presentations on the interest of US government and academic groups to encourage such cooperation. We will illustrate how accessing Israeli technology leads to additional job creation.

This will be a "how to" session which will hopefully encourage the US participants to pursue such opportunities and provide them with the tools to do so.

Chairman:

Sherwin Pomerantz - Chairman, American State Offices Association presiding

Among the Participants:

Yacov Shamash – Vice President for Economic Development and Dean, College of Engineering and Applied Sciences, Stony Brook University

Gerry Stoch - New York State Representative in Israel

Dr. Karl Steiner - Senior Associate Provost for Research Development, University of Delaware

Isaac Segal - President, Tegrity, McGraw-Hill

Charles Teschner - Executive Vice President, Global Strategy, McGraw-Hill

Ronny Bassan - Executive Vice-President, America-Israel Chamber of Commerce & Industry, New York

- **Energy Cooperation: Innovation and Opportunities**

The U.S. and Israel share the common goal of developing alternative energy technologies and reducing dependence on oil. This session will focus on existing and potential energy cooperation between companies in both countries to develop novel, innovative solutions for cleaner energy and for the more efficient use of energy resources and how this will bring economic as well as environmental benefits. The panelists will also discuss opportunities for cooperation resulting from new discoveries of natural gas.

Co-Chairperson:

Dr. Eitan Yudilevich - Executive Director, BIRD Foundation

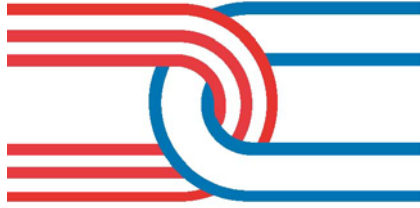
Audrey Zibelman - Chair, President and CEO, Vlridity Energy, Inc.

Among the Participants:

Zvi Rome - Chairman, Energy Committee, Israel-America Chamber of Commerce

Ory Zik - Founder and CEO, Energy Points

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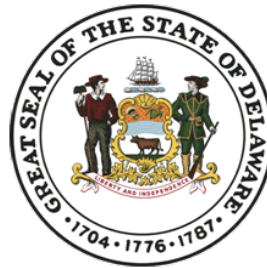
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America-Israel
Chamber of
Commerce &
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Israeli Business Forum
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