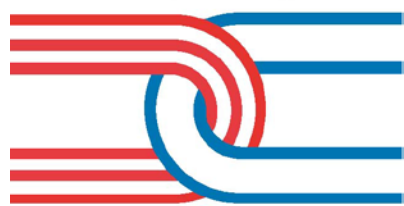


AMERICA – ISRAEL



FRIENDSHIP LEAGUE



Israel-America  
Chamber of Commerce  
לשכת מסחר ישראל-אמריקה

# A PARTNERSHIP OF BUSINESS INNOVATION

**November 29<sup>th</sup>, 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

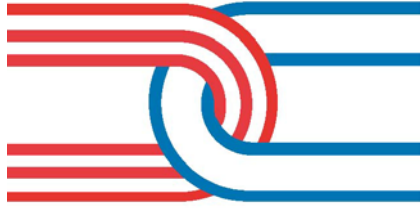
**Audrey Zibelman** - Chair, President and CEO, Vlridity Energy, Inc.

Among the Participants:

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

**Ory Zik** - Founder and CEO, Energy Points

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**TEL-AVIV STOCK EXCHANGE**



MINISTRY OF FOREIGN AFFAIRS



**WHITE & CASE**



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Commerce &  
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Israeli  Business Forum  
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