

Sunday 14 December 2008

09:00 – 10:30 Looking ahead: Global projections for 2009

Economic and political trends in the shadow of the crisis in the US economy, and the danger of a global recession.

A new resident in the White House: The impact of the US administration on the global and Israeli economies.

Made in China: The Chinese economy copes with a global recession for the first time

Greetings: **Haggai Golan**, Editor-in-Chief, Globes

Guest speakers: **Prof. Jacob Frenkel**, Chairman, G-30; Vice-chairman, AIG; Former Governor, Bank of Israel; **Prof. Jonathan Story**, Professor of International Political Economy, INSEAD - "**Where is the world heading**"; **Yu Yongding**, Director General, Institute of World Economics and Politics at the Chinese Academy of Social Sciences (CASS)

Moderator: **Joel Kurzman**, Senior Advisor and Director of the SAVE Program at the Milken Institute, and Publisher of *The Milken Institute Review*; formerly an international economist at the United Nations and the World Bank - **Consequences of the US elections on the global and Middle East economies**

11:00-11:30 Networking break

11:00 – 12:30 Breakout sessions

<p>Round table: The economics of immigration: How can newcomers become engines of growth? How do immigration and the economy interact? How does immigration contribute to the country's economy? How far do immigrants generate economic opportunities for certain groups? Guest speaker: Prof. Barry Chiswick, director, UIC Center for Economic Education, University of Illinois at Chicago - "Immigration and economics - global</p>	<p>High tech in the shadow of the financial crisis In Israel's high-tech industry, the global financial crisis is already making itself felt. Has the momentum of 20 years' growth come to an end? What challenges face Israel's knowledge-intensive industries? Dilemmas and strategies in leveraging high tech in Israel Guest speakers: Adeo Ressi, Founder, TheFunded.com; Prof. James Jiang, Owner & President GaozhiSoft; Prof. Christoph Loch, Professor of Technology Management and Dean of the PHD Program, INSEAD - "Flight to Safety or Engagement to Load the Dice? Responsibilities of VCs in the Crisis"</p>	<p>From profits to people - economic models for social investment How is economic investment based on social value created? How can cooperation between the business community and world Jewry be utilized for the benefit of society In the presence of Zeev Bielski, Chairman of the Executive, Jewish Agency Guest speaker: Tim Pawlenty, Governor of Minnesota Moderator: Ofra Strauss, Chairperson of the board, Strauss Group Participants: Eival Gilady,</p>	<p>Innovation as a lever in changing market conditions What is cross-discipline innovation? How to use the innovation tool, and when to leave it alone How innovation procures an advantage over competitors Guest speakers: David Avner, CEO, Partner Communications; Sophie Blum, Country Manager, Procter and Gamble Israel Prof. Soumitra Dutta, Dean of External Relations, INSEAD; Avi Hochman, CEO, Israel Post; Kigge</p>	<p>Israel's financial markets and the global crisis: Modes of response An economic GPS: Navigating through prolonged crisis conditions Guest speaker: Stephen A. Ross, Franco Modigliani Professor of Financial Economics, MIT Participants: David Baruch, CEO, Excellence Nessuah; Yair Hamburger, Chairman, Harel Insurance; Dan Laluz, Chairman, Migdal Capital Markets; Eitan Raff, Chairman, Bank Leumi; Zvi Ziv, chairman, Bank Hapoalim; Shlomo Zohar, Chairman, Israel Discount Bank</p>
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<p>aspects" Participants: Leah Achdut, Senior Lecturer, Ruppin Academic Center; Zvi Eckstein, Deputy Governor, Bank of Israel; Erez Halfon, General Director, Ministry of Immigrant Absorption; Moshe Semionov, Chair of the Academic Committee, Rupin Academic Center Moderator: Dr. Yacov Sheinin, Chairman & CEO, Economic Models</p>	<p>Participants: Adi Gan, General Partner, Evergreen Venture Partners; David Gershon, Chairman & CEO, SuperDerivatives; Moshe Lichtman, Corporate VP and President of Israel R&D, Microsoft; Prof. Morris Teubal, The Samuel Neaman Institute, Member of the "Israel 2028" Strategic Plan; Yoram Tietz, Managing Partner, Ernst & Young Israel Moderator: Orna Berry, Chairperson, IVA</p>	<p>CEO Portland Trust; Gary Heiman, President and CEO, Standard Textile; Yadin Kaufmann, Founder and Chairman Tmura</p>	<p>Hvid, CEO Index - Design to improve life</p>	<p>Moderator: Irit Avissar, Capital Markets Correspondent, Globes</p>
<p>12:30 – 13:30 Networking lunch</p>				
<p>13:30-15:30 Growth opportunities during a crisis The World Economic Forum - Israel New Champions Participants: Andre Schneider, Managing Director and Chief Operating Officer, World Economic Forum Moderator: Dr. Yossi Vardi Identifying, creating, and managing opportunities Introduction: Efrat Peled, CEO, Arison Investments Guest speaker: Sam Zell, Chairman, Equity Group Investments Moderator: Erez Vigodman, President & CEO, Strauss Group</p>				
<p>15:30-16:00 Networking break</p>				
<p>16:00-17:00 Breakout sessions</p>				
<p>Round table: New for old – putting innovation to work in traditional industries What is the importance of traditional industry in Israel in 2009? What are the recommendations of the Israel 2028 plan for improving productivity in these industries? How can Israel develop its</p>	<p>Called to account: Lawyers and accountants take responsibility In the presence of Prof. Daniel Friedman, Minister of Justice Participant: Prof. Menachem Mautner, Faculty of Law, Tel Aviv University Moderator: Adv. Hanina Brandes, Managing Partner, Naschitz Brandes and Co.;</p>	<p>Investment in a time of crisis How come no-one foresaw the crisis and its force – where did we go wrong? Where are the markets going? Is the worst behind us? Which shares are worth investing in despite everything? Guest speaker: Daniel Tenengauzer, Head of Global Currencies Strategy</p>	<p>World-class environment - Israel joins the OECD How ready is Israel for tackling its environmental problems as a condition of OECD membership? What environmental standards must an exporter meet? How do you plan management and protection of environmental resources? Guest speaker: Michèle</p>	<p>Marketing steps up a league: Shaping client's decisions from "I need" to "I want" How do you influence today's clients? What is the psychology behind the consumer's decision? How do you stand out in advertising in an era of over-stimulation? Guest speakers: Jonathan</p>



<p>industry as a growth engine for the economy? Participants: Prof. Miriam Erez, Faculty of Industrial & Management Engineering, Technion; Shraga Brosh, President, Manufacturers Association of Israel; Gabriel Maimon (CPA), Director General, Ministry of Industry, Trade and Labor; Aharon Shita, CEO, Lehavot Fire Protection Moderator: Israel Makov, Chairman, Given Imaging</p>		<p>Group, Merrill Lynch Participants: Shuky Abramovich, CEO, Clal Finance Batucha; Gilad Altshuler, Joint Managing Director, Altshuler Shaham; Tal Keinan, Chairman & CEO, KCPS; Zvi Stepak, Chairman, Meitav Investment House; Roy Vermos, CEO, Psagot Investment House Moderator: Irit Avissar, Capital Markets Correspondent, Globes</p>	<p>Corash, Partner, Morrison & Foerster law firm Moderator: Prof. Yoram Avnimelech The Samuel Neaman Institute, Member of the "Israel 2028" Strategic Plan</p>	<p>Levav, Associate Professor of Business, Columbia Business School; Chuck Porter, Co-Chairman, Crispin, Porter + Bogusky - "Five new rules of effective advertising. And one old one"; Zeev Vurembrand, CEO, Blue Square; Mike "Zappy" Zapolin, CEO, Internet Real Estate</p>
<p>17:30-18:00 Networking</p>				
<p>18:00-19:00 Breakout sessions</p>				
<p>Payback time – the impact of the global crisis on executive salaries The evolution of executive pay – consequences of the global financial crisis for direct compensation New legislation and regulation for limiting executive pay – advantages and disadvantages Guests speaker: Ran Kivetz, Professor of marketing and an expert on behavioral economics, Columbia Business School Moderator: Prof. Moshe Zviran, Faculty of Management, Tel Aviv University Launch of the Best Employer Index</p>	<p>Tel Aviv – 100 years of business How Tel Aviv's centennial celebrations represent a business opportunity The link between culture and urban development around the world Financing of urban development through use of public space as a marketable asset: what serves the good of the resident? Participants: Jacob Hornik, Professor of Marketing, Tel Aviv University; Yoni Saar, Founder, Promarket Group; Vitaly Sirota, Co-founder, Foxy Tunes; Orly Vilnai-Federbush, Journalist; Hillel Partok, Spokesman, Tel Aviv Municipality Moderator: Danni Cushmaro, Anchorman, Channel 2 News</p>	<p>Internet in a spin What tools does the Internet offer businesses in a period of crisis? Are online communications exacerbating the crisis? How is the Internet turning from a knowledge bank into a means of manipulating information? Who will be the web's leading player's in the near term? Guest speakers: Florence Devouard, Chair, Wikimedia Foundation; Jeff Pulver, Founder and Chairman, Pulver.com</p>	<p>Future leadership – where will it come from, where will it go? Leadership in the post-modern era Developing leadership – a matter of identity, talent, or skills? Participants: Morris Kahn; Dr. David Passig, Futurist, Head of Graduate Program in ICT, Bar-Ilan University</p>	
<p>19:30 - 21:00 TIM Global: Using scenario planning as a weapon against uncertainty</p>				

Monday, 15 December 2008

<p>9:00 – 11:30 Plenary The global crisis tests Israel's economy How does Israel's economy look in relation to the world? What opportunities will the economy have in the near and far future? How should a strategy for the future be formulated, and what are the possible growth engines? The Israel 2028 Plan – vision and implementation Guest speakers: Aart de Geus, Deputy Secretary General, OECD; Gideon Lichfield, Former Israel Correspondent, The Economist; Esther Levanon, Managing Director, Tel Aviv Stock Exchange; Prof. Manuel Trajtenberg, Head of the National Economic Council, Prime Minister's Office Moderator: Glenn Yago, Director Capital Studies, Milken Institute</p>				
<p>11:00-11:30 Ronnie Bar-On, Minister of Finance</p>				
<p>11:30-12:00 Networking break</p>				
<p>12:00-13:30 Breakout sessions</p>				
<p>The eternal triangle: Controlling shareholder – regulator - corporation How it works: Presentation of the Corporate Governance Index Who are the people pulling the corporation in opposing directions? Participants: Yael Andorn, CEO & President, AMITIM Senior Pension Funds; Dani Goldstein, Chairman & CEO, Formula-Vision; Prof. Eugene Kandel, Department of Economics, Hebrew University; Prof. Omri Yadlin, Faculty of Law, Tel Aviv University; Adv. Eyal Neiger (CPA), Partner, Eyal Khayat, Zolty, Neiger & Co. Law Offices Moderator: Prof. Assaf Hamdani, Hebrew University</p>	<p>9:00 - 13:30 Brazil: Investment Opportunities In the presence of Ambassador of Brazil Pedro Motta Pinto Coelho Participants: Rodrigo Carvalho, Ministry of Development, Industry and International Trade - Brazil; Eduardo de Sá, National Bank for Social Development -Brazil; Dr. Fabio Losso, Attorney-in-Law; Djalma Petit, Brazilian Association for Promoting Software Export; Shaul Shani, Chairman, ECI Telecom Moderator: Dr. Shmuel Yerushalmi, Chairman of the Israel-Brazil Chamber of Commerce</p>	<p>Human capital from kindergarten to university What threats and obstructions do school and higher education in Israel face? How can the budget be spread wisely? Can the Israeli education system make the world's top ten? Participants: Khaled Abo-Asbah, Manager, Massar Institute; Amos Shapira, CEO, Celcom; Avraham Shochat, Former Finance Minister; Prof. Zeev Tadmor, Chairman, The Samuel Neaman Institute, Member of the "Israel 2028" Strategic Plan; Shlomo Dovrat, Founder</p>	<p>The nuts and bolts: Infrastructure investment and financing What reciprocity exists between investment in infrastructure and economic growth? In the light of the global crisis, should Israel invest more in infrastructure? How can financing and management difficulties in project already underway be overcome? Guest speakers: Lady Barbara Judge, Chairman, UK Atomic Energy Authority Participants: Prof. Arnon Bentur, Dean, Faculty of Civil and Environmental Engineering, Technion; Yona Fogel, CEO, Paz Oil Company; Nir Gilad, Chariman, President & CEO, Israel Corp.; Yaron Kestenbaum, CEO, Israel Infrastructure Fund; Shuki Oren, Accountant General, Ministry of Finance</p>	<p>Changing strategy in a dynamic market How do companies cope with challenges in an environment of uncertainty? What aids are there for swimming in stormy waters? How do you plan strategy in the expectation of a prolonged slowdown? Guest speaker: Dr. Heiko Frank, Managing Director, TEFEN AG, Germany Participants: Avi Gabbay, CEO, Bezeq; Bina Rezinovsky, General Manager, Cisco Israel Moderator: Nitza Sasson, Senior Partner, TEFEN</p>



		& General Partner, Carmel Ventures		
13:30-14:30 Networking lunch				
14:30-16:00 Breakout sessions				
<p>Investment and business in India and China Where are the advantages, the challenges, and the opportunities in an uncertain world? Guest speakers: Dr. Gurinder Singh, Prof. of International Business, Amity International Business School in India; Liduo Zhong, Chairman Wonder Group & Tsinghua Uniresource Participants: Prof. Shlomo Maital, Technion Institute of Management (TIM); Dr. Eli Oppen, Chief Scientist; Haim Shafrir, CEO, Tafnit Moderator: Dr. Gilad Fortuna, The Samuel Neaman Institute, Member of the "Israel 2028" Strategic Plan</p>	<p>Investment Opportunities in Brazil (Cont.) Brazil - Case studies Participants: Ady Marom, GVT Brazil; Aviel Tenenbaum, EVP Sales & Marketing, ECI Telecom; Shaul Freidland, Director Global Sales, Makhteshim Agan</p>	<p>Conference call: Managing multi-directional communications Guest speakers: Adam Bly, Founder, CEO and Editor in Chief, Seed Media Group Michael Fertik, CEO, Reputation Defender Holly Weeks, Author of "Failure to Communicate: How Conversations Go Wrong and What You Can Do to Right Them" Moderator: Prof. Oren Kaplan, The college of Management, LAHAV - Tel Aviv University</p>	<p>The overseers: Financial regulation in crisis conditions Is there a need for new thinking on the government supervisory system? Does excess strength mean weakness? How does regulation affect economic growth? Dialogue: The Bachar Committee, success or failure? Globes Research: Financial regulation</p>	<p>Cleaning up: The future for cleantech industries What financing models will be available for water and cleantech industries in the shadow of the global crisis? How will the crisis affect planning of infrastructure projects and investment in relevant technologies in the fields of water and clean energy? What awaits these industries the day the crisis ends?</p>
16:00-16:30 Networking break				
16:30-18:00 Closing plenary: Looking ahead - state, economy, and long-term processes How important is quality of government in managing an advanced economy? What is the relationship between stable administrative mechanisms and economic survival? How can probity and efficiency in government and administration be ensured?				