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# Go4Europe Conference 2011

## Hilton, Tel-Aviv. Monday October 31<sup>st</sup> 2011

Go4Europe is addressing the current issues of raising funds and establishing strategic alliances in Europe. Attendees will gain the benefit of real experiences and case studies of leading European and Israeli success stories



### For further details:

#### General information, Nadine Lati Doubior

Nadine.d@cukierman.co.il  
Tel: +972-3-6950666 ext: 453

#### Registration, Grigory Tkachman

Grigory.t@cukierman.co.il  
Tel: +972-3-6950666 ext: 466

#### Hotel accommodation, Audrey Gozlan

Audreyg@catalyst-fund.com  
Tel: +972-3-6950666 ext: 451

### The program will include:

- Go4European Achievement Prize to Eli Hurwitz - TEVA
- Being a market leader and succeeding through M&A in Europe
- Elevator Pitches: Israeli & European opportunities
- Where to invest and how to raise funds in Europe
- How a Technology company becomes a market leader in Europe
- How to match Israeli and European start-ups with MedTech players
- Go4Russia
- How can Biotech get to Specialty & Big Pharmas sweet spots?
- Challenges & opportunities in Green Economy in Europe & Israel
- The image of Israel in Europe

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### Agenda

08:00 – 09:00 Registration

09:00 – 09:45 Opening & Welcoming Note by:

Edouard Cukierman, Managing Partner- Catalyst, **Chairman- Cukierman & Co.**  
**Mr. Dan Meridor** – Deputy Prime Minister and Minister of Intelligence – Israel  
**Mr. Alain Juppe** – Minister of Foreign Affairs – France\*\*  
**Mr. Antonio Tajani** – Vice President of the European Commission

09:45 – 10:00 **Go4European Achievement Prize to Mr. Eli Hurwitz, Founder – TEVA**

10:00 – 11:00 **Being a market leader and succeeding through M&A in Europe**

**Moderator:** Luc Muller, General Manager – **OTTO Group**  
Michael Avnimelech, Managing Partner – **Cukierman & Co. M&A**  
Thierry Leyne, Chairman – **Assya Cie Financière**  
Denis Gasquet, CEO – **Veolia Propreté**  
Yair Shamir, Managing Partner – **Catalyst Fund**  
Gilles Boyer, CEO – **Assya Cie Financière**  
Gerald Turner, Chairman – **M&A Europe**

11:00 – 11:15 **Honorary guest: Claude Lanzmann**

11:15 – 11:35 **Showcases for Israel: 12 Elevator Pitches**

Michael Bensadoun, CEO, **Gvahim Pilot Accelerator**; Dubi Beniamini, **IAI Mosquito Drone Project**; Alon Alroy, Co-founder, **Bizzabo**; Yaacov Cohen, CEO, **harmon.ie**; Lior Hessel, CEO, **Growponics**; Ron Weissberg, **Cerac**; Dotan Peleg, CEO, **Morflora**; Sharon Mantin, VP Sales, **Orckit**; Eyal Baror, CEO, **Neuronix**; Amir Loberman, CFO, **Dmedical**; Noam Shani, CEO, **Kahr**; Eyal Orion, CEO, **VGS**

11:35 – 11:50 **Coffee Break**

11:50 – 12:50 **Where to invest and how to raise funds in Europe**

**Moderator:** Guy Ravid, CEO – **Cukierman & Co.**  
Roger Cukierman, Former CEO – **Edmond de Rothschild Group**  
Slawomir Majman, President Polish Information & Foreign Investment – **PAIIZ**  
Marc Touati, Head of Economic and Equity Research – **Assya Cie Financière**  
Diederik Zandstra, Head of International Listings EMEA – **NYSE Euronext**

12:50 – 14:00 **Lunch**

14:00 – 15:00

**Panel 1: How a Technology company becomes a market leader in Europe**

**Moderator:** Yossi Vardi, Chairman – **International Technologies**  
RT Hon David Willis MP, Minister of State for Universities and Science – **UK**  
Jeremie Berrebie, Co-Founder – **Kima Ventures**  
Gervais Pelissier, CFO – **France Telecom**  
Eden Bar-Tal, Director General – **Ministry of Communications, Israel\***

**Panel 2: How to match Israeli and European start-ups with MedTech players?**

**Moderator:** Dr. Laurent Choppe, Managing Partner – **Cukierman Life Sciences**  
Dr. Alain Coudray, VP International Clinical Research & Innovation – **Medtronic**  
Dr. Shimon Eckhouse, Chairman – **Syneron Medical**  
Dr. Dave Gershon, Senior Partner – **Gershon Capital & Cie**  
Mr. Lior Maayan, CEO – **Orsense**

**Panel 3: Go4Russia**

**Moderator:** Arkady Milman, former Ambassador Israel to the **Russian Federation**  
Yan Ryazantsev, Director of Investment and Expertise – **Russian Venture Company**  
Konstantin Torgov, Senior Banker – **EBRD**  
Edouard Cukierman, Managing Partner – **Catalyst**, Chairman – **Cukierman & Co.**  
Scott Antel, Partner – **DLA Piper**  
Dmitry Lisenkov, Managing Director – **Rusnano**  
Boris Evseev, Managing Director – **Gazprombank**

15:00 – 16:00

**Panel 1: Challenges & opportunities in Green Economy in Europe & Israel**

**Moderator:** Lior Hessel, Head of Ag-Tech – **Cukierman & Co.**  
Alain Baruc, Dr. Development – **Vinci Group\***  
Lucien Y. Bronicki, Chairman – **Ormat**  
Horst Hartwig, Partner – **Graf Von Westphalen**  
Gal Oren, Partner – **APM**  
Henri Starkman, Chairman – **Veolia Israel**

**Panel 2: How can Biotech get to Specialty & Big Pharmas sweet spots?**

**Moderator:** Daniel Cohen, Partner – **Cukierman Life Sciences**  
Neil Goldsmith, CEO – **Evolve**  
Dr. Florent Gros, Managing Director – **Novartis Venture Funds**  
Jan Honoré, Senior Director GBD – **Ferring Pharmaceuticals**  
Pierre d'Epenoux, Head of Business Development Europe – **Sanofi**

**EU-Israel Business Dialogue** is scheduled at 15.00pm – (By invitation only)

16:00-17:30 **The image of Israel in Europe**

**Moderator:** Roger Cukierman, VP – World Jewish Congress & Board – **ELNET**  
Ronnie Chan, Chairman – **Hang Lung Properties – Hong Kong**  
Matthew Gould, HM Ambassador – **British Embassy in Israel**  
Ron Houldai, Mayor of Tel Aviv – **Israel**  
Andrew Standley, Ambassador, Head of EU delegation – **State of Israel**

16:00-17:30 **Technology transfer in Europe: Best practices**

**Moderator:** Pr. Daniel Rouach – **ESCP Europe**

17:30 **Closing remarks**

**Mr. Pierre Lellouche** – Secretary of State for Foreign Trade – **France**

\*\* Via video conference

\*Please note that some speakers have not confirmed their presence.

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