

TRANSTECH 2020 PROGRAM

11th EDITION – Special Start-ups France-Israel – Wed. 25 Novembre

Israel time is stated below, France is -1 hour

14:00 – 14h20 Introduction

Dr. Daniel Rouach & Henri Cukierman & Dan Catarivas

PART I DEEP-DIVE INTO ISRAEL'S ECO-SYSTEM

Welcoming by **Shiran Katz** @Vice-President, Rothschild & Co (Zurich)

14h20 – 14h30 Israel's unicorn success story

Oren Kaniel - CEO & Co-Founder @AppsFlyer

14h30 – 14h40 Food-Tech Success Story Israel

Didier Toubia - Co-Founder & CEO @Aleph Farms

14h40 – 15h00 Why Israel is a Hub of innovation?

Inbal Arieli - Author of Chutzpah, Global Speaker, Founder @Synthesis

One of the 100 Most Influential people in Israeli hi-tech; one of the 100-tech-business-women-speakers in the world; and one of the most influential Israelis of 2019

15h00 – 15h35 PANEL CYBERSECURITY

- ⇒ **Roy Bachar** - Vice-President & General Manager @Upstream Security
- ⇒ **Arik Kleinstein** - Founding Managing Partner @Glilot Capital Partners
- ⇒ **Liran Sheinbox** - Director of Cyber Security, CISO @Playtika
- ⇒ **Guy Flechter** - CISO & DPO @AppsFlyer
- ⇒ **Ofer Wolf** - COO @GuardiCore

15h35 – 16h00 PANEL START-UPS PITCHING

Moderated by Yossi Dan, Co-Founder & CEO of TrekFoundres, accelerator for entrepreneurs

- ⇒ **Jeremy Toledano** - Founder & CEO @DeskPlan
- ⇒ **Naomie Nakache** - CEO @GiveNReceive
- ⇒ **Beatrice Chemla** - Co-Founder & CEO @IMMA
- ⇒ **Adam Arie** - CVO @Pinsteps
- ⇒ **Adrien Cohen** - CEO @Tykal.io

16:00 – 16h20 SPECIAL GUEST

French Ambassador to Israel, **Mr Eric Danon**

16h20 – 16h30

Gisèle Hivert-Messeca - Director @Trade and Investment office of the French Embassy

16h30 – 16h40 Israel Innovation Authority & social impact

Patricia Lahy-Engel - Senior Director, Social R&D @Israel Innovation Authority

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16h40– 17h30 **PANEL HEALTH TECH**

- ⇒ **Karen Beer Gabel** - Strategic Business Development Healthcare @Dell
- ⇒ **Galit Zuckerman** - Founder & CEO @Medasense Biometrics Ltd
- ⇒ **Julien Bahloul** - Country Manager France @OrCam
- ⇒ **Gal Salomon** - CEO @Clew Medical
- ⇒ **Aurelie Guthmann** - Country Representative of Bpifrance in Israel

17h30 – 18h20 **PANEL FINTECH & BLOCKCHAIN**

- ⇒ **Ronen Assia** - Founder & CEO @eToro and Managing Partner @ Team8 Fintech
- ⇒ **Youval Rouach** - Co-Founder & CEO @Bits of Gold
- ⇒ **Jonathan Medved** - Founder & CEO @OurCrowd
- ⇒ **Ouriel Ohayon** - Founder & CEO @ZenGo

18h30 – 18h45 **Latest challenges in Tech Industry**

Raphael Ouzan - Founder @A.Team, @BlockNation, @Israël Tech Challenge
Serial award winner (Forbes, TheMarker, Station F, WEF, recipient of Israel's President's Award for Technology and Innovation)

18h45 – 18h55 **Leverage Artificial Intelligence in Social Networks**

Alon Leibovich - Co-Founder & CEO @BrandTotal

PART II FOCUS ON FRENCH-ISRAEL RELATIONS

Welcome words by **Andre Dan**, Speaker & Coach, Co-Founder @Challengy

19h00 – 20h00

PANEL France-Israël : Coopération et Transfert de technologies du militaire vers le civil

- ⇒ **Anne Baer** - CEO @iKare and President for Israel @French Foreign Trade Advisors
- ⇒ **François Petit** - Head of the Economic Affairs Department at the French Embassy in Israel
- ⇒ **Pierre-Yves Grente** - Defense Attaché, French Ministry for Armed forces
- ⇒ **Jonathan Goldberg** - Country Director Israel @Thales
- ⇒ **Patrick Amar** - Special Counsellor @Civil Aviation Authority of Israel
- ⇒ **Daniel Sayag** - Head of Sales Israel @Airbus Defence & Space

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20h00 – 20h10 Technology exchanges between France-Israel

Jeremie Kletzkine - Vice-President @Start-Up Nation

20h10 – 20h20 Bringing Israeli Innovation to French Corporates

Valérie Zarka - Founder & CEO @More than Digital

20:20 END OF CONFERENCE, Award winner 2020 Medal of Jerusalem

Yoan Smadja - CEO @Maison Kayser... a taste of Paris in Israel!



Israel-France Chamber of Commerce

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