



23<sup>rd</sup>  
CONFERENCE

MONDAY, DECEMBER 2<sup>ND</sup>, 2019  
Hilton Hotel, Tel Aviv



Connecting between leading global investors  
and Israel's most innovative technology companies

[www.go4israel.com](http://www.go4israel.com)

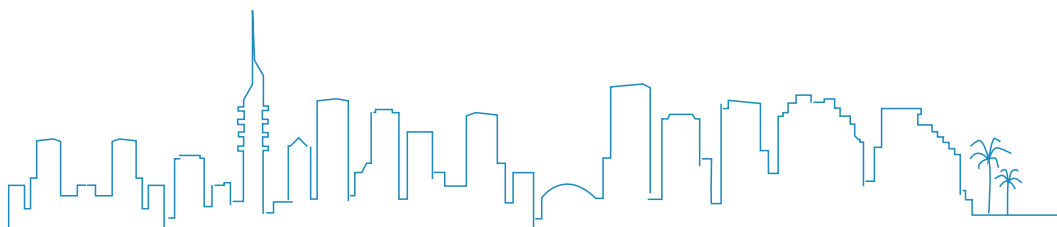
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**MONDAY, DECEMBER 2<sup>ND</sup>, 2019**  
**Hilton Hotel, Tel Aviv**



**08:00 – 09:00 Registration & Networking**

**09:00 – 09:30 Welcoming & Opening Remarks**

Edouard Cukierman, Managing Partner - **Catalyst Funds**  
 Ronnie Chan, Chairman - **Hang Lung Properties**

**09:30 – 09:40 GoforIsrael Achievement Prize:** Ilian Mihov, Dean - **INSEAD**

**09:40 – 10:20 Israel M&A**

**Moderator:** Haggai Ravid, CEO - **Cukierman & Co. Investment House**

**Panelists:** Amir Shani, Partner, Deal Advisory - **KPMG, Israel**

Ithai Stern, Associate Professor of Strategy - **INSEAD**

Lisya Bahar, Partner - **Catalyst Funds**

Natti Ginor, Managing Director of Global Equities & Head of Israel Markets - **Jefferies**

Omer Ben-Zvi, Partner - **Shibolet**

**10:20 – 11:00 GoforChina: Challenges & Opportunities for Israeli Companies in China**

**Moderator:** Benjamin Peng, Head of China - **Cukierman & Co. Investment House**

**Panelists:** Ilian Mihov, Dean - **INSEAD**

Michael Zheng, Managing Partner - **PrelPO Capital**

Ronnie Chan, Chairman - **Hang Lung Properties**

Shengyan Fan, Managing Partner - **Catalyst-CEL China Israel Fund**

Yishai Pinchover, Co-founder & COO - **CodeMonkey Studios**

**11:00 – 11:15 Coffee Break**

**11:15 – 11:45 1. Elevator Pitches – Israeli Life Sciences Companies**

Alon Bloomenfeld, CEO - **Raziel Therapeutics**

Alon Magal, CEO - **HeroKi**

Ariel Beery, CEO - **Mobile ODT**

Cliff Ansel, CEO - **Respinova**

Danny Lustiger, CEO & Co-founder - **MedCu**

Jordan Feder, VP Business Development - **MedAware**

Liron Fendell, CEO - **Nutritional Growth Solutions**

Ori Goren, CEO - **Nuance Hearing**

Dr. Philippe Halfon, CEO - **Genoscience Pharma**

Ralph Birnbaum, VP Business Development - **TransAlgae**

Sagi Brink-Danan, CEO - **HIL Applied Medical**

Dr. Ziv Karni, President - **Zmed Laser**

**11:45 – 12:25 Israeli Life Sciences Cluster: Promises for Global Stakeholders**

**Moderators:** Dr. Laurent Choppe, Managing Partner - **Cukierman & Co. Life Sciences**

Daniel Cohen, Partner - **Cukierman & Co. Life Sciences**

**Panelists:** Prof. Fabio Miraglia, President - **C.H.I.CO Lazio Region Cluster of Health Innovation**

Gary Leibler, Founder & Managing Partner - **Shavit Capital**

Dr. Jing Bao, Chief Medical Officer - **Livzon Pharmaceutical Group**

Dr. Yair Schindel, Co-founder & Managing Partner - **aMoon**

**12:25 – 12:55 2. Elevator Pitches – Israeli Technology Companies**

Adrian Dixon, Head of Markets - **BondIT**

Amitai Peleg, CEO - **Sealartec**

Assaf Gedalia, CEO - **WalkOut**

Givon Snir, CEO - **MeMeMe**

Ziv Cahani, VP BD - **Creative IC3D**

Lior Avitan, CEO - **Ultrawis**

Meir Moalem, CEO - **Sky & Space Global**

Michael Bromfman, CEO - **CENS**

Michael Chojnacki, CEO - **Baseline Vision**

Oran Weisz, CEO - **Greenvibe**

Ran Soffer, CEO - **Pointme**

Shoval Shavit Shapiro, Founder & Creator - **AMKIRI**

Tamir Ostfeld, COO - **Raft Technologies**

Viktor Ariel, CEO - **Sure Universal**

**12:55 – 13:35 Investments in Israeli Technology Companies**

**Moderator:** Ben Topor, Managing Partner - **Cukierman & Co. TMT**

**Panelists:** Ayelet Ben Arav, VP Business Development - **Incubit Technology Ventures**  
Dov Moran, Managing Partner - **Grove Ventures**  
Joel Bar-El, CEO - **Trax**  
Nadav Attias, Managing Partner - **Cukierman & Co. New Mobility**

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**13:35 – 14:50 Lunch**

**14:50 – 15:05 Keynote Speech:** Dr. Jonathan Javitt, Chairman & Co-founder - **NeuroRx**

**15:05 – 15:45 Family Offices Investing in Israeli Tech & Funds**

**Moderator:** Luc Muller, Vice Chairman – **Cukierman & Co.** & Former CEO - **Otto Family Office**

**Panelists:** Alon Hirsch, Head - **Rafi Gidron Family Office** & Partner - **Start-Up Studio**  
Christian Malek, CEO & Founder - **Novastone Capital**  
Micha Jesselson, Managing Partner - **Jesselson Investments**  
Oron Barkai, Partner & Director - **Ayiko Group**  
Sven Lingjaerde, Managing Partner - **Reference Capital**

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**15:45 – 16:15 3. Elevator Pitch Session: Israeli Mobility Companies**

Alon Hayka, CEO - **Galileo Wheel**

Barry N. Breen, CEO - **3GSolar**

Eden Attias, CEO - **ParaZero**

Hannan Carmeli, CEO - **TheDOCK Innovation**

Hanan Gothait, CEO - **Xjet**

Kobi Marenko, CEO - **Arbe Robotics**

Lee Parkinson, CEO - **Beelivery**

Maria Levin, Business Development - **Neteera**

Noam Lawi, Co-founder - **Woduels**

Yoel Gat, CEO - **SatixFy**

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**16:15 – 16:55 The Image of Israel Abroad**

**Moderator:** Roger Cukierman, Board Member - **Cukierman & Co.**, former CEO – **Rothschild**

**Panelists:** Ambassador Dan Gillerman - **former Israeli Representative to the UN**  
H.E. Magnus Hellgren - **Ambassador of Sweden to the State of Israel**  
Jonathan Davis, Head of RRIS, VP - **IDC Herzliya for External Relations**  
Rudy Rochman - **Israel & Jewish Rights Activism**  
Sandrine Montsma, Managing Partner - **Bridges Israel**  
Sivan Ya'ari, Founder & CEO - **Innovation Africa**

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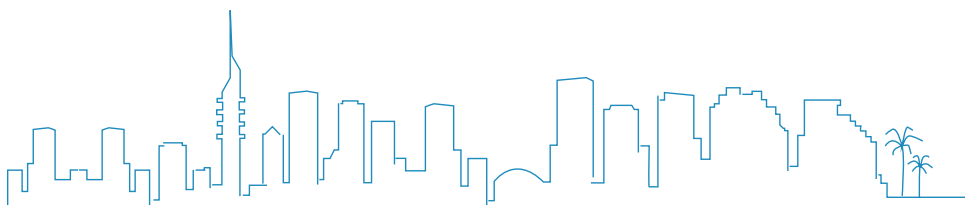
**16:55 – 17:10 GoforIsrael Closing Remarks**

Ronnie Chan, Chairman - **Hang Lung Properties**

Yair Shamir, Managing Partner - **Catalyst Funds** & former Minister of Agriculture  
**State of Israel**

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**10:00 – 19:00 One on One meetings**







**Dear Guests and Friends,**



It is our great pleasure to welcome you to the 23<sup>rd</sup> GoforIsrael conference, hosted by Cukierman & Co. Investment House and Catalyst Funds.

Since 1999, Catalyst has focused on investing in disruptive Israeli technology companies and partnering with them to help realise their goals and success. The Catalyst CEL Fund, is the latest of three funds raised by Catalyst and was the first dedicated Israel-China Fund. We have already begun to realize some of the many benefits of the strategic alliance with our partners at China Everbright Limited, which enables us to support our portfolio companies in the deployment of their activities within Greater China.

We are thrilled to be celebrating Catalyst's 20-year anniversary this year. 20 years is a significant milestone and an opportunity to reflect and thank everyone who has been involved during this two-decade long journey. 2019 saw a very important milestone for Catalyst where we were delighted to take Catalyst II portfolio company Tufin public on the NYSE. The 20-year landmark is also an opportunity to redouble our commitment and focus as we work towards Catalyst's continued success.

Since 1993, Cukierman & Co. has provided its clients with a full array of investment banking services with the aim of assisting both Israeli and international businesses to grow, succeed and expand their strategic relationships. In Israel the firm has achieved a dominant position in our chosen markets.

GoforIsrael 2019 serves as a distinct opportunity to showcase the leading Israeli innovations across a wide spectrum of business arenas, which continue to prosper across expanding geographic boundaries.

We have now been holding this Conference for almost two decades and are very proud of how the event has grown and developed. In recent years we have strived to demonstrate the benefits of Israel's deep commercial relationships, not just with Europe and the US, but with emerging markets worldwide. We have particularly focused on Israel-China relations, highlighted by the success of the last GoforIsrael conference held in Jinan, China which was attended by more than 1,400 participants and facilitated over 800 one-on-one meetings between innovative Israeli technology companies and Chinese investors.

Last but certainly not least, we are honoured to present this year's Achievement Prize to Iljan Mihov, Dean of INSEAD. Insead has contributed and continues to contribute to the economic growth of Israel, as Insead has trained numerous Israeli top managers to the highest international standards. Many Insead graduates became very influential in Israel and were able to contribute and create an impact on the society and the economy.

We look forward to spending this unique day at the GoforIsrael with you and hope that the event is both rewarding and enjoyable for everyone involved.

**Edouard Cukierman**

Managing Partner – Catalyst CEL Fund

**Yair Shamir**

Managing Partner – Catalyst CEL Fund



## **Dear distinguished guests,**

We are delighted to have you with us today at our 23<sup>rd</sup> GoforIsrael event here in Tel Aviv.

We have had a great 2019 year across all capital markets activities.

The volume and transaction values of investment as well as M&A is continuously growing. Emerging markets led by China is becoming an ever important partner and investor in Israeli technologies.

We will continue to pursue and spearhead Israeli cross-border activities.

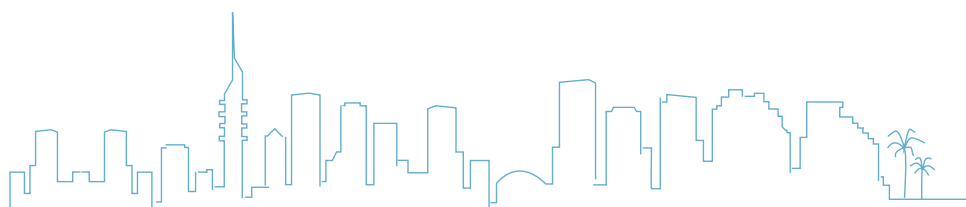
We are here to help you and serve you, whether you are an investor or a company which is seeking cross-border solutions.

Please speak with me or with one of the managing directors who is managing one of the departments – healthcare, Mobility, Energy and TMT.

Last but not least our country managers from France, Italy and Greece are with us. Feel free to speak with them about other opportunities outside of Israel.

**Haggai Ravid**

CEO, Cukierman & Co. Investment House





## **Welcome to the GoforIsrael 2019 Conference!**

I am privileged to serve as Chairman of the Day for the second time at the GoforIsrael Conference in Tel Aviv. The GoforIsrael has grown to be one of the most influential business events in Israel, focusing on connecting leading global investors, especially from China, with the most innovative Israeli technology companies.

Today, we are living in unsettled times; protectionism and unilateralism are on the rise, striking a blow to the global economy. There is an urgent need to find new ways of working together. Your attendance at this conference demonstrate our commitment to increasing business connectivity and ensuring stable cooperation among our nations. I am delighted to see many distinguished guests around the world to come to a shared understanding and create lasting partnership.

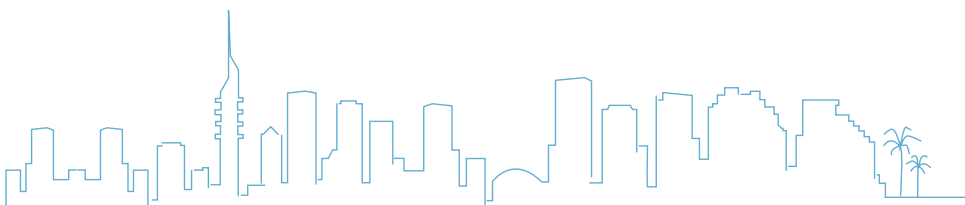
We have an exciting program featuring Israeli business interactions in the international arena, and the China Panel will address the challenges and opportunities for cooperation between China and the "Start-Up Nation". My sincere hope is that the link between China and Israel would continue growing stronger and deeper. The combination of Israeli technological know-how and Chinese markets makes the two economies a perfect fit. It is on this premise that we are here today to further strengthen this strategic and powerful relationship.

I extend my heartiest congratulations to Cukierman & Co. and Catalyst Funds for organizing this conference and to all of the speakers and delegates who will attend. I have no doubt that you will be amazed by the program and overall event that is presented to you.

I wish you all an enjoyable day!

**Ronnie C. Chan**

Chairman - Hang Lung Properties



**May, 28<sup>th</sup> 2019 – The Shandong Hotel, Jinan, China**



**Opening Remarks**

Eli Cohen, Minister of Economy & Industry –  
State of Israel



**Networking and Business Opportunities**

1,400 participants including 500+ Chinese  
investors and 100 of the most innovative  
Israeli technology companies

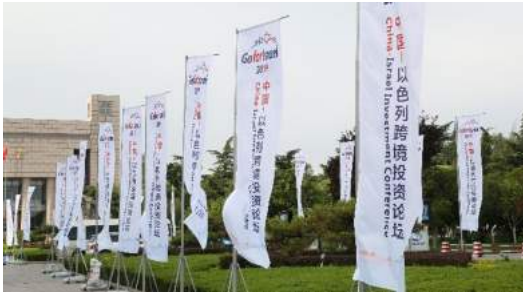


**Influential Speakers**

Edouard Cukierman, Managing Partner –  
Catalyst CEL Fund

Antony Leung, Chairman – Nan Fung Group

Yair Shamir, Managing Partner – Catalyst CEL  
Fund



**22<sup>nd</sup> GoforIsrael Conference, 4th event in China**  
The Shandong Hotel, Jinan, China



**Panel: Marketing & Sales Strategies for Israeli Technology Companies in China**

Moderator: Ben Topor, Managing Partner –  
Cukierman & Co. TMM

Panelists: Arnaud Rodrigue, Managing Partner –  
Cukierman & Co. Mobility  
Haim Ben-Ami, CEO – Raft Technologies  
Kobi Marenko, Co-founder & CEO – Arbe Robotics  
Li Zhiming, Chief Expert, Overseas Division – Inspur  
Motti Kushnir, CEO & Co-founder – InfinityAR USA



**One-on-One Meetings**

Over 800 meetings were held between Israeli technology companies and Chinese investors throughout the day

February, 26<sup>th</sup> 2019 – Hilton Zurich Airport Hotel, Switzerland



First GoforIsrael to be held in Switzerland  
Hilton Zurich Airport, Zurich



Opening & Welcoming Remarks  
Dr. Ami Appelbaum, Chief Scientist -  
Ministry of Economy and Industry &  
Chairman - Israel Innovation Authority



Dr. Laurent Choppe, Managing Partner –  
Cukierman & Co. Life Sciences  
Sami Sagol, Chief Executive Officer & Chairman  
- Keter Plastic Ltd  
Dr. Ami Appelbaum, Chief Scientist - Ministry  
of Economy and Industry & Chairman - Israel  
Innovation Authority  
Edouard Cukierman, Chairman – Cukierman &  
Co. Investment House



## Israeli Life Sciences Cluster: Promises for Global Stakeholders

Panel Moderator: Dr. Laurent Choppe, Managing Partner – Cukierman & Co. Life Sciences

Anne Rogove, Senior Associate – Gurnet Point Capital

Dr. Ami Appelbaum, Chief Scientist - Ministry of Economy and Industry & Chairman - Israel Innovation Authority

Zeev Zehavi, VP Venture Investments - Johnson & Johnson Development Corporation

Dr. Nissim Darvish, Senior Managing Director - Orbimed Advisors Israel

Oded Har-Even, Partner & Managing Director - Zag S&W International Law Firm



## Israel, A Disruptive Force in Life Sciences Innovation?

Panel Moderator: Daniel Cohen, Partner - Cukierman & Co. Life Sciences

Dr. Yair Schindel, Co-founder & Managing Partner – aMoon

Dr. Pini Orbach, Head of Pharma - Arkin Holdings

Yair Geva, Partner & Head of Hi-Tech - Herzog Fox & Neeman Law Office

Dr. David Sidransky, Co-founder & Managing Partner - Israel Biotech Fund

Efi Cohen-Arazi, Founder & CEO - Rainbow Medical



## Closing Remarks

H.E. Jacob Keidar, Ambassador of the State of Israel to Switzerland and Liechtenstein



May, 31<sup>st</sup> 2018 - Fontainebleau Hotel, Foshan, China



**Networking and Business Opportunities**  
1,200 participants including 500+ Chinese investors and 100 of the most innovative Israeli technology companies



**One-on-One Meetings**  
Over 800 meetings were held between Israeli technology companies and Chinese investors throughout the day



**Israel-China M&A**  
Panel moderated by Edouard Cukierman, Founder & Managing Partner – Catalyst Funds





### Opening Remarks

H.E. Zvi Heifetz, Ambassador of the State of Israel to the People's Republic of China



### Elevator Pitches

Out of 100 Israeli companies, a selection of the most innovative Israeli companies was chosen to showcase their technologies



### First GoforIsrael Conference to be held in Foshan, China

Fontainebleau Hotel, Foshan

March, 5<sup>th</sup> 2018- Hilton Tel Aviv



Roger Cukierman, Board Member - Cukierman & Co, former CEO - Rothschild Bank  
Haggai Ravid, CEO - Cukierman & Co.  
Edouard Cukierman, Managing Partner - Catalyst CEL Fund  
Moshe Ya'alon, Former Defense Minister - State of Israel  
Ronnie Chan, Chairman - Hang Lung Properties & Co-founder - Morningside  
Yair Shamir, Managing Partner - Catalyst CEL Fund



**Opening Remarks**  
Ronnie Chan, Chairman of the Day



**GoforChina: Market Strategies for Israeli Companies in China**  
Moderator: Ronnie Chan, Chairman - Hang Lung Properties & Co-founder - Morningside  
Haggai Ravid, CEO - Cukierman & Co.  
Jimmy Jin, Deputy General Manager - Leaguer (Foshan, China)  
John Chan, Managing Director - China Everbright Limited  
Nevo Alva, CEO - Visualead  
Sean Jiang, CEO - Yafo Capital



**Elevator Pitches**  
A selection of Israel's most innovative companies were selected to showcase their technologies



**Investments in Israeli Technology Companies**  
Moderator: Ben Topor, Managing Partner - Cukierman & Co. TMT  
Daniel Karp, Corporate Development - Cisco  
Eyal Eliezer, Head of Invest in Israel - Ministry of Economy and Industry, Israel  
Sean Epstein, Head of Private Equity - SAP  
Yoav Etzyon, Partner - High Tech and Venture Capital Department - APM



**Networking & Business Opportunities**  
1,000 participants including 300 guests from abroad

September, 20<sup>th</sup> 2016 - Grand Hyatt Hotel, Shanghai, China



The First GoforIsrael Conference to be Held Outside of Israel  
Jin Mao Tower, Grand Hyatt Hotel, Shanghai



One-on-One Meetings  
1,050 meetings were held between Israeli technology companies and Chinese investors throughout the day



GoforChina: Market Strategies for Israeli Companies in China  
Panel moderated by Haggai Ravid, CEO - Cukierman & Co.



**Over 2,800 Participants**  
In Shanghai and Wuhan, China



## Chinese Investments in Israeli Biotech & Pharma Companies

Moderator: Dr. Laurent Choppe, Managing Partner - Cukierman & Co.  
Nissim Darvish, Senior Managing Partner - Orbimed Advisors Israel  
Wang Lanzhong, General Manager - Zhangjiang Bio-Pharm Development Group  
Jonathan Javvit M.D., M.P.H., CEO & Chairman - NeuroRx  
Wei Ming, CEO - Biotecan Pharma  
Dr Li Wengang, Managing Director & Founding Partner - China Healthcare Venture



## Closing Remarks

Mr. Ronnie Chan, Chairman - Hang Lung Properties



October, 26<sup>th</sup> 2015 - Hilton Tel Aviv



Antony Leung, CEO - Nan Fung Group  
Edouard Cukierman, Managing Partner - Catalyst CEL fund, Chairman - Cukierman & Co.



Edouard Cukierman, Managing Partner- Catalyst CEL fund, Chairman- Cukierman & Co.  
Yair Shamir, Managing Partner- Catalyst CEL Fund  
Naftali Bennett, Minister of Education- State of Israel



Roger Cukierman, President- CRIF  
Dore Gold, Director-General- Ministry of Foreign Affairs  
Lt.Gen.(res.) Benjamin (Benny) Gantz- 20th Chief of Staff of the IDF  
Edouard Cukierman, Managing Partner- Catalyst CEL fund, Chairman- Cukierman & Co.  
Frank Melloul, CEO- i24 News



**Gofor China**

Moderator: Haggai Ravid, CEO- Cukierman & Co

Shengyan Fan, Managing Partner - Catalyst CEL Fund

Sean Jiang, Founding Partner & CEO-

Cukierman YAFO Capital

Antony Leung, CEO- Nanfung



**Israeli M&A**

Yair Shamir, Managing Partner - Catalyst CEL Fund

Daniel Ilan, Partner- Cleary Gottlieb

Dr. George Lam, Chairman - Macquarie Infrastructure and Real Assets, Southeast Asia

Daniel Marcus, Partner- APM & CO.

Yossi Vardi, Chairman- International Technologies

October, 27<sup>th</sup> 2014 - Hilton Tel Aviv



**GoforChina**  
Moderator: Edouard Cukierman, Managing Partner – Catalyst Funds  
Ronnie C. Chan, Chairman – Hang Lung Properties Ltd.  
Shengyan Fan, Managing Director – China Everbright Limited  
Eric Zhao Dongliang, Director – Sino-Israel International Innovation Park (WEZ, China)  
Avishai Silvershatz, Managing Partner – Infinity Equity



**Real Estate Market**  
Moderators: Ilanit Harel-Tirosh & Michael Avnimelech – Cukierman & Co. Real Estate  
Nir Amsel, CEO and Co-Founder – HAP Investments  
Romain Cohen, Founder – Eurobridge London  
Angel Mas, CEO – ACOM, President and Chief Executive – Genworth Mortgage Insurance Europe  
Bruce V. Michelson, Vice President – The Michelson Organization  
Roni Soffer, President – Gazit-Globe



**Opening remarks:**  
Dr. Yuval Steinitz, Minister of Intelligence – State of Israel





### **The Place of Europe in Israel's Business Agenda**

Moderator: Luc Muller, General Manager – Otto Group  
 Peleg Amir, CEO – Lamina Technologies  
 Maximo H. Buch, Minister of Economy, Industry, Tourism, Employment –Valencia, Spain  
 Roger Cukierman – Cukierman & Co., President – CRIF  
 Gad Propper, Chairman – Gad-Pro Investments Ltd., and L'Oreal Israel  
 Prof.Daniel Rouach – ESCP Europe, President CCIIF, Co-Author of Israel Valley



### **Pharma & Biotech**

Moderators: Dr. Laurent Choppe & Dr. Emmanuel Elalouf – Cukierman & Co. Life Sciences  
 Dr. Manfred Horst, Director Licensing Europe – Merck & Co.  
 Dr. Nurit Harel, Co-Chairman – Fischer Pharmaceuticals Ltd.  
 Patrizia Luchetta, Director Life Sciences & Technologies – Ministry of the Economy of Luxembourg  
 Dr. Shai Yarkoni, CEO – Collect Biotechnology Ltd.  
 Tami Kfir, CEO – HBL Hadasit Bio Holdings Ltd.

October, 28<sup>th</sup> 2013 - Hilton Tel Aviv



Opening remarks:  
Dr. Uzi Landau, Minister of Tourism – Israel



Elie Chouraqui, Script Writer, Movie Director & Producer  
Maurice Levy, Chief Executive Officer – Publicis Group



Shengyan Fan, Managing Director – China Everbright Limited  
Richard Tang, Executive Director&CFO – China Everbright Limited  
Henri Starkman, Chairman- Veolia Environment  
John Chan, Managing Director – China Everbright Limited



MP Pierre Lellouche, Deputy Mayor of Paris  
Baron David de Rothschild, Executive Chairman – Rothschild Group



### Where to Invest in Europe?

Moderator: Roger Cukierman – Cukierman & Co.,  
President – CRIF

Maximo H. Buch, Minister of Economy, Industry,  
Tourism & Employment – Valencia, Spain

Ruben Vardanian, Advisor to the President, Chairman  
– Sberbank of Russia

Prof. Lorenz Reibling, Co-Founder, Chairman & Senior  
Partner – Taurus Investment Holdings

Michael Avnimelech, Managing Partner – Cukierman &  
Co. M&A



### Israeli Technologies: A Booster to Traditional European Industries?

Moderator: Meir Brand, Managing Director – Google  
Israel, Greece and SSA

David Hatchwell Altaras, CEO – Excem Group

Dor Skuler, VP, General Manager of Cloud Business  
Unit – Alcatel-Lucent

Prof. Daniel Rouach – ESCP Europe, President CCIF &  
Co-Author of Israel Valley

Michael Golan, Founder – Golan Telecom

Yoni Assia, CEO and Founder – eToro

**October, 29<sup>th</sup> 2012 - Hilton Tel Aviv**



#### **Telecom, Media & Internet, What's Next?**

Moderator: Moderator: Yossi Vardi, Chairman – International Technologies

Gil Picovsky, Managing Partner – Cukierman & Co. TMT Eden Bar-Tal, Director General – Ministry of Communications, Israel

Xavier Buck, CEO – EuroDNS

Michael Golan, Founder – Golan Telecom

Haim Teichholtz, CEO – Alcatel-Lucent Israel



#### **Cross Border M&A: New Directions**

Moderators: Guy Ravid & Michael Avnimelech – Cukierman & Co.

Yair Shamir, Managing Partner – Catalyst Funds

Michael Federmann, Chairman – Federmann Enterprises Chaim Hurvitz, Board Member – TEVA Pharmaceuticals

Luc Muller, General Manager – OTTO Group

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



#### EU Israel Business Dialogue

Antonio Tajani, Vice President – European Commission

Yair Seroussi, Chairman – Bank Hapoalim

Yossi Vardi, Chairman – International Technologies



Henri Starkman, Chairman and Founder – Veolia Israel

Dan Meridor, Deputy Prime Minister & Minister of Intelligence – Israel

Roger Cukierman – Cukierman & Co . President-CRIF

Yair Shamir, Managing Partner – Catalyst Funds



#### The Image of Israel

Ronnie Chan, Chairman – Hang Lung Properties, Hong Kong

Matthew Gould, HM Ambassador – British Embassy in Israel

Dr. Günter Krings, Deputy Chairman of the CDU/CSU Parliamentary Group – Germany

Andrew Standley, Ambassador, Head of EU Delegation – State of Israel

Ron Houldai, Mayor of Tel Aviv – Israel

### March, 15<sup>th</sup> 2010 - Hilton Tel-Aviv



#### Winning the Battle of the Israeli Image in Europe

Moderator: Roger Cukierman, Vice President –  
World Jewish Congress

Uzi Landau, Minister of National Infrastructures,  
Israel

Larry J Hochberg, Philanthropist and Chairman –  
ELNET

### November, 12<sup>th</sup> 2007 - Hilton Tel Aviv



#### Future Trends in European Markets

Jean – Paul Betbeze, Chief Economist – Credit  
Agricole SA

Abraham Cohen, Director – Camalia Capital Market

Peleg Amir, CEO – Lamina Technologies

Graham Dallas, Senior Manager – London Stock  
Exchange

James Posnett, Managing Director for European  
Products – Eurolist & Alternext (UK)

## February, 6<sup>th</sup> 2006 - Hilton Tel Aviv



Opening by:

**EHUD OLMERT**

**Former Prime Minister of Israel**

"Israel & Europe: A Fundamental Partnership"



**NICOLAS SARKOZY**

**Former President of France**

"Economic Relations between France & Israel"

### NICOLAS SARKOZY:

I wanted to say " Bravo" for the brilliant economic performances that Israel has achieved through a stringent policy set up by the Israeli government these past few years. It has been a success that Israel deserves. I am pleased to say that Israel has become a very important business partner for the European Union, import and export wise.

Europe is a strong, friendly and faithful partner. For me the development of the economical relationship between Europe and Israel, and especially between France and Israel is a strong priority. I have worked very hard on that matter when I was the finance minister, more than 50 French companies made the choice to open offices in Israel, industrial companies such as: Veolia, Danone, Schneider, L'Oréal, Aventis, Alcatel, Dassault Systèmes, France Telecom, also banks and finance companies such as: BNP-Paribas, Dexia, Edmond de Rothschild.

Also, I know that France is perceived in Israel as a good place for making business in Europe by Israeli investors. So now, dear Edouard, ladies and gentlemen, participants of the conference «Go4Europe», I would like to wish to you all "good work".



### November, 9<sup>th</sup> 2003 - Hilton Tel Aviv



**Key Note Speaker**  
**Benjamin Netanyahu**, Minister of Finance –  
State of Israel



**In memory of Dr. Samuel Pissar -**  
International attorney,  
Advisor to World Leaders and Visionary Author  
of Coexistence & Commerce

### November, 26<sup>th</sup> 2001 - Hilton Tel Aviv



**Opening by: The Honorable Prime Minister Late ARIEL SHARON:**

"The initiators of this important conference, you, Roger Cukierman and your son, Edouard, the CEO of Cukierman & Co. are providing a tangible expression of that same determination and dedication to act – and to succeed – in the fascinating path you have chosen. I especially appreciate the dynamic and decisive way in which you have this event and the results you have achieved".

Edouard Cukierman, Opening Remarks: "Yair Shamir and Chemi Peres – each of you are the sons of former prime ministers. It is the first time that the Prime Minister and the two of you can seat together around the same table without discussing politics"





**The Impact of the Political Situation on the Israeli High-Tech Sector**

Moderator: Edouard Cukierman, Chairman – Cukierman & Co.

Yehuda Levi, CEO – HSBC Israel

Chemi Peres, Managing General Partner – Pitango Vetur Capital

Yair Shamir, Managing Partner – Catalyst Funds



**Going Global - Growing Your Business Through M&A in Europe**

Moderator: Boaz Harel, Managing Partner – Catalyst Funds



The GoforIsrael delegations have been initiated and organised by Mr. Ronnie C. Chan, Cukierman & Co. Investment House and Catalyst Funds, in cooperation with the Israeli Ministry of Foreign Affairs.

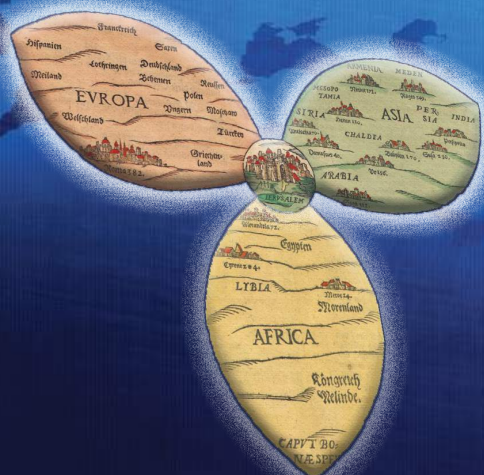
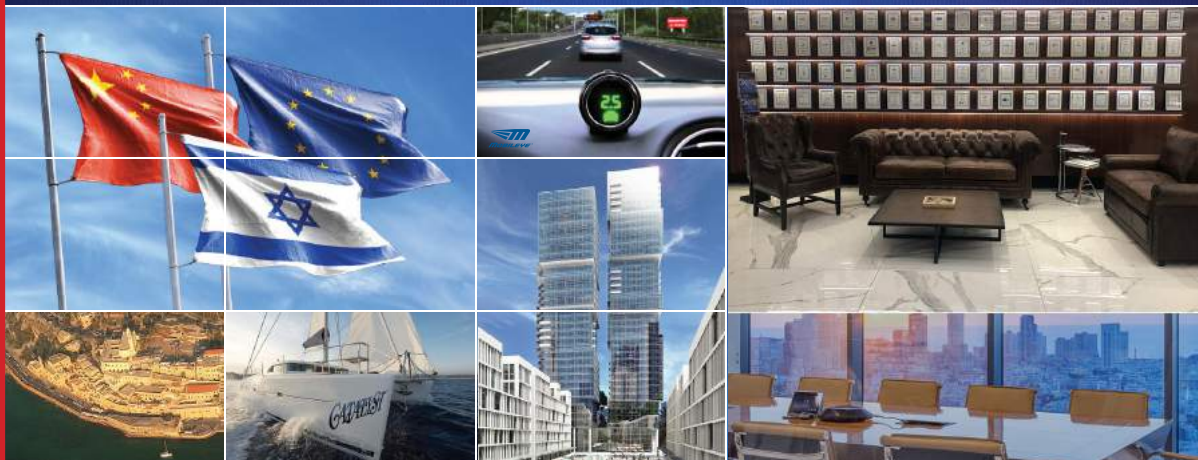
The delegations include top Chinese business leaders coming to discover the vast investment opportunities in Israel.

### GoforIsrael 2013: June, 18<sup>th</sup> - June, 23<sup>rd</sup>



# CUKIERMAN & CO.

Investment House Ltd.



[www.cukierman.co.il](http://www.cukierman.co.il)



# CUKIERMAN & CO.

## Investment House Ltd.



### Headquarters:

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## Leading Israeli Corporate Finance Investment House

Founded in 1993, Cukierman & Co. Investment House Ltd. is the leading Israeli investment house, providing a full array of services including M&A, Private Placements, Public Offerings, Family Office and Consulting Services to Israeli, European and Asian clients.

With over USD \$7B in completed transactions, we have one of the largest Corporate Finance teams in Israel with dedicated experts in the Life Sciences; Technology, Media & Telecom; New Mobility; Green Technology and Real Estate industries.

Our Private Equity activities include the Catalyst Funds, which rank among the best performing Israeli private equity funds. In 2019, capitalizing on our 27 years of experience, Catalyst created a unique Private Equity platform facilitating the growth of Israeli companies into key emerging markets with a special emphasis on China.

### Activities



## Cukierman & Co. - The Power of Innovation for more than 27 years

Cukierman & Co. successfully pioneered financial initiatives. Below are some examples:

- FIRST** IPO of both a VC Fund & an Israeli company in Europe: **ASTRA**
- FIRST** IPO of a non-German company in Germany (Neuer Market): **Wizcom**
- FIRST** IPO in Europe distributed through the internet: **OTI**
- FIRST** IPO of an Israeli company in the UK (Main List) in 2004: **Visonic**
- FIRST** European tranche of a Nasdaq Listing for an Israeli company (Nasdaq): **Optibase**
- FIRST** IPO of an Israeli/Mongolian company in the UK (main List) in 2005: **Metal Tech**
- FIRST** Dual Listing of a company in Israel and in Europe (TASE; Neuer Market): **Electronics Line**
- FIRST** Index of Israeli companies traded in Europe: **Cukierman 15** (Globes Daily Newspaper)
- FIRST** Industrial operation for an Israeli Group in Switzerland: **Lamina Technologies**
- FIRST** European mutual fund distributed by an Israeli Bank (Bank Hapoalim): **Cukierman Europe**
- FIRST** Israeli Investment Bank to complete a major German Insolvency case: **Eurobike AG**
- FIRST** Sizeable transaction between French and Israeli groups: **Klepierre & Elbit** (€773M)
- FIRST** IPO of a Croatian company on the AIM: **Cubus**
- FIRST** Hungarian company traded on the Nasdaq, exclusive advisor for M&A **Euroweb**
- FIRST** Israeli Listing sponsor on **NYSE Euronext**
- FIRST** International Business Conference Organizer in Israel and China: **GoforIsrael**
- FIRST** Israeli VC, with Catalyst investing in **Mobileye**; the largest IPO and first M&A of an Israeli company on Nasdaq
- FIRST** Israeli Investment House to open offices in China: **Cukierman in Shanghai and Wujin Changzhou**
- FIRST** Catalyst CEL first Israeli fund with a GP partner based in China: **China Everbright Limited**
- FIRST** Israeli IPO on the Nasdaq with a majority of Chinese investors: **Check-Cap**
- FIRST** VC investor in Tufin, backed by Catalyst. First Israeli NYSE IPO in 2019: **TUFN**

**We are Israel's leading Chinese and European focused investment house. We closed more than USD 7 Billion corporate finance transactions with European and Asian investors including:**



## Corporate Finance

Cukierman & Co. has a proven track record in providing assistance to Israeli and other growth companies seeking access to capital markets in Asia, Europe and the USA. Our services include Private Placements, Public Offerings and Mergers & Acquisitions. Our corporate finance services have been strengthened by the presence of offices in Shanghai, Hong Kong, Singapore, Lausanne, Milan, Munich, Paris and Poland. We have been engaged in over USD \$7 Billion worth of cross-border transactions across different industries.

For more information, please contact:



**Haggai Ravid**

CEO  
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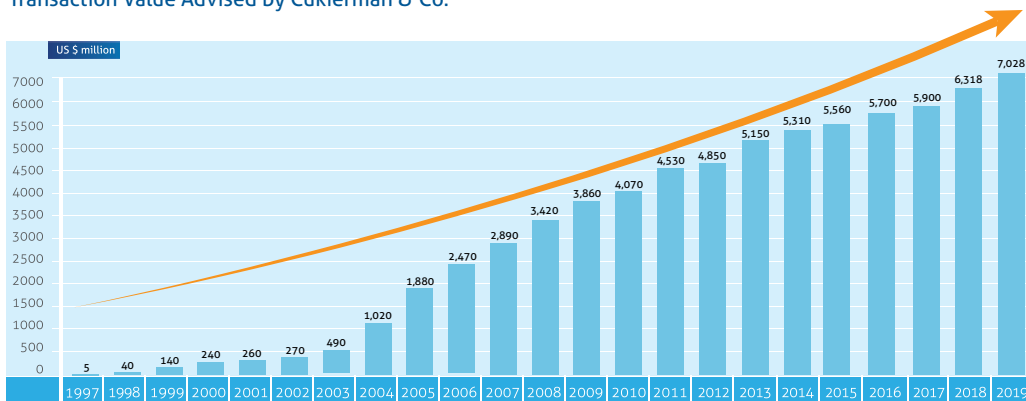


**Tali Gross**

Project Manager  
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## Our Track Record

Transaction Value Advised by Cukierman & Co.



## Our Team



Cukierman & Co. and Catalyst teams at the GoforIsrael Conference in March 2018



## Services Provided by Cukierman & Co

### M&A

Cukierman Investment House advises Israeli and International companies on mergers and acquisitions in Israel, Europe and Asia. These M&A transactions are tailored to achieve the client's business and strategic goals. The ability to execute on cross-border M&A transactions is our significant advantage. Over the years, we have completed M&A transactions with an accumulated value of USD \$4.1B in Israel, Europe and other cities.

### Private Placements

Cukierman & Co. assists companies in raising capital by identifying and securing the right capital structure for them. In addition, fundraising opportunities through Cukierman & Co. include secondary transactions and buyouts. In recent years, Cukierman & Co. has raised more than US \$2.3 Billion in private placement transactions from private investors and international financial institutions.

### Initial Public Offerings

We have years of experience and strong relationships with leading underwriters and institutional investors. As such, we are the Israeli market leader in raising funds from Europe's public markets for Israeli clients. Cukierman & Co. advised its clients on their IPO's in connection with French, German, Swiss and London stock exchanges.

#### Israeli Public Offerings in Europe versus the USA

	Europe		USA	
Year	Number of Equity Offerings	Capital Raised (\$M)	Number of Equity Offerings	Capital Raised (\$M)
Up to 1997	9	78	60	2,398
1998- 2000	24	921	67	7,052
2001-2003	1	118	12	2,806
2004- 2006	41	3,334	24	4,912
2007-2009	8	2,339	19	1,628
2010-2013	6	1,084	36	4,010
2014	8	2,100	29	7,600
2015 - 2016	4	196	25	2,507
2017 - 2019	6	70	47	3,356
Total	107	10,236	319	36,269

#### Capitalizing on Recent Chinese Investments in Israeli Companies

Over the last five years, we see a clear trend of leading Chinese financial and strategic players acquiring an increasing number of Israeli technology companies across a wide range of industries. The accumulated value of Chinese acquisitions of Israeli companies amounts to US\$15.1 billion. We expect to see this number increase year over year as more and more Chinese players enter the Israeli market.

#### Some of the Key Players from China Investing in Israel:





Established in 2006, Cukierman & Co. Life Sciences (CLS) provides financial advisory services to private and public companies, at different stages of development, across the whole healthcare spectrum, in Israel, Europe, Asia and America with strategic partners.

CLS mission is to assist biotechnology, pharmaceuticals, diagnostics, medical devices and digital health companies in identifying, negotiating and closing equity and venture debts, licensing agreements, strategic partnerships and M&A transactions; we support venture capital & private equity funds, private investors & family offices, corporate funds & corporate development teams, in selecting, evaluating, acquiring and divesting assets, businesses and companies in all life sciences sectors.

CLS talented team of scientific, medical, finance and business experts, jointly with our extensive international network, provides corporate guidance and global industry knowledge for fundraising and financial transactions.

## Recent transactions in Life Sciences include:

 <b>USD 26,000,000</b> Private Placement September 2018, January & October 2019 Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>EUR 17,000,000</b> Private Placement February & August & October 2018 Exclusive Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>USD 6,000,000</b> Private Placement April 2018 Financial Advisor CUKIERMAN & CO. Life Sciences	 Amount not disclosed Financial Advisor Private Placement April 2018 CUKIERMAN & CO. Life Sciences	 <b>US \$ 40,000,000</b> Private Placement June 2017 CUKIERMAN & CO. Life Sciences	 Assets sale Amount not disclosed August 2018 Exclusive Financial Advisor CUKIERMAN & CO. Life Sciences
 <b>USD 8,000,000</b> + Amount not disclosed Private Placement February & May 2016 Exclusive Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>USD 24,000,000</b> Private Placement IPO Nasdaq February 2015 October 2014 Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>€ 27,000,000</b> Private Placement November 2014 Exclusive Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>US \$ 8,500,000</b> Private Placement January 2010 Exclusive Financial Advisor CUKIERMAN & CO. Life Sciences	 <b>€ 33,000,000</b> Private Placement April 2015 Placement Agent CUKIERMAN & CO. Life Sciences	 <b>CHF 16,000,000</b> Private Placement July 2015 Financial Advisor CUKIERMAN & CO. Life Sciences

## Selected clients:



For more information, please contact:

 <b>Dr. Laurent Choppe, DVM, MBA</b> Managing Partner Cukierman & Co. Life Sciences laurent.c@cukierman.co.il	 <b>Daniel Cohen, BSc., MBA</b> Partner Cukierman & Co. Life Sciences daniel.c@cukierman.co.il	 <b>Dr. Alexandra Vallon-Eberhard, PhD, MBA</b> Partner Cukierman & Co. Life Sciences alexandra.ve@cukierman.co.il	 <b>Laurence Blazianu, BBA</b> Partner Cukierman & Co. Life Sciences laurence.b@cukierman.co.il
 <b>Arnaud Rodrigue</b> Partner Cukierman & Co. Life Sciences arnaud.r@cukierman.co.il	 <b>Shy S. Zyman, MBA</b> Partner Cukierman & Co. Life Sciences shy.z@cukierman.co.il	 <b>Eric Cohen, MSc., MBA</b> Venture Partner Cukierman & Co. Life Sciences eric.c@cukierman.co.il	
 <b>Sephora Sackmann, MSc.</b> Associate Cukierman & Co. Life Sciences sephora.s@cukierman.co.il	 <b>Julia Solomon, BSc</b> Analyst Cukierman & Co. Life Sciences julia.s@cukierman.co.il	 <b>Benjamin Mizrahi</b> Analyst Cukierman & Co. Life Sciences benjamin.m@cukierman.co.il	








## **Technology, Media & Telecom**

- Our team manages both Sell-Side and Buy-Side mandates across the entire Israeli Tech Scene.
- For the Sell-Side, we address complex situations in all industry sectors, including those that are not in the traditional areas of interest for investors.
- On the Buy-Side, we advise International Venture Funds and Asset Managers.
- We promote innovation and connect our clients to diversified sources of capital.

### **Selected clients and investors 2019:**



For more information, please contact:

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	<b>Avi Mizrahi</b> Advisory Board Member Cukierman & Co. TMT avi.m@cukierman.co.il		<b>Geraldine Nordman</b> Analyst Cukierman & Co. TMT geraldine.n@cukierman.co.il		<b>Michael Coen</b> Analyst Cukierman & Co. TMT michael.c@cukierman.co.il



## **New Mobility**

**Cukierman & Co. New Mobility (CNM)** is passionate about the last decade's revolution and evolution New Mobility market. Our clients help humans and goods to travel faster, safer and in a more eco-friendly way. We cover deep technologies and innovative business models, whether it is land, aerial, marine or even space-based applications.

Our team consists of entrepreneurs, executives, strategics and investment bankers that gained a 360° perspective on the mobility market. Our experience and our deep understanding of the sector combined with the global position of Cukierman & Co. is the most valuable offering to our clients.

### **Selected clients and investors:**



For more information, please contact:

	<b>Arnaud Rodrigue</b> Managing Partner Cukierman & Co. New Mobility arnaud.r@cukierman.co.il		<b>Nadav Attias</b> Managing Partner Cukierman & Co. New Mobility nadav.n@cukierman.co.il		<b>Benjamin Mizrahi</b> Analyst Cukierman & Co. New Mobility benjamin.m@cukierman.co.il
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## Green Technology



**Cukierman & Co. Green Technology (CGT)** was established to provide best-in-class advice to companies in the green technology space. CGT specializes in a variety of technology driven sub-sectors including: agriculture, renewable energy, energy efficiency, water desalination, energy storage and irrigation.

We assist public and private institutions to complete corporate finance transactions. We operate in China through a partnership with UMORE.

### Selected clients and investors:



For more information, please contact:



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#### Rurik B. Halaby

Chairman & Founder  
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#### Tal Brody

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## Cukierman International Real Estate



Cukierman & Co Real Estate (CRE) is a leading corporate real estate investment house, serving the local, regional and global real estate needs of our clients.

CRE was established in 2003, as the real estate arm of Cukierman & Co. CRE's expertise is in providing structuring and tailor made solutions for owners and developers of real estate assets in Europe, USA and Asia.

CRE has successfully closed transactions totaling over USD \$1.3B since 2003. CRE has an extensive network, relationship and credibility with investors and lenders at all levels: local, national and international.



### Case Studies:

- CRE successfully advised Alrov on the acquisition of an office/retail property in prime location in Paris from Sydney & London Properties €5,600,000.
- Acting on behalf of Elbit Medical, CRE completed the sale of a Central-European retail portfolio consisting of 19 assets to Klepierre €713,000,000.
- Representing Ofer Brothers, CRE completed the sale of 5 commercial properties in Budapest to Orco Property Group for €70,000,000.
- CRE invested together with Rosebud Medical in 8 office buildings in France and exited in less than a year with significant profit of €14,350,000.
- Acted For Redland Group on the sale of Nachlat Binyamin 6 for \$32,000,000.

### Selected clients and investors:





## Asian Offices

### Shanghai



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**Jack Xu**

Investment Associate  
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Over the past years more Chinese financial investors and strategic investors are focusing on Israel. As the leading Israeli investment bank, which prioritized China and Israel cross border transactions, we assist Israeli technology companies to raise capital from China or to be acquired by Chinese corporates. Due to our vast knowledge of the Chinese market, we have built a strategy around cross border transactions, optimizing the time and sources needed to execute these somewhat more challenging transactions.



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**Fan Zheng**

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**Nancy Cao**

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## Private Equity

Catalyst Investments is an Israeli based Private Equity multi-fund firm with unparalleled access to Israeli deal flow. Since 1999 Catalyst Investments has managed 3 top-performing funds. The partners leverage significant business networks and vast transactional experience in capital markets and cross-border M&A.

With over \$300M under management, Catalyst supports capital and long-term growth of innovative Israeli companies within global markets, with a special focus on China and emerging markets. Catalyst offers unique added-value to portfolio companies including a network of other strategic investors in markets across the US, Europe, China and emerging markets.

Catalyst focuses on leading disruptive technology companies and was the only Israeli VC that invested in Mobileye.

## Catalyst Investments Driving Global Growth



Henricus Bunting (1545 - 1606) Map of the World as a cloverleaf, with Jerusalem as its center from his book "Itinarium Sacrae Scripture", Helmstadt, 1581





## Catalyst Funds

### Catalyst Fund I

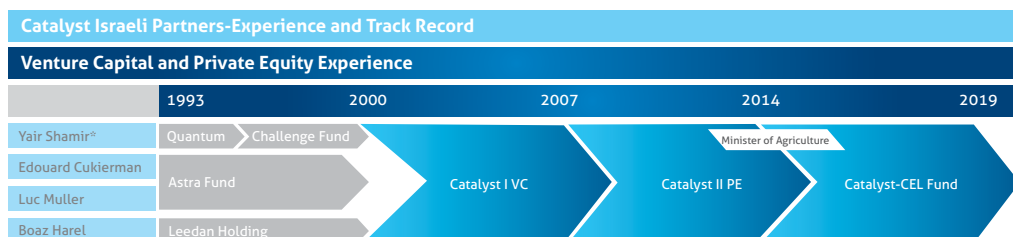
The Catalyst Fund L.P. (Catalyst I, vintage 2000) was a top performer among Israeli funds, with 6 exits out of 11 portfolio companies. The Fund invested in technology companies and had a diversified portfolio, including companies from the telecom, information technology, medical device, and biotechnology sectors.

### Catalyst Fund II

The Catalyst Private Equity Partners Fund L.P. (Catalyst II, vintage 2007), invested in mature, internationally expanding Israeli companies in diverse sectors. The fund invested in 12 portfolio companies, including two major market leaders in their fields, Mobileye and Tufin (NYSE:TUFN).

### Catalyst CEL Fund

The Catalyst CEL Israel-China Fund primarily targets mid-to-late stage companies with proven innovation and a growth strategy oriented towards expansion of activities into emerging markets. The Fund was established in partnership with China Everbright Limited (165:HK), and is jointly managed by both Catalyst and China Everbright. This strategic cooperation between Catalyst and China Everbright allows the Fund to support growth of Israeli companies in Greater China. The Fund had its first closing in March 2014 and reached its final closing in December 2015 with \$200M in commitments. To date the Fund has made investments into 6 portfolio companies - Lamina Technologies, X-Jet, SatixFy, Taboola, Eloxx (NASDAQ:ELOX) and Arbe Robotics.



\*Yair Shamir was elected Parliament Member and served as Minister of Agriculture of the State of Israel in the 19th Knesset from 2013 until 2015.

## Selected portfolio companies include:





## Catalyst Team in Israel



Edouard  
Cukierman



Yair Shamir



Boaz  
Harel



Luc  
Muller



Roger  
Cukierman



Yaron Yonati



Mitti Chayon



Lisya Bahar



Samuel Blank



Annie Salem



Jonathan Cohen



Audrey Gozlan

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**Yair Shamir** Founding & Managing Partner, Catalyst Funds, [yairs@catalyst-fund.com](mailto:yairs@catalyst-fund.com)

## Catalyst CEL Team in Hong-Kong



Shengyan Fan  
Managing Director



John Chan  
Managing Director



Samuel Chen  
Investment Director



Ivan Chiu  
Vice President



Ryan Li  
Vice President



Eric Choi  
Associate



Disi Wei  
Analyst



Philip Chow  
Analyst

## Selected investors include:





## Family Office



Cukierman & Co Family Office serves a few families and high net worth individuals through Cukierman & Co.'s broad range of investment expertise and relationships. Together with the client, our team evaluates the client's risk profile, defines the asset allocation, implements both strategic and tactical decisions, manages the financial wealth, and handles all of the client's ongoing financial affairs. Our team deploys a global strategy approach that is personalized by each individual client.



## Israel Valley Creating Shields through Technologies & Innovation



The book "Israel Valley" co-written by Edouard Cukierman and Daniel Rouach was published by Pearson in 2013 and re-edited in 2018. Israel Valley is a key resource to better understand the Israeli High-Tech Industry. The authors explain and analyze the Israeli experience

and know-how in High-Tech. The book illustrates through examples and stories the historical and cultural backdrop which have contributed to our understanding of the Israeli mindset and the impact of Israel's innovative power. In October 2014 a version translated into Chinese was published, in September 2016, the book was published in Italian and in October 2019 in Portuguese. The 4 versions are available online:

- Amazon: <http://www.amazon.fr/Israël-valley-dinnovation-Edouard-Cukierman/dp/2744064963>
- <http://product.dangdang.com/23634409.html>
- <https://www.amazon.co.uk/ISRAEL-VALLEY-Tecnologico-dellInnovazione-Italian-ebook/dp/B01MYA0AIJ>
- <https://www.amazon.com.br/vale-Israel-escudo-tecnológico-inovação/dp/8568905919>



## GoforIsrael Chinese Delegations Business Seminar for Chinese Leaders in Israel [www.goforisrael.com](http://www.goforisrael.com)

The GoforIsrael Chinese delegations for Chinese leaders from the private sector was initiated and organized by Cukierman & Co and Catalyst.

The delegation was led by Ronnie C. Chan, the Chairman of Hang Lung Properties, in cooperation with the Israeli Ministry of Foreign Affairs.



### Among the participants:





## **GoforIsrael Conference-leading Israeli business conference**



Bringing together leading global investors  
and Israel's best opportunities  
[www.goforisrael.com](http://www.goforisrael.com)

GoforIsrael (previously known as GoforEurope) is one of the most prestigious conferences in Israel for the business and financial community focusing on the technologies that made Israel famous: Life Sciences, Robotics, IT, Cyber Security, Advanced Manufacturing, Media & Telecom and CleanTech.

In 2019 alone the GoforIsrael Conference took place 3 times, in Switzerland, China and Tel Aviv. Our event in May 2019 in Jinan, China, was attended by more than 1,500 investors and industry leaders from China, Israel, and other countries; and brought to China more than 100 leading Israeli technology companies.

In 2020, GoforIsrael will bring together leading global investors and Israel's best opportunities, addressing current issues related to raising funds and establishing strategic alliances.



### Among our past sponsors and partners:



For more information, please contact:



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**Darya Belov**  
General Administration  
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# Selected Transactions

<p>USD 45,000,000</p> <p><b>HiFuture</b> Invested in <b>XJET</b></p> <p>December 2019</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>USD 26,000,000</p> <p>Private Placement</p> <p><b>VALCARE</b> Investment in</p> <p>September 2018, January &amp; October 2019</p> <p>Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>Undisclosed Amount</p> <p>Financial Advisor</p> <p>CSS Funds, England</p> <p>Invested in</p> <p><b>SAS</b></p> <p>October 2019</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>USD 5,000,000</p> <p>Financial Advisor</p> <p>Invested in</p> <p><b>temi</b></p> <p>May 2019</p> <p>CUKIERMAN &amp; CO. Technology, Media &amp; Mobility</p>	<p>USD 10,000,000</p> <p>Financial Advisor</p> <p>Invested in</p> <p><b>playermaker</b></p> <p>2019</p> <p>CUKIERMAN &amp; CO. Technology, Media &amp; Telecoms</p>	<p>Amount not disclosed</p> <p>Financial Advisor</p> <p>Private Placement</p> <p><b>CuraLife</b></p> <p>April 2018</p> <p>CUKIERMAN &amp; CO. Life Sciences</p>
<p>EUR 17,000,000</p> <p>Private Placement</p> <p><b>ACTICOR</b> BIOTECH</p> <p>February &amp; August &amp; October 2018</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>USD 6,000,000</p> <p>Private Placement</p> <p><b>NovellusDx</b> Path to Cancer Care</p> <p>April 2018</p> <p>Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>Amount not disclosed</p> <p>Private Placement</p> <p><b>kejako</b></p> <p>February 2018</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>USD 75,000,000</p> <p>Equity Financing</p> <p><b>Trax</b> image recognition</p> <p>Financial Advisor January 2018 June 2017 June 2016</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>US \$ 40,000,000</p> <p>Private Placement</p> <p><b>gamida</b> Cell</p> <p>June 2017</p> <p>CUKIERMAN &amp; CO. Life Sciences</p>	<p><b>ARTISAN CO. LTD.</b> <b>TOP SEEDS</b> <b>kaiima</b></p> <p>We Advised Kaiima on this transaction</p> <p>may 2017</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>
<p>USD 8,000,000</p> <p>*Amount not disclosed</p> <p><b>MEDASENSE</b> pain monitoring solutions</p> <p>February &amp; May 2016</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>US \$ 207,000,000</p> <p>Private Placement</p> <p><b>CATALYST</b> INVESTMENTS L.P.</p> <p>September 2015 March 2014</p> <p>Placing Agent CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>USD 24,000,000</p> <p>Private Placement</p> <p>IPD Nasdaq</p> <p><b>Check</b> Cap</p> <p>February 2015 October 2014</p> <p>Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>US \$ 8,500,000</p> <p>Private Placement</p> <p><b>FILVEST</b> Invested in</p> <p><b>apbs</b></p> <p>2014 January 2010</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 27,000,000</p> <p>Private Placement</p> <p><b>XELTIS</b></p> <p>November 2014</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>Amount not disclosed</p> <p><b>SONY</b> Bought a 30% stake of <b>DORI</b> in G.D.A. Distributing Agency in Indonesia</p> <p>October 2014 April 2013</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>
<p>Amount not disclosed</p> <p><b>大族激光</b> <b>HAN'S LASER</b> Has bought <b>NEXTEC</b> LASER MANUFACTURING</p> <p>January 2014</p> <p>Private Placement CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>Amount not disclosed</p> <p><b>ikubio</b> LTD Laser, optical Equity Financing Exclusive financial advisors</p> <p>December 2013</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 33,000,000</p> <p>Private Placement</p> <p><b>Opsona</b> Therapeutics</p> <p>April 2013</p> <p>Placement Agent CUKIERMAN &amp; CO. Life Sciences</p>	<p>Amount not disclosed</p> <p><b>NOVARTIS</b></p> <p>2012</p> <p>Strategic Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>CHF 16,000,000</p> <p>Private Placement</p> <p><b>MYOPOWERS</b> muscular dystrophy solutions</p> <p>July 2011</p> <p>Financial Advisor CUKIERMAN &amp; CO. Life Sciences</p>	<p>Amount not disclosed</p> <p><b>MOBILEVE</b></p> <p>January 2011</p> <p>Private Placement CUKIERMAN &amp; CO. Investment House Ltd.</p>
<p>€ 260,000,000</p> <p>Financial Advisor for the sale of <b>ESHG Group, NL</b> A company, subsidiaries of to Sterling Square Capital Partners, UK</p> <p>July 2010</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>US \$ 10,000,000</p> <p><b>HEADWAY</b> Secondary Acquisition from <b>ARM ARMED</b></p> <p>January 2010</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Secondary Advisor</p>	<p>CHF 21,000,000</p> <p>Private Placement</p> <p><b>evolve</b></p> <p>January 2010</p> <p>Placement Agent CUKIERMAN &amp; CO. Life Sciences</p>	<p>CHF 15,000,000</p> <p><b>Lamina Technologies</b></p> <p>Private Placements March 2009 January 2007 October 2004, March 2002</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 221,000,000</p> <p><b>Gen</b> Dassault Becoming a minority stake of</p> <p><b>VEOLIA</b></p> <p>October 2008</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 7,257,000</p> <p><b>LFELINE</b></p> <p>Initial Public Offering AIM - London Stock Exchange</p> <p>January 2008</p> <p>Co-Placement Agent CUKIERMAN &amp; CO. Life Sciences</p>
<p>US \$ 100,000,000</p> <p><b>CATALYST</b> INVESTMENTS L.P.</p> <p>Private Placements</p> <p>June 2007 February 2000</p> <p>Placing Agent CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 133,497,385</p> <p><b>ROSEBUD</b> Sells its properties to <b>HARVESTONE</b></p> <p>December 2006</p> <p>CUKIERMAN &amp; CO. Real Estate Ltd.</p>	<p>€ 75,000,000</p> <p><b>Summit Germany</b></p> <p>Secondary Placement London Stock Exchange - AIM</p> <p>October 2006</p> <p>Financial Advisor and Placement Agent CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>US \$ 2,000,000</p> <p><b>ISOLDO</b></p> <p>Fund Raising To establish INSEAD Casuarie Edmond de Rothschild Israel Research Center</p> <p>August 2006</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 23,588,615</p> <p><b>euroWeb</b></p> <p>Sells EuroWeb Hungary &amp; EuroWeb Romania</p> <p>May 2006</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 103,350,000</p> <p><b>ROSEBUD</b> MEDICAL</p> <p>Bought properties from <b>Pfizer</b></p> <p>January 2006 December 2004</p> <p>CUKIERMAN &amp; CO. Real Estate Ltd.</p>
<p>€ 700,000,000</p> <p><b>ELI</b> Sells its assets to <b>K</b></p> <p>Schulich of BNP PARIBAS August 2005 July 2004</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 70,000,000</p> <p><b>OPER BUSINESS GROUP</b></p> <p>Sold 5 properties to <b>ORCO</b> GROUP</p> <p>August 2005</p> <p>CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>GBP 16,000,000</p> <p><b>METAL TECH</b> IPO 2008</p> <p>Initial Public Offering AIM - London Stock Exchange</p> <p>May 2005</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO.</p>	<p>€ 164,000,000</p> <p><b>Fairchild</b> Acquired the assets of <b>EUROBIKE</b></p> <p>May 2004</p> <p>Financial Advisor and Placement Agent CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 14,210,000</p> <p><b>Visonic</b> For a smart and secure lifestyle</p> <p>Initial Public Offering London Stock Exchange - AIM</p> <p>April 2004</p> <p>Financial Advisor and Placement Agent CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 34,400,000</p> <p><b>PERSTORP</b></p> <p>Secondary Listing Neuer Markt - Germany</p> <p>August 2000</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>
<p>US \$ 28,000,000</p> <p><b>PowerCh</b></p> <p>Private Placements</p> <p>March 2000</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 38,500,000</p> <p><b>PERSTORP</b></p> <p>Initial Public Offering Neuer Markt - Germany</p> <p>August 1999</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 55,600,000</p> <p><b>PERSTORP</b></p> <p>Initial Public Offering Neuer Markt - Germany</p> <p>March 1999</p> <p>Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 19,900,000</p> <p><b>VCON</b> VIDEOCONFERENCING</p> <p>Initial Public Offering Nouvelles Marchés - France</p> <p>November 1998</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 16,400,000</p> <p><b>Perstorp</b> Merger &amp; Acquisition</p> <p>January 1998</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>	<p>€ 4,230,000</p> <p><b>PERSTORP</b></p> <p>Initial Public Offering Nouvelles Marchés - France</p> <p>December 1997</p> <p>Exclusive Financial Advisor CUKIERMAN &amp; CO. Investment House Ltd.</p>



## **Welcoming & Opening Remarks**

## Welcoming & Opening Remarks



### **Edouard Cukierman, Managing Partner - Catalyst Funds**

Mr. Edouard Cukierman is the Founder and Managing Partner of Catalyst Investments and serves as the Chairman of Cukierman & Co. Investment House. Since its establishment in 1993, Cukierman & Co. Investment House has been engaged in more than € 5.5 billion cross-border transactions across industries. Catalyst was the only Israeli venture fund that invested in Mobileye.

Prior to establishing and managing Catalyst Investments in 2000, Mr. Cukierman was the President and CEO of Astra Technological Investments, a Venture Capital Fund established in 1993, which was the first Israeli company to go public in Continental Europe.

Today, Edouard Cukierman serves as board member of Tufin technologies, a leading Cyber security company in Israel that went public in April 2019 – Nasdaq (TUFN), and Dori Media Group in Israel. Edouard Cukierman is the Founder of the GoforIsrael annual conference.

Mr. Cukierman is a board member of "Alliance Israelite Universelle en Israel" and a board member of Sar-El (Association that brings volunteers from across the world to the IDF in Israel). He is also a director of the China based Asia M&A Council.

Edouard Cukierman together with Dr. Daniel Rouach co-authored the book "Israel Valley Le bouclier technologique de l'innovation" published in June 2013 by Edition Pearson in Paris, translated into Chinese in November 2014, and in Italian in June 2016

Mr. Cukierman served for many years as a reserve officer in the Crisis & Hostage Negotiation team and in the Spokesperson's Unit of the IDF.

Mr. Cukierman holds an MBA from INSEAD, France and a B.Sc. from the Technion – Israel's Institute of Technology.



# Welcoming & Opening Remarks



## Ronnie Chan, Chairman – Hang Lung Properties

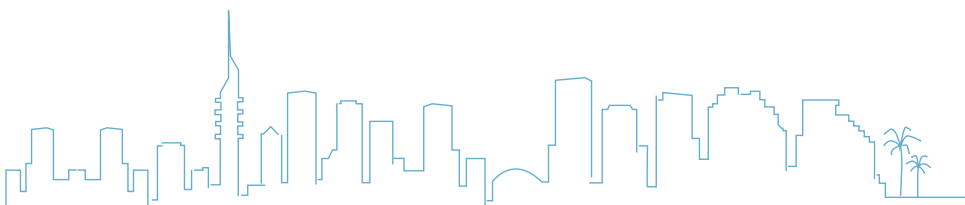
Mr. Ronnie C. Chan is Chairman of Hang Lung Group Limited and its subsidiary Hang Lung Properties Limited, both publicly listed in Hong Kong. Founded in Hong Kong in 1960, the Group expanded into mainland China in 1992, developing, owning and managing world-class commercial complexes in key tier one and tier two cities.

Mr. Chan co-founded Morningside, an international investment group established in 1986 with venture capital and private equity investments in manufacturing, TMT, and biotechnology. In 1996, he co-founded the Morningside Center of Mathematics at the Chinese Academy of Sciences and helped establish the triennial International Congress of Chinese Mathematicians where Morningside Medals of Mathematics are awarded. In 1997, he helped found the North America based Morningside Music Bridge for young classical musicians.

Mr. Chan is active in many other non-profit and educational organizations. Mr. Chan is Chairman of the Executive Committee of The Better Hong Kong Foundation. He founded and chairs the China Heritage Fund, is a co-founding Director of The Forbidden City Cultural Heritage Conservation Foundation in Beijing, and is former Vice President and former Advisor of the China Development Research Foundation in Beijing. He is founding Chairman of the Centre for Asian Philanthropy and Society, and founding Chairman Emeritus of Asia Business Council. He is also former Chairman of the Hong Kong-United States Business Council, and former Chairman of the Executive Committee of One Country Two Systems Research Institute. Mr. Chan is Chairman Emeritus of Asia Society and Chairman of its Hong Kong Center, a Fellow of the American Academy of Arts and Sciences, and a member of the Council on Foreign Relations, the National Committee on United States-China Relations, and Committee of 100.

Mr. Chan serves or has served on the governing or advisory bodies of several think tanks and universities, including Peterson Institute for International Economics, World Economic Forum, East-West Center, Pacific Council on International Policy, Eisenhower Fellowships, The Maureen and Mike Mansfield Foundation, University of Southern California, Indian School of Business, The Hong Kong University of Science and Technology, Yale University, Tsinghua University, and Fudan University.

Mr. Chan is a frequent speaker at international conferences and has published numerous articles in *Financial Times*, *International Herald Tribune*, *Newsweek*, *Fortune*, *Asian Wall Street Journal*, *Far Eastern Economic Review*, and *Japan Times*.



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**GoforIsrael Achievement Prize**

GoforIsrael and Go4Europe Achievement Prize..... 2011-2019



GoforIsrael Achievement Prize China 2019  
to Mr. Yu Shaoming, Chairman - Shandong Guohui  
Investment Co. Ltd



Life Sciences Achievement Award:  
Dr. Yair Schindel on behalf of Marius Nacht, Anchor  
Investor – aMoon



GoforIsrael Achievement Prize  
China 2018  
to Zhang Jiang, Managing Partner -  
Ping An Ventures

## GoforIsrael and Go4Europe Achievement Prize ..... 2011-2019



### GoforIsrael Achievement Prize Israel 2018

to Ori Yehudai,  
President & CEO - Frutarom (TLV:FRUT)



### GoforIsrael Life Achievement Prize 2016

to Sir Li Ka-shing, Founder - Li Ka Shing  
Foundation, Horizon Ventures  
accepted by Dr. Katherine Lo, Senior  
Manager - Li Ka Shing Foundation



### GoforIsrael Achievement Prize 2016

to Fosun Group  
accepted by Dr. Joe Yizhou He, Chief Israel  
Representative, Fosun Capital



### GoforIsrael Achievement Prize 2015

to Yossi Vardi,  
Chairman - International Technologies

Go4Israel and Go4Europe Achievement Prize..... 2011-2019



Go4Israel Achievement Prize 2014  
to Ronnie C. Chan,  
Chairman – Hang Lung Properties Ltd.



Go4Europe Achievement Prize 2013  
to Dan Propper,  
Chairman – Osem Group



Go4Europe Achievement Prize 2012  
to Michael Federmann,  
Chairman – Federmann Enterprises



Go4Europe Achievement Prize 2011  
to Eli Hurvitz,  
Founder – TEVA

## GoforIsrael 2019 Achievement Prize:



### **Ilian Mihov, Dean – INSEAD**

Professor Ilian Mihov was appointed Dean of INSEAD on 1 October 2013. He is concurrently the Rausing Chaired Professor of Economic and Business Transformation. His expertise is in macroeconomics with a focus on monetary policy, fiscal policy and economic growth.

He is a fellow at the Center for Economic Policy Research and vice president of the Asian Bureau of Finance and Economic Research.

Currently he is a board member of the Singapore Economic Development Board (EDB), the Association to Advance Collegiate Schools of Business (AACSB), Singapore American School (SAS) and other advisory boards. He was a member of the scientific committee of the Banque de France's Research Foundation, the advisory board of the Bulgarian National Bank, and the World Economic Forum's Global Agenda Council on Fiscal Crises.

He holds a PhD from Princeton University and a BSc in business administration from the Moore School of Business at the University of South Carolina where, in 2006, he was recognised as a Distinguished Young Alumnus. At INSEAD he has been recognized several times with the Outstanding Teacher Award. In 2018 he won the UN Women(Singapore Chapter) HeForShe Leader Award for his outstanding service and contributions towards gender equality at INSEAD.



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**Israel M&A**



**Moderator:**

## **Haggai Ravid, CEO – Cukierman & Co. Investment House**

Mr. Haggai Ravid is the CEO of Cukierman & Co. Investment House. Throughout the past years, Mr. Ravid was engaged in over \$1 billion transactions, pioneering cross border deals between Israel, Europe and the USA. Mr. Ravid took the first Croatian company public on the AIM, sold the first large independent Telecom Hungarian company and has been spearheading the Israel-China relationship since 2011. Mr. Ravid was engaged and successfully completed multiple Israeli Chinese technology acquisitions across industries including advanced manufacturing and healthcare. Prior to joining Cukierman & Co., Mr. Ravid was a partner at MBI, an investment house which invested jointly with Israel's Industrial and Development Bank into Israeli technology companies. Mr. Ravid sits on the board of Cukierman & Co. and a variety of technology companies.

Mr. Ravid graduated cum laude from the Hebrew University and has an MBA from Rutgers University, USA.



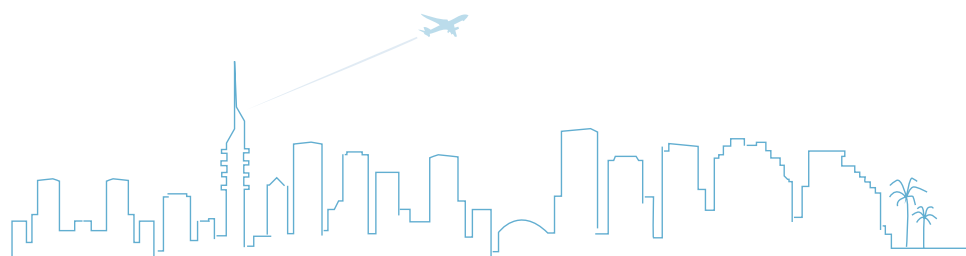
## **Amir Shani, Partner, Deal Advisory – KPMG, Israel**

Amir has wide experience in Transaction Services projects including due-diligence investigations assisting both buy-side and sell-side.

Amir performed numerous due diligence investigations in various industries including hi-tech and startups companies, Telecommunication and infrastructure.

Amir has extensive experience with financial models for forecasting and valuation purposes. Including:

Cross-border due diligence assignments within the Technology and Telecommunication sectors include representing Pelephone Communications Ltd. regarding their potential investment in Golan Telecom Inc. an Israeli mobile communications network; Sell-side assistance to ITNavigator Ltd. on its sale to Avaya Inc; Advised XiO fund, a leading Chinese European fund on their acquisition of Lumenis Ltd. (NASDAQ: LMNS), a leading manufacturing medical equipment; Advised Sky fund, a leading Israeli PE fund on their investment in AIO systems Ltd, a developer of security equipment for telecommunications towers; representing Cellcom (NYSE:CEL) on the investment in Netvision Ltd, leading service provider in Israel.





## **Ithai Stern, Associate Professor of Strategy – INSEAD**

Ithai Stern is an Associate Professor of Strategy at INSEAD. His research career is devoted to advancing the field of behavioural strategy by studying the social and psychological processes underlying executive behaviours, firm-level decisions, and organisational performance. His studies are aimed at understanding how factors such as status, ingratiation, feedback, and public image influence managerial decisions, particularly in the domain of corporate governance. His work

has been published in leading management journals including the Administrative Science Quarterly, Academy of Management Journal, and Strategic Management Journal. His research has been featured in numerous print, radio, and television outlets including BusinessWeek, The Wall Street Journal, National Public Radio, US News and World Report, CNN, CNBC, and Fast Company.

Before joining INSEAD, Professor Stern was a standing faculty member at Kellogg School of Management at the Northwestern University. He has taught MBA, EMBA and executive education courses in the United States, Israel, Singapore, and Italy. He serves on the editorial board of the Strategic Management Journal, and has been involved in editorial and reviewing roles for the Academy of Management Journal, Administrative Science Quarterly, Management Science, and the Organization Science.

Professor Stern has cofounded and chaired several international conferences including the Strategic Management Society Special Conference on Startup and Restart Strategies, the Israel Strategy Conference, the Midwest Strategy Meetings (MSM), and the Strategic Management Society Initiative for Academic Collaboration in the Middle East and North Africa (IACMENA).



## **Lisyah Bahar, Partner – Catalyst Funds**

Lisyah Bahar is a partner at Catalyst Direct Secondary Fund

Lisyah has over 10 years of professional experience in the fields of M&A, post-merger integration and global operations. She has held various managerial positions in global leading corporations including Keter Group (BC Partners), ADAMA and Magna Steyr (Nasdaq: MGA). Prior to joining Catalyst, Lisyah led operational due

diligence for Keter's acquisition and managed post acquisition integration. Lisyah earned Harvard executive education, MBA from Tel Aviv University and M.Sc from Vienna University of Technology. Lisyah is fluent in English, German, Turkish and Hebrew and has a strong international background.



### **Natti Ginor, Managing Director of Global Equities & Head of Israel Markets - Jefferies**

Natti Ginor is a Managing Director at Jefferies and Head of Israel Markets. Based in NY Natti spends 1 week per month in Israel. Natti is responsible for helping to devise and implement Jefferies' strategy as it relates to Israel. With 17 years of experience in Financial Services experience in research, sales and trading businesses across sectors as well as a focus on Israeli related investment banking, Natti works closely with all aspects of Jefferies to deliver the entirety of the firm to corporate and institutional clients. Natti graduated Benjamin Cardozo School of Law in 2000 with a focus on International Business Law. Natti was born in Israel, holds a dual Israeli and U.S. citizenship and is a fluent Hebrew speaker. He lives in New York with his wife and three children.

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### **Omer Ben-Zvi, Partner - Shibolet**

Adv. Omer Ben-Zvi specializes in all legal aspects of Hi-Tech, and has been involved in some of the most successful start-ups in Israel during the past 10 years. Omer also has particular expertise in venture capital financings, intellectual property, joint venture and strategic partnership agreements, and M&A. Omer represents clients across a broad range of sectors, including private equity and venture capital funds, life sciences, software, mobile, semi-conductors and green technologies.

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## **GoforChina: Challenges & Opportunities for Israeli Companies in China**

# Go for China: Challenges & Opportunities for Israeli Companies in China

Moderator:



## **Benjamin Peng, Head of China – Cukierman & Co. Investment House**

Benjamin Peng is the Managing Partner of Tel Aviv based Cukierman Investment House, he was also the co-founder of Yafo Capital, previously he had experience in R&D, Marketing, Operations Management, and he has been engaged in cross-border investment since 2008. He is actively facilitating China-Israel cooperation in areas of technology, media, education and

arts, and he is part of many different successful projects. He has access to myriad resources such as finance, media, technology and government in China and Israel. He was the investment consultant of Huawei Technology. Benjamin is also the founder of the Israel Plan Organization (IPO 以色列计划), a Non-profit media organization advocating and promoting Israel in China.

Benjamin was laureate of 2016 Golden Menorah Prize of Bnei Brith, other fellow laureates include an Italian poet, two incumbent province governors of France and incumbent Montreal City Mayor. Benjamin was a guest lecturer in Tel Aviv University, Tongji University, Fudan University and East China Normal University. He wrote articles for Times of Israel, Jerusalem Post, Chinese Global Times, China Business News, and was interviewed by Caixin, Ynet and CCTV.

He graduated from Nanchang Aeronautical University, and earned his Global MBA degree from Arison Business School of IDC Israel, and studied EMBA courses at Columbia Business School as an exchange student in New York, and he also holds a MIT Sloan executive diploma of AI strategy program.



## **Iljan Mihov, Dean – INSEAD**

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## **Michael Zheng, Managing Partner - PreIPO Capital**

Mr. Michael Zheng, Managing Partner of PreIPO Capital, Chief mentor of Beijing Think Tanks Business School, and Chief economist of Business Review.





# Go for China: Challenges & Opportunities for Israeli Companies in China



**Ronnie Chan, Chairman – Hang Lung Properties**

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**Shengyan Fan, Managing Partner –  
Catalyst-CEL China Israel Fund**

Ms Shengyan Fan joined China Everbright Limited in 2009 and is a Managing Director of the Merger & Acquisition Department. She also serves as a Managing Partner of the CEL Catalyst China Israel Fund and a member of the investment committee of the CEL Global Investment Fund and the CEL Catalyst China Israel Fund.

Ms. Fan has over 17 years' experience in direct investment, capital raising and investment banking serving corporate clients in Greater China region as well as multinationals. Prior to joining CEL, Ms. Fan has held various positions with increasing responsibility at multinational investment banks.



**Yishai Pinchover, Co-founder & COO – CodeMonkey Studios**

On a mission to make a positive impact on society through technology in education, Yishai is co-founder of CodeMonkey - a new way for learning and teaching coding through a fun online game. CodeMonkey was chosen by districts, school networks, schools and parents worldwide, and has been used by over 8 million students. As CodeMonkey's COO Yishai has been directly

responsible for driving the company from conception, through becoming a global leader in coding education, up to the successful acquisition by TAL Education Group (NYSE:TAL).

Prior to CodeMonkey, Yishai filled a series of software development and leadership roles in various private and public world-leading companies in the fin-tech, defense, and enterprise software sectors in Israel and the UK. Yishai is an alumnus of the prestigious Technion Program for Excellence.






## **Elevator Pitches: Israeli Life Sciences Companies**

# Elevator Pitches:

## Israeli Life Sciences Companies

	Company	Activity	Speaker
1		HeroKi is changing the way people live after medical procedures. HeroKi's first product protects kidney transplant recipients and allows them to go about their daily activities unhesitatingly and comfortably.	Alon Bloomenfeld, CEO
2		HeroKi is changing the way people live after medical procedures. HeroKi's first product protects kidney transplant recipients and allows them to go about their daily activities unhesitatingly and comfortably.	Alon Magal, CEO
3		MobileODT helps clinicians utilize the power of AI through portable medical devices to enhance women's health.	Ariel Beery, CEO
4		Medical Technology company developing devices and drug delivery systems for treatment of COPD and other respiratory diseases	Cliff Ansel, CEO
5		'MedCu Technologies is the world's first and only provider of wound dressing products that impregnated with copper particles that received the CE Certification and FDA clearance for marketing.	Danny Lustiger, CEO & Co-founder
6		MedAware utilizes AI for the early identification and prevention of medication errors, evolving adverse events (ADEs) and contraindications, and other medication related risks	Jordan Feder, VP Business Development
7		Nutritional Growth Solutions develop specific, clinically tested nutrition products for children.	Liron Fendell, CEO
8		Nuance Hearing designs, develops and markets assistive devices for people with ADHD and hearing loss	Ori Goren, CEO
9		Genoscience Pharma, a French clinical-stage biotechnology company, is developing a potential new disruptive standard of care against liver cancers thanks to its platform.	Dr. Philippe Halfon, CEO

## Elevator Pitches: Israeli Life Sciences Companies

	Company	Activity	Speaker
10	 TransAlgae	The oral delivery platform for vaccines and pharmaceuticals for Animal Health and Crop Protection	Ralph Birnbaum, VP Business Development
11		HIL Applied Medical is developing a new class of ultra-compact, high-performance proton therapy systems.	Sagi Brink-Danan, CEO
12		Laser based minimal invasive technologies for various indications in the fields of Gynecology, Medical Aesthetics, Proctology and more.	Dr. Ziv Karni President

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## **Israeli Life Sciences Cluster: Promises for Global Stakeholders**

# Israeli Life Sciences Cluster: Promises for Global Stakeholders

Moderator:



## **Dr. Laurent Choppe, Managing Partner – Cukierman & Co. Life Sciences**

Laurent leads Cukierman & Co. Life Sciences since 2008 and has been involved in more than 100 medtech and biotech corporate finance transactions and advisory assignments for the Cukierman group. His team works worldwide with venture-backed and middle market companies for fund raising, licensing deals and M&A transactions as well as strategic projects for key life sciences industry players.

Laurent brings an extensive international life sciences experience in managing multifunctional teams and setting up new businesses in pharmaceuticals, medical devices, biotechnology, nutraceuticals, animal health and direct-to-consumer markets.

After a veterinary practice and a new venture management experience, he worked 10 years in Schering-Plough (acquired by Merck & Co.) in marketing positions in dermatology, allergy, respiratory and animal health in France, General Manager in Israel and Vice President, Virology, Oncology and Cardiology in Canada. He then served 4 years as International General Manager at Bellus Health (ex-Neurochem, NASDAQ & TSE, dedicated to Alzheimer's disease and AA amyloidosis).

Laurent is a board member of Israel Brain Technology (IBT) <http://israelbrain.org/>, HeroKi Ltd. [www.heroki.co](http://www.heroki.co) and N.E.W.S. Navigation [www.newsnavigation.org](http://www.newsnavigation.org).

Dr. Choppe is a Doctor of Veterinary Medicine of the University Paris XII, laureate of the École Nationale Vétérinaire d'Alfort, CES of Veterinary Ophthalmology and earned a MBA from INSEAD (Fontainebleau, France). He is married, father of 3 and lives in Lausanne (Switzerland) and Tel Aviv (Israel).

Moderator:



## **Daniel Cohen, Partner – Cukierman & Co. Life Sciences**

Daniel has been involved with Cukierman & Co. Life Sciences since 2009 in various capabilities focusing Venture Capital & Strategy consulting. In the last 17 years, Daniel has been involved in more than 100 medtech and biotech transactions and consulting assignments.

Daniel serves as board member for several Israeli companies and support on regular basis most of the large Israeli life Sciences investors in Due Diligence and Strategy.

Daniel's past experience includes Senior Investment Director at Fosun Pharma (close to \$400M investment) from 2013 to 2016, Principal at Omnes Capital (fund of funds activity and co-investment) from 2010 – 2013 and Director at Market Bridges (rep office of JMP Securities) from 2004 – 2010. Daniel has a B.Sc in Computer Sciences and an MBA from ESSEC Business School in Paris. He is married, father of 3 and lives in Tel Aviv (Israel)





# Israeli Life Sciences Cluster: Promises for Global Stakeholders



## **Prof. Fabio Miraglia, President - C.H.I.CO Lazio Region Cluster of Health Innovation**

Entrepreneur and Professor of health economics and innovation at La Sapienza University of Rome. Founder and President of <http://C.H.I.CO> - Cluster of Health Innovation and Community. Founder and CEO of LifeSeeder spa. President of GIOMI RSA (Italy), Giomi Deutschland (Germany) and Tong Ren Tang Giomi Srl (China). President of the Tecnopolo

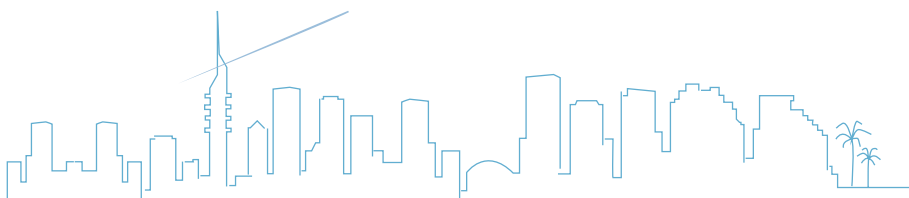
Consortium of Castel Romano, Past Vice President of Unindustria. Past President of the E-Health Commission UEPH (European Association private hospital).



## **Gary Leibler, Founder & Managing Partner – Shavit Capital**

Gary is the managing partner and founder of Shavit Capital, a private equity practice that specializes in pre-IPO finance of Israeli technology companies. Shavit Capital currently manages over \$400 million through five funds and is especially active in the life sciences sector. Gary has been involved in many successful technology companies including over 20 companies that completed successful IPOs in the US

or other public markets. Portfolio companies led by Gary were sold to leading multinational companies including Microsoft, AOL, Amdocs and Alcatel-Lucent. Gary was also the founder and managing partner of AIG Orion Venture Capital Fund, which was managed in partnership with the international private equity practice of AIG. The AIG Orion Fund, with investors including Microsoft, Comcast and the World Bank, was one of Israel's most successful venture capital funds from the 1999/2000 vintage. Gary also served as a global manager of the private equity practice of AIG which at the time managed the world's largest investment firm that specialized in emerging economies.



# Israeli Life Sciences Cluster: Promises for Global Stakeholders



**Dr. Jing Bao, Chief Medical Officer -  
Livzon Pharmaceutical Group**



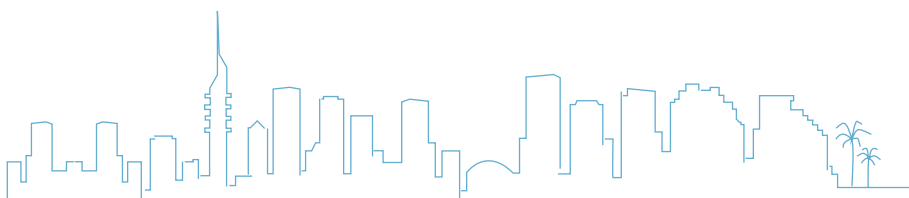
**Yair Schindel, Co-founder & Managing Partner -  
aMoon**

Previously, Yair served as the founding CEO of the State of Israel's National Digital Bureau, responsible for digitizing governmental services and stimulating economic growth.

Yair is the founder of the MAOZ Network, an NGO building collaboration between Israel's most influential leaders, with over 300 alumni dedicated to building collaboration between the private, social and public sectors.

Yair was an executive, investor, board or advisory board member in several healthcare startups including OmniGuide, Zebra Medical Vision, and Medisafe.

Yair earned his BSc and MD degrees at Ben-Gurion University and his MBA at Harvard Business School. He served in the IDF for five years and graduated as Chief Medical Officer for the Israeli Navy Seals, known as "Shayetet 13".



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## **Elevator Pitches: Israeli Technology Companies**

# Elevator Pitches: Israeli Technology Companies

	Company	Activity	Speaker
1		BondIT is an easy-to-use SaaS platform that provides fixed-income investment managers with data-driven portfolio construction, optimization, rebalancing, analysis, and monitoring capabilities.	Adrian Dixon, Head of Markets
2		Autonomous Launch & Recovery System	Amitai Peleg, CEO
3	<b>WalkOut</b>	WalkOut is changing the way consumers shop in the physical world by replacing manual barcode scanning with an autonomous checkout system that mounts on top of existing carts and baskets, transforming them into smart and engaging points of sale.	Assaf Gedalia, CEO
4		MeMe Studios is Israel's first International MCN (Multi Channel Network) producing content for Youtube and other destination sites, as well as third party rights management.	Givon Snir, CEO
5		Creative IC3D is an innovative start-up company in the field of Additive Manufacturing for the Printed Electronics industry.	Ziv Cahani, VP Business Development
6		Tower Cranes, Enhanced Vision & Automatic control	Lior Avitan, CEO
7		Sky and Space Global Ltd is an ASX listed (SAS) satellite company with European and Israeli centres of Aerospace, Satellite and Software Industry Experts	Meir Moalem, CFO
8		Li-Ion cells technology development	Michael Bromfman, CEO
9		Baseline Vision develops a real-time, simple and affordable Tennis analytics system	Michael Chojnacki, CEO

## Elevator Pitches: Israeli Technology Companies

	Company	Activity	Speaker
10		Next-generation sensors for the construction industry	Oran Weisz, CEO
11		PointMe vision is to turn the mobile phone into a pointer, improving monetization of offline advertisement and creating an interactive interface for the user, intuitively connect offline to online.	Ran Soffer, CEO
12		Founded in 2014, by seasoned business, chemistry, and creative entrepreneurs, AMKIRI is a cutting-edge beauty innovation company. Following 3 years of R&D and Patents, AMKIRI's technology provides consumers with a whole new way to express themselves.	Shoval Shavit Shapiro, Founder and Creator
13		RAFT Technologies delivers a wireless, ultra-low latency, transcontinental communications system.	Tamir Ostfeld, COO
14		SURE Universal Ltd. provides a complete software platform for the smart home and Internet of Things (IoT).	Shoval Shavit Shapiro, Founder and Creator



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## **Investments in Israeli Technology Companies**

# Investments in Israeli Technology Companies



Moderator:

## **Ben Topor, Managing Partner – Cukierman & Co. TMT**

Mr. Ben Topor is currently the Managing Partner of the Technology, Media & Telecom department at Cukierman & Co. The youngest partner in the history of Cukierman & Co, Ben has led numerous cross-border transactions across the entire spectrum of Israel's technology sector. Ben currently sits on the Board of Advisors of the Italian energy producer, Energia Europa S.P.A. For his achievements, Ben was recognized as one of the most promising young professionals on the Forbes "30 under 30" list.

Ben is Chairman and co-founder of the Noah Initiative, an organization established to create affordable housing opportunities for young Israelis. Under his leadership, the Noah Initiative has recruited more than 1400 young adults, established cooperative partnerships with governmental and private sector organizations in Israel and received three rounds of financing from the Jewish federation of New Jersey.

Prior to joining Cukierman, Ben served with distinction for several years as an intelligence officer in the Israel Military Intelligence Directorate. He was honorably discharged as a first lieutenant and to this day continues to be involved in the Israeli intelligence community. Ben holds a BA in Economics from Tel Aviv University and speaks English, Chinese, French and Hebrew.



## **Ayelet Ben Arav, VP Business Development – Incubit Technology Ventures**

Ayelet has over a decade of experience in Senior Management, Research & Development, and Entrepreneurship doing ground breaking work with Pharma, Agritech, and Semiconductors; two of them which were acquired by International corporations. She also established and managed NESTech, a technological incubator in Haifa. Prior to joining

Incubit Ventures, Ayelet served as COO of Forrest Innovations, a global biotech company that is noted for providing solutions to mosquito-borne diseases. Ayelet holds a B.Sc in BioPhysics from Bar Ilan University and an M.Sc in Bio Med from the Hebrew University of Jerusalem

# Investments in Israeli Technology Companies



## **Dov Moran, Managing Partner – Grove Ventures**

Dov is one of Israel's most prominent hi-tech leaders, entrepreneurs and investors. He is known as a pioneer of several flash memory technologies, most notably as the inventor of the USB flash drive and CEO of M-Systems, that grew to \$1B revenue, and was acquired by SanDisk Corp for \$1.6B. Dov established few more companies and was the chairman of Tower Semi-conductor when the company performed its turn around. Dov is now the Managing Partner of Grove

Ventures, a \$110 Million VC fund who specializes in early-stage, deep technology investments.

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## **Joel Bar-El, CEO – Trax**

Joel Bar-El is a co-founder and the Chief Executive Officer (CEO) at Trax. Joel is responsible for Trax's vision and overall market strategy and execution. Before being named CEO of Trax in October 2011, Joel was Trax's Chief Technology Officer.

Prior to Trax, Joel was CEO of Sentryi Limited, a wealth management software company, which after four years of establishment was sold to IRESS Limited. Joel also co-founded Tersus Software Limited, where he built and managed the global sales channels and marketing activities.

Joel previously served as SunGard Business Integration General Manager for Asia Pacific and later North America, overseeing complete P&L and execution in those regions.

Joel has a unique ability to envision, develop and deliver paradigm changing technologies and is in every sense, a tech entrepreneur. Joel has spent the last 20 years delivering technology solutions to blue-chip clients and holds a B.Sc. in Physics from Tel Aviv University.

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## **Nadav Attias, Managing Partner - Cukierman & Co. New Mobility**

Founder and executive; startup and corporate; transactions of hundreds of millions; teams of dozens of people; urban, mobility, robotics and data; b2c and b2b; morning jog and wind-surfing.

Nadav joined Cukierman Investment House in 2018 to co-establish the New Mobility department handling investments in everything that moves...

Nadav holds a BSc in Information Systems from the Technion (Israel Institute of Technology) and an Executive MBA from Tel-Aviv University.



**Keynote Speech: Dr. Jonathan Javitt,  
Chairman & Co-founder - NeuroRx**



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## **Family Offices Investing in Israeli Tech & Funds**



# Family Offices Investing in Israeli Tech & Funds



**Moderator:**

## **Luc Muller, Vice Chairman – Cukierman & Co. & Former CEO - Otto Family Office**

Luc Muller is a Singapore/Tel Aviv based turn-around and international growth specialist.

Luc Muller is the Chairman and CEO of Enviro Invest Pte. Ltd, a Singapore-based portfolio company specializing in taking mostly controlling stakes in troubled or underperforming SMEs in the Environment and Sustainability sectors. He currently serves as CEO of Enviro Industries Pte. Ltd in Singapore, a portfolio company active in trading in the Environment and Plastics sectors with operations in Asia. He is also acting President of OTTO Environnement SAS in the Indian Ocean.

Luc Muller is the Chairman of Euro-Asian Management Advisory Pte. Ltd, a management consulting company specializing in helping companies develop their international business or restructure difficult operations. Euro-Asian is exclusively active at the Board level.

In Israel, Luc Muller is an executive Board Member of UBQ Materials Ltd and Vice-Chairman of the Board of Cukierman and Co. Investment House Ltd.

Luc Muller spent 24 years in the OTTO Group, a family-owned globally diversified industrial group and acted as its CEO from 2000 until December 2015. Mr. Muller led market entries, merger and acquisition as well as divestitures transactions and corporate restructurings globally in both manufacturing and services. Through the private equity arm of OTTO, he led various investments in venture capital and private equity in the U.S, Germany, France, Switzerland, Israel and Taiwan.

Luc Muller was a Board Member of Israeli private equity funds Catalyst I and Catalyst II.

He is an avid art supporter and is Vice-Chairman of The Glass Art Fund (non-profit, France).

Mr. Muller's holds an MBA from INSEAD (France / Singapore), and a bachelor's degree in finance and controlling from the European Business School of the University of Strasbourg, France (IECS)



# Family Offices Investing in Israeli Tech & Funds



## **Alon Hirsch, Head - Rafi Gidron Family Office & Partner - Start-Up Studio**

Alon is the Head of a Single-Family Office of a leading serial tech entrepreneur. In addition to the traditional wealth management activities, the family office also co-founds and incubates a portfolio of startups.

Alon holds an MBA from INSEAD and is active in its alumni association leadership.



## **Christian Malek, CEO & Founder - Novastone Capital**

Christian Malek has 25 years of experience in the financial industry and is currently the CEO of Novastone Capital SA, a single family office based in Switzerland and CEO and founder of Novastone Capital Advisors, a Swiss entity which launched project Darwin, a new generation of institutional search funds to connect the best and brightest entrepreneurs, co-investors (usually Single Family Offices)

and companies to accelerate growth and achieve the next level of success.

Prior to founding Novastone Capital SA, he worked in corporate and investment banking in Latin America and Asset Management in Switzerland, both in Citibank and JPMorgan. He also holds a Master's Degree in Banking and Capital Markets at the University of Costa Rica (Honours Degree) and a Bachelor's Degree in Economics from the University of Costa Rica. Christian graduated with honours from a Master of Science in Banking and Finance from HEC in Lausanne, Switzerland and holds an EMBA degree from IMD in Lausanne, Switzerland.



# Family Offices Investing in Israeli Tech & Funds



## **Micha Jesselson, Principal – Jesselson Investments**

Micha is a managing partner at Jesselson Investments (JI), a 3rd & 2nd generation Family Office based in Tel Aviv.

JI focuses on the areas of Real Estate, Private Equity and Venture Capital; and places an emphasis on the partners and creative management teams.

JI allocates capital globally, with investments in Europe, USA and Israel.

Micha holds a B.A. in Business Administration from the IDC Herzliya, he is married to Leora, has twin boys, and lives in Tel Aviv.



## **Oron Barkai, Partner & Director - Ayiko Group**

Oron is a highly skilled executive and director with extensive cross-borders international experience and more than 20 years of proven success record in private equity investments, operational management, strategic planning and business development. He is a partner and director of the industry holding company - Ayiko Group and as an executive in the past led the group's investments

and M&A activities including planning and executing all phases of highly complex and large-scale post integration activities. Today he supervises the restructuring, change and turnaround projects of the group's subsidiaries in addition to leading the groups in-house management consulting team located in Germany. He also serves on the board of few group-non-related companies as NED.

As a corporate investor, private investor and entrepreneur, he gained during the years vast experience and broad perspectives of both the investor and invested sides and together with Efrat Pan represents Catalyst fund and Cukierman investment bank activities in Germany.





### **Sven Lingjaerde, Managing Partner – Reference Capital**

Sven is a Senior Advisor and Co-founder of Endeavour Vision where he led Biotech and Digital Health investments until 2019. He is currently Managing Director of Reference Capital, advising Family Offices with global venture capital funds allocations and direct investments.

In 2004, Sven co-founded Euro Private Equity Advisors, a private equity advisor for pension funds. Its acquisitions by Natixis (now Flexstone) was finalized in 2018 and in 2019 it had \$6.7 billion under management. In 1996 Sven co-founded Vision Capital, a transatlantic technology venture capital firm with offices in Silicon Valley and Geneva. Prior to this, Sven was the Managing Director of Genevest, a Swiss venture capital firm which became Reference Capital in 2019. Through his leadership, Genevest developed an outstanding track record of early to late stage investments in high tech and biotech.

Sven has been responsible for a host of investments including Actelion (IPO SIX, then acquired by J&J), Atlantech (acquired by Cisco), Avalon (acquired by Bookham, now Oclaro), Axovan (acquired by Actelion), Calera (acquired by Scansoft, now Nuance), Dolphin IC (IPO Oslo Bors), Endoart (acquired by Allergan), Kuros (IPO SIX), Lysis (acquired by Kudelski), MathSoft (IPO NASDAQ), Molecular Partners (IPO SIX), Noise Cancellation Technologies (IPO NASDAQ), Oncoethix (acquired by Merck), Paion (IPO Xetra), Sandisk (IPO NASDAQ, then acquired by Western Digital), SCM Microsystems (IPO NASDAQ), Sophia Genetics (partial exit through secondary), Thommen (secondary sale), Trintech (IPO NASDAQ), Virata (IPO NASDAQ, then acquired by Conexant).

With over three decades of venture capital and direct investing experience, Sven has developed an extensive global network which resulted in the formation of the Tech Tour initiative. The organisation is one of the leading European networks bringing together VCs, corporates and companies aiming to move from local to global.

Sven was named one of the Top 10 Venture Capitalists in Europe by WSJ Convergence Magazine, a key influencer in life sciences by the Life Sciences Intellectual Property Review in 2017 and has received multiple awards including the Investor All Stars Outstanding Contribution in 2011, the Innovate Honors Award in 2005 and the Time Magazine Digital Europe 25 in 2001 and 2002.

Sven studied business administration at HEC, Lausanne, Switzerland and graduated from the ECADE business school. He is a member of the Young President Organisation (YPO), a global platform for chief executives to engage, learn and grow, and is the former YPO Alpine chapter's Chairman.






## **Elevator Pitches: Israeli Mobility Companies**



# Elevator Pitches: Israeli Mobility Companies

	Company	Activity	Speaker
1		Based on its innovative technology which seamlessly integrates into the off road mobility ecosystem, Galileo will capture significant market share and become the highest margin, highest growth off road tire company.	Alon Hayka, CEO
2		3GSolar produces printed dye-based photovoltaic cells that utilize fluorescent and LED light with exceptional efficiency, as well as low level outdoor light, for powering wireless electronics.	Barry N. Breen, CEO
3		ParaZero was founded in 2014 with the vision to enable the global drone industry to realise its greatest potential.	Eden Attias, CEO
4		theDOCK is a venture capital and accelerator focused on ports, shipping and maritime logistics technologies.	Hannan Carmeli, CEO
5		XJet is a provider of ground-breaking metal and ceramic additive manufacturing (AM) technologies and products.	Hanan Gothait, CEO
6		Arbe is developing and providing a turnkey solution for level 4 full autonomous driving.	Kobi Marenko, CEO
7		Beelivery are creating the global brand for instant online convenience delivery.	Lee Parkinson, CEO
8		Neteera is disrupting the healthcare and automotive markets by providing the first technology that can monitor humans in a contact free, seamless, safe and reliable manner.	Maria Levin, Director of Business Development
9		Social eSports betting platform	Noam Lawi, Co-Founder

Elevator Pitches:  
**Israeli Mobility Companies**

	Company	Activity	Speaker
10	 SatixFy	SatixFy is a chips design company, who develops products based on its own designed chipsets, mostly for the satellite communication market.	Yoel Gat, CEO

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## The Image of Israel Abroad

# The Image of Israel Abroad



**Moderator:**

## **Roger Cukierman, Board Member – Cukierman & Co., former CEO – Rothschild**

Roger Cukierman served for 9 years as president of CRIF, the roof body of French Jewish institutions, and as Vice President of the World Jewish Congress. He is Vice President of the Alliance Israelite Universelle. He was previously CEO of the Edmond de Rothschild Bank in France, and Chairman of the Israel General Bank in Israel. His experience includes directorships of many firms and banks such as Club Med, Credit Suisse France, and the Association of French bankers. Mr Cukierman holds a doctorate degree in economics, a BA in Law, and the diploma of ESCP Europe Business school. He is the author of *"The Capital in the Japanese Economy"*, and of *"Ni fiers ni dominateurs"*.



## **Ambassador Dan Gillerman, former Israeli Representative to the UN**

Ambassador Dan Gillerman is Senior Advisor to the Blackstone Group, and a Member of Blackstone's International Advisory Board. He is the Chairman and CEO of Gillerman Global, a Global Strategic Consulting firm.

Dan Gillerman served as Israel's Ambassador to the United Nations from 2003-2008.

In 2005 he was elected Vice President of the UN General Assembly.

Prior to his appointment Ambassador Gillerman owned and was CEO of several companies in Israel in the Chemical, Agro and Food Ingredient sectors.

He served as the Chairman of the Israeli Chamber of Commerce from 1985-2002, and a member of the Prime Minister's Social and Economic Council, and Chairman of the Israel- British Business Council. He is also a member of the board of The Aspen Institute, Europe. During that period he was a member of the Boards of Directors of several companies and Banks including Bank Leumi, The First International Bank and the Central Bank of Israel.

Ambassador Gillerman is currently Chairman of the Israel Opera and the AIFL (The America-Israel Friendship League), a member of the Board of the Azrieli Group, as well as a member of the Boards of Governors of the Hebrew University, Tel Aviv University, the Jewish Agency and Member of the Executive Board of the Weizman Institute of Science.

Dan Gillerman studied Political Science and Economics at the Hebrew University, and Law at Tel Aviv University.

Ambassador Gillerman is the recipient of Honorary Doctorates from Bar Ilan University and the Academic College, Netanya, as well as the Partners for Democracy award from the AIFL, The Scholar Statesman Award from the Washington Institute, and other awards.

Ambassador Gillerman is married to Janice, and they have 2 Children and 6 Grandchildren.

# The Image of Israel Abroad



## **H.E. Magnus Hellgren, Ambassador of Sweden to the State of Israel**

Born 1 October 1963 in Sweden

Ambassador to Israel since 5 September 2017.

From 2015 to 2017 Mr Hellgren was Deputy Director-General at the Ministry for Foreign Affairs of Sweden and Head of its Department for Disarmament, Non-proliferation and Export Controls.

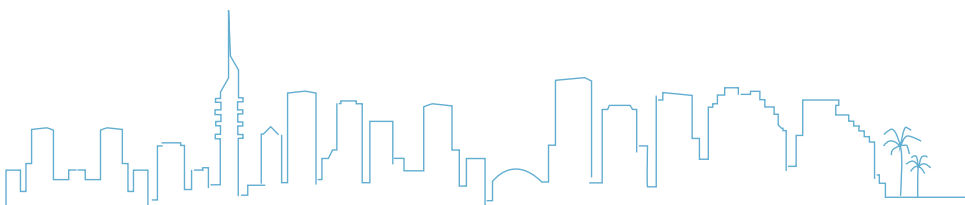
From 2011 to 2015 Mr Hellgren served as Director at the Department for Middle East and North Africa in the Ministry for Foreign Affairs. From 2004 to 2010 he was Minister (2009 with the rank of Ambassador) for Disarmament and Non-proliferation Affairs at the Swedish Permanent Mission in Geneva. His previous assignments include DCM at the Swedish Embassy in Damascus (2001-2004), Deputy Director of the Foreign Minister's Office (1999-2000), Advisor for Security Council Affairs (1997-98) and postings at the Swedish Embassies in Paris (1993-96), Copenhagen (1993), London (1992) and Cairo (1990-92).

Mr Hellgren holds a Master's Degree of International Economics from Gothenburg School of Economics (1987). Before joining the Ministry of Foreign Affairs he worked in Corporate Finance with Procter & Gamble.

Mr Hellgren is fluent in English and French, has some knowledge of Spanish and Arabic and is now learning Hebrew.

Mr Hellgren's personal interests include sports (tennis, soccer, skiing), literature and cooking.

Mr Hellgren is married to Ambassador Annika Molin Hellgren (is a Sweden's ambassador to Iraq 2015-2017 and to Eritrea 2012-2015) and they have two daughters (19 and 22 years old).







## **Jonathan Davis, Head of RRIS, VP - IDC Herzliya for External Relations**

Jonathan Davis is Vice-President for External Relations at the Interdisciplinary Center, Herzliya, Israel's first private university. He heads the Raphael Recanati International School and is a Member of the Advisory Board of the International Institute for Counter-Terrorism (ICT) and Research Fellow. Mr. Davis also serves as a Lieutenant Colonel (Res) in the IDF Spokesman's office.

Jonathan served in a paratrooper reconnaissance unit, which was commanded by former Minister of Defense Shaul Mofaz. This unit executed many behind-the-lines missions, including a mission on the Syrian-Iraqi border during the 1973 Yom Kippur War. He served as a reservist paratrooper during the first Lebanon war. He was an IDF Spokesperson during the intifada and the 2nd Lebanon war.

Mr. Davis was an active participant in the rescue of Ethiopian Jewry during "Operation Solomon". In 1978 he served as an emissary of the Prime Minister's office in the Former Soviet Union, visiting Stalingrad, Moscow and Uzbekistan, while meeting Jewish activists. Mr. Davis also served as emissary for the Jewish Agency for Israel in Cape Town, Boston, and Rome.

Born in England and raised in the United States, Mr. Davis was educated at Columbia University, the Jewish Theological Seminary, the Hebrew University of Jerusalem and Tel Aviv University.

Mr. Davis is married with four children and 8 grandchildren. He lives in Kochav Yair, a community located in the Sharon region. His hobby is mountain biking, and he rides extensively with the IDC Executive Education CEO biking group.

# The Image of Israel Abroad



## Rudy Rochman, Israel & Jewish Rights Activism

Rudy Rochman was born in France and grew up moving around the world from Paris, Miami, Los Angeles, Palo Alto, Israel, New York, and Singapore. At the age of 17, he voluntarily enlisted in the IDF Paratroopers and served as a sniper in the 101st Airborne Brigade, which he still serves as a reservist today. After the army, he started school at Santa Monica College and UCLA, where he began publicly speaking and standing up for Israel on college campuses. After living in LA for a little over a year, he left to Asia for a year to learn from, and experiencing other cultures, while teaching them about Israel, its people and story. After a year of backpacking, he transferred to Columbia University, since it was listed as the #1 most anti-Semitic school in North America, and founded a grassroots pro-Israel movement on campus called Students Supporting Israel (SSI). After 2 years of hard work, SSI Columbia became the strongest university activist group in the world with over 800 members, revolutionizing campus discourse through ground-breaking Zionist activism. It quickly became the flagship chapter for the SSI international movement, which has today grown to over 50 campuses worldwide. Rudy has also created countless educational viral videos and has been active in innovative work to fight anti-Semitism while strengthening Jewish identity. He even got banned from Malaysia for being "too much of a Zionist". In 2018 he graduated from Columbia University and was chosen for the 36 Under 36 award of the most influential Jews in the world. Rudy still creates content that inspires, educates and empowers the next generation of Jews and allies to be ideologically strong. He also runs his own businesses, is pursuing an MBA, and is working on a new project that focuses on generating social and economic incentives in Israel to inspire the next wave of aliyah for young Jews in the diaspora.

# The Image of Israel Abroad



## **Sandrine Montsma, Managing Partner – Bridges Israel**

Sandrine co-founded Bridges in 2018 alongside Gal Hayut and Ran Grodecki. Prior to Bridges, Sandrine served as CEO and board member in various companies and industries.

Sandrine served as the Vice Chairman and CEO of Orbix Medical, a medical device company based in Europe and Israel, CEO and board member of the VLS-Group, a European logistics service provider (400 people in Germany, NL, Belgium), CEO and board member of Contipi Ltd

(an Israeli medical device start-up which she led from incubator stage to exit), and as the General Manager in the Strauss Group. Sandrine started her career in Brand Management at Proctor & Gamble (based in Geneva).

Sandrine has also served on the advisory boards of several women led start-up companies over the past several years, mostly in the area of Womens' health and Wellbeing.

Sandrine holds a B.A. in Economics & Business Administration from the Hebrew University of Jerusalem, and an MBA from INSEAD Fontainebleau, France. Prior to her studies, Sandrine served for four years as an Intelligence Officer in the Israeli Defense Force's Unit 8200 where she reached the rank of acting Captain.



## **Sivan Ya'ari, Founder & CEO – Innovation Africa**

Sivan Ya'ari is the Founder and CEO of Innovation: Africa, a NY-based nonprofit that brings Israeli solar, agricultural and water technologies to African villages. Sivan has worked in Africa for over 20 years and in the past 10 years, through her work, over 1,000,000 lives in Africa have been impacted. Sivan was born in Israel, raised in France, educated in the United States with degrees in Finance from Pace University and a

Masters in International Energy Management and Policy from Columbia University. Sivan has received multiple awards including the "Innovation Award" from the United Nations and has been recognized as one of the "40 Under 40 Most Promising Israelis" by Globes magazine, one of the "50 Most Influential Women in Israel" by Forbes Israel and one of the "Top 10 Most Influential Israelis in International Business, Science and Culture in 2017" by Nocomels. Sivan lives in Tel Aviv with her husband and 3 children.



## Closing Remarks

## Closing Remarks



**Ronnie Chan, Chairman – Hang Lung Properties**

See Page 48



**Yair Shamir, Managing Partner – Catalyst CEL Fund**

Mr. Yair Shamir is the Founding and Managing Partner of Catalyst Investments.

Mr. Shamir was elected as a member of the 19<sup>th</sup> Knesset (Israeli Parliament) and served as Minister of Agriculture and Rural Development for the Government of Israel from 2013 until 2015.

Mr. Shamir serves as chairman of the National Road Safety Authority, chairman of the Shalem Collage, a research and educational institute in Jerusalem and chairman of the General Meeting of Ohalo College.

Mr. Shamir has formerly served as chairman of four government companies: Metropolitan Mass Transit System (NTA), Israel Aerospace Industries (IAI), EL-AL Israel Airways and the National Roads Company.

Mr. Shamir has served as a member of numerous company boards within Catalyst's investment portfolio – currently he serves as a board member of Tufin (NYSE: TUFN), Satify, and is chairman of the board of Xjet.

Mr Shamir also serves as a board member of Gvachim, a non-profit organization which assists qualified new immigrants from around the world in realizing their professional aspirations in Israel, and is a director at Rami Levi, a national Israeli retail chain.

From 2003-2007, Mr. Shamir was the Chairman of Shamir Optical Industry Ltd (NASDAQ: SHMR). From 1997-2006, Mr. Shamir served as the CEO and Chairman of VCON Telecommunications Ltd. From 2005-2013, he served as a board member of DSP Group Corporation (NASDAQ: DSPG). Mr Shamir was the CEO of Elite Food Industries, Ltd between the years of 1994 and 1995. From 1995 to 1997, Mr. Shamir served as Executive Vice President of the Challenge Fund L.P. Prior to this he was Executive VP of Scitex Corporation and General Manager of Scitex Israel from 1988 until 1993.

Mr Shamir was the Chairman of Gvachim from 2006 to 2013. He was also a Board Member of Mikveh Israel from 2010 until 2013. Mr. Shamir was also a member of the Board of Governors of the Technion University and sat on the executive committee of the Beer Sheva University from 1990 until 2013.

Mr. Shamir served in the Israeli Air Force as a pilot and commander from 1963-1988. During his term in the Air Force, Mr. Shamir attained the rank of colonel and served as head of the electronics department, the highest professional electronics position within the Israeli Air Force.

Mr. Shamir holds a B.Sc in Electronics Engineering from the Technion, Israel Institute of Technology.

Thank you



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## The GoforIsrael Conference

(The 23<sup>rd</sup> annual GoforIsrael Business Conference)



Cukierman & Co. Investment House and Catalyst Investments would like to take this opportunity to thank our team, our sponsors, organizations in cooperation with us and the participants of this year's GoforIsrael conference in Tel-Aviv. We hope you enjoyed the thought-provoking discussions, benefitted from the wide-reaching experience of our speakers and formed meaningful business relations at the conference. We will be happy to welcome you at the next GoforIsrael next year. Once again, Thank You!



### GoforIsrael 2020

December 7<sup>th</sup>, 2020 - Tel Aviv, Israel

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# GoforIsrael 2019

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