



PROGRAMME

15 – 18 May 2023

PARTICIPANTS

MEPs

- Mr. Victor Negrescu MEP (S&D, Romania), EIF Steering Committee member – *MEP lead*
- Ms. Beatrice Covassi MEP (S&D, Italy), EIF Member
- Ms. Josianne Cutajar MEP (S&D, Malta), EIF Member
- Mr. Ivan Štefanec MEP (EPP, Slovakia), EIF Steering Committee member
- Ms. Róża Thun MEP (Renew Europe, Poland), EIF Steering Committee member

EIF staff

- Ms. Maria Rosa Gibellini, Director General, EIF
- Mr. Eusebiu Croitoru, Communications Manager, EIF

PRACTICAL INFORMATION

- Local time: CET (Brussels) +1h
- Local currency: New Israeli Shekel (NIS/ILS) 1 = 0,25 Euros
- Popular taxi app: 'Gett'
- Upon arrival at Tel Aviv's international airport Ben-Gurion, taxis can be found after the exit (cost of a ride to Tel Aviv: between 140 and 200 NIS/ILS = 30-50 euros).
- Hotel: Brown Bobo hotel, 42 Yavne st. (corner of Rothchild Blvd.) Tel Aviv

PROGRAMME OVERVIEW

DAY 0 - MONDAY 15 MAY

1. The Israeli Innovation Centre
2. MEP briefing with EU Ambassador to Israel
3. EIF welcome reception

DAY 1 – TUESDAY 16 MAY

1. Reichman University Research Institute
2. ServiceNow
3. Intuit
4. Cisco

DAY 2 – WEDNESDAY 17 MAY

1. European Institute of Innovation and Technology; The Israel-Europe R&D Directorate
2. National Cyber Security Directorate of Israel
3. Advanced Technologies Park "Gav-Yam Negev"
4. Deutsche Telekom
5. Lenovo

DAY 3 – THURSDAY 18 MAY

1. Guided visit to Yad Vashem - The World Holocaust Remembrance Center
2. Guided tour of Jerusalem's Old City

0	16:45	Meeting point: 132 Kedem Street, Tel Aviv	
1	17:00-18:30	The Israeli Innovation Centre – The Peres Center for Peace and Innovation	132 Kedem St., Tel Aviv-Jaffa

Private guided tour of 90', a showcase of Israeli innovation making a global impact. At any given moment there are over 6,000 start-ups in Israel working in the fields of agriculture, water, cyber technology, security, space, mobile, industry, food, smart transportation, clean energy, video, gaming, medicine, science and research.

These are joined by numerous international companies that have established research and development centres in Israel, as well as veteran Israeli companies that never cease innovating and inventing. Every year, a new group of ground-breaking Israeli developments will be selected and presented to visitors at the Peres Center for Peace and Innovation.

2	19:00 – 19:30	MEP briefing with EU Ambassador to Israel	Brown Brut hotel, Kaufmann St 6, Tel Aviv
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Private briefing with the EU Ambassador to Israel H.E Dimiter Tzantchev, head of EU delegation to Israel. H.E Dimiter Tzantchev, a native of Bulgaria, has been the European Union's Ambassador to Israel since September 2021. Before his current term, he had served in Israel in 1996 and between 2008 and 2010. The Head of Delegation is accredited as the official representative of the European Union to the State of Israel. In this position, he engages with Israelis from all walks of life, including senior officials, academics, clerics, students, artists, social activists, journalists among others.

3	19:30 – 21:00	EIF welcome reception	Brown Brut hotel, Kaufmann St 6, Tel-Aviv
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- Welcome remarks by EU Ambassador H.E. Dimiter Tzantchev, head of EU delegation to Israel
 - Opening remarks by MEP Victor Negrescu, Steering Committee member
 - Networking with EIF members and guests
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	9:00	Meeting point in hotel hall and transfer	Brown Bobo hotel, 42 Yavne st. Tel-Aviv
1	10:00-12:00	Reichman University Research Institute – Baruch Ivcher for Brain, Cognition & Technology	8 Ha'oniversita St. Herzliya
	<p>Meeting with Prof Amir Amedi, founding Director of the Baruch Ivcher Institute for Brain, Cognition & Technology (BCT Institute) and the Ruth & Meir Rosenthal Brain Imaging Center (MRI) at the Reichman University and experience of the multisensory room used for MRI to test results. Possible collaborations with the music sector revolve around Spatial Sound and the connection between Music & Medical procedures, anxiety and stress reduction.</p> <p>"The continuous use of technology can cause cognitive and emotional problems. The challenge we have to deal with is how to turn the equation around and use technology to develop tools that will overcome problems; from hearing and vision difficulties to emotional issues, well as tools to rehabilitate the brain and stop its degeneration. These technological tools, which are based on an understanding of the human brain allow us and others to decipher the mysteries of the brain and to map it in an unprecedented way."</p>		
2	12:30-14:30	ServiceNow <i>Lunch included</i>	Aharon Bart St 18, Petah Tikva
	<p>ServiceNow is a software company that develops a cloud computing platform to help companies and public institutions manage digital workflows for enterprise operations. It is also a world leader in workflow automation, and it has recently announced a global program designed to skill one million people with Digital Skills on the NOW platform by 2024.</p> <p>Tel Aviv hosts one of ServiceNow's major hubs in the MENA region, where they currently have 250 staff members. Most of them are coming from several acquisitions made in Israel during the recent years. In Israel they work with startups, local and multinational private companies, but they also have partnerships and agreements to digitally transform the public sector, including for instance the Ministry of Defence and the Ministry of Health.</p> <p>A lunch during which MEPs will be able to learn from C-levels and Directors of the Ministries with which they are cooperating. Their Head of the local development team will share his experience and knowledge of running the local branch of a global tech company, and the synergy with the startup culture of acquired companies, having himself been part of the journey of multiple friendly acquisitions by ServiceNow. He will also give a guided tour of the floor where their developers are at work, and MEPs could have the opportunity to see and interact with some of them about their work on real time.</p>		
3	14:40-16:00	Intuit <i>Coffee break included</i>	7 Ha-Psagot Street 7-9, Bldg B, 10th Fl. Petah Tikva
	<p>Intuit is a leading global provider of financial and digital marketing solutions for small businesses. Serving more than 100 million customers worldwide with TurboTax, Credit Karma, QuickBooks, and Mailchimp, we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible.</p> <p>MEPs will join an interactive session (demo + Q&A) with the Intuit AI and Data Director Mr Tzvika Barenholz. They will showcase the innovative use of AI to enhance SMEs' experience in the use digital accounting tools and how AI can help prevent fraud.</p>		
4	16:30-18:00	Cisco	144 Menahem Begin St., Tel-Aviv
	<p>16:30 – 16:40 Welcome</p> <p>16:40 – 16:55 – Cisco Israel Overview – Oren Sagi, Managing Director, Cisco Israel</p>		

16:55 – 17:15 – Silicon One – From Chip Design to Green Data Centers – Eyal Dagan, EVP, Cisco

17:15 – 17:45 - The Israeli Startup Nation – sharing experiences on inspiring, integrating and innovating in the ecosystem. Cisco acquired startups CEO's Panel – Ran Ilani, Ran Ribenzhaft, Assaf Nitzan

17:45 – 17:55 – Partnering with Israeli Government to empower an inclusive future for all – Zika Abzuk, Country Digitization Acceleration, Program Lead

17:55 – 18:10 – Drinks

18:10-18:40 Transfer to hotel and free time

	8:15	Meeting point in hotel hall and transfer	Brown Bobo hotel, 42 Yavne st. Tel-Aviv
1	9:00-10:15	EIT - European Institute of Innovation and Technology & ISERD - The Israel-Europe R&D Directorate	EIT Hub - Azrieli Sarona Tower, 61 Floor, Derech Menachem Begin 121, Tel-Aviv
<p>The European Institute of Innovation and Technology (EIT) launched a new innovation Hub in Tel Aviv in 2019, to create new opportunities for European and Israeli innovators and entrepreneurs. As Europe's innovation engine, the EIT is integrating business, education and research organisations in dynamic pan-European partnerships. This hub will strengthen the EIT Community's activities in Israel and act as a bridge between the European and Israeli innovation ecosystems. It will support the EIT Community in delivering a greener, healthier and more sustainable planet.</p> <p>ISERD promotes the participation of Israeli entities in R&D ventures within the European Research Area. It is an inter-ministerial directorate established by the Israeli Ministry of Economy, the Ministry of Science, Technology and Space, the Planning and Budgeting Committee of the Council for Higher Education, the Ministry of Finance and the Ministry of Foreign Affairs. It is operated through the Office of the Chief Scientist of the Ministry of Economy, and is Israel's official contact point (NCP) with the EU, for all the activities of the FP.</p>			
2	10:30-11:30	National Cyber Security Directorate of Israel	10 Habarzel st., Tel-Aviv
<p>The Israel National Cyber Directorate is the national security and technological agency responsible for defending Israel's national cyberspace and for establishing and advancing Israel's cyber power. The Directorate operates at the national level to constantly strengthen the level of defence of organizations and citizens, to prevent and handle cyberattacks and to strengthen emergency response capabilities. As part of its roles, the Directorate advances innovative cyber solutions and forward-looking technological solutions, formulates strategies and policies in the national and international arenas and develops its cyber manpower. The Directorate strives to maintain a protected, safe and open cyberspace for all of Israel's citizens and to facilitate the State of Israel's growth and power base.</p>			
	11:30-13:00	Transfer to Beersheba (1h30')	
	13:00-13:30	Light lunch	
3	13:30-14:30	Advanced Technologies Park (ATP) "Gav-Yam Negev"	
<p>The Gav-Yam Negev advanced technologies park, Israel's most advanced center of research and development, began its activity in recent years, adjacent to the Ben Gurion University campus and the IDF C4i Branch campus, in Beersheba, with the objective of creating a new international arena for opportunities for scientific innovation and advanced technological developments in various fields, including advanced cyber technologies, machine learning, data science, AI, robotics, innovative compound materials, media, IoT, and various additional fields of research studied in Ben Gurion University's advanced research centers.</p>			
4	14:30-16:00	Deutsche Telekom <i>Coffee break included</i>	

14:30-15:00 Meeting Alon Shahak, DT global cyber lead

15:00-15:30 Meeting Oleg Brodt, DT R&D Director at the Innovation Labs

T-Labs is the R&D department of Deutsche Telekom focusing on translating new technology trends and delivering tangible results into Deutsche Telekom's innovation portfolio. Current research areas are: Future Networks & AI, Spatial Computing and Decentralized Systems. #Co-Research is the key mission for the team, with the vision of achieving a superior customer experience and exploring disruptive technologies for future telecommunications infrastructures. From their base in Berlin they are cooperating with multiple universities in Germany, Europe, Israel and globally.

5 16:15-17:30 **Lenovo**

Lenovo Cybersecurity Innovation Center is established in cooperation with Cyber Security Research Center of Ben-Gurion University of the Negev. It is located in Beersheba, the Israeli Cyber Tech hub. What's particularly unique about this new innovation hub is that it's focused on zero-trust architectural innovation in hardware cybersecurity (while the overwhelming majority of solutions focus on securing software). The Centre also includes an attestation lab and an on-site briefing center.

Presentation by Nima Baiati, ED/GM, Cybersecurity Solutions/ThinkShield, Head of Lenovo Cybersecurity Innovation Center – Israel and tour.

Other Lenovo representatives: Shama Patari, ED, WW Government Relations; Greg Smith, ED, EMEA SSG; Gianluca Diana, Mgr., EMEA Government Relations.

17:30-18:30 Transfer to Tel-Aviv (1h) and free time

1	10:00-11:00	Transfer to Jerusalem (1h)	
2	11:00-13:00	Guided visit to Yad Vashem The World Holocaust Remembrance Center	Mount of Remembrance, Jerusalem

The Holocaust Martyrs' and Heroes' remembrance Authority, known as Yad Vashem, is an institution founded under a law enacted by the Knesset (Israel's parliament) in 1953. In its activities Yad Vashem serves as a focal point in the collective Jewish memory and in the Israeli society, with the commandment to preserve a memory of universal significance for posterity, through education, documentation, research and commemoration.

The museum complex is the beating heart of the institution, one of the tools in this discourse, designed to meet the changing needs of each generation, and serves as a bridge between the world that was destroyed and the life that resumed. We will pay a briefing visit to the complex that contains the vast knowledge amassed in Holocaust research over the past 75 years.

3	13:30-14:30	Lunch	Restaurant Happy Fish, Mamilla Rd 14, Jerusalem
4	14:30-17:00	Guided walking tour of Jerusalem's Old City	

The Old City is a 0.9 square kilometers walled area within the modern city of Jerusalem. Until 1860, when the Jewish neighborhood Mishkenot Sha'ananim was established, this area constituted the entire city of Jerusalem.

The Old City is home to several sites of key religious importance: the Temple Mount and Western Wall for Jews, the Church of the Holy Sepulchre for Christians and the Dome of the Rock and al-Aqsa Mosque for Muslims.

It was added to the UNESCO World Heritage Site List in 1981.

17:00-18:30 Transfer to hotel in Tel Aviv (1h/1h30') and free time