

Dec 4th 8:00-13:30
BUSINESS IMPACT
On Inclusive Growth

Maala International Con(fair)ence **2019**

HANGAR 11 | TEL AVIV



8:00-9:00

Exhibition

9:00-10:30

Opening Plenary

Leaving No One Behind: Israeli Business Impact on Inclusive Growth

Launching of publication by Maala and Prof. David Grayson: **Leaving No One Behind**

Moderator: Momo Mahadav, CEO, Maala

Speakers: Micky Adiv, CEO, G1 and Chairperson, Maala

Prof. David Grayson, Author and Prof. Emeritus at the Cranfield School of Management

Einav Aharoni-Yonas, CEO, JDC Israel-Tevet

Roger Crockett, VP, Global Head of Diversity & Inclusion, Western Digital

Ulrika Hasselgren, Global Head of Sustainability & Impact Investment, Danske Bank

The Dov Lautman Employment Diversity Award 2019

11:00-13:30

Sessions in Professional Tracks

Yes, It's Our Business! Marketing with Purpose

Host: Talma Biro, CEO, Israel Marketing Association

Moderator: Osnat Golan, VP Digital Communications & Sustainability, Strauss Group

Speakers:

Noa Shumovitch | VP Marketing Brand & IMC, Teva Pharmaceuticals

Galit Polak | Marcom Manager, Bank Hapoalim

Yossi Lubaton | Chairman and CEO, Publicis Groupe Israel

Safety in the Industry & Construction

Moderator: Maala

Speakers:

Micky Adiv | CEO, G1

Nissim Peretz | CEO, Netivei Israel (Israel Highways)

Dr. Guy Hochman | Head of the Behavioral Economics program, IDC Herzliya

Yuval Amitai | VP EHS, ICL

Amir Levy | Safety & Occupational Health Manager, Noble Energy

Moshe Ben Aryeh | Engineer, Y.H. Dimri

Ofer Asi | Safety Manager, Y.H. Dimri

Izhak Paz | CEO, SafeGuard

Udi Melamed | EHS Manager, Strauss Group

Ofir Aviv | Light Rail Site-Manager, Solel-Bone

Adv. Itzik Sabato | Director of the National Insurance Fund, National Insurance Institute (Bituach Leumi)

ESG and Responsible Investment Forum

Moderators: Keren Mazor, Head of Investor Relations, Bank Hapoalim

Noga Levtzion Nadan, CEO, Greeneye & Value^2

Speakers:

Ulrika Hasselgren | Global Head of Sustainability & Impact Investment, Danske Bank

Heather Lang | Executive Director, Sustainable Finance Solutions, Sustainalytics

Sam Block | VP ESG Research, MSCI

Daniella Finn | Head of Investor Relations, Strauss Group

Giulia Baconcini | Client Services Manager, Vigeo Eiris

Ilan Gildin | Director of Research Development and Strategic Economic Development, Israel Securities Authority

Evaluating Businesses' Impact on the Economy and Society

Moderator: Chen Herzog | Chief Economist & Partner, BDO Israel

Speakers:

Alex Brill | CEO, Matrix Global Advisors

Amir Foster | Executive Director, The Association of Oil and Gas Exploration Industries in Israel

Gidi Kroch | CEO, Leket Israel

Amalia Adler-Waxman | VP Social Impact & Responsibility, Teva Pharmaceuticals

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Belonging: the Next Step in Diversity

Moderator: Noa Tron, CEO, Israel Diversity Forum

Speakers:

- Ofer Keren | EVP Human Resources and Organization, Israel Electric Corporation
- Jackie Albano | Director, External Affairs, CECP
- Yair Cohen | Deputy Division Director of Logistics and Assets, Israel Electric Corporation
- Jumana Nsier Hakim | Project North Manager & Nazareth site Manager, Microsoft Israel
- Gili Ben Shaul | Back-end Operations Manager, Mizrahi Tefahot Bank
- Noa Weizman Levi | Head of Division for Planning and SCP Coordination, Tnuva
- Fadi Zoabi | Procurement Planning Manager, Division for Planning and SCP Coordination, Tnuva

Reducing plastic Waste and Consumer Behavior

Moderator: Maala

Speakers:

- Liat Lavee | Communication, External Affairs & Sustainable Business Development Manager Unilever Israel
- Tali Gvirzer | Environmental Specialist, Osem-Nestle Israel
- Amit Ron | Head of Packaging Development, Osem-Nestle Israel
- Ilan Lahav | Manufacturing Technologies Director, Netafim
- Maya Jacobs | Executive Director, Zalul
- Amiad Lapidot | Waste Scientist and Sustainability Coordinator, Israel Union for Environmental Defense (Adam, Teva V'din)
- Yael Ilmer Giron | Executive Assistant, The Society for the Protection of Nature in Israel
- Tahel Dimri | Active Citizenship Lab in Netivot
- Eden Zigelman | Active Citizenship Lab in Netivot
- Noa Shpitzer-Mizrachi, Director of EPR Division, Israel Ministry of Environmental Protection
- Snir Yagil | Procurement Manager, Unilever Israel
- Shelly Meltser | CMO, Tamir - Packaging Recovery Organization of Israel

Getting to Work: Solutions for Reducing Use of Private Vehicles

Moderator: Maala

Speakers:

- Yael Patkin | Entrepreneurial Projects Manager, Ayalon Highways
- Sharon Elmosnino | General Manager Petach Tikva Development Center, Intel Israel
- Zach Teplitzki | Environmental Protection and Sustainability Program Manager | Applied Materials
- Ronit Ronen-Karpol | Head of HR, Western Digital Israel & EMEA
- Gil David | Director, CFO, Western Digital Israel
- Yair Barzilay | Sales Manager, We.Ride
- Ivri Verbin | CEO, GoodVision (Fahn-Kanne Group)

Data and Corporate Social Responsibility

Moderators: Shirley Kantor | Corporate Responsibility & Social Marketing Expert

Amit Kama | CEO & Founder, Kamedia Technology Services & CDO Club IL

Speakers:

- Elah Alkalay | VP Business Development, IBI Investment House
- Shay Guttman | VP Digital, Innovation & Technology, UPS Israel
- Adi Crystal | Head of Marketing – Productivity & Security Products, Microsoft Israel
- Anat Katz-Arotchas | CEO, Standpoint

Human Capital and Productivity

A roundtable discussion between tech companies, retail, industry and government about future skills, learning and job insecurity.

Co-host: JDC Israel - Tevet

Moderators: Einav Aharoni-Yonas, CEO, JDC Israel-Tevet

Suzan Hasan | Director -Employment programs for Arabs and for Career Advancement, JDC Israel-Tevet

Speakers:

- Mati Gill** | Head of Government Affairs, Corporate & International Markets, Teva Pharmaceuticals
- Tomas Sercovich** | CEO, BITC Ireland
- Mariana Waksman** | Head of Academic and Education Relations, Intel Israel
- Gal Koll** | Head of TechFactory program, Elevation
- Roni Schnizer** | Head of Department of strategy and policy planning, Ministry of Labor
- Moti Lezarovitz** | CIO/CTO, Isralaser
- Shimon Shmueli** | Head of Government Affairs & Public Policy, Google Israel
- Nivras Taha** | VP HR, King Store (Almashhadawi Group)

The second day of the conference, December 5th, is comprised of field tours to sites of social and sustainable innovation around Israel



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