

**INNOVATION  
for  
GOOD LIFE**  
INTERNATIONAL CON(FAIR)ENCE

**Nov 29 – 30 | 2017 | HANGAR 11**

**Innovation For Good Life**

**TEL AVIV**

INTERNATIONAL CON(FAIR)ENCE



## **1st Day: Conference**

**November 2017, 29**

**8:00-9:00** Exhibition and Networking

**9:00-10:45** **Opening Session | Main Stage**

**9:00** **A Vision for Israeli CSR Leadership**

Host: **Momo Mahadav**, CEO, Maala

**Micky Adiv** | Chairman, Maala; CEO, G1 (formerly G4S Israel)

**MK Gilad Erdan** | Israel's Minister of Public Security and Strategic Affairs

**Ittai Ben Zeev** | CEO, Tel Aviv Stock Exchange – TASE

**9:45** **TASE Opening Bell Ceremony**

With CEOs of companies included in the **Maala Index for Corporate Responsibility**

**9:55** **Showcasing Innovation for Good Life**

Host: **Jo Confino** | Executive Editor, Impact and Innovation, The Huffington Post

**Virginie Helias** | Vice President for Global Sustainability, P&G

**Prof. Eyal Shimoni** | CTO, Strauss Group

**Michel van der Bel** | Corporate Vice-President of EMEA, Microsoft

**Sajsa Besilik** | Head of Group Sustainable Finance, Nordea Bank

**Avinoam Sapir** | SVP, Growth Markets Innovation & Cluster Manager – Israel, Africa, Turkey & Ukraine, Teva

**11:15-14:30** **Tracks & Sessions**

The program features several professional tracks; sessions are arranged in the schedule by track.

### **Innovation**

**11:15-12:45** The Innovative Business of Social Offering

### **HR & Welfare**

**11:15-12:45** Closing the Digital Gap for all Employees

**13:00-14:15** 2035: Longevity meets the Future Labor Market

### **Marketing & Sales**

**11:15-12:30** Content meets Values meets Branding

**12:30-13:30** Redefining the Balance of Power between Customer and Business

### **Finance & IR**

**11:15-12:30** How can Israeli Market Leaders Attract Sustainable Investors?

**12:45-14:00** Living Up to ESG Expectations – A Dialogue between Analysts and Israeli Companies

**14:00 -15:00** **The 2017 Dov Lautmann Diversity Award Ceremony**

**MK Gila Gamliel** | Israel's Minister for Social Equality

**Noam Lautman** | Founder, The Lautman Fund; Chairman, Delta Galil

**15:00 -16:00** Happy Hour

### **Procurement**

**13:00-14:00** Promoting Responsible Procurement

### **Critical Friends – Roundtable**

**12:13-13:45** Could Natural Gas Drive Sustainable Transportation in Israel?

### **CSR**

**11:15-12:15** Smarter Partnerships between Cities, Businesses and Communities

**14:00-14:45** Introduction to Integrated Reporting

### **Environment**

**13:00-14:15** The Role of IT Solutions in Meeting Sustainability and Environmental Challenges

**The second day of the conference, Thursday, November 30,  
will be comprised of a variety of field tours.**