

SCHEDULE

09:00 REGISTRATION
10:00 OPENING PLENARY

Welcoming Remarks

Ron Huldai, Mayor, TEL AVIV – YAFO
Eytan Schwartz, CEO, Tel Aviv Global, TEL AVIV
Dr. Yossi Vardi, Chairman DLD TEL AVIV
Suzanne Landau, Dir. and Chief Curator, Tel Aviv Museum of Art, TEL AVIV

“Urban Solutions for Global Challenges”

Moderator:
Gwen Ackerman, Senior Technology Writer, Bloomberg News
Panelists:
• Ron Huldai, Mayor, TEL AVIV – YAFO
• Douglas Frantz, Dep. Secretary Gen., O.E.C.D., PARIS
• Enrique Peñalosa Londono, Mayor, BOGOTA
• Uwe Becker, First Dep. Mayor and City Treasurer, FRANKFURT
• Patrick Klugman, Deputy Mayor, PARIS

Re-imagining Brand Africa
Thebe Ikalafeng, Founder, Brand Africa, JOHANNESBURG

12:00 BRUNCH
13:00 MULTIPLE TRACKS 1-9

1 INNOVATIVE SOLUTIONS FOR URBAN CHALLENGES

Track Lead: Eliav Blizowsky, Dir. Int'l Relations & Business Dev. Administration, TEL AVIV

Overview
James Anderson, Head of Government Innovation Programs, Bloomberg Philanthropies, NEW YORK

Lowering the Cost of Living
Moderator: Michael Vole, Dir., Community Planning & Dev. Department, TEL AVIV

Panelists:
• Leander Bindewald, Institute for Leadership & Sustainability, Uni. of Cumbria, LONDON
• Annette Schubert, Dep. Dir. Dietschbach Dev., FREIBURG
• Dr. Jochen Lang, Head of the Dir. for Housing Policy, BERLIN
• Roberto Sánchez Sánchez, Dir. Gen. for Innovation and City Promotion, MADRID
• Makoto Sekiyama, Dir. Gen. for Foreign Affairs, YOKOHAMA

Breaking Boundaries in Education
Moderator: Netaly Ophir Flint, CEO, Reut Group, TEL AVIV

Panelists:
• Jukka Makela, Mayor, ESPOO
• Asaf Zamir, First Deputy Mayor, TEL AVIV – YAFO
• Eric Lavin, Founding Manager, Aspen Ventures, WASHINGTON DC
• Ramiro Salazar, Library Dir., SAN ANTONIO
• Tanel Keres, Head of Education Service Unit, TALLINN

Human Rights and Immigration
Moderator: Judy Maltz, Senior Writer, Haaretz, TEL AVIV

Presentation:
Pascal Thirion, Exec. SVP, Int'l Marketing, Tempelhof, BERLIN
Panelists:
• Andreas Wolter, Vice Mayor, COLOGNE
• Asadi Shams, Human Rights Commis. & Head of Human Rights Office, VIENNA
• Irena Guidikova, Head of Division, World Forum for Democracy & Intercultural Cities Program Manager, Council of Europe, STRASBOURG
• Itai Biges, Dir., i-Team, TEL AVIV

2 STARTUP CITIES

Track Lead: Yael Weinstein, Dir. of Economic Dev., Tel Aviv Global, TEL AVIV

Opening Remarks
HE Lars Faaborg-Andersen, EU Ambassador to Israel

Overview: The Global Startup Scene
David Altavet, Senior Program Manager, NESTA Innovation Lab, LONDON

“Our Secret Ingredient”
Moderator: Wendy Singer, Exec. Dir., Start-Up Nation Central, TEL AVIV

Panelists:
• Sergey Cherebin, Head of Department for Economic & Int'l Relations, MOSCOW
• Uwe Kerkmann, Dir. Gen., Office of Economic Dev., DUESSELDORF
• Xavier Vilalta, Catalonia Trade & Investment, ACCÓ, BARCELONA
• Hanan Brand, Partner, Cornerstone Venture Partner, JERUSALEM
• Holo Zheng, Gen. Manager, Techcode Israel – China Innovation Center

“Boosting City Life through Technology”
Moderator: Guy Spigelman, CEO, PresenTense, JERUSALEM

Speaker: Isaac Martín-Barbero, Gen. Dir., ICEX Spain Trade and Investments, MADRID
Panelists:
• Dr. Stefan Franzke, CEO, Berlin Partner for Business & Technology, BERLIN
• Alexey Parabucher, CEO Agency of Innovations, MOSCOW
• Joseph Michael, Head of Startups/Tech, STOCKHOLM
• Tuula Antola, Director of Economic & Business Development, ESPOO
• Gabriele Tatzberger, Head of Start-up Services, Business Agency, VIENNA

3 EMERGING CITIES

In partnership with 

Track Lead: Ehud Carmely, Dep. Head of City Planning Department, TEL AVIV

Opening Remarks
Paul Steinberg, CTO, Motorola Solutions, CHICAGO

Fire-side Chat: A Global Perspective on Urban Technologies and Emerging Cities: The UN and the OECD

Moderator: Netta Ahituv, Magazine Correspondent & Editor, Haaretz, TEL AVIV

Participants:
Douglas Frantz, Dep. Secretary Gen., O.E.C.D., PARIS
Philippe Scholtes, Managing Dir., U.N. Industrial Dev. Org., VIENNA

Models for Rapid Afro-Urbanization
Moderator: Netta Ahituv, Magazine Correspondent & Editor, Haaretz, TEL AVIV

Panelists:
• Douglas Ragan, Unit Leader Youth and Livelihoods, United Nations Human Settlements Programme, NAIROBI
• John Tanui, CEO, Konza Technopolis Dev. Authority, KONZA
• Arch. Avishay Kimeldorf, Dep. Planning Dir. & Chief Architect, Shikun & Binui Real Estate, LOD
• Jonathan Haran, CEO, Engineers Without Borders Israel, TEL AVIV

Artalk: Contemporary Art and the Afro-Futuristic Context
Ruth Direktor, Curator of contemporary art, Tel Aviv Museum of Art, TEL AVIV

Champion Pitches: Changing the World, From the Bottom Up
Moderator: Shirley Ben-Dak, Head of Int'l Programs, Weitz Center, REHOVOT

Champions:
• Asaf Kindeler, Founder, Snapp, TEL AVIV
• Ariel Beery, CEO, MobileODT, TEL AVIV
• Ginger Arboleda, Founder, Taxumo
• Udi Leshem, Founder and CEO, Aquanos, TEL AVIV

Expert Feedback:
Dr. Aliza Belman Inbal, Dir., Pears Program for Global Innovation, TAU, TEL AVIV
John Tanui, CEO, Konza Technopolis Dev. Authority, KONZA

4 SMART TOURISM FOR INCLUSIVE GROWTH

Track Lead: Dr. Isaac Mizrahi, Dir. of Tourism, Tel Aviv Global, TEL AVIV

Opening Remarks
Dr. Isaac Mizrahi, Dir. of Tourism, Tel Aviv Global, TEL AVIV

Defining the Challenge: When Residents and Visitors Meet
Moderator: Frans van der Avert, CEO, I Amsterdam Marketing, AMSTERDAM

Panelists:
• Dr. Gábor Bagdy, Dep. Mayor, BUDAPEST
• Burkhard Keiker, CEO, visitBerlin, BERLIN
• Dr. Isaac Mizrahi, Dir. of Tourism, Tel Aviv Global, TEL AVIV
• Martin Sturzenegger, CEO, Zürich Tourism, ZÜRICH

The Solution: Smart Tourism for an Inclusive City
Moderator: Sharon Landes-Fischer, Head of Tourist Services & Smart Tourism, Tel Aviv Global, TEL AVIV

Panelists:
• Maelle Gavet, Exec. VP, Global Operations, The Priceline Group, AMSTERDAM
• Antonio Lopez De Avila, CEO, Segittur, MADRID
• Corie Chung, Strategic Design Dir., Designit
• Maria Rankka, CEO, Stockholm Chamber of Commerce, STOCKHOLM
• Jordy Puy Campàs, COO, Sound Diplomacy, BARCELONA
• Leon Avigad, CEO, Leopard Hospitality, TEL AVIV
• Rom Hendlar, Founder and Managing Partner, InnoVel Venture Capital, TEL AVIV

Embedding Smart & Inclusive Tourism into City Infrastructure
Moderator: Itamar Weizman, Founder, Cool Cousin, TEL AVIV

Participants:
• Aron Meiri, CEO, Colu, TEL AVIV
• Arch. Ayal Ronen, Senior City Planner, City Planning Department, TEL AVIV
• Nihaya Hamdan Yahya & Muhammad Ali, Ajyal Primary School, JAFFA
• Refaella Ballas & Benny Rotlevy, Amal Shevach Moffet High School, TEL AVIV
• Anat Goldstein, On School, TEL AVIV
• Doris Rania, Owner, Anton Coffee, Jaffa

5 CITY-CITIZEN-COAST: COASTAL CITIES FORUM

Initiated by Atarim

Track Lead: Adv. Yaron Klein, CEO, Atarim, TEL AVIV

Moderator: Dr. Orli Ronen, Porter School of Environmental Studies, TAU, TEL AVIV

Opening Remarks
Adv. Yaron Klein, CEO, Atarim, TEL AVIV
Dr. Orli Ronen, Porter School of Environmental Studies, TAU, TEL AVIV
Prof. Rachelle Alterman, Head, Mare Nostrum Project, the Technion, HAIFA

Case Studies of Coastal Management and Community Engagement:

Presentations
• Mario Cortes Carballo, Dep. Mayor, MALAGA
• Geoff Withycombe, Exec. Officer, Sydney Coastal Councils Group, SYDNEY
• Ger Van Opstal, Chief Coastal Police, SCHEVENINGEN
• Adi Lusting, Coastal Preservation Activist, PALMACHIM
• Marc Darder Solé, Planning & Dev., Gov. of Catalonia, BARCELONA

Overview
Ophir Paz-Pines, Head, Institute for Local Government, TAU, TEL AVIV

An Open Discussion: Who's sea is it?

Moderators:
Adv. Yaron Klein, CEO, Atarim, TEL AVIV
Ophir Paz-Pines, Head, Institute for Local Government, TAU, TEL AVIV

With the participations of: Mayors and representatives of the Israel Coastal Authorities Forum; Representatives of the Coastal Coalition; Senior representatives of the Municipality of Tel Aviv-Yafo



6 INDIA – TEL AVIV: A SMART PARTNERSHIP

Track Lead: Zohar Sharon, Chief Knowledge Officer, TEL AVIV

Opening Remarks
• Dr. Anju Kumar, Dep. Chief of Mission, Embassy of India in TEL AVIV

• Zohar Sharon, Chief Knowledge Officer, TEL AVIV
• Abhijit Pawar, Managing Dir., Sakal Group, PUNE

Turning Existing Infrastructures into Sustainable Urban Spaces
Moderator: Rinat Mashal, Urban Projects Advisor, TEL AVIV

Panelists:
• Adv. Doron Sapir, First Dep. Mayor & Chairman, Hiriya – Dan Municipal Sanitation, TEL AVIV
• Etai Pinkas Arad, City Council Member, TEL AVIV
• Sheana Shechterman, Sustainability Manager, Dizengoff Center, TEL AVIV
• Dr. David Pargament, Gen. Dir., Yarqon River Authority, TEL AVIV
• Sharon Keren, Gen. Dir., Mei Avivim, TEL AVIV

Remarks:
Sanjeev Jaiswal, Municipal Commissioner, THANE

Strategies of Smart Government and Smart Cities
Moderator: Zohar Sharon, Chief Knowledge Officer, TEL AVIV

Panelists:
• David Grau, Sales & Marketing Director, HLS Division, TSG IT Advanced Systems, TEL AVIV
• David Aharoni, Manager of Security and Emergency Services Branch, TEL AVIV
• Koby Elkayam, Dep. Dir. of Operations, Ahuzot Ha'hof, TEL AVIV
• Dr. Eyal Benjamin, Head of Entrepreneurship Track, Academic College of Tel Aviv-Yafo, TEL AVIV

Technological Solutions for Urban Challenges
Led by Top SkyLine

7 THE MAKING OF: MAKERS/ARTISTS/THE PRESENT

Track Lead: Gideon Schmerling, Dir., Media and Communication Administration, TEL AVIV

Moderator: Alona Friedberg, Visual Artist, Head of Art Studies, Hamidra-sha Faculty of the Arts & Beit Berl College, TEL AVIV

Participants:
• Nurit Bar-Shai, Interdisciplinary Artist, Co-Founder, Genspace – a community biotech lab, NEW YORK
• Saron Paz, Experience Designer; Co-Founder, ForReal Team Studio & Head, New Media Dept, Musrara School of Arts; & Zvika Markfeld, Maker; Co-Founder, ForReal Team Studio & Senior Lecturer, the New Media Dept., Musrara School of Arts, JERUSALEM
• Ori Levin, Visual Artist and a PhD student, The Steve Tisch School of Film and Television, TAU, TEL AVIV
• David Gordon, A Musician, a Performing Artist & Lecturer at “BPM” and “HED” Music Colleges, TEL AVIV



8 GIVING MEANING TO THE PRIDE PARADES

An Interactive Session with:
Frank van Dalen, Vice President of InterPride and Co-chair of InterPrides, AMSTERDAM



9 CITIZEN ENGAGEMENT: THE DIGITAL CONCEPT MAJOR CITIES OF EUROPE

Track Lead: Liora Shechter, Chief Information Officer, TEL AVIV

Chairman: Giorgio Prister, President, Major Cities of Europe, ROME

By invitation only

