

Israel 15 Conference - Realizing the Vision Now!

Monday, June 8, 2009, Dan Panorama Hotel Tel Aviv

The Reut Institute and TheMarker are inviting Israel's social and economic leaders to discuss Israel's 'New Deal.' The goal: for Israel to undergo a leapfrog that will place it among the fifteen leading countries in terms of quality of life. The conference will bring together the leading individuals and organizations that are dedicating their lives to Israel's development.

Honorary president: **Ms. Raya Strauss Ben-Dror**, Co-President and Co-Owner, Strauss Investment Company

Chairman: **Mr. Erez Meltzer**, Executive Vice Chairman and CEO of Gadot Chemical Tankers and Terminals Ltd.

08:30-09:00 **Registration**

09:00-09:15 **Opening Remarks Erez Meltzer**

09:15-09:30 **ISRAEL 15 Vision: Gidi Grinstein**, Founder and President of the Reut Institute

09:30-10:00 **A Social and Economic vision for Israel, MK Tzipi Livni**, Opposition Leader

10:00-11:00 **Panel: What is the 'New Deal' that will Leapfrog Israel?**

Moderator: Guy Rolnik, editor-in-chief, TheMarker

Mr. Yarom Ariav, General Manager of the Ministry of Finance

Mr. Shraga Brosh, President of the Manufacturers Association

Mr. Israel Makov, Chairman of Given Imaging

Prof. Manuel Trachtenberg, Head of Nat'l Economic Council

Mr. Ofer Eini, Head of the Histadrut Labor Union

11:00-11:30 **Coffee Break**

11:30-12:30 **Panel: Socioeconomic Leapfrogging on the Local and Regional Level**

Moderator: Tali Heruti-Sover, editor of the career, management, and initiatives column for TheMarker

Mr. Ra'anana Dinur, Former Director-General, PMO

Mr. Yona Yahav, Mayor of Haifa

Mr. Shimon Lankri, Mayor of Akko

Ms. Miriam Fierberg-Ikar, Mayor of Netanya

Mr. Alon Schuster, Head of Sha'ar HaNegev Regional Council

12:30-13:00 **The Economic Crisis as an Opportunity for Viable Growth, Minister Avishai Braverman**, Minister of Minorities.

- 13:00-14:00** **Lunch**
- 14:00-15:15** **ISRAEL 15 Salon***
- 15:30-16:00** **Closing remarks**

ISRAEL 15 Salon

The ISRAEL 15 Salon is an open-space comprised of eight discussion areas dealing with topics related to socioeconomic leapfrogging. Each discussion space is comprised of a host, 2-3 speakers and approximately 25-30 conference participants who are leaders and representatives of organizations dealing with different aspects of the ISRAEL 15 Vision. Discussions will include:

- Open Space: **Leapfrogging Regions**
Host: Partnership 2000 of the Jewish Agency and Praxis Ltd.
- Open Space: **Israel's 1985 Economic Turning Point**
Host: Yoram Gabai, Former Head of State Revenues at Ministry of Finance, Chairman of the Pe'elim Company
- Open Space: **Inclusiveness**
Host: Yaron Zalicha, Former Accountant-General in the Ministry of Finance and Head of Accounting Dept., Ono Academic College
- Open Space: **The Environment: Economic Asset and a Security Interest**
Host: Martin Kace, Founder and CEO of Empax
- Open Space: **The Jewish World - An Untapped Growth Engine (in English)**
Host: Abraham Infeld, Former President of Hillel International
- Open Space: **The role of Arab society in promoting Israel's leapfrog**
Host: Amnon Be'eri-Sulitzeanu and Mohammad Darawshe, Co-Executive Directors of The Abraham Fund Initiatives
- Open Space: **The Educational Infrastructure for Leapfrogging**
Host: Rabbi Shai Piron, Director-General of "Hakol Chinuch"
- Open Space: **Leadership and Institutions**
Host: Dr. Michal Hemmo-Lotem, Executive Director and Head of the Volunteer Division, ELKA - JDC Israel