



Schedule of Events

Conference Co-chairs:

- **Russell Stone**, Director, Center for Israel Studies
- **Erran Carmel**, Professor of Information Technology, Kogod School of Business
- **Richard Linowes**, Professor, Kogod School of Business

Monday, March 3

University Club,
1135 Sixteenth Street, NW,
Washington, DC

7:00 p.m. Reception, Dinner, and Keynote Address

Sponsor:

**Mintz, Levin, Cohn, Ferris,
Glovsky and Popeo, P. C.**

Keynote Address:

Corporate Social Responsibility and Ethical Leadership for Today's Business World

Raya Strauss Bendror,
President, Strauss Investment
Company, co-founder
of billion-dollar food
conglomerate Strauss-Elite
Group and leader in Israeli
corporate social responsibility

Tuesday, March 4

American University, Butler Pavilion, Butler Boardroom, 4400 Massachusetts Avenue, NW, Washington, DC

8:45 a.m.
Opening Remarks by conference
co-chairs:

- **Russell Stone**
- **Erran Carmel**
- **Richard Linowes**

9:00–9:30 a.m. Keynote Address: Cabinet Level Insight into Israel's Business Sector

**Binyamin (Fouad)
Ben-Eliezer**, Minister of
National Infrastructure

9:30–10:45 a.m. The Israeli Economy and Financial Markets

An overview of the evolution of the
Israeli economy, recent changes in
the stock and bond markets
fostering corporate growth and
mergers, and overall prospects for
growth in the future

- **Avishay Braverman**,
Member of Knesset, past
president of Ben Gurion
University and former
senior economist, World
Bank: Providing an insider's
view of Israel's economic life
- **Gil Mehrez**, International
Monetary Fund: Presenting
an assessment of Israel's
economic growth

- **Vered Dar**, Chief
Economist and Strategist,
Psagot Ofek, Israel's
largest investment house,
and former Deputy
Director in the Ministry
of Finance: Discussing the
revitalized Israeli financial
markets
- **Ohad Cohen**,
Commercial Attaché,
Embassy of Israel: Speaking
on the impact of trade on
Israel's economic success

Chair:

Howard Wachtel,
AU Professor Emeritus of
Economics and founding
Director of the Center for
Israel Studies

11:00 a.m.–12:30 p.m. Technology, Innovation and Start-ups

An overview of the dynamic high
tech sectors of Israel that introduce
important innovations in key
industries

- **Guy Levy-Yurista**,
Director, AOL, and former
director Tamir Fishman
Ventures: Presenting insight
into Israeli "brain drain" and
"brain circulation"
- **Amir Orad**, EVP,
Actimize, former VP of
RSA Security, and co-
founder of Cyota Inc.:
Delivering an insider view of
what makes Israeli start-ups
different

- **Orey Gilliam**, CEO,
ICQ, and head of AOL
Messaging: Sharing his
experience with Israel's first
start-up acquired in a high
profile, multi-million dollar
acquisition
- **Mark Kass**, Partner, Mintz,
Levin: Speaking about how
Israeli firms are born global

Chair:

Erran Carmel

12:45–2:15 p.m. Luncheon

American University,
Mary Gradon Center,
Faculty Dining Room

Introduction:

Neil Kerwin, President,
American University

Keynote Address:

Israel's Economy at 60

Avishay Braverman,
Member of Knesset, past
president of Ben Gurion
University and former senior
economist, World Bank

2:30–3:30 p.m. Israeli Family-owned Mega-Enterprises

A portrait of key family-controlled
businesses and how they expand,
groom talent and weather conflicts

- **Raya Strauss Bendror**,
President, Strauss
Investment Company,

- co-founder of billion-
dollar food conglomerate
Strauss-Elite Group and
leader in Israeli corporate
social responsibility:
Speaking on the opportunities
for business growth and
making a difference
- **Nava Michael Tsabari**,
doctoral candidate on
family business: Speaking
on the challenges of family-
controlled businesses

Chair:

Richard Linowes

3:45–5:00 p.m. Social Responsibility, Ethics, and Green Business

An exploration of recent trends
in improving the social benefit of
business and applying Jewish ethics
to business

- **Momo Mahadav**, VP,
Maala—The Israeli
Association for Social
Responsibility: Presenting
changes in Israeli landscape of
corporate social activism
- **Noam Gressel**, CEO &
Founder, Assif-Strategies:
Contrasting "greenwash,"
corporate sustainability and
clean tech development
- **David Weitzner**,
AU Professor of
Business Ethics: Speaking
on the ethics of Israeli
business through a Jewish lens



For conference sponsorship
opportunities, phone registration
or more information, contact:

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