



# PROMOTING A CULTURE OF INNOVATION



GALA DINNER  
at the stunning  
Concert Noble in Brussels  
**Monday 12 July 2010**  
starting at 19:00

HALF-DAY CONFERENCE  
at the European Parliament in  
Brussels

**Tuesday 13 July 2010**  
08:30-14:00  
Room 'Altiero Spinelli' A5G-3

Register now  
[www.eureka-israel.co.il/registration.html](http://www.eureka-israel.co.il/registration.html)

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# CONFERENCE

The Israeli EUREKA Chairmanship, which begins its 12-month tenure in July, is pleased to announce the conference:

## EUREKA ISRAELI CHAIRMANSHIP: PROMOTING A CULTURE OF INNOVATION

The conference is organised in association with the European Parliamentarian Bastiaan BELDER (EFD) and the Office of the Chief Scientist at the Israeli Ministry of Industry, Trade and Labor and MATIMOP - the Israeli Industry Centre for R&D.

# GALA DINNER

### KEYNOTE SPEECH BY

Mr. Saul SINGER author of *'Start-up Nation: The Story of Israel's Economic Miracle'*

### PERFORMANCE OF

Ms. Ye'ela AVITAL,  
an Israeli soprano singer

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

09:00 - 09:10 Greetings / **H.E Mr. Ran Curiel** Head of the Israeli Mission to the EU

09:10 - 09:30 Keynote / **Dr. Eli Oppor** EUREKA Chairman, Chief Scientist, Ministry of Industry, Trade and Labor, ISRAEL  
'Innovation as a Growth Engine'

09:30 - 11:00 **'The role of EUREKA in the European Research and Innovation Area'**

Moderator / **Mr. Luuk BORG** Head of EUREKA Secretariat

#### Speakers

**Mr. Per-Ove ENGELBRECHT** Head of unit: Financing Innovation and SME's, European Commission  
**Mr. António FERNANDO CORREIA DE CAMPOS** MEP

**Mr. Gerard DE GRAAF** Head of unit: Strategic Objective Prosperity, European Commission

**Mr. Rudolf HAGGENMÜLLER** Chairman of ITEA 2  
**Mr. Meir SHEETRIT** Member of the Knesset - Chairman Science & Technology Committee

11:00 - 11:30 Coffee Break

11:30 - 13:00 **'The Business of innovation –Israeli experience'**

Moderator / **Dr. Shuki GLEITMAN** Founder and the GP of Platinum VC fund

#### Speakers

**Mr. Chemi PERES** Managing General Partner and Co-Founder Pitango Venture Capital

**Prof. Dafna SCHWARTZ** Director of Bengis Center for Entrepreneurship & Hi-Tech Management

**Mr. Tomer KARIV** CEO of the Pontifax Funds  
**Dr. David ALMAGOR** Chairman, CEO, Co-Founder Panoramic Power  
**Mr. Doron SHALOM** CEO of MS Tech

13:00 - 13:15 Conclusions and final note

**Mr. Bastiaan BELDER** MEP

13:15 - 14:00 Networking Lunch