



Prime Minister's Office  
National Cyber Bureau



אוניברסיטת תל-אביב  
TEL AVIV UNIVERSITY



Blavatnik Interdisciplinary  
Cyber Research Center



Yuval Ne'eman Workshop  
for Science, Technology  
and Security

The Yuval Ne'eman Workshop, for Science, Technology and Security, the National Cyber Bureau and the Blavatnik Interdisciplinary Cyber Research Center (ICRC), Tel Aviv University cordially invite you to attend The 4<sup>th</sup> Annual International Cybersecurity Conference:

# Cyber Innovation: The Next Generation

Sunday, September 14<sup>th</sup>, 2014, 10:00-20:00,  
Smolarz Auditorium, Tel Aviv University

- 10:00-11:00**      **Welcome Reception & Registration**
- 11:00-11:45**      **Opening Session**  
**Conference Chairman: Major Gen. (Ret.) Prof. Isaac Ben Israel**,  
Head of ICRC & Yuval Ne'eman Workshop, Tel Aviv University  
**Prof. Joseph Klafter**, President of Tel Aviv University  
**Prof. Jacob A. Frenkel**, Chairman of the Board of Governors, Tel Aviv  
University, Chairman of JP Morgan Chase International, Former Governor of  
Bank of Israel  
**Introduction to the Yuval Ne'eman Workshop for Science,  
Technology & Security**  
**Gili Drob-Heistein**, Executive Director & **Dr. Roey Tzezana**, Fellow &  
Researcher, Yuval Ne'eman Workshop for Science, Technology & Security, Tel  
Aviv University
- 11:45-12:25**      **The Frontline of Cybersecurity**  
**Chairman: Dr. Giora Yaron**, Chairman of the Executive Council, Tel Aviv  
University, Chairman of Ramot  
**Gen. (Ret.) Keith Alexander**, CEO and President, IronNet; Former  
Director, National Security Agency (NSA), U.S.  
**Nadav Zafrir**, Co-Founder of Team8 - Cyber Security Venture Creation,  
Former Head of 8200 Unit (IDF)
- 12:25-12:45**      **Today's Security for Tomorrow's Threats**  
**Amnon Bar-Lev**, President, Check Point Software Technologies
- 12:45-13:40**      **Lunch Break**
- 13:40-15:00**      **First Session: Cyber Innovation**  
**Chairwoman: Keren Elazari**, Fellow, Yuval Ne'eman Workshop  
for Science, Technology & Security, Tel Aviv University  
**Avi Hasson**, Chief Scientist, Ministry of Economy  
**Secretary Gordon R. England**, Partner at Glilot Capital, Former  
Deputy Secretary of Defense, U.S.  
**Esti Peshin**, Director, Cyber Programs, IAI  
**Lawrence Pingree**, Research Director, Gartner  
**Mark Gazit**, CEO, Theta Ray



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15:00-16:00

## Second Session: Hacking the Brain

**Chairman: Yanki Margalit**, Social Entrepreneur, Chairman, Spacell, Partner, Innodo Ventures

**Prof. Nathan Intrator**, Blavatnik School of Computer Science, Sagol School of Neuroscience, Tel Aviv University

**Dr. Yossi Yovel**, Dept. of Zoology, Life Sciences Faculty, Sagol School of Neuroscience, Tel Aviv University

**Dr. Roey Tzezana**, Fellow & Researcher, Yuval Ne'eman Workshop for Science, Technology & Security, Tel Aviv University

**Dr. Moran Cerf**, Professor of Neuroscience, Kellogg School of Management & NYU, and Ex-Security Expert

16:00-16:50

## Third Session: The Secrets Behind a Successful Start-Up Panel

**Moderator: Izhar Shay**, Managing Partner, Canaan Partners Israel

**Yoav Tzruya**, Partner, JVP Cyber Labs

**Dr. Orna Berry**, Corporate VP, Growth and Innovation, EMC Centers of Excellence, EMEA and the U.S.

**Yuval Shachar**, Marker, LLC & Innovation Endeavors Partner

**Amir Orad**, CEO, Actimize; Co-Founder, Cyota

16:50-17:20

## Networking Break

17:20-18:45

## Fourth Session: Internet of Things

**Chairman: Nir Peleg**, Head of R&D Division, Israeli National Cyber Bureau

**Mooly Eden**, Senior VP, GM Perceptual Computing, President Intel Israel

**S. Ramadorai**, Vice Chairman, Tata Consultancy Services Ltd; Chairman, the National Skill Development Agency (NSDA), India

**Daniel Jammer**, President and Founder, Nation-E

18:45-19:30

## Closing Session

**Major Gen. (Ret.) Uzi Dayan**, Chairman, National Lottery Mifal Hapayis

**Prof. Joseph Klafter**, President of Tel Aviv University

**Dr. Eviatar Matania**, Head of the Israeli National Cyber Bureau

19:30

## Prime Minister of Israel, Benjamin Netanyahu



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# The Future of Cybersecurity

Monday, September 15<sup>th</sup>, 2014, 07:30-19:30,  
Smolarz Auditorium, Tel Aviv University

07:30-08:30

**Welcome Reception & Registration**

08:30-09:40

**Opening Session**

Conference Chairman: Major Gen. (Ret.) Prof. Isaac Ben Israel,  
Head of ICRC & Yuval Ne'eman Workshop, Tel Aviv University

**Minister of Defense, MK Moshe (Bogie) Ya'alon**

Shai Nitzan, Attorney General, Department of Justice, Israel

Steven Blaney, Minister of Public Safety and Emergency  
Preparedness, Canada

Sichung NOH, Chairman of KIBC and CEO of FEELUX

**Introduction to the Yuval Ne'eman Workshop for Science,  
Technology & Security**

Gili Drob - Heistein, Executive Director & Ram Levi, Senior  
Researcher, Yuval Ne'eman Workshop for Science, Technology and  
Security, Tel Aviv University

**On War - the Influence of the Cyber Dimension**

Dr. Haim Assa, Head of SIMLAB, the Lab for Policy & Security  
Simulations, Tel Aviv University

09:40-11:00

**First Session: New Approaches for Dealing with Emerging Threats**

Chairman: Menny Barzilay, Cybersecurity Strategist & Member of  
the Yuval Ne'eman Workshop Senior Cyber Forum

Eugene Kaspersky, Chairman and CEO, Kaspersky Lab

Lt. Col. (Ret.) William Hagestad, Author, Red Dragon Rising

Laurence Pitt, EMEA Director, Information Security Strategy, Symantec

Yakov (Yasha) Hain, Senior Executive VP, Israel Electric Corporation;  
Chairman of the Supervisory Board, Cybergym

Andrey Dulkan, Senior Director of Cyber Innovation, CyberArk

11:00-11:30

**Coffee Break**

11:30-12:25

**Second Session: National Cybersecurity Strategy & Challenges**

Chairman: Michael Levinrad, Head of International Cooperation  
Division, Israeli National Cyber Bureau

Christopher Painter, Coordinator for Cyber Issues, Office of the Secretary  
of State, U.S.

James Quinault, Director, Office of Cyber Security and Information  
Assurance (OCSIA), Cabinet Office, UK

Ambassador Sorin Ducaru, Assistant Secretary General of the Emerging  
Security Challenges Division, NATO

Jeremy Issacharoff, Deputy Director General, Foreign Ministry, Israel



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12:25-13:45

### Third Session: Cyber Trends & Solutions

**Chairwoman: Dr. Dorit Dor**, VP Products, Check Point

**Michael Fey**, Executive VP, Chief Technology Officer and  
General Manager of Corporate Products, Intel Security Group

**Sanjay Deshpande**, Chief Executive Officer & Chief Innovation  
Officer, Uniken Inc.

**Avivah Litan**, VP Distinguished Analyst, Gartner

**Josh Goldfarb**, Chief Security Strategist, Enterprise Forensics  
Group, FireEye

**Liran Tancman**, CEO and Co-Founder, CyActive

13:45-14:45

### Lunch Break

14:45-16:00

### Fourth Session: National Cybersecurity - the Defense Industry Perspective

**Chairman: Rami Efrati**, Former Head of the Civilian Sector  
Division, National Cyber Bureau; Advisory Board Member, Nation-E

**Hudi Zack**, Senior VP & Head of the Cyber Business Unit, Verint

**Yochai Corem**, VP Marketing & Products, Intelligence & Cyber  
Solutions, Elbit Systems

**Haden A. Land**, VP, Research and Technology, Lockheed Martin

**Doron Rotem**, Director, C4I and Cyber Defense, MLM Division,  
Systems Missiles & Space Group, IAI

16:00-17:20

### Fifth Session: Threats to the Financial Sector

**Chairman: Gadi Tirosh**, General Partner, JVP

**Dave Martin**, CISSP, VP & Chief Security Officer, EMC Corporation

**Michal Blumenstyk-Braverman**, GM, Azure Cybersecurity, Microsoft

**Zvika Naggan**, Former Deputy CEO and CIO, Bank Hapoalim

**Sunil James**, Vice President, Bessemer Venture Partners

**Idan Plotnik**, CEO, Aorato

17:20-17:45

### Coffee Break

17:45-18:45

### Sixth Session: The Mobile Security Ecosystem - Threats & Opportunities Panel

**Moderator: Arik Mimran**, Vice President, Qualcomm Israel Ltd.

**Asaf Ashkenazi**, Director of Product Management, Qualcomm

**Coby Sella**, CEO, Discretix

**Wolfgang Hisserich**, Vice President, Business Development and Global  
Alliances, Deutsche Telekom

**Oded Zehavi**, COO, Kaymera Technologies



18:45-19:00 Minister of Science, Technology & Space, MK Yaakov Perry

19:00 Closing Session  
Fireside chat with:  
Former President of Israel, Shimon Peres  
(pending confirmation)

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Startups showcase is sponsored by:



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Event Registration:

<http://sectech.tau.ac.il/cyberconference/index.php/conference-registration>

For Further information:

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- \* Security checks will be strict due to the attendance of Prime Minister. Please early your arrival to avoid the long lines.
- \* ID or Passport is required for entry.
- \* Entrance carrying weapons will not permitted (including firearms, pepper spray and sharp objects).
- \* The conference is free of charge but requires registration.
- \* Parking will be available outside campus.

- בשל הגעתם של ראש הממשלה יתקיים בידוק ביטחוני מחמיר.
- אנא הקדימו את הגעתכם.
- \* יש להציג ת"ז או דרכון בכניסה.
- \* לא תותר כניסה עם כלי נשק מכל סוג (כולל כלי ירי, גז מדמיע, וחפצים חדים).
- \* הכניסה אינה כרוכה בתשלום, אך מותנית ברישום מוקדם.
- \* החניה במגרשי החניה החיצוניים לאוניברסיטה.