

# #ThoughtsWorthSharing

## Staying One Step Ahead

Program Thursday, May 11 2017, 08:15 – 15:00

08:15 **Registration and breakfast reception**

09:30 **Opening remarks** from **Yael Lavie** and **Ed Gordon**

### Making an impact

09:40 **Video & Introduction - Paul Donovan**, *Global Chief Economist, UBS Wealth Management*

09:50 **From hard-land to high-tech land**

– **Dr. Giora Yaron**, *Chairman of Tel Aviv University (Executive Council), active founder of a group of high-tech and med-tech companies*

10:05 **Making it a business priority to better serve female clients - Dr. Mara Harvey**, *Head UBS Unique and Head Global UHNW Germany, Austria, Italy*

10:20 Q&A

### Our Stories

10:25 **Can one and one be eleven? - Dr. Shlomo Markel**, *Vice President at Broadcom Limited & Prof. Gal Markel*, *Medical Oncologist, an Associate Prof. of Immunology at Tel Aviv University and Chief Scientist, Ella Lemelbaum Institute of Immuno-Oncology, Sheba Medical Center*

11:10 Q&A

11:25 Break and networking

### The Shifting Environment

11:55 **Is an economic dark age inevitable? - Paul Donovan**, *Global Chief Economist, UBS Wealth Management*

12:15 **Is Private Wealth a force for good? - Rina Kupferschmid-Rojas**, *Global Head of Sustainable Investing, UBS*

12:30 Q&A



12:35 **Interactive session – A new era for female Israeli entrepreneurs**  
- moderated by **Dr. Mara Harvey**

**Joanna Landau** – *Founder & CEO, Vibe Israel*

**Yali Harari** - *Co-Founder and CEO, Innovesta*

**Liat Mordechay Hertanu** - *Co-Founder ,  
Marketing & Business Development at 24me*

**Lee Rubin** - *Founder & Happiness Innovator, Wekudo*

13:20 **Closing remarks – Yael Lavie,**  
*i24 News Anchor, Media ethics lecturer, IDC*

13:30 Lunch and networking

15:00 Expected end of event

