

# Israel – France Business Cooperation Conference

2007 Edition: Technology Transfer – Business and Legal Challenges of International Partnerships  
April 30, 2007, 08:00–17:00, Eretz Israel Museum, 2 Haim Levanon Street, Ramat Aviv, Tel-Aviv

## Morning Sessions

08:00–08:45

Welcome Coffee & Registration

08:45–09:00

Opening Notes: **Adv. Iris Pappo**, Law Firm Eitan, Mehulal, Pappo, Kugler;  
**Mr. Philippe Carlevan**, Scientific Advisor, French Embassy in Israel

### *Session 1: Introduction*

09:00–09:30

- *Five Best Practices in Technology Transfer* by **Prof. Daniel Rouach**, ESCP-EAP, France
- *The High Potential for France-Israel Cooperation* by **Mr. Dominique Bourra**, consultant and founder of NanoJV, France
- *Financing Partnerships–Key Advice*, by **Mr. Edouard Cukierman**, CEO Catalyst Fund, Israel

### *Session 2: Doing Business between Israel and France: Management Perspective – Case Studies*

09:30–10:30

- *Moderator: Mr. Armand Aboaf*, Armisa, France
- *Cross Border Cooperation in the Telecom Industry*, by **Mr. Rudy Leser**, VP Strategy & Marketing, Alvarion, Israel
- *Business Cooperation and IP Management* by **Mrs. Shoshan Haran**, Research Collaborations & IP Manager, Hazera Genetics–Vilmorin, France
- *How to build a France-Israel Team* by **Mr. Gilles Mangin**, (formerly of EADS)

10:30–10:45

Coffee Break

### *Session 3: Tax, Financing and Legal aspects of Cross Border Transactions*

10:45–11:30

- *Building the Legal and Tax bridge between France and Israel* by **Adv. Iris Pappo** and **Adv. Yaron Mehulal**, Law Firm Eitan, Mehulal, Pappo, Kugler
- *Structuring an acquisition in France–International Tax Consideration* by **Mr. Sharon Shulman**, CPA, partner, head of ITS practice, Ernst and Young Israel
- *Practical Aspects of French Labor Law*. by **Adv. François Klein** and **Adv. François Ponthieu**, KGA Avocats, France
- *Conditions for a Successful Transfer of Technology Between France and Israel – Patent Issues*, by **Adv. Luc Santarelli**, Santarelli & Co, France

### *Session 4: Industry and Research: Best practices in Technology Transfer*

11:30–12:30

- *A Biotech Startup Experience* by **Dr. Aaron Bensimon**, CEO, Genomic Vision SA.  
⇒ *Legal remarks* by **Adv. Philippe Simon**, KGA avocats, France
- *Best Practices in Technology Transfer Cooperation: A manager's viewpoint*, by **Dr. Frédéric Revah**, Chief Scientific Officer, Cerep, France
- *How to improve and develop technology Transfer – Benchmark of best practices* by **Dr. John Louis McGregor**, Research Director, Inserm, France.  
⇒ *Legal Remarks* by **Mr. Thierry Caen**, Santarelli & Co, France

### *Session 5: France-Israel Partnerships: Challenges For the Future*

12:30–13:15

- **Mr. Dominique Klein**, Head of the Economic Mission, French Embassy in Israel
- **Mr. Charles G. Reisman**, Honorary President, Israel-France Chamber of Commerce, General Manager, BNP Paribas Israel
- **Dan Catarivas**, Managing Director, Israel Industry Association
- **Jean-Michel Casa**, Ambassador of France to Israel

13:15–14:30

Lunch break

## Afternoon Sessions

### Parallel Sessions:

#### Session 6: High Tech Partnerships –France–Israel Perspectives

14:30–15:30

##### The European Perspective:

- ❑ **Mr. Amiram Porath**, Ramot / Tel Aviv University, European Desk
- ❑ *Three proposed ways of doing business in France based on Technological cooperation* by **Ms. Merav Tapiero**, Program Manager of Israel–France Industrial R&D Program, Matimop
- ❑ *From Competitive to Cooperative Intelligence* by **Mr. Michael Neugarten**, Business Intelligence Manager, Israel Aerospace Industries
- ❑ *Strategic considerations in internationally funded projects*, by **Mr. Dror Yeger**, Director Business Development, Arttic Israel

15:30–16:00

##### Technology Transfer Partnerships – How to work with French multinational corporations

- ❑ **Mr. Shai Gerstner**, CTO Alcatel–Lucent Israel
- ❑ **Mr. Henri Starkman**, President Veolia Environment Israel

#### Parallel Session: One-on-one meetings

14:30–17:00

One-on-one meetings organized by the conference committee

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