



MUNI WORLD

2018

Full Program



Day 1
13 February
2018

CYBER SECURITY CONFERENCE

The Terror of Tomorrow - Smart City Under Attack

HALL 2

THE TERROR OF TOMORROW SMART CITY UNDER ATTACK

09:30-10:00

REGISTRATION

10:00

GREETINGS: Mr. Eli Cohen, Minister of Economy and Industry

OPENING PLENARY KEYNOTES:

10:10

The Future Belongs to Cities - How Ready Are We?

Dr. Jonathan Reichental, CIO, City of Palo Alto, California

10:35

Cyber Security Pushed To The limits:

Mr. Roy Zisapel, Co-Founder and CEO, Radware

10:55

Smart But Vulnerable - What can go wrong?

Smart Cities and Brilliant Hackers: A Glance to the future:

Mr. Menny Barzilay, Co-Founder and CEO of FortyTwo Global

Cyber City - When everything is connected: Mr. Gad Mergi, CTO of Cyber Technology Unit, National Cyber Directorate, Prime Minister's Office

The Cyber Challenges in the Age of Terror:

MK Dr. (Lt. Col. Res.) Anat Berko, Knesset Member and a member of the Security and Foreign Affairs committee and the head of the sub-committee of Cyber Affairs

11:40

Building The Smart City: Experience vs Risk: Mr. Morten Illum, EMEA VP at Aruba, a Hewlett Packard Enterprise company

Mr. Takahiko Makino, General Affairs Bureau, City of Yokohama, Japan

12:10

Exclusive interview: Mr. Tamir Pardo, former Director of the "Mossad"

12:30

LUNCH BREAK

13:00-14:00

14:00

Is AI the Cyber Security Silver Bullet? Ms. Orli Gan, Head of Product, Threat Prevention, Check Point Software Technologies

14:15

Make Your City Safer, Smarter and Autonomous Ready: Mr. Lior Sethon, Deputy General Manager, After Market division, Mobileye

14:30

Tomorrow World Cyber Management: Yosi Shneck, Senior VP, Information Communication, Israel Electric Corporation

14:45

The New Golden Triangle: Cyber-Intelligence-Physical Security:

Mr. Nir Lempert, CEO, MER Group

15:00

2018 - The Perfect year to Hunt:

Ms. Sanaz Yashar, Senior Analyst FireEye

15:20

War-Game case study - Protecting Cities in the Cyber Era:

Mr. Ivor Terret, Advisory Board Member, Be - Strategic

15:40

Israel's CiO's Municipalities Organization:

Ms. Liara Shechter, CIO Tel-Aviv Yafo Municipality

16:30

EXHIBITION

17:30

Muni World Cocktail: In the presence of:

Mr. Yariv Levin, Minister of Tourism

Mr. Haim Bibas, Chairman of the Federation of Local Authorities in Israel
Mayors, Ambassadors, Startup companies and guest from all Delegations

HALL 3

EMERGENCY PREPAREDNESS AND RESPONSE IN LOCAL AUTHORITIES

Moderator : Alon Ben David

09:00 **GATHERING AND REGISTRATION**

09:30 **Opening and Greetings:**

Mr. Bezalel Treiber, Head of the National Emergency Authority
Mr. Avi Naim, Mayor of Beit-Arye Municipality and Chairman of the Security and Defense Committee Union of Local Authorities In Israel

09:45 **Closing the Gaps in the Civilian territory:**

Major-General Tamir Yadai, Head of the Home Front Command

10:00 **Introducing the National Service Targets for State of Emergency and the Methods of Implementing Them in the Local Authorities**

Mr. Bezalel Treiber, Head of the National Emergency Authority

10:15 **How to Create a Smart Resilient City in Times of Routine and Emergency:**

Professor Avi Degani, President of the Geocartography Group Education

10:30 **Closing the Gaps: Are Israel's Local Authorities Prepared for a State of Emergency?**

Mr. Avi Naim, Mayor of Beit-Arye Municipality and Chairman of the Security and Defense Committee Union of Local Authorities In Israel

Mrs. Adva Eshel Rabinovitz, Head of the National Resilience Division

Col. Ariel Blitz, Head of Population Preparedness Department. IDF/Home Front Command

Prof. Boaz Ganor, ICT's Founder and Executive Director and Dean of IDC's

Lauder School of Government, Diplomacy & Strategy

Mr. Alon Davidi, Mayor of Sderot

11:00 **3-way Interview: Emergency Preparedness in Florida and California**

Mrs. Margaret E. Finlay, President, Southern California Association of Governments and Council Member, City of Duarte

Mr. Gabriel Groisman, Mayor of Bal Harbour, Florida

Mr. Lee Feldman, City Manager, Fort Lauderdale, Florida

11:30 **"Stay Calm" - Publicity and information for the Civilians**

Victory on the Battle and the Home Front:

Brig. Gen. Ronen Manelis, IDF Spokesperson

11:45 **joint discussion:**

Mr. Amnon Yosef, Chairman of the Spokesman's unit for the Israeli local authorities

Major General Jamal Hakroosh, Head Directorate for the Development of Policing Services for the Arab Israeli Population

Mr. Dror Shor, Head of Be'er Tuvia Regional Council

Mr. Ziv Deshe, Mayor of Zichron Yaakov

Mr. Yossi Dagan, Head of Shomron Regional Council

12:30 **Special Lecture: Mr. Itai Anghel, Correspondent and Documentary Filmmaker**

13:00 **Fundamentals and Tools for Emergency Management:**

Brig. Gen. (Ret) Yaron Livnat, General Manager Defense & Technology Div. MER Group

(This Conference will be held in Hebrew with simultaneous translation)

Day 2

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TEL AVIV SMART CITY TOUR:

Explore Tel Aviv's unique startup ecosystem and meet CTOs and CEOs of leading Israeli startups in the field of smart cities

Agenda:

9:30-11:30

- Meeting at the Tel Aviv - Yafo Municipality - International guests residing at hotels in Tel Aviv shall be picked up from the hotel
- Greetings by Tel Aviv's mayor **Ron Hul dai**
- Start-Up City Presentation by **Eytan Schwartz**
- Smart City Presentation by **Liora Shechter**
- Presentation of the "DigiTel Project" by **Zohar Sharon**

11:30-13:00

Division into three groups. The three paths are:

- **Tel Aviv Lighthouse City:** Find out how the municipality is dealing with the issues of community integration, minorities, and refugee rights and experience a tour in Neve Sha'anana.
- **Tel Aviv Green City:** Learn about the management issues of sustainability in Tel Aviv, as planning the urban landscape, creating affordable housing, implementing food policy and enjoy a tour of the "Shafdan water facility" or "Hiriya recycling park".
- **Tel Aviv Beach City:** Examine how the coastal strip is being managed and learn which tourism strategy is being adopted, while touring the renewed promenade

13:00 LUNCH BREAK

14:30 Visit to the Check Point Company

16:00 Estimated end of the day tour

Tel Aviv Nightlife Program

Day 3

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One of three tour options
to your choice:

Option 1:

Haifa Ecosystem Tour

10:30-11:30 Visit to the Technion - Israel Institute of Technology on the topic of innovation

11:30-12:00 Travel to Haifa Municipality, 14 Hassan Shukry St.

12:00-13:30 Meeting in the City Council Hall, 2nd floor

GREETINGS: MC - Erez Eshero v

12:00-12:20 Yona Yahav, Mayor of Haifa

12:20-12:40 Guido Benjamin Pardo-Roques, President & CEO of Philips Israel

12:40-13:00 Itzik Frid, CEO of Takwin Labs

Takwin is a venture capital fund that partners with high potential Arab entrepreneurs to build global leading high-tech companies. "We team up with our entrepreneurs from the earliest stages of development to the realization of the startup company"

13:00-13:20 Prof. Rafi Beyar, CEO of Rambam Health Care Center

13:30-14:15 **LIGHT LUNCH**

14:15-14:45 Travel to the GE Company in the biotech park/Haifa Economic Corporation

14:45-15:30 Visit to the GE



Option 2: Herzeliya Ecosystem Tour

Agenda:

- 10:00-10:15** Reception and refreshments
- 10:15-10:30** Greetings, presentation of the schedule, presentation of the directors in the municipality.
- 10:45-12:45** Tour of the employment area and selected points with the Vice Deputy City Engineer (Innovation in the hotel structures, strategic planning for the employment areas, visit of: "WeWork" concept office and "Apple")
- 13:00-14:00** **LUNCH** with the mayor **Mr. Moshe Fadlon**
- 14:15-14:30** Short tour of the new city hall building presented by the Vice Deputy City Engineer
- 14:30-14:45** Speech by the mayor **Mr. Moshe Fadlon**, presentation of the Municipality in pictures and film - Municipality Spokesperson (Plenary Room)
- 14:45-15:45** Three TED lectures:
- Smart City Vision by the Director of the Computing Division
 - Artificial Islands Project by the City Engineer
 - EACH - An innovative educational program by the Director of the Education Division
- 15:45-16:00** Summary of the tour

Option 3: Be'er Sheva Ecosystem Tour

The city of Be'er Sheva is turning into an international knowledge center that has sustains a unique ecosystem between the Municipality, Ben Gurion University of the Negev, and the business sector. During the visit, we will be exposed to the unique model of Be'er Sheva's high-tech park, we will meet with representatives of high-tech companies, as well as the high-tech community of Be'er Sheva, Tech7, which is working to integrate the educational system and city youth in a technological revolution, and we will tour the Center for Technological Innovation (CDI).

Agenda:

- 11:00** Arrival at the high-tech park of Be'er Sheva and meeting at the Center for Technological Innovation (77 Energy Street, Building 1, Floor 3), including a tour of the center and a conversation with one of the center's managers.
- 12:00** Meeting with the directors of the high-tech community of Be'er Sheva, Tech7.
- 12:45** An overview of the park's development, the ecosystem of the park, and a summary of the visit.
- 13:00** **A LIGHT, DAIRY LUNCH**

