



Visit The Israel Conference

Melody Johnson • Tue, May 28, 2013

May 30st and 31st, the Luxe Hotel, West Los Angeles
www.TheIsraelConference.org

I had another wonderful conversation with Sharona Justman, Managing Director of STEP Strategy Advisors and Co-founder and Co-chair, "Empressario" this year of the fifth anniversary of The Israel Conference.

"It all got started because I have always maintained that it is super important for the average business person to get to know how to do business with the average Israeli business and to strengthen those economic ties cross-border. That ultimately would be great for Israel, and very great for the U.S. business that does business with an Israeli company because of the technology and the innovation that is often found in the Israeli firm.

Both the Israelis and the other attendees are not passive people, they are there to do business. They want to meet the right people and nothing will get in their way to meet the right person.

This year, 700 business executives as well as multinational companies are attending to visit with and possibly acquire 70 Israeli companies. They come as far away as Nepal, Israel, England, France, Germany, China, Mexico, New York, Australia and Austria. Many multinationals have research labs in Israel.

There is a good reason that companies in Israel are being acquired. The technology is cutting edge. The solutions help the multinationals to stay at the top of their game by getting the best technology that their competitors do not have as well as innovating and opening up markets that previously were not open.

The biggest one is my Co-chair, Yossi Vardi from Tel Aviv, Chairman of International Technologies, and one of Israel's early entrepreneurs who has co-founded, led and participated in building over 60 high-tech companies, starting with the Web's first chat program, ICQ, which was sold to AOL for over \$400 million; Dov Moran—founder of M-systems, inventor of the USB flash drive and acquired by SanDisk Corp. for \$1.6 billion; and Robert LoCascio—founder of LivePerson, with \$100 million-plus in annual revenue and named one of Huffington Post's Greatest Person of the Day.

Panels will cover every aspect of our world that is touched by technology, from music and movies to social media and mobile. Included will be panels on: television and film; cyber security; mobile innovations; smart cities; consumers; clean technology and alternative energy; gaming; medical science; acquisitions, venture capitalists and accelerators.

In addition to panels, speakers will present in the popular Fast & Cool™ and FutureFest™ series. Fast & Cool™ is a rapid-fire presentation where a new company gets to quickly present and impress the audience. FutureFest™ is another short-fire presentation where presenters have to impress a panel of judges. In addition to presentations, there will be the Pavilion of Companies which provides a showcase for established and emerging companies as well as guided networking opportunities with C-level executives and financiers.

There is always room for people from Century City at the conference, especially because it is located on the corner at Sunset Blvd and the 405 freeway. If someone on their drive past wants to come to the conference for a full day, a half day or a day and a half, she or he will go back to their office filled with ideas. They will not want to leave. The speakers are world class and the networking is superb. Please visit the website to view all of the companies represented over two days." (www.TheIsraelConference.org)

Century City News Readers will receive a 10% discount when they sign up to come. Please call (310) 445-5388 and ask for Sandy, use Code CCN53, and COME TO THE ISRAEL CONFERENCE May 30th and 31st!

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