

Agenda

Monday, March 23 / Tel Aviv

18:30 Registration
19:00 - 21:30 Gala Evening

Tuesday, March 24 & Wednesday, March 25
Hall 10, Tel Aviv Convention Center

08:30 - 09:00 Coffee & Registration
09:00 - 11:00 Exhibition and Plenary Sessions:
■ H2H (Hospital to Home)
■ Public Health Protection in the Face of Medical Emergency and Imminent Threats
11:00 - 11:30 Coffee Break
11:30 - 13:00 Exhibition and Plenary Sessions:
■ Healthy Ageing and Smart Living
■ What is next pandemic - Med Cyber
■ Smart Hospital - The Cost of Care and Hospital Infrastructure Efficiency
13:00 - 14:30 Lunch Break
14:30 - 17:00 Exhibition Spotlights, Innovation Awards and Plenary Sessions:
■ What are the Top IT priorities at the HealthCare: Telemedicine, Mobility, Decision Support, Data Storage, Security?

B2B Meetings
B2B meetings during the conference can be scheduled in advance or on site.

Thursday, March 26

08:00 - 13:00 On-site displays at leading Israeli hospitals
13:00 - 14:30 Lunch Break
15:00 - 18:00 Guided visits to touristic sites

* Program is subject to modification
Please visit the conference website for the detailed Program:
www.medinisrael2015.com

MEDinISRAEL 2015 – Steering Committee

Mr. Israel Makov
President, Steering Committee
Chairman of BioLight & Sun Pharma

Mr. Ramzi Gabbay
Chairman, 3rd International Medical Devices & HIT Summit
Chairman, BoD, The Israel Export & International Cooperation Institute

Mr. Ohad Cohen
Head of the Foreign Trade Administration, Ministry of Economy, Israel

Prof. Arnon Afek, MD, MHA
Director-General, Ministry of Health, Israel
Director NY/American MD Program, Sackler Faculty of Medicine, Tel Aviv University

Mr. Avi Buskila
President & CEO, SAREL Supplies & Services for Medicine

Dr. Nachman Ash, MD, MS
Director, Division of Medicine, Maccabi HealthCare Services

Prof. Rafael (Rafi) Beyar
Director, Rambam Health Care Campus
Professor, Medicine & Biomedical Engineering, Technion, Israel

Mr. Guido Pardo-Roques
President & CEO, Philips Electronics, Israel
General Manager, Philips Medical Systems Technologies

Ms. Reem W. Younis
Chairman, Alpha Omega Engineering Ltd.

Ms. Angela W. Rabinovich
Manager, Life Science Industry at IEICI



MEDinISRAEL

THE HEARTBEAT OF MEDICAL INNOVATION

THE 3RD MEDICAL DEVICES & HIT INTERNATIONAL CONFERENCE

MARCH 23-26, 2015 | TEL AVIV | ISRAEL
Hall 10, Tel-Aviv Convention Center

We look forward to welcoming you to Israel!

MEDinISRAEL 2015

MEDinISRAEL 2015 will bring together medical minds from across the globe under one roof to share knowledge, technologies and foresights for a more efficient future in today's HealthCare environment: doctors' offices, point of care clinics, emergency units and hospitals.

Initiated by The Israel Export & International Cooperation Institute in cooperation with the Ministry of Economy, the Ministry of Health and the Ministry of Foreign Affairs, the 3rd Biennial Medical Devices & HIT Conference will be held on **March 23-26, 2015, Hall 10, The Israel Trade Fairs Center, Tel Aviv.**

Participants from over 60 countries will join forces with Israeli companies, representing the brightest and most innovative solutions and practices in the life science arena. Foremost experts in the field, alongside decision-makers and high profile regional and state leaders, will present the new methodologies, trends, challenges, and opportunities that are taking today's medicine into the future.

MEDinISRAEL 2013 facts

1,400 participants, including 700 from more than 65 countries.
45 exhibitors with a unique start up space for 20 companies.
More than 120 Israeli medical device and HIT companies.



Come join us at MEDinISRAEL 2015

It is with great pleasure that we invite you to the 3rd Medical Devices & HIT Conference & Exhibition to be held **March 23-26, 2015, at Hall 10, The Israel Trade Fairs Center, Tel Aviv.**

Initiated by The IEICI - The Israel Export & International Cooperation Institute in cooperation with the Ministry of Economy, the Ministry of Health and the Ministry of Foreign Affairs, MEDinISRAEL 2015 will bring together representatives from over 60 countries who are joining forces with Israeli companies, and embody the brightest and most innovative solutions and practices in the life science arena.

Leading experts in the field, alongside decision-makers and high profile regional and state leaders, will present the new methodologies, trends, challenges, and opportunities that are taking today's medicine forward. The conference will provide a forum for exchanging ideas on new healthcare delivery models forced by cost of care and quality of life; service and product combinations that increase system value servicing lower socioeconomic classes; and the heightened regulatory environment as a disruptor or source of competitive differentiation for the medical device industry. Panels will explore topics including:

- H2H - Big Migration from Hospital to Home
- Healthy Ageing and Independent Smart Living
- Top IT Priorities for HealthCare organizations / HealthCare service providers today: Telemedicine, Mobility, Decision Support, Data Storage, Security and more
- Intelligent Hospital - Hospital Procurement and Infrastructure Efficiency
- Emergency Preparedness: Public Health Protection in face of medical emergencies and imminent threats

The conference will include an International Forum on Public Health, **State-of-the-Art Exhibition and One-on-One Business Meetings**, Professional and Sightseeing Tours.

We look forward to welcoming you at MEDinISRAEL 2015.
Yours sincerely,


Mr. Israel Makov

President of the Steering Committee
Chairman of BioLight & Sun Pharma


Mr. Ramzi Gabbay

Chairman, MEDinISRAEL 2015
Chairman, The Israel Export
& International Cooperation Institute

What to Expect at MEDinISRAEL 2015

- Panels and sessions with key decision-makers from Israel and abroad
- Discussions on cutting-edge trends and practices in the medical device and HIT industry with high profile regional and state leaders
- Networking opportunities with Israeli medical device and HIT industry, leaders and delegations from over 60 countries
- More than 70 exhibitors & more than 250 overall participating companies from the medical device, HIT and MED Apps showcasing the brightest and most innovative solutions and practices in the life science arena
- Innovation Awards
- On-site displays at leading Israeli hospitals guided tours

Who Should Attend? Who Would Benefit?

- Global Medical Companies tier 1, 2, 3
- Medical Device importers and distributors
- HealthCare IT providers and integrators
- Hospital directors and managers (governmental and private; senior decision-makers and purchasing managers)
- Pharmacy Chain principals and directors of business development
- Governmental and Regulatory Affairs representatives
- HMO / government strategists
- Investors, venture capital funds
- Medical device manufacturers (seeking to enrich their portfolios with higher quality / supplementary products)
- Media (leading local newspapers and representatives of professional magazines and journals)
- Cellular operators interested in health
- Large consumer electronics
- Smart Home companies
- Ambient assisted living companies

Registration is now open on our website:
www.medinisrael2015.com

For more information about MEDinISRAEL 2015, please contact:
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