

BHLSI 4TH Annual Haifa BioSeminar



Upping Growth Strategies During Down Times Top Trends and Tools for Success in the Life Sciences Industry

March 16, 2009

Butler Auditorium, Neaman Institute, Technion

13:30 - 14:00 Registration & Networking / Refreshments

14:00 - 14:15 Welcome

Prof. Moshe Moshe, Director, S. Neaman Institute

Tamar Simchi-Seifer, CEO, MATI Haifa

Robin JR Blatt, Project Director, CJP BHLSI

Special Greetings

Moderator: **Shaul D'Angeli**, Director,
High Tech, Life Sciences & Business Development Dept., Haifa Municipality

Mayor of Haifa **Yona Yahav**

Gil Preuss, Vice President, Strategy and Planning, Combined Jewish Philanthropies (CJP)

14:15 - 14:35 Setting the Stage

Converting the "Golden Eggs" of Israeli Academia to "Golden Nuggets" via Industry

Dan Vilenski, Former Chairman, Applied Materials Israel

From the Lab to the Clinic: A Multinational Company Perspective on Transforming Technology

Guido Pardo-Roques, General Manager, Haifa PMG & Sr. Director Global Research & Advanced Development Philips Medical Systems Technologies

14:35 - 16:00 **Tools You Can Use to Optimize Innovation**

FEATURED SPEAKER (USA)

NIH Trends, Databases & Creative Licensing Opportunities

Bonny Harbinger, Deputy Director, Office of Technology Transfer (OTT),
National Institutes of Health (NIH)

FEATURED SPEAKER (USA)

**Freedom to Operate: Effective Search and Analysis Strategies
& Assessing Options in the Face of Blocking Patents**

Kim Herman, Esq., Partner, Zysman, Aharoni, Gayer & Ady Kaplan & Co. and
Sullivan & Worcester (ZAG/SW) LLP

16:00-16:15 **Coffee Break**

16:15-18:00 **What's Hot and What's Not - Top Trends and Growth Strategies**

FEATURED SPEAKER (USA)

**Trends in Life Sciences & Tailoring Your Growth Strategies:
Tips for Success in the Current Economy**

Harry Glorikian, Founder and CEO, Scientia Advisors, Cambridge, MA

CEO Survival Strategies: Case Studies & Helpful Hints

Shai Yarkoni, CEO, Target-In

Yossi Aldar, CEO, SteadyMed

Prof. Noam Gavriely, Founder and CMO, OHK

FEATURED SPEAKER (Israel)

Bootstrap Your Startup:

How to Leverage Business Opportunities during the Global Crisis in Theory and Practice

Prof. Shlomo Maital, Senior Research Associate, S. Neaman Institute, Technion

18:00-18:15 **Coffee Break**

18:15-19:00 **The New Deal: Capturing Investor Attention and Financing for the Future**

Practical Tips for Survival and Growth in a Tough Financial Environment

Panel Discussion with Leading Investors

Moderator: **Robin JR Blatt**, Director, BHLSI

Elka Nir, Managing Director, Giza Venture Capital

Pennina Safer, Vice President, Medica Venture Partners

Benny Zeevi, Managing General Partner, DFJ Tamir Fishman

