



MINISTRY OF FOREIGN AFFAIRS
MINISTRY OF TRADE AND INDUSTRY

Norwegian-Israeli Business and Research Seminar 3 November 2008

State Secretary Raymond Johansen is inviting Norwegian and Israeli businesses and research institutions for a seminar on bilateral co-operation within trade and research. The seminar is being held in cooperation with the Ministry of Trade and Industry, Innovation Norway and the Research Council of Norway.

The seminar will take place at the Research Council in Oslo, Stensberggt. 26, on 3 November 2008 between 13:00 and 17:00.

Following a plenary session, the seminar will focus on Norwegian-Israeli cooperation in the following fields:

- Information and Communications Technology
- Environment technology, mainly water treatment
- Renewable energy, mainly solar energy
- Medicine
- Tourism

The Israeli Ambassador to Norway, Ms Miryam Shomrat, will host a reception at the Research Council from 17:00 to 18:30.

To sign up for the seminar, or for enquiries, please contact Mr Erik Husem via email erhu@mfa.no or by phone + 47 22 24 72 96.

(See Tentative Agenda below)

Norwegian - Israeli Business and Research Seminar

3 November 2008

Agenda (tentative)

13:00–13:20 Welcome/opening statements

- **Raymond Johansen**, State Secretary, Norwegian Ministry of Foreign Affairs (5-7 min)
- **Majalli Wahabi** (tbc), Deputy Foreign Minister of Israel (5-7 min)
- **Lars Espen Aukrust** (tbc), Executive Director, Division for Innovation, Norwegian Research Council (5-7 min)

13:30–15:30 Keynote speakers/presentations

- **Joseph Ackerman**, Counsellor, Economic Affairs to Norway, Finland and Sweden, Israel's Embassy in Stockholm: "Israel's economy at a glance" (20 min)
- **Eyal Reshef**, CEO, Israel Mobile and Communication Association: "Israel's high-tech industry/Research & Development" (20 min)
- **Dr. Kari Kveseth**, Executive Director International Affairs: "Norwegian-Israeli cooperation in R&D – existing programmes and forums for cooperation" (10 min)
- **Egil Hagen**, Senior Adviser, Division Abroad, Innovation Norway: "How Innovation Norway can assist Norwegian companies abroad" (10 min)

Coffee break (10 min)

- **Dr. Michael Chen**, Tourism Attaché: "Medical tourism in Israel" (20 min)
- **Stefan Holmström** (tbc), Chief Medical Officer, SYSteam: "Doing business in Israel" (20 min)
- **Lene Lind**, Minister Counsellor, Norwegian Embassy in Tel Aviv: "Norway's Embassy in Tel Aviv: An introduction" (10 min)

15:30–17:00 Workshop/group sessions

- **Information and communications technology**
- **ICT security**

Moderator: **Ole Homb**, Security Valley, Gjøvik University College

<http://www.securityvalley.no/>

ole@nordviken.no

Moderator: **Eyal Reshef**, CEO, Israel Mobile and Communication Association

<http://www.imaworld.org/>

- **Environmental technology**

- **Water treatment**

Moderator: **Thor Sverre Minnesjord**, CEO, Green Business Norway

http://www.greenbusiness.no/e_index.html

thor@greenbusiness.no

- **Renewable energy**

- **Solar energy**

Moderator: **Gabriella Tranell**, Research Manager, SINTEF

<http://www.sintef.no/Home/Materials-and-Chemistry>

Gabriella.M.Tranell@sintef.no

- **Medicine**

Moderator: **Stefan Holmström**, Chief Medical Officer, SYSteam

- **Tourism**

Moderator: **Michael Chen**, Tourism Attaché, Israel

17:00–18:30 Reception at the Research Council of Norway

- Hosted by Israel's ambassador, HE Ms Miryam Shomrat.