

INVEST IN ISRAELI INNOVATION

**BLUESTAR
ISRAEL SUMMIT**

**NOVEMBER 14, 2017
NEW YORK STOCK EXCHANGE**

TUESDAY, NOVEMBER 14

7:45 – 8:30 AM

Registration & Networking Breakfast

8:30 – 8:45 AM

Welcome Remarks

Steven Schoenfeld // Founder & Chief Investment Officer, BlueStar Indexes

8:45 – 9:00 AM

Opening Remarks: Israel as an Advanced Developed Economy and Technology Powerhouse

Introduction: Chris Taylor // VP of Listings & Services, New York Stock Exchange

The Honorable Eli Cohen // Israel's Minister of the Economy & Industry, Member of the Knesset

Israel has come a long way from just the land of milk, honey and Jaffa oranges. With a booming economy and a tech industry that rivals Silicon Valley, Israel is an economic force to be reckoned with. Hear from a leading voice in Israeli government about what policies are being perused to provide a strong foundation for Israeli innovation and how that translates into a robust economy and investment environment.

9:00 – 9:45 AM

Israel's Capital Market Renaissance

Moderator: Tzlill Keren-Blum // BlueStar Indexes EMEA Representative

Jason Reinin // Director of Investor Relations, Israeli Finance Ministry

Rob Fink // Hayden Investor Relations

Shay Zafran // Chief of Strategic Transformation, IDB Bank of New York

Alon Ozer // Chief Investment Officer, Greater Miami Jewish Federation

The robust Israeli bond market is about to enter the “major leagues” with entry into a prominent global bond index; the Israeli Government has launched a major initiative to encourage domestic investors to benefit from the success of Israeli technology companies; and the Israeli ETF/index fund market is about to undergo major reforms that that could bring substantial growth. Furthermore, the Israeli economy has consistently been one of the top performers amongst Developed Markets. Which factors are driving global allocations to Israeli equities, and how are Israeli institutional and retail investors evolving the way they invest in their home market? Dive deep into the key initiatives that will accelerate the transformation of Israeli finance and investment with our global panel of experts.

9:45 – 10:05 AM

Tracking Israel's Tech Leaders: Defining the Investment Universe

Joshua Kaplan // Director of Research, BlueStar Indexes

Eric Sterling // Research Analyst, Senvest Management LLC

While Israel's established technology companies are listed around the world and how active managers operate within this dynamic equity universe. There's even debate on how to characterize an Israeli company. To better define the investment universe, BlueStar Indexes maintains the TA-BIGITech® Index, tracking Israeli technology companies irrespective of their exchange listing. Learn how US-listed and Israeli-registered products tracking BlueStar's indexes provide efficient access to the companies that are transforming technology around the world.

10:05 – 10:30 AM

Coffee Break

10:30 – 11:40 AM

The Next 'Waze' of Opportunity: Exploring the Future of Israeli Investments

Introduction: Eran Nitzan // Minister of Economic Affairs, Israeli Ministry of Finance

Moderator: Steven Schoenfeld // Founder & Chief Investment Officer, BlueStar Indexes

Michael Waxman-Lenz // CFO, American Technion Society

Michael Zaremsky // Regional Head, US Private Bank, Leumi USA

Robert Katz // Managing Director, Senvest Management

Harry Heyer // Senior Investment Analyst, Unterberg Capital

With companies like Amdocs, Stratasys and Wix currently reimagining our daily lives, it's almost impossible to conceive of what could come next. However, Institutional investors need to position their portfolios for the future and, thus, many have already allocated to Israeli equities or are considering doing so. This interactive panel discussion will explore where Israeli investment opportunities are emerging and how sophisticated investors can stay ahead of the curve and allocate to promising sectors and companies within this attractive asset class.

11:40 AM – 12:40 PM

Investing in Israel: The Original Mission-Driven Investment?

Introduction: Zoya Raynes // President, Jewish Communal Fund

Moderator: Joe Levin // Partner & Chief Investment Strategist, BlueStar Indexes

Harold Marcus // Executive Director Pennsylvania Region, Development Corporation for Israel/Israel Bonds

Liz Michaels // Head of SRI Strategies, Aperio Group

Michael Lustig // Chair, Impact Investing Committee, UJA-Federation of New York

Investment in Israel Bonds has been one of the earliest forms of "Mission Driven Investment," starting more than sixty years ago. Since then, the field of Socially-Responsible Investing/Values-Based Investing has grown substantially, yet the field of 'pro-Israel Investing' is still in its infancy. And the choices are myriad and often confusing. What combination of approaches are available and suitable to today's investors?

12:40 – 1:45 PM

Networking Lunch

1:45 – 2:10 PM

The Keys to Israel's Economic Success

Ambassador Dani Dayan // Consul General of Israel in New York

Ambassador Dani Dayan will provide perspective on Israel's enormous economic potential. He will provide an overview of how Israel's substantially improved diplomatic and economic ties around the world are both driven by the world's thirst for Israeli technology and innovation, and how Israel's improving diplomatic standing is benefitting Israeli companies and economy.

2:10 – 2:55 PM

On the Cutting Edge: Israeli Technology Firms in the Global Capital Market

Moderator: Jason Gewirtz // Executive Producer, CNBC
Miri Segal // Chief Executive Officer, MS-IR LLC
Crystal Shen // Vice President, Jefferies Technology Group
Ariel Dor // Co-Chief Executive Officer, Foresight Autonomous Holdings

How do Israeli tech companies stand out, tell their story and gain traction with investors? What are the capital raising decisions that need to be made to ensure success? Does the choice of listing exchange matter in an era of global capital? Explore the questions that founders, advisors and investors grapple with when building the next big thing.

2:55 – 4:05 PM

Israel's Tech Ecosystem: From Start-Ups to Grown-Ups

Moderator: Professor Stephen Wallenstein // Founder, Duke Global Capital Markets Center
Inon Elroy // Israel Economic Minister to North America, Ministry of the Economy & Industry
Adam Rothstein // General Partner, Disruptive Technologies
Natti Ginor // Managing Director, Jefferies
Elen Katz // Founder & CEO, Rail Vision LTD

From seed capital to VC funding to mezzanine financing to IPO, the cycle of innovation is one close to the heart of both Israeli entrepreneurs and savvy investors. How does the Israeli government continue to foster this innovation as the country moves upward on the tech value chain? What are the factors for Israeli companies to consider as they raise capital? Analyze the potential of the IPO pipeline in this dynamic panel conversation between experts of all stages in the growth process including a company in the midst of these critical decisions.

4:05 - 4:15 PM

Closing Remarks

We will conclude our time together with an overview of the day's themes, and thank you from BlueStar.

4:15 – 5:00 PM

Closing Coffee Reception

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