



NOV

in

InNOVation

ation

September 6, 2017 | 13:00-17:15 | Tel Aviv Convention Center

ט"ו אלול תשע"ז | מרכז הקונגרסים תל אביב

**13:00-13:45 Gathering**

**13:45-14:00 Greetings by the Minister of Health, Rabbi Yaakov Litzman**

**14:00-14:30 The creative brain and brain-machine interfaces**  
How the brain learns to communicate with a computer and use it to advance its goals.  
Prof. Eilon Vaadia

**14:30-15:00 Is saving millions of lives enough?**  
Saving lives is a universal value and fundamental medical principle. Or, is it?  
One woman's powerful story about what it really takes to transform medical innovation from an idea to a global reality.  
Tzameret Fuerst

**15:00-15:15 coffee break**

**15:15-15:45 Chimeric antigen receptor (CAR)-T cells**  
The promising future of CAR-T cell for cancer therapy.  
Dr. David Lebwohl

**15:45-16:15 Can one and one be eleven?**  
How can technology overhaul the patient experience in the clinic? Presented by father and son duo; the technologist (Shlomo) and Oncologist and scientist (Gal).  
Prof. Gal Markel & Dr. Shlomo Markel

**16:15-16:45 The software that can stop the doctor from accidentally killing the patient**  
A systematic approach to eliminating prescription errors by averting doctors' alert fatigue.  
Dr. Gidi Stein

**16:45-17:15 Nature's hidden superpowers- can we use them to heal patients?**  
What do you get when you combine the strongest materials from the plant world with the most elastic ones from the insect kingdom to engineer new materials for human tissue?  
Prof. Oded Shoseyov

## הכנס במרכז הקונגרסים, ביתן 2

מצ"ב מפת הגעה: חניה, תחנת רכבת, תחנת אוטובוס, אפשרות רגלית

החניה לכנס הינה ללא תשלום



INITIATIVE & PROGRESS  
EXCELLENCE VISION

ני התערוכה, שדרות רווקה, ת.ד. 21075, תל אביב 61210 | טל': 03-6404401 | פקס: 03-6404494 | www.fairs.co.il



NOV

in

InNOVation

ation

September 6, 2017 | 13:00-17:15 | Tel Aviv Convention Center  
ט"ו אלול תשע"ז | מרכז הקונגרסים תל אביב

**Prof. Eilon Vaadia**, Director of the Edmond and Lily Safra Center for Brain Sciences, Member of the Hebrew University senate, member of Advisory board for Bernstein center (BCCN) Freiburg, Germany and the Jack H. Skirball Chair & Research Fund in Brain Research.

**Tzameret Fuerst**, a global public speaker about leadership, innovation and entrepreneurship, and a serial social entrepreneur. She Co-Founded and served as CEO of Circ MedTech, developers of PrePex, an FDA cleared and globally acclaimed medical device for HIV prevention. She led the company from concept to commercialization, working with the Bill & Melinda Gates Foundation and US Government to fund pilots in all target African countries, securing historic World Health Organization approval, the first Israeli device to attain this status. The device was publicly endorsed by philanthropist Bill Gates and hailed by the head of UNAIDS as "a revolution in HIV prevention". Tzameret was a TEDMED 2014 and TEDx IDC 2015 selected speaker.

**Dr. David Lebwohl**, Serves as Senior Vice President and Franchise Global Program Head of CAR-T Team at Novartis AG, leading the development of chimeric antigen receptor T-cell therapies at Novartis. He graduated from Harvard College in Biochemical Sciences and as Doctor of Medicine from the Yale University. Following post-graduate training at Brigham and Women's Hospital and Memorial Sloan-Kettering Cancer Center in internal medicine, hematology and medical oncology, he joined the staff of Memorial Sloan-Kettering on the Breast Cancer Service. More recently, he has focused on the clinical development of new cancer drugs. He joined Novartis Oncology in 2002 where he was responsible for the development of Afinitor, an oral mTOR inhibitor, from phase 1 through five NDA/MAA approvals, and served as Global Head of Oncology Clinical Development.

**Prof. Gal Markel**, A medical oncologist, an associate professor at Sackler Faculty of Medicine at Tel Aviv University and the Chief Scientist of the Ella Institute of Immuno-Oncology at Sheba Medical Center. Prof Markel is the founder of 3 companies, 2 of which were sold to global corporations and the third is operational. He has won numerous national and international awards, and has given countless international talks, including TED MED Live 2014.

**Dr. Shlomo Markel**, Vice President at Broadcom Limited. Dr. Shlomo Markel has extensive responsibilities in M&A and Technology Roadmaps, plus overseeing Israel, where Broadcom has acquired 13 companies. He is Chairman of Tel Aviv University TTO and a member of Gol D&O Nomination Committee. Dr. Shlomo Markel was Argoquest CTO, with over 60 innovative startups; after 2 decades in Israeli Navy, retiring as Navy Chief Material Command (R. Admiral). In 2013 received a National Recognition from Israel President and in 2016 received the Technion Fellowship Award.

**Dr. Gidi Stein**, A practicing physician, researcher and serial entrepreneur. Co-founder and CEO of MedAware, dedicated to eliminate prescription errors and promote patient safety, using big-data analytics and machine-learning algorithms. Gidi also teaches medicine in Tel Aviv Medical School and treats complex patients in Rabin Medical Center.

**Prof. Oded Shoseyov**, A faculty member of the Hebrew University of Jerusalem. His research is in plant molecular biology, protein engineering and nano-biotechnology. He has authored or co-authored more than 160 scientific publications and is the inventor or co-inventor of 50 patents. Shoseyov is also co-owner and winemaker of BRAVDO winery. Prof. Shoseyov received the Outstanding Scientist Polak Award for 2002, the 1999 and 2010 Kay Award for Innovative and Applied Research and The 2012 Israel Prime Minister Citation for Entrepreneurship and Innovation. He is the scientific founder of 10 companies. Shoseyov gave TEDMED LIVE 2014, TEDxJerusalem 2015 and TEDbcg 2016 in Paris which was selected to the official TED site, translated to 21 languages with more than 1 million views.

**The conference is moderated by Dr. Lior Zoref**, A researcher, advisor and author of the bestselling book, Mindsharing. Dr. Zoref is one of the few Israelis who were invited to speak at the White House and TED.

