



CYBERTECH 2014
THE EVENT FOR THE CYBER INDUSTRY

ISRAELDEFENSE



PRIME MINISTER'S OFFICE
NATIONAL CYBER BUREAU



INTERNATIONAL EXHIBITION & CONFERENCE FOR **CYBER SOLUTIONS**

The accelerating cyber revolution of recent years has altered the world we live in, with ever changing threats and opportunities flowing between the physical domain we were born to and the virtual realm we created.

All of this has inevitably inspired the introduction of innovative concepts, products and services in a variety of technological fields.

Successful adaptation to these changing dynamics makes it essential to be vigilant in the face of constantly evolving challenges and solutions.

To this end, we are pleased to invite you to the International Exhibition & Conference for Cyber Solutions, which will bring together **leading multi-national companies, over a hundred start-ups, private and corporate investors, venture capital firms, experts, clients** and others interested in this field.

The event will be opened by the Prime Minister of Israel, Mr. Benjamin Netanyahu, and will include global figures in this arena, with the participation of delegations from around the world.

As a technology and business driven exhibition, it will join the cyber community in the study and pursuit of groundbreaking cyber defense solutions for numerous sectors and their unique needs.

In parallel, several sessions will be held on developments at the frontier of this field, presented by top professionals and decision makers in this vibrant industry.

In collaboration with:  Ben-Gurion University of the Negev

Media Partners: 



FOR REGISTRATION AND FURTHER INFORMATION:

www.cybertech2014.com

Kenes Exhibitions

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Israel Defense

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CyberTech 2014 will be opened by the Prime Minister of Israel,
MR. BENJAMIN NETANYAHU



The event will host keynote speakers from the top levels of the international cyber community including:



Dr. Eviatar Matania
Head of the Israeli National
Cyber Bureau (INCB)



Steven A. Mills
Senior Vice President and
Group Executive
Software & Systems, IBM



Art Coviello
Executive Vice President,
EMC, Executive Chairman, RSA



Gil Shwed
Founder, Chairman and CEO,
Check Point Software Technologies



Bryan Palma
Senior Vice President,
Security Services,
Cisco Systems



Samir Kapuria
Vice President,
Product Management,
Information Security Group,
Symantec



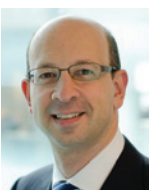
Eugene Kaspersky
Chairman and CEO,
Kaspersky Lab

In parallel to the exhibition, a unique conference will be held with outstanding international professionals. Here are some of the planned sessions:



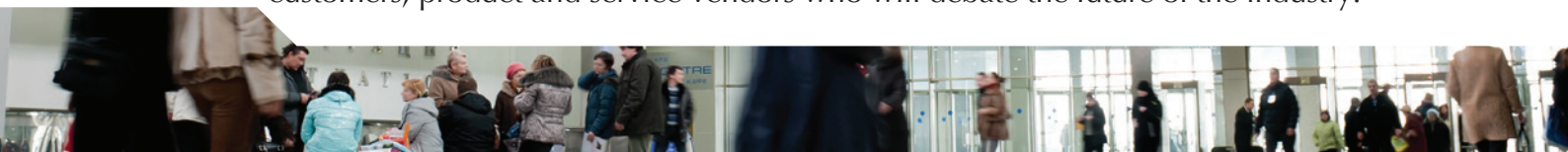
CyberTech 2014 Chairman:
Rami Efrati, Head of the Civilian Sector Division, INCB

The cyber industry: products or services



Chairman: David Chinn, Leader of Global Defense Practice and Cybersecurity Practice, McKinsey & Co.

The cyber security industry and its customers have been evolving quickly over the last few years. Many large organizations are now mature buyers with specific demands. At the other end of the scale, the majority of customers are increasingly looking for complete solutions. The industry faces fundamental questions over the relevance of managed services, complete solutions and point solutions. In this context, this session will include representatives of customers, product and service vendors who will debate the future of the industry.





Cyber innovation and start-up opportunities through the eyes of strategic investors

Chairman: Yoav Tzruya, Partner, Jerusalem Venture Partners (JVP) Cyber Labs

On this panel, leading global strategic players in a variety of industries, including defense, telecom, software and critical infrastructure, will discuss the current threat maps in IT and OT, upcoming trends in cyber security, their investment methodology, risks, hype cycles and M&A strategies in the space. Speakers will elaborate on how they work with the start-up ecosystem, co-investors and entrepreneurs to introduce cyber innovation into their organizations.



Enterprises: prevention vs. mitigation

Chairman: Rick Kaplan, Country General Manager, IBM Israel

Governments and corporations routinely collect, process, store and exchange digital information about their citizens, clients, products and services, financial status etc. These concentrated repositories of invaluable data are being continuously subjected to various forms of attempts to illegally access, use and disrupt the data. This session will analyze the various types of threats which enterprises are faced with, and present common approaches to their prevention and mitigation.



Securing the physical domain from cyber threats

Chairman: Erez Kreiner, President, Five C, Former Director of the National Information Security Authority (NISA)

Recent years have seen the rise in connectivity and computerization of physical components, also known as Cyber Physical Systems, which affect almost every aspect of our life. This trajectory, as demonstrated in several events, enables virtual manipulations with physical manifestations. This session will address the challenges of securing machines and even humans from these threats, along with their consequences.



Disaster prevention and recovery in the financial sector

Chairwoman: Orna Berry, Ph.D., Corporate Vice President and General Manager of Israel COE, EMC

The session will address the complex fabric of cyber challenges to the financial sector, including fraud, authentication, data leakage, economic manipulations and recovery from all disasters.



Cyber security in mobile and telecom systems

Chairman: Eden Bar Tal, former Director General, Israeli Ministry of Communications

The session will deal with the growing challenges of cyber security in the various levels of the telecom networks, fixed & mobile, services, apps and up to the users. What is the relevant strategy - a new paradigm or more of the same? Is there a silver bullet solution? Who are the responsible players? What are the ICT key players looking for and what are the opportunities for developers?



Privacy in the cyber era: contribution or contradiction

Chairman: Yoram Hacohen, cyber privacy and data security strategist, Former Head of the Israeli Law, Information and Technology Authority (ILITA)

Does privacy matter only to legal nerds, or should it be of interest also to cyber geeks? This panel will discuss the rich interactions, some complementary, others contradicting, between cyber-security and privacy protection. The panel will observe the subject from policy-making, technology and legal points of view, as well as different geographic perspectives.



Side by side with the leading companies, CyberTech 2014 will also hold a **Start-Up Pavilion** presenting the most promising and innovative entrepreneurs in this arena, including the following:



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