The Institute for Renewable Energy Policy
at the Lauder School of Government, Diplomacy and Strategy,
The Zell Entrepreneurship Program and the Argov Program for Diplomacy

are cordially inviting you to an event marking

The International Green Entrepreneurship Day

18 November 2009, 3:30 p.m. Ivcher Auditorium, IDC Herzliya Campus

The Global Entrepreneurship Week (GEW) is a globally coordinated event, aspires to expose youth and students to entrepreneurship and innovation as ideal domains for their future careers and self-fulfillment.

This year, Israel, and IDC Herzliya in particular, is honored to host pioneers and innovators in the green-technology sector, operating in the international market, to share with their audience their personal stories, successes and insights as entrepreneurs, scientists and thinkers.

The lectures "Israel Leading in Green", will take place on November 18th, 2009, at the IDC, Ivcher Auditorium.

Schedule for the event:

15:30-15:50 – Gathering at Ivcher
15:50-16:00 – Adv. Liat Aaronson, the Zell Fellowship Director,

Greetings and Introduction

16:00-16:45 – Dr. Isaac Berzin, Director of the Institute for Renewable Energy Policy at the Lauder School of Government, Diplomacy and Strategy

Dr. Berzin is the Founding Director of the Institute for Renewable Energy Policy at the IDC and an Affiliated Scientist at MIT. Dr. Berzin was included in Time Magazine’s list of 100 most influential people in 2008 and his innovative work in Clean Energy has won him numerous awards. Dr. Berzin listed 12 international patents and was recently awarded $70 million by the Obama administration to deploy his technologies in the US. He holds a PhD in Chemical Engineering and Biotechnology from Ben-Gurion University of the Negev.

17:00-17:45 – Mr. Yosef Abramowitz, President and Co-founder, Arava-Power – Israeli leading solar developer.

Mr. Abramowitz specializes in public policy, government relations, press, technology and corporate strategy. He has a successful track record in government relations, having led a major effort that won $7 billion in benefits, as well as international campaigns for various issues. With degrees from Boston University and Columbia University, Mr. Abramowitz recently led $15 million investment in Arava-Power by Siemens.