SMART MOBILITY SOLUTIONS
OPPORTUNITIES AND CHALLENGES

Wednesday, March 29th, 2017
Auditorium EL03, Adelson Building | IDC, Kanfei Nesharim, Herzliya

08:45 Reception
09:15 Opening remarks
  - Prof. Amnon Lehavi, Dean, Radzyner Law School, IDC Herzliya
  - MK Prof. Manuel Trajtenberg, The Zionist Union
09:30 Dr. Shay Soffer, Chief Scientist, Ministry of Transportation
  - Israel's National Program for Autonomous Vehicles
Dr. Anat Bonshtein, Acting Chairman and Director, Fuel Choices and Smart Mobility Initiative, Prime Minister's Office
  - Fueling Innovation for Smarter Mobility
  - Patenting Trends and Strategy for Autonomous Vehicles Technology
Adv. Roy Keidar, Special Counsel, Yigal Arnon & Co. Law Firm
  - Smart Mobility: The Regulator Should Take the Driver's Seat
10:50 Coffee Break
11:15 Panel Session: UK Paving the Way in Connected Autonomous Vehicles
Moderated by:
  - Mr. Yoni Dolgin, Mobility Manager, UK Israel Tech Hub
  - Mr. Chris Reeves, Head of CAV Technologies, HORIBA-MIRA
  - Mr. Iain Macbeth, Autonomous and Intelligent Mobility Programme Manager, Transport for London
  - Mr. Sebastian Peck, Director of InMotion Ventures (powered by Jaguar Land Rover)
  - Mr. Elad Serfaty, Vice President and General Manager of Aftermarket Division, Mobileye
The Future of Automotive – Hands Off, Eyes Off, Mind Off
Mr. Itay Gil, VP Monetization, Moovit
  - Don't Own a Car and Feel Good About It
Dr. Dov Greenbaum, Director, Zvi Meitar Institute, IDC Herzliya
  - Social and Ethical Repercussions of Smart Transportation
Ariella Grinberg-Felder, Innovation Manager, General Motors Advanced Technical Center
  - Smart Mobility: Towards Personalization, Connectivity and Autonomous Transportation
Mrs. Lior Zeno Zamanski, Executive Director, Ecomotion
  - The Buzzing Ecosystem: 500 Israeli Smart Transportation StarUps
13:30 Concluding

Lectures will be held in English

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