

# Israel's 2<sup>nd</sup> Foreign Law Firms Conference



TEL-AVIV DISTRICT - THE ISRAEL BAR  
מחוז תל-אביב והמרכז לשכת עורכי הדין בישראל

December 9, 2014 | Tuesday | 08:00-17:00 | Dan Tel-Aviv Hotel



**Dozens of foreign law firm from all over the world...  
Top Israeli law firms... The most prominent attorneys...  
Fascinating lectures... Hundreds of lawyers and General  
Counselors under one roof**

**Academic Coordinator:**



**Adv. Zohar Fisher**  
Founder of Robus –  
Legal Marketing and  
Consulting Services.



**Adv. Efi Nave**  
Head of the Tel Aviv and  
Central District of the  
Israel Bar Association.



**The Tel-Aviv District of the Israel Bar Association led by Adv. Efi Nave, and Robus Legal Marketing Israel, cordially invites you to a unique conference which brings together international law firms, top Israeli law firms and general counsels.**

The event's topics will be the entry and activity of international law firms in Israel, in light of the changes in the global legal market and the growing competition between Israeli law firms

The conference provides a unique opportunity for networking with both international and Israeli law firms - This year, the conference will be held in conjunction with the Association of Corporate Counsel in Israel - ACC Israel

**ACC ISRAEL**  
Association of Corporate Counsel

## The conference will include panels in which global issues will be discussed. Among the panels:

(A) **International law firm's Panel** – Israel in the eyes of global law firms: the participants of the panel are representative of the biggest and most prestigious law firms in the U.S and Europe.

(B) **Israeli law firm's panel** - Israel Under the Microscope: the participants of the panel are representative of the biggest and most prestigious law firms in Israel.

(C) **Hi-Tech Panel** - Israel as the Exit Nation: the participants of the panel are renowned international and Israeli lawyers and General Counsels in the field of Hi-Tech.

(D) **China Panel** - The Dragon is awake: the participants of the panel are China-focused law firms.

## Among the foreign firms participating in the conference



## Among the Israeli firms participating in the conference



# Schedule of the Conference

08:20 – 08:50 Registration and Breakfast

08:50 – 09:05 Greetings

**Adv. Efi Nave**, Head of the Tel Aviv and Central District of the Israel Bar Association

**Adv. Zohar Fisher**, Founder of Robus – Legal Marketing and Consulting Services

09:05 – 09:20 Keynote Speaker

**Adv. Harel Locker**, Director General of the Israeli Prime Minister's Office - to be confirmed

09:20-10:05 **Panel #1: Israel in the Eyes of Global Law Firms**

**Moderator: Adv. Chaim Friedland, Gornitzky & Co**

**Adv. Bruce Alan Mann**, Morrison Foerster

**Adv. Etay Katz**, Allen & Overy

**Adv. Evan Lazar**, Dentons

**Adv. Philip Rosen**, Weil, Gotshal & Manges

**Adv. Yossi Vebman**, Skadden, Arps, Slate, Meagher & Flom

10:05 - 10:25 The Global Legal Market – Changes and Trends

**Mr. Aric Press**, Senior Vice President, Editor in Chief,  
American Lawyer Media - ALM

**Adv. Zohar Fisher**, Founder, Robus Legal Marketing

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AMERICAN LAWYER

10:25 – 10:40 Coffee Break

10:40 – 11:00 Lecture by **Adv. Yizhak Molcho**, the Israeli Prime Minister's Special Envoy

11:00 – 11:45: **Panel #2: Israel under the Microscope**

**Moderator: Adv. Avraham Well, Fischer, Behar, Chen, Well, Orion & Co**

**Adv. Gil Oren**, Yigal Arnon & Co

**Adv. Jeremy Lustman**, DLA Piper

**Adv. Menachem Gurman**, Steinmetz, Haring, Gurman & Co

**Adv. Richard Mann**, Gross, Kleinhendler, Hodak, Halevy, Greenberg & Co

**Adv. Ron Klein**, Holland & Knight

**Adv. Shlomo Landers**, Amit, Pollak, Matalon & Co

11:45 – 12:05 Israel's Trade Policy with Asia– Today and Tomorrow

**Adv. Eytan Epstein**, EKT- Epstein Knoller Chomsky Osnat Gilat Tenenboim & Co

**Mr. Ran Cohen**, Chairman of the Standards Institute of Israel, President of the Israel-Asia Chambers of Commerce, Former Minister of Industry, Trade and Labor

12:05 - 13:05 Lunch

13:05 – 13:50 **Panel #3: China – the Dragon is Awake**

**Moderator: Adv. Yaakov Israeli, Shibolet & Co**

**Adv. Amit Ben Yehoshua**, Dacheng Law Offices

**Adv. Eyal Khayat**, Yingke Israel

**Adv. Sungbo Shim**, Squire Patton Boggs

**Adv. Tali Mirsky**, Global VP Legal Affairs & Corporate Secretary of Frutarom Industries Ltd

**Adv. Tehila Levi Lati**, Zisman, Aharoni, Gayer & Co

13:50 – 14:10 **Hi-tech in Israel – A Case Study**

**Adv. Nitzan Hirsch-Falk** (H-F & Co.) interviewing a founder from Waze

14:10 – 14:25 Coffee Break

14:24 – 15:10 **Panel #4: Start-Up Nation Vs. Exit Nation**

**Moderator: Adv. Michael Barnea, Barnea & Co**

**Adv. Amnon Epstein** – Epstein Rosenblum Maoz (ERM)

**Adv. Ariel Nachman**, Simmons & Simmons

**Adv. Gideon Rosenberg**, VP Legal Affairs of Mellanox Technologies Ltd

**Adv. Menachem Tulchinsky**, Tulchinsky Stern Marciano Cohen Levitski & Co

**Adv. Yael Biran**, Mintz Levin



**Participation Fee: 250 NIS. Include entrance to all lectures and panels, in addition to breakfast and lunch at the hotel's restaurant. To register please send an e-mail with your full name, country of origin and law firm to [nikol@robus.co.il](mailto:nikol@robus.co.il)**