

Tuesday, 10 November 2015

13:00

Opening and Welcome remarks

13:05 – 13:25

The Ecosystem of Energy and Mobility

Eyal Rosner, Chairman and Director, Fuel Choices Initiative

13:25 – 13:45

Samson Prize Winner - Dr. Jay Keasling

Professor, Department of Chemical & Biomolecular Engineering, Berkeley; CEO, Joint BioEnergy Institute

13:45 – 14:05

Samson Prize Winner - Prof. John Goodenough

Virginia H. Cockrell Centennial Chair of Engineering in the Cockrell School of Engineering at UT Austin, Virginia

14:05 – 14:45

Alternative Fuels, Smart Solutions and the Regulators

Moderated Panel Discussion

The decline in oil prices since 2014 created a more challenging economic environment for alternative fuels. At the same time, an increasing emphasis is put on implementing cleaner transportation solutions. This panel will address the role of the regulator, the challenges and opportunities in this new environment.

Moderator: **Anne Korin**, Institute for the Analysis of Global Security, Co-Director

- **Dr. Patrick Ho**, Secretary General, China Energy Fund Committee
- **Dr. Giovanni De Santi**, Director, Institute for Energy and Transport, Joint Research Centre, European Commission
- **Dr. Veit Steinle**, Director-General, Departmental Policy Issues, German Federal Ministry of Transport and Digital Infrastructure

14:45 – 15:00 Coffee Break

15:00 – 15:20

Japan's Hydrogen Society - Mineyuki Fukuda

Chief Secretary of LDP Research Commission on Natural Resources and Energy Strategy and LDP Hydrogen Society Promotion Subcommittee, National Diet of Japan

15:20 – 16:40

The Future of Energy in Automotive - New Fuels, Powertrains and Smart Technologies and Business Models

Automotive industry experts will present their vision of the future of energy in the automotive industry, discussing how alternative fuels and powertrains, and smart mobility solution will shape the future.

15:20

Tom De Vleeschauwer, Director of Long-Term Planning & Sustainability, IHS Automotive

15:40

Nadine LeClair, Senior Vice President, Expert Fellow, Renault Group

16:00

Dr. Mike Tamor, Henry Ford Technical Fellow, Energy Systems & Sustainability, Ford Research & Advanced Engineering, Ford

16:20

Dr. Joachim Kolling, Vice President Energy Services, BMW Group

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08:30 – 09:45

Smart Mobility Innovation Session

hosted by US Secretary of Transportation, **Anthony Foxx**

Israeli startups presenting innovative technologies followed by a panel discussion between US Secretary Foxx and Israeli experts in the field.

Moderator: **Eyal Rosner**, Chairman and Director, Fuel Choices Initiative

- **Nir Erez**, Founder and CEO, Moovit
- **Nir Sasson**, Founder and CEO, Autotalks
- **Yahal Zilka**, Managing Partner and Co-Founder, Magma Venture Partners

09:45 – 10:00

MK Avi Gabai, Minister of Environmental Protection, Israel Innovation in Smart Mobility - Disruptive Technologies and Business Models

A series of lectures and panel discussions about emerging technologies and new business models that will impact the way we consume transportation and use energy in transportation from autonomous driving, to the sharing economy and synchronized transportation systems.

10:00 – 10:20

Ziv Aviram, CEO and Co-founder, Mobileye

10:20 – 10:35

Shahar Waiser, CEO and Founder, Gett

10:35 – 10:50

Jambu Palaniappan, Regional General Manager Eastern Europe, Middle East & Africa, Uber

10:50 – 11:10 Coffee Break

11:10 – 11:45

The Impact of Smart Mobility Solutions on Transportation

Moderated Panel Discussion

Moderator: **Itamar Orlandi**, Head of Applied Research, Bloomberg New Energy Finance

- **Dr. Andrej Heinke**, Director, Corporate Foresight and Technology Strategy, Robert Bosch GmbH
- **Daniel Amir**, Managing Director, Technology Equity Research, Ladenburg Thalman
- **Dr. Oren Shoval**, Co-founder and CTO, Via

11:45 – 11:55

Jerry Sanders, CEO, Skytran

Electric Mobility Session

12:00 – 12:20

Don Hillebrand, Director, Energy Systems Division, Argonne National Laboratories U.S. Department of Energy (DOE)

12:20 – 13:00

Shaping the new Electric Mobility Environment

Moderated Panel Discussion

Electric mobility presents new opportunities and challenges to transportation systems, as vehicles, charging infrastructure and information technologies are developing and business models are adapting to consumer needs. Actors along the electric mobility value chain will discuss how the electric mobility environment is shaping.

Moderator: **Saar Shafir**, Deputy Managing Director, Fuel Choices Initiative

- **Eric Feunteun**, EV Global Program Director, Renault Group
- **Anja van Niersen**, General Manager, Allego BV
- **Dr. Hanno Butsch**, Head of International Cooperation, National Organization for Hydrogen and Fuel Cell Technology
- **Dr. Emma Silke**, Head of Strategy & Business Development, ESB ecars

13:00 – 13:45 Lunch Break



Track A - Rovina Hall

13:45 - 14:30

"Starter" Research Presentations

This session will be composed of latest innovative academic research in the field of alternative fuels. Ted-style presentations will be given by leading Israeli researchers from different universities and research centers.

Moderator: **Dr. Efrat Oron**, Director of Research and Outreach, Manna Center for Food Safety and Security, Tel Aviv University and Scientific Advisor, Fuel Choices Initiative

- **Dr. Iftach Yacoby**, Senior Lecturer, Department of Molecular Biology and Ecology of Plants, Tel Aviv University - Hydrogen Farms
- **Dr. Brian Rosen**, Senior Lecturer, Department of Materials Science and Engineering, Tel Aviv University - Intelligent Design of Energy Conversion Catalysts
- **Dr. Alex Schechter**, Head of the Lab for Fuel Cells & Electrochemistry, Department of Biological Chemistry, Ariel University - Advance Materials for Next Generation Fuel Cells Powered Vehicles
- **Mr. Arnon Poran**, The Internal Combustion Engines Laboratory, Technion - Advanced propulsion system with high energy efficiency and zero-impact emissions fed by an alternative fuel
- **Mr. Asa Ziv**, CEO, NrgStorEdge - Accelerating Zero-emission Transportation Market

Liquid Fuels - From Lab to Application

14:30 - 15:15

Future of Synthetic Fuels

Moderated Panel Discussion

Synthetic fuels, especially those produced from feedstock such as natural gas and biomass, have the potential to become a significant part of lowering dependence on crude oil, for energy security, economic, feasibility and environmental reasons. In this session, we will hear from leading business and R&D speakers of their latest developments which turn this potential into reality.

Moderator: **Dr. Bracha Halaf**, Acting Chief Scientist Ministry of National Infrastructure, Energy and Water Resources, Israel

- **Virgilio Cerutti**, Vice President, Business Development Central Coordination, Fiat Chrysler Automobiles
- **Dr. Rebecca Boudreaux**, President, Oberon Fuels
- **Prof. Moti Hershkowitz**, Director, Blechner Center for Ind. Catal. & Proc. Development, Ben-Gurion University, Israel
- **Dr. John Richmond**, Group Chief Engineer - Mechanical Systems, Office of the Chief Technology Officer, Tata Sons

15:15 - 16:00

Future of Bio Fuels

Moderated Panel Discussion

Advanced biofuels technologies are currently being deployed around the world. Whether if the feedstock is agricultural residues or solid municipal wastes, many questions are raised regarding the economic viability as well as the LCA of these fuels. This panel will shed light on the potential of these technologies regarding technological and economic feasibility. Different aspects will

be raised both on the feedstock side as well as the conversion to fuels. In addition, the panel will discuss what is the role of the academic R&D in helping achieve the technological and economic goals that are set by different stakeholders.

Moderator: **Dr. Anat Bonshtien**, Technology and Regulation Manager, Fuel Choices Initiative

- **Dr. Donald Smith**, Biofuelnet Canada
- **Dr. Michael Lindenbaum**, VP of Technology, Agrisoma Biosciences
- **Dr. Jean-Michel Lavoie**, Associate Professor, Sherbrooke University
- **Zviya Baron**, Principal, PetroQuantum B.V.

Track B - Bertonov Hall

Israel Smart Mobility Entrepreneurship

15:00 - 17:00

The Smart Transportation Accelerator, part of the Center for Innovation in Transportation at the Porter School, Tel Aviv University, is holding its Demo Day for graduating round of starts, followed by the final stage competition for the next round. Join us for pitches of entrepreneurs working on smart mobility solution.

Demo day Presenters: Bike Storming; Guardian; MPT; ParkLife; Security in Motion; Turbo Gen

Finalists for Third Round Accelerator Program: 3D Sense; RetSeco; Sidewalk; La'Zooz; NrgStorEdge; Multi modal routing algorithm; Delivero; GreenQ; BambooBike; Kaproolz; H2Go



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