

B – BUG



Tel Aviv

7–10
June
2023

No. 143 + 144



– Responsible Leadership in Business and Society

6

10

22

24

Program

Speakers

BBUG Executive
Board & Trustees

Information

Wed 7/6

Port Tower Isrotel

Bus transfers for passengers
arriving with LH 686 and
LH 680

- 17:00 Welcome Coffee
- 17:45 Get-together and brief
introduction into Insights
to Tel Aviv
- 18:00 Insights to Tel Aviv
- 21:00 Dinner
Restaurant White Pergola, 1,
Yordei Hassira Hangar 4

Thu 8/6

Dubnov8

- 8:00 Joint departure by bus from
hotel
- 8:45 Welcome and Overture
Michael Schwarz, Managing
Director, BBUG
+
Sergio Roberto Gratteri,
Founder & Artistic Coordinator
"Das Haus" Brussels
- 10:00 Coffee break

10:30 Israel 360°

Israel's political system and the
current state of its democracy
Dr. Dahlia Scheindlin, Campaign
Strategist, Columnist at Haaretz

Religion
Prof. Shai Lavi, Director, Van
Leer Jerusalem Institute

The Middle East Conflict
Merav Kahana-Dagan, Project
Manager, Friedrich-Ebert-
Stiftung Israel

Israel's Economy
Dr. Roby Nathanson, CEO,
Macro Center for Political
Economics

Moderated by **Thorsten
Schmitz**, Reporter,
Süddeutsche Zeitung

12:15 Lunch break

13:00 Writing in Times of War
David Grossman, Writer

14:15 Quick coffee break

14:30 Germany and Israel
Steffen Seibert, German
Ambassador to Israel

15:45 Coffee break

16:15 Cyber Security in the Era of Software Defined Vehicles with Aurora Labs, C2A Security, Upstream

Moderated by **Elmar Pritsch** and **Andreas Herzig**, Deloitte Consulting GmbH

19:00 Dinner
Restaurant Onza, Rabbi Hannina St. 3, Flea Market Jaffa

22:30 **Transfer to hotel**

Fri 9/6

Dubnov8

8:00 **Departure from hotel by bus**

8:45 Warm-Up

9:15 Israel: A Hub of Innovation and Entrepreneurship
Inbal Arieli, Managing Partner at Big.IL

10:30 Coffee break

11:00 Two Worlds one: Facilitating Partnerships between Fortune 100 Companies and Startups
Gabby Czertok, CEO and Co-Founder, The Builders

12:15 Lunch break

13:15 **Cultural Program**

Tour 1

A walk through Jaffa Old Town

Tour 2

Cycling the City: Tel Aviv by bike

Tour 3

Meeting Sigalit Landau, Artist

Tour 4

The White City Tour: Exploring Tel Aviv's Iconic Bauhaus Buildings

Followed by free time/leisure time

18:30 **Joint departure by bus from hotel**

19:00 Dinner with cultural performance
Restaurant The House of Otzarin, Mazal Dagim St. 1

23:00 **Transfer to hotel**

Sat 10/6

Dubnov8

8:15 **Departure from hotel by bus**

9:00 Sharing Sorrow, Bringing Hope
Robi Damelin + Laila AlSheikh, Peace Activists, The Parents Circle - Families Forum (PCFF)

10:30 Coffee break

11:00 Closing, Evaluation, Debrief

12:00 End of program



B-BUG

“There is only one radical means of sanctifying human lives. Not armored plating, or tanks, or planes, or concrete fortifications. The one radical solution is peace.”

Yitzhak Rabin



RN+
MEL
Air



Speaker

Laila AISheikh

Peace Activist, The Parents Circle - Families Forum (PCFF)



Laila AISheikh lives in Bethlehem in the West Bank. She studied Accounting and Business Administration.

In 2002, her 6 months old son, Qussay, became ill and Israeli soldiers prevented Layla from taking him to the hospital for more than five hours. Qussay soon died from the lack of timely treatment. Layla joined the Parents Circle in 2016. Following her son's death, she never thought of

revenge, but rather has devoted her time and energy to ensuring a better, more peaceful future for her children.

Inbal Arieli

Managing Partner, Big.IL



Arieli is the author of *Chutzpah: Why Israel Is a Hub of Innovation and Entrepreneurship*, published by top publisher Harper Collins and translated into a variety of languages, and Managing Partner at Big.IL, tech investment firm headquartered in Tel Aviv and part of a leading multidisciplinary group, with operations in South-East Asia, Europe and North America.

Born in Israel and raised on hummus and chutzpah, Arieli fostered her entrepreneurial skills during her mandatory military service, serving in unit 8200, the Israel Defense Forces' elite intelligence corps. For the past twenty plus years, she embraced leading executive roles in the flourishing Israeli tech sector and has founded a series of programs for

innovators, where she currently holds board seats. Arieli is an active investor, board member and key figure in the Israeli tech ecosystem. She lectures widely to business and government leaders around the world, analyzing and discussing the most critical leadership skills.

Among her most popular keynotes and workshops are "Chutzpah: Skills for the Future", "From Special Forces to the Board Room" and "The Secrets of Successful Interviewers." Arieli holds an LL.B. Law, B.A. in Economics and an MBA, all from Tel Aviv University. A force to be reckoned with, she was featured as one of the 100 most influential people in Israeli tech and as one of the top 100 tech business women speakers in the world. She lives in Tel Aviv with her spouse and their three sons.

Gabby Czertok
CEO and Co-Founder,
The Builders



Gabby Czertok is a technology and people enthusiast who has been combining both of his passions throughout his career to create unique approaches to problem-solving in complex environments.

Gabby has founded and is the CEO of The Builders, an innovation platform that utilizes a unique methodology to support Fortune 500 companies such as Maersk, Paramount, Mercedes-Benz, Walmart, Mondelez etc. in their innovation and commercialization journey with programs that worked with 97 startups and

led to 221 pilots and 57 license agreements between the startups and the corporates as well as many extraordinary cooperations between the various corporates.

Previously Gabby was the CEO of a startup in the water industry and spent many years in the cyber security space and is an active member in Israel civil society and serves as an advisory board member in multiple startups and non-profit organizations and is on the board of the 8200 alumni organization, and has an LLB from Tel-Aviv University.

Robi Damelin
Peace Activist, The Parents
Circle – Families Forum (PCFF)



Robi Damelin is the Israeli spokesperson and member of the Parents Circle – Families Forum (PCFF), a group of 600 Israeli and Palestinian families who have lost close family members to the conflict and who work together for reconciliation and a just resolution to the conflict.

Robi Damelin's son, David, was killed by a Palestinian sniper in March of 2002 while he was guarding a checkpoint near a settlement during his army reserve service. Since becoming active in the Parents Circle, Robi has spoken to hundreds and thousands

of Israelis and Palestinians and people all over the world to demand that reconciliation be a part of any peace agreement. Robi was named as a 2015 Woman of Impact by Women in the World. In 2014, Robi was selected by the Joan B. Kroc Institute for Peace and Justice as one of four Women PeaceMakers. She is the protagonist featured in the documentary, One Day after Peace. She regularly contributes to The Forward and Huffington Post. She was recently invited to the U.N. Security Council to give a brief.

Sergio Roberto Gratteri
Founder & Artistic Coordinator
"Das Haus" Brussels



Shortly after his studies of musicology and cultural management at the Universities of Leuven (BE), Venice and Rome (IT), he developed his professional career in the field of cultural programming and Art mediation with organizations such as the International Yehudi Menuhin Foundation, Europalia, Interpreti Veneziani (It), De Pianofabriek and La Monnaie.

As coordinator of Audience Engagement Music and Transversal projects at BOZAR he developed new engagement concepts to attract new audiences for classical, jazz and world music by working with renowned orchestras and artists such as the Mahler Chamber Orchestra, London Symphony Orchestra, Joyce di Donato, Jazz Lincoln center.

Always looking for innovative and interdisciplinary models he has developed and/or co-programmed a.o. the Bozar Music Opening

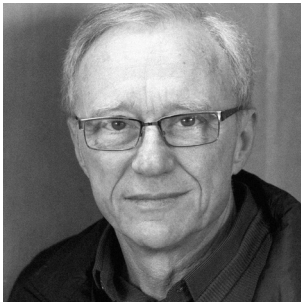
Night, the Big Bang Festival and the United Music of Brussels project, a unique collaboration between BOZAR, La Monnaie and the NOB. In 2021 he launched DAS HAUS, a new Brussels performance space concept dedicated to innovative classical music projects.

Inspired by his strong belief that art is a powerful tool for social cohesion, he has conceived and coordinated major urban projects such as Singing Brussels, Homelands, Places of belonging and Sounds for the Soul.

As a freelance curator and dramaturge, he regularly accompanies festivals, music ensembles and European cultural institutions such as Esch 2022 Capital of Culture (LU) in defining new strategies of mediation with the public and in setting up refreshing models of artistic programming.

David Grossman

Writer



David Grossman, 69, was born in Jerusalem and is one of the most significant and internationally renowned writers of contemporary Israeli literature. In his novels, he shows how the fate of people in Israel is inexorably linked to politics. Currently, the stage adaptation of one of his most successful novels, "To the End of the Land," is being performed at the Deutsches Theater in Berlin.

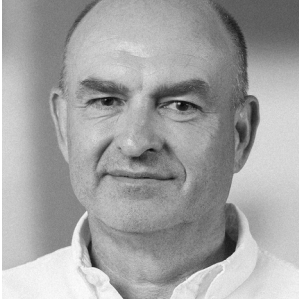
In the novel, a mother in Israel embarks on a journey to avoid receiving the devastating news that her son Ofer has been killed in a military operation in the West Bank. Grossman had to interrupt his work on this novel for several weeks because he received the news that his own son had been killed during a mission in Lebanon while he was writing it.

Grossman's books have been translated into many languages. He has received the Geschwister-Scholl-Preis, the Peace Prize of the German Book Trade, and the International Man Booker Prize. In 2021, he was awarded the Order of Merit of the Fe-

deral Republic of Germany. Like many significant Israeli writers, he is associated with the peace movement. Even now, he can occasionally be seen and heard at demonstrations against judicial reform. A few weeks ago, he spoke in Tel Aviv before more than 200,000 demonstrators and said, "The State of Israel was founded so that there would be a place in the world where the Jewish people could feel at home. But if so many Israelis feel like strangers in their own land, something is obviously going wrong. Now is the dark hour. Now is the time to stand up and shout: This land is in our souls. What happens here today will determine who it will be and who we and our children will be."

Andreas Herzig

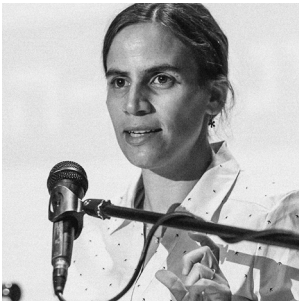
Partner, Risk Advisory –
Head of Automotive,
Deloitte Consulting GmbH



Andreas Herzig is a Partner within the Risk Advisory (RA) business in Germany and assumed responsibility for Deloitte's Automotive Sector for Risk Advisory globally in 2017. He is responsible for selling and leading major national and international projects for OEMs and Suppliers. Andreas is also responsible for Clients & Industry for Risk Advisory in Germany and Deloitte Continental Europe (DCE) and in this role a member of the German and DCE Exco.

Merav Kahana-Dagan

Project Manager, Friedrich-
Ebert-Stiftung Israel



Merav Kahana-Dagan is coming from the worlds of peace making, civil society and policy change. She holds a dual master's degree from Tel Aviv University in Middle Eastern Studies and Public Policy. Merav served as the COO of Mitvim - the Israeli Institute for Regional Foreign Policies, focusing on improving Israel's foreign policy and regional belonging and advancing Israeli-Palestinian peacemaking. Before joining Mitvim she worked as a project manager at the Geneva Initiative and at the Council for Peace and Security.

Merav is an alumnus of several national and international leadership training programs, among them the European Parliament's Young Political Leaders' program. Over the past decade she was actively volunteering with peace NGOs such as Peace Now and Women Wage Peace.

Today she is a project manager at the Friedrich Ebert Stiftung, Israel.

Prof. Shai Lavi

Director, Van Leer Jerusalem Institute



Shai Lavi is the director of the Van Leer Jerusalem Institute and a professor of law at Tel Aviv University. Professor Lavi earned his first and second degrees in law and sociology at Tel Aviv University and his doctorate in law at the University of California, Berkeley. His area of specialization is the sociology of law and legal theory; he explores bioethical issues from historical and contemporary perspectives, with an emphasis on the use of technology in the beginning of life and at its end.

He also engages in comparative research—in Germany, Turkey, and Israel—on issues related to legal regulation of the body and the tension between religion and secularity. His book on the end of life, *The Modern Art of*

Dying: A History of Euthanasia in the United States, won the 2006 Sociology of Law Distinguished Scholarly Book Award of the American Sociological Association.

Prof. Lavi has received a Fulbright Fellowship, the Zeltner Prize for young scholars in law, a grant to establish the Minerva Center for Interdisciplinary Studies of the End of Life, a research grant from GIF, the German-Israeli Foundation for Scientific Research and Development, and served as the founding director of the Edmond J. Safra Center for Ethics at Tel Aviv University. He has been a visiting professor at Cornell University, the University of Toronto, Yeshiva University in New York, and Humboldt University of Berlin.

Dr. Roby Nathanson

CEO, Macro Center for Political Economics



Dr. Roby Nathanson has a Masters Degree and PhD in Economics specializing in International Trade, from the University of Köln (Germany).

In 1989, he was appointed director of the Histadrut's (Labor Federation) Institute for Economic and Social Research.

In 1995 he was chosen to head Israel's Economic and Social Planning Administration in Times of Peace, in the Prime Minister's Office.

Since 1995, he has headed the Macro Center for Political Economics.

Dr. Nathanson has lectured at the Eitan Berglas School of Economics, Tel Aviv University and at the Hebrew University School of Business. He currently lectures at the Academic College of Tel Aviv-Yaffo and serves as a senior advisor at the Open University. He also serves as a board member of several public institutions.

Dr. Dahlia Scheindlin
Campaign Strategist,
Columnist at Haaretz



Dr. Dahlia Scheindlin is a public opinion expert and strategic consultant, specializing in progressive social causes. She has advised nine national campaigns in Israel and has worked in 15 other countries.

Dahlia conducts research and policy analysis on the Israeli-Palestinian conflict, foreign policy, democracy, human and civil rights, minority issues, religion and state, political analysis, comparative conflict analysis.

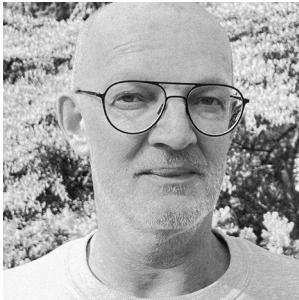
Her clients include local and international civil society groups, think tanks and political actors, and she has regional expertise in the Balkans and Eastern Europe. Dahlia holds a PhD in political sci-

ence from Tel Aviv University and she has taught adjunct at several universities in Israel.

She is a co-founder at +972 Magazine, a fellow at The Century Foundation; she has co-hosted The Tel Aviv Review podcast and the Election Overdose podcast at Haaretz newspaper where she now has a regular column; she is also a regular commentator on global affairs for the BBC television program Context.

Her work has appeared in the New York Times, the Washington Post, Foreign Affairs, Foreign Policy, Newsweek, Time, The Guardian/Observer, among other venues.

Thorsten Schmitz
Reporter, Süddeutsche
Zeitung



Thorsten Schmitz, born in 1966, has always wanted to be a reporter because that is how he could best satisfy his most outstanding characteristic: curiosity. He comes from Frankfurt am Main and, after stints in Munich, Hamburg, and nearly 12 years as a correspondent for the Süddeutsche Zeitung in Tel Aviv, now lives in Berlin.

He graduated from the German School of Journalism in Munich and worked for GEO, DIE ZEIT, and Frankfurter Rundschau. For over 20 years, he has been working for the SZ in the reportage department Seite Drei/Buch Zwei. In 2021, he won the German Reporter Prize in the "Sports" category, and

in 2022, he won the German Paralympic Media Award in the "Article" category.

During his time as a correspondent in Israel from 1998 to 2010, Schmitz aimed to confuse, or rather break down, stereotypes about Israel and the Palestinian territories with his reports. He visited an ultra-Orthodox rabbi who surfed with his students and talked to Palestinians who criticized their own government.

Schmitz knows the region not only because of his profession but also because he has relatives there (his father emigrated to Israel after World War II), and is married to an Israeli.

Steffen Seibert
German Ambassador to Israel



Steffen Seibert was born in Munich in 1960. He grew up in Stuttgart and Hannover, where he graduated from the Tellkampfschule in 1979. After completing his civilian service in elderly care, he began studying Modern and Contemporary History, Literature and Public Law at the University of Hamburg and the London School of Economics and Political Science in 1981, which he completed with a Magister Artium (with distinction).

In 1988/89, he completed an editorial traineeship at ZDF. Between 1989 and 2010, he

worked as an editor, foreign correspondent, editorial director and presenter (heute/ heute journal, special broadcasts) at ZDF. From 2010 to 2021, he served as spokesperson for the Federal Government and head of the Press and Information Office of the Federal Government. Since August 9th, 2022, he has been the Ambassador of the Federal Republic of Germany to Israel.

He is married to Sophia Gundelach and they have three children.



B-BUG

„Die Hoffnung,
man könne in
Deutschland über
Israel so reden,
als ob seine Ent-
stehung nichts
mit der deutschen
Vergangenheit zu
tun hätte, ist ver-
geblich“

Meron Mendel

BBUG Executive Board & Trustees

The “Baden-Baden Entrepreneur Talks” (BBUG e.V.) are a not for profit association established in 1955.

Today, about 120 of the most important German companies, primarily from industry, make up its membership, including almost all of the DAX-40 corporations as well as a substantial number of medium-sized ‘global players’ of the German “Mittelstand”. Together they represent the backbone of the German economy.

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Code of Conduct

BBUG provides a safe and open space where executives come together to exchange ideas, learn, reflect and critically address the predominant questions of society and economy. In order to maintain the immediacy and openness that characterize our unique climate of open dialogue, we must ensure that participants can be certain that everything they say will remain confidential - not only in the plenary discussion, but also during private conversations.

At every BBUG event, the Chatham House Rule applies as our mandatory minimum standard of confidentiality. It postulates that participants are free to use the information received, but neither the identity nor the affiliation of the speaker may be disclosed without that person's explicit permission. Participants at BBUG events agree to abide by this agreed-upon standard of confidentiality.

Please be considerate when using social media. It would violate the spirit of BBUG to quote speakers or other participants, or to publish images of others who are not aware they are being photographed. At the same time, we encour-

age you to share personal experiences, thoughts and reflections on social media and through other channels.

Our tenet is simple: Please respect the confidential space provided by BBUG and treat others the way you wish to be treated by them.

By registering for and participating in the "Fortsetzungsgespräch" you agree to grant BBUG permission to freely use any photographs and/or video footage of you taken during your participation without remuneration for marketing and publicity purposes.

Dress appropriately, we recommend smart casual. Very warm weather is expected. We recommend bringing a head covering.

Conference Venue

Dubnov8
Dubnov St 8, Tel Aviv-Yafo, Israel

Hotel

Port Tower Isrotel
HaYarkon St 298, Tel Aviv-Yafo, Israel

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Ort der —————





— Ideen

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