

AUSSEN  
WIRTSCHAFT  
AUSTRIA SHOWCASE  
**DIGITAL HEALTH ISRAEL**

Montag, 28.11-Mittwoch, 30.11.2022 | Tel Aviv, Haifa

supported by

**PROGRAM**

Status 21.09.2022 | Subject to change



a joint initiative of the Austrian Federal Ministry  
for Labor and Economy and the Austrian Federal Economic Chamber



**MONTAG, 28.11.2022 | TEL AVIV**

---

**10.20 – 14.45**

**ARRIVAL IN TEL AVIV, FLIGHT OS857  
VIP ENTRY AND TRANSFER TO HOTEL**

Hotel Carlton  
10, Eliezer Peri Street, Tel Aviv-Yafo  
[www.carlton.co.il/en](http://www.carlton.co.il/en)  
Room USD 340,- B/B

Hotel and arrival information are meant for your information only and are a mere suggestion. Flight and hotel costs are not included in the participation fees. The Advantage Austria office in Tel Aviv has made a block-booking reservation for interested participants. For more information regarding the hotel reservation, please contact us directly. Flight reservation and individual hotel reservations (if applicable) are to be carried out independently.

---

**17.00 – 17.30**

**PROGRAM OVERVIEW AND COUNTRY BRIEFING ISRAEL**

Markus Haas, Head of ADVANTAGE AUSTRIA, Tel Aviv  
A presentation of the Israeli economy and bilateral business relations with Austria as well as an overview of the planned program.

---

**17.30 – 18.30**

**HOW WILL THE HEALTH INDUSTRY CHANGE IN THE NEXT 10 YEARS? AND  
WHAT IS THE IMPACT OF ISRAELI TECHNOLOGY?**

Meet Mr. **Arod Balissa** (t.b.c.), a seasoned Business Development and Startup Consultant, specializing in Life-Sciences and Healthcare and Artificial Intelligence, working at Catalyst, Deloitte's startup practice. Arod works with Israeli startups and with global companies to help large corporations to maintain an innovative edge with Israeli technologies.

W: <https://www2.deloitte.com/il/life-sciences-and-healthcare>

---

**19.00 – 20.00**

**DISCOVER YAFO – TEL AVIV'S HISTORIC ROOTS**

Yafo (Arabic Jaffa) is the southern and oldest part of Tel Aviv, an ancient port city. Jaffa is famous for its association with the biblical stories of Jonah, Solomon and Saint Peter as well as the mythological story of Andromeda and Perseus, and later for its oranges.

---

**20.00**

**SHARING IS CARING – DINNER MEDITERRANEAN STYLE**

We will be joined at dinner from experts in the field of Digital Health in Israel.  
Otzarin Restaurant  
1, Simtat Mazal Dagim, Tel Aviv-Yafo  
W <https://www.otzarin.co.il/en-otzarin/>

---

**DIENSTAG, 29.11.2022 HAIFA**

---

**08.00 – 09.30**

**TRANSFER TO HAIFA**

---

**09.30 – 16.00**

**HAIFA REGION – THE CENTER OF LIFE SCIENCES IN ISRAEL (TBD)**

The region around Haifa is known for its activities in the field of life sciences. Haifa has been nominated the capital of digital health in Israel, offering a life science ecosystem which includes leading hospitals, HMOs, the Technion – Israel’s leading engineering institute – and dominant tech, medical device, and pharma players.

The ecosystem flourishes also due to vast municipal and NGOs support to bolster opportunities and increase open innovation abilities between players. Various multinational companies have established innovation hubs and development centers in Haifa (e.g. GE Healthcare; Philips Medical Systems; IBM Research) and keep expanding their presence, while leveraging government tenders and opportunities.

This day will focus on the potential for business growth through connections between diverse players within the ecosystem, showcasing various models for collaboration providing a WIN-WIN situation for all involved.

The program will provide the opportunity to hear firsthand from different stakeholders such as Philips, NVIDIA, Rambam Hospital and MindUp (a Digital Health Incubator) of their experiences within this unique ecosystem.

W: [www.mindup.co.il/](http://www.mindup.co.il/)

**16.00**

**TRANSFER TO THE HOTEL**

**Evening**

**HEALTH.IL WEEK PARTNERS’ COCKTAIL**

Network with local and international healthcare key figures.

**MITTWOCH, 30.11.2022, EXPO TEL AVIV**

**08.30 – 09.00**

**TRANSFER TO EXPO TEL AVIV HALL**

**09.00 – 15.00**

**HEALTH IL WEEK MAIN EVENT**

The biggest Face-to-Face Healthcare Innovation Event in Israel. Get ready for this cross-ecosystem week packed with collaborations, networking, and content from ALL ecosystem stakeholders including corporate, government, healthcare, and global outreach companies among many others. Meet cutting edge innovators addressing numerous sectors in HealthCare.

Parallel to the official program there will be the possibility for B2B meetings with Israeli counterparts.

W <https://www.healthilweek.org/>

**16.30**

**TRANSFER TO THE AIRPORT**

**20.00**

**WIZZ AIR FLIGHT W62812**

**CONTACT**

---

**AußenwirtschaftsCenter Tel Aviv**

T +972 3 516 8685

E [telaviv@wko.at](mailto:telaviv@wko.at)

---

Markus HAAS

Head of ADVANTAGE AUSTRIA, Tel Aviv

M +972 54 481 9125

---