

AUSSEN  
WIRTSCHAFT  
ZUKUNFTSREISE  
**DIGITAL HEALTH ISRAEL**

Sunday, 22.-25.05.2022 | Tel Aviv, Jerusalem

gefördert im Rahmen von

**PROGRAM**

Status 06.05.2022 | Subject to change



einer gemeinsamen Initiative des Bundesministeriums für Digitalisierung und Wirtschaftsstandort und der Wirtschaftskammer Österreich



AUSTRIA IST ÜBERALL.

**SUNDAY, 22.05.2022 | TEL AVIV**

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**10.25 – 14.50**

**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.

\* Please note that by the time of drafting this program, a PCR-Test upon arrival to Israel is still mandatory (costs around EUR 20,- also prebooked in advance at: <https://testngo.femi.com/en/sign-in> ). You may not leave your hotel room before you receive your negative test result, which is normally out within approximately 10 - 12 hours.

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**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.

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**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**, 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/en/industries/life-sciences-and-healthcare.html?icid=top\\_life-sciences-and-healthcare](https://www2.deloitte.com/il/en/industries/life-sciences-and-healthcare.html?icid=top_life-sciences-and-healthcare)

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**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.

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**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/>

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**MONDAY, 23.05.2022 | TEL AVIV | KIBBUTZ SHEFAYIM**

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**07.30 TRANSFER TO YOKNEAM**

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**09.00 – 11.00 BIOSENSE WEBSTER SCIENCE LAB**

Biosense Webster Israel is a leading R&D center for medical devices. As an R&D hub, it focuses on expanding the capabilities of the CARTO® system and its related catheters. The center works closely with Biosense Webster's sister development center in California, as well as with global regulatory, marketing, clinical support, and other global functions.

W <https://www.jnjcareers.co.il/en/biosense-webster>

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**11.00– 12.00 TRANSFER TO TEL AVIV**

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**12.00-12.30 LUNCH AT HA'ACHIM RESTAURANT**

Ha'Achim Restaurant  
26, Ibn Gvirol, Tel Aviv

W <https://www.haachim.co.il/>

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**13.00 – 15.00 LEUMIT HEALTH SERVICES**

Meeting with Prof. Shlomo Vinker who will make a presentation about the Israeli health system. Afterwards, Mr. Izhar Laufer will continue on the subject of Innovation and Digital Health in Leumit.

W <https://www.leumit.co.il/eng/home/>

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**15.00 – 16.00 TRANSFER TO SHEFAYIM**

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**16.00 – 17.00 JOHNSON & JOHNSON**

As part of the Johnson & Johnson global group, Johnson & Johnson Medical Israel specializes in the marketing, implementation, and support of Johnson & Johnson's medical device solutions with a focus on surgery, orthopedics, cardiology and neurology. Since 1996, we have been a leader in providing access to advanced medical devices for all government-owned, public, and private healthcare providers.

W <https://www.jnjcareers.co.il/en/johnson-medical-israel>

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**17.00 - 18.00 TRANSFER TO THE HOTEL**

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**20.00 DINNER IN JAFFA**

Raisa Restaurant – Feel the flair of the lively Flea Market in Jaffa  
10, Yehuda Margoza, Tel Aviv-Jaffa

W <https://raisa.co.il/>

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**TUESDAY, 24.05.2022 TEL AVIV**

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**08.30 – 09.30 TRANSFER TO RAMAT-GAN**

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**09.30 – 12.30 HOW DO YOU REACH AN AMBITIOUS GOAL – TO HAVE A MEANINGFUL, MEASURABLE IMPACT ON HEALTHCARE BY 2030?**

Sheba Medical Center, the largest hospital in Israel that was recognized as being among the top 10 in the world by Newsweek in March 2019, 2020, and 2021, launched ARC. ARC, which is short for accelerate, redesign, and collaborate, encompasses a global ecosystem that aims to develop, pilot, and roll out game-changing solutions. It prioritizes innovations in digital health as its main change vehicle and fosters an open innovation environment.

W <https://arc.sheba.co.il/>

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**12.00 – 14.30 TRANSFER & LUNCH**

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**14.30 – 16.00 A HOLISTIC, CHALLENGE-CENTRIC APPROACH TO DIGITAL HEALTHCARE INNOVATION**

Health Israel is a joint venture of the Ministry of Economy, Digital Israel Bureau, and the Israel Innovation Institute, in close collaboration with the Ministry of Health and the Israel Innovation Authority, bridging the gap between the tech community and the public health sector by supporting innovation management for healthcare stakeholders and engaging entrepreneurs in the field of Healthcare Innovation.

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

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**16.00 TRANSFER TO THE AIRPORT**

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**19.10 RYANAIR FLIGHT TO VIENNA**

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**OPTIONAL ADD-ON**

**WEDNESDAY, 25.05.2022, JERUSALEM**

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**09.00 – 10.00 TRANSFER TO JERUSALEM**

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**10.00 – 11.30**

**HADASSAH MEDICAL CENTER**

This 800-bed tertiary care hospital treats virtually every conceivable aspect of modern medicine and serves as a national referral center for complex and challenging medical cases. With over 130 departments and clinics, Hadassah Ein Kerem provides Israel's most advanced diagnostic and therapeutic services for the local and national population and a significant number of international patients.

W <https://www.hadassah.org.il/en/>

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**11.30 – 12.30**

**CREATING A SYNERGISTIC ENVIRONMENT BETWEEN MEDICAL CENTERS, INVESTORS AND ENTREPRENEURS**

BIOHOUSE is a place for medical technology companies. Operating in top-tier medical centers, BIOHOUSE makes infrastructure, knowledge and expertise available to its members. Its spaces are designed specifically for Biomed and combine strategic location, professional services and investment opportunities, to form a synergistic environment.

W <http://www.biohouse.co/>

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**12.30**

**TRANSFER TO THE AIRPORT**

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**15.35**

**AUSTRIAN AIRLINES FLIGHT OS858**

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**CONTACT**

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