# Israel Corporate Responsibility Conference 2010

**October 31, 2010 | David Intercontinental Hotel, Tel Aviv**

## 08:00 – 09:00

**Registration | Exhibition**

### Opening Ceremony
09:00 – 11:00

- **Ofra Strauss** | Chairwoman, Maala
- **Momo Mahadav** | President, Maala
- **Rony Hizkiyahu** | Supervisor of Banks
- **Zion Keinan** | CEO, Bank Hapoalim

**Maala Award Ceremony**

*Honoring Israeli companies participating in the UN Global Compact*

*Lifetime Achievement Award for Talia Aharoni | Founder of Maala*

## 11:00 – 11:30

**Coffee Break – Group photo with CSR Managers**

## 11:30 – 13:00

**Plenary Session**

- **Galia Maor**, CEO, Bank Leumi in Conversation with **Yossi Vardi** on direct communication with the customer

**100 in CSR? A Snapshot of Corporate Governance in the TA-100 Index**

*A survey by Maala and PwC, with legal advice from Gornitsky & Co.*

- **Heelee Kriesler**, CPA, Head of Compensation and Governance Dept., PwC

**Workplace Diversity: A Win-win**

- **Sayed Kashua**, Author and Novelist
- **Orna Segal**, CEO, Manpower

*A conversation with young managers from traditionally under-represented sectors of the population, moderated by **Koby Ariely**.*

**Launch of TEVET's Israeli Forum for Diversity Hiring**

## 13:00 – 14:00

**Lunch | Exhibition**

### Parallel Sessions

**Business in Social Media**

*Journalists discuss the risks and opportunities of social media. Moderated by **Tamar Yassur**, Head of Marketing, Bank Leumi.*

**Sustainability – CEO's Who Do It Differently**

*CEOs’ roundtable discussion on the challenges of sustainability and environmental policy, moderated by **Yoram Yahav**, CEO, Yoya Group.*

- **Sophie Blum**, CEO, P&G Israel
- **Tal Raban**, CEO, Coca-Cola Israel
- **Ido Rosolio**, CEO, Mekorot
- **Dr. Eilon Schwartz**, Director, Heschel Center

**Business, City, Sustainability, Collaboration**

*A guided discussion on successful city hall-business partnerships, moderate by Praxis, with the participation of the Jewish Federation of Greater LA and the Tel Aviv – Los Angeles Partnership’s Environmental Committee.*

- **Mickey Steiner**, Managing Director, SAP Labs Israel
- **Yoel Feldschuh**, CEO, Nesher
- **Meital Lehavi**, Deputy Mayor, Tel Aviv – Jaffa
- **Avraham Bar Ilan**, CSR Manager, Bank Hapoalim
- **Adv. Amit Bracha**, Executive Director, Israel Union for Environmental Defense
- **Dr. Miki Haran**, Chairwoman, Environmental Committee, Tel Aviv – LA Partnership
- **Anat Moseinco**, Environmental Manager, Maala

**An Era of Transparency**

*Managerial and legal leaders share their experiences in a period of transparency.*

### Target Audiences

- Corporate responsibility, marketing, brand and communications managers
- Managers from various fields including: health, packaging & environment
- Representatives of local authorities, environmentalists
- CSR managers, legal
### Connected to Responsibility
A panel discussion on methods of implementing corporate responsibility. Moderated by **Dr. Jonathan Menuhin**, CSR Director, BDO Ziv Haft.
- **Hamutal Dadia**, HR Director, Unilever Israel
- **Limor Shako**, HR Director, Shikun & Binui
- **Amnon Gideon**, Senior Executive VP of HR, Israel Discount Bank
- **Kobi Rosenberg**, CEO, Shoham Ltd.

### Workplace Diversity – Experiential Workshop for Multicultural Hiring
Conducted by the Israeli Forum for Diversity Hiring.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:30-16:30</td>
<td><strong>CSR CLUB (Closed Event for Maala Fellows)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Ayala Miller (Teva)</strong>: in-conversations</td>
</tr>
<tr>
<td></td>
<td><strong>Cecile Ortlieb</strong>: Sustainability Manager, Kimberly-Clark</td>
</tr>
<tr>
<td></td>
<td><strong>Aidan Fitzpatrick</strong>: Northern Ireland Commission for Equality</td>
</tr>
<tr>
<td></td>
<td>A meeting between Israeli CSR Managers and their counterparts from abroad.</td>
</tr>
</tbody>
</table>