



DIGITALIZATION AND CYBERSECURITY SEMINAR

Israel | 6th to 10th May 2023

Version 2.0

Alliance Digital Security Switzerland ADSS in cooperation with digitalswitzerland



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I. VORWORT

Sehr geehrte Damen und Herren, liebe Kolleginnen und Kollegen

Im Namen der Allianz Digitale Sicherheit Schweiz ADSS und digitalswitzerland begrüsse ich Sie herzlich zum Seminar DIGITALIZATION UND CYBERSECURITY vom 8. bis 10. Mai 2023 in Israel.

Während drei Tagen werden wir uns einerseits mit der Innovationskultur und den treibenden Kräften des Cyber Security Ökosystems auseinandersetzen. Andererseits werden wir die Rolle und die Aufgaben des israelischen Staates beim Aufbau von Resilienz, bei der Verteidigung des nationalen Cyberraums und bei den Kompetenzen beleuchten und diskutieren. Das Thema «Digital Identity» wird in verschiedenen Vorträgen als thematischer Schwerpunkt aufgegriffen. Darüber hinaus werden wir in Ramallah einige der wichtigsten Akteure des palästinensischen IKT-Sektors treffen.

Die vorliegende Broschüre enthält das detaillierte Seminarprogramm sowie die Lebensläufe der Vortragenden und Teilnehmenden.

Ich bin überzeugt, dass wir wertvolle Impulse für die Bereiche Innovation, IKT und Cybersecurity mit in die Schweiz nehmen können. Ich freue mich auf einen intensiven Austausch von Erfahrungen, Ideen und Interessen zwischen den Seminarteilnehmenden und den Referierenden. Insbesondere erhoffe ich mir, dass sich aus diesem Austausch Kooperationsmöglichkeiten von gegenseitigem Interesse zwischen den Organisationen der Referierenden und der Teilnehmenden ergeben.

Herzliche Grüsse, Andreas W. Kaelin
Allianz Digitale Sicherheit Schweiz ADSS, Co-Founder und CEO
Digitalswitzerland, Vizepräsident Cybersecurity Committee



II. PREFACE

Dear Ladies and Gentlemen, Dear colleagues

On behalf of the Alliance Digital Security Switzerland ADSS and digitalswitzerland, I would like to welcome you to the DIGITALIZATION AND CYBERSECURITY seminar from May 8 – 10, 2023 in Israel.

For three days, we will on the one hand address the culture of innovation and the driving forces of the cyber security ecosystem. On the other hand, we will highlight and discuss the role and tasks of the Israeli government in building resilience, defending the national cyberspace and competencies. The topic of «Digital Identity» will be taken up as a thematic focus in various presentations. In addition, we will meet some of the key players in the Palestinian ICT sector in Ramallah.

This brochure contains the detailed seminar program as well as the curricula vitae of the speakers and participants.

I am convinced that we will be able to take valuable impulses for the areas of innovation, ICT and cybersecurity back to Switzerland. I look forward to an intensive exchange of experiences, ideas and interests between the seminar participants and the speakers. I hope that this exchange will result in cooperation opportunities of mutual interest between the organizations of the speakers and the participants.

Best regards, Andreas W. Kaelin
Alliance Digital Security Switzerland ADSS, Co-Founder and CEO
Digitalswitzerland, Vice President Cybersecurity Committee

III. PROGRAM OVERVIEW

Pre-Seminar:

A guided tour through history, culture and landscape with Yuval Ben-Ari

Saturday 6 May 2023

09.00 – 10.15	Transfer from Carlton Hotel Tel Aviv to Jerusalem
10.15 – 12.15	Jerusalem city tour: Mount of Olives, Wailing Wall, Jewish Quarter
12.30 – 14.00	Lunch at Golden City Panorama restaurant
14.00 – 16.00	Jaffa Gate and Churches
16.00 – 17.30	Return to Carlton Hotel
17.30 – 20.00	Freetime
20.00 – 20.30	Transfer to the Restaurant in Tel Aviv-Jaffa
20.30 – 22.30	Dinner at Beit Kandinof
22.30 – 23.00	Return to Carlton Hotel

Sunday 7 May 2023

08.00 – 10.15	Transfer from Carlton Hotel to the Sea of Galilee
10.15 – 10.45	Coffee break
10.45 – 11.45	Transfer to Capernaum by boat
11.45 – 11.55	Drive to Capernaum archiological garden
11.55 – 12.30	Tour of Capernaum
12.30 – 13.15	Transfer to Mount Bental
13.15 – 14.00	Mount Bental is interesting because of its geographical location, the large bunker at the top and its splendid view of Syria
14.00 – 14.15	Transfer to Kibbutz Ein Zivan
14.15 – 15.00	Lunch break at Pelter Winery
15.00 – 18.30	Transfer to Government House in Jerusalem through Route 90 , the Jordan River
18.30 – 19.45	Speech by LtCol Michael T. Aldridge: UNITED NATIONS TRUCE SUPERVISION ORGANIZATION UNTSO: Strategy and Tasks
19.45 – 20.15	Transfer to the Restaurant
20.15 – 22.00	Dinner at Cheese & Wine Rooftop Restaurant
22.00 – 23.15	Return to Carlton Hotel in Tel Aviv

IV. PROGRAM OVERVIEW

Seminar: Digitalization and Cybersecurity

Monday 8 May 2023

09.30 – 10.00	Franz Grüter and Andreas W. Kaelin Welcome
10.00 – 10.45	Urs Bucher , Ambassador of Switzerland to Israel Israel and Switzerland – A context analysis from political and socio-economic angles
10.45 – 11.00	Coffee break
11.00 – 12.15	Ran Natanzon The Israeli Innovation Ecosystem
12.15 – 13.30	Light Lunch
13.30 – 14.30	David Biegeleisen The Swiss and Israeli innovation ecosystem
14.30 – 15.30	Perceval Faramaz Cybersecurity and innovation in Israel: key (f)actors
15.30 – 15.50	Carl Ziegler Presentation of Swiss Export Association
15.50 – 16.30	Discussion and exchange in the group
16.30 – 19.00	Freetime
19.00 – 19.30	Transfer to Claro restaurant
19.30 – 22.30	Opening speech by Ambassador Rachel Feinmesser and Dinner
22.30 – 23.00	Return to Carlton Hotel

Tuesday 9 May 2023

08.15 – 09.00	Transfer to Israel National Cyber Directorate (INCD)
09.00 – 10.00	Naama Ben Zvi Introduction to the Israel National Cyber Directorate
10.00 – 10.45	Biometric and smart identification unit Michel Saguy Presenting the National Biometrics Laboratory and main recent activities Naama Ben Zvi Presenting the Identity & Biometrics Applications Unit, and the Biometric Lab
10.45 – 11.00	Coffee break
11.00 – 11.20	Serge Frech The Swiss Education System – An Overview and the importance of ICT vocational training
11.20 – 12.20	Sagy Bar Betty Kulbak Aharon Cyber Education in Israel – Closing Social and Defense Gaps
12.20 – 12.45	Gregor Hofer Cyber Defence Course Swiss Armed Forces The SPARC Program – Voluntary Pre-Service Cyber Education
12.45 – 13.00	Cyber Education: Discussion and exchange
13.00 – 15.00	Transfer to Ramallah During the journey sandwich lunch
15.00 – 20.00	Introducing the Palestinian tech ecosystem Success stories, panel discussion, Q&A and Networking Dinner
20.00 – 22.00	Return to Carlton Hotel

Wednesday 10 May 2023

08.00 – 09.00	Transfer to CyberArk
09.00 – 09.10	Konstantin Papanikolaou Welcome and Introductions
09.10 – 09.30	Yair Sade Executive Update
09.30 – 10.00	Lavi Lazarovitz Threat Research Spotlight
10.00 – 10.30	Lavi Lazarovitz CyberArk Labs Tour
10.30 – 11.00	Konstantin Papanikolaou Closing Discussions
11.00 – 11.15	Coffe Break
11.15 – 11.40	Transfer to Cyberint
11.40 – 13.00	Guy Almog «Uncovering The 10\$ Trillion Cybercrime Economy from The Darkweb»
13.00 – 13.30	Light Lunch
13.30 – 14.30	Transfer to Tel Aviv Airport with the bus

V. DETAILED PROGRAM

Seminar: Digitalization and Cybersecurity

Monday 8 May 2023

09.30 – 10.00	Franz Grüter and Andreas W. Kaelin Welcome
10.00 – 10.45	Urs Bucher , Ambassador of Switzerland to Israel Israel and Switzerland – A context analysis from political and socio-economic angles <i>Analysis of the political and socio-economic context through references to daily and more recent events</i>
10.45 – 11.00	Coffee break
11.00 – 12.15	Ran Natanzon The Israeli Innovation Ecosystem. <i>An overview of the ecosystem, the culture that created it and the main pillars: Army, Academy, Multinationals, Venture capital and the government. How does the government orchestrate all the efforts together to create leadership in innovation?</i>
12.15 – 13.30	Light Lunch
13.30 – 14.30	David Biegeleisen The Swiss and Israeli innovation ecosystem <i>The Israeli and Swiss ecosystems are complementary in different ways. In cybersecurity specifically, those differences and similarities have been a focus of the Embassy in 2023. David Biegeleisen will share some of the current findings and learnings.</i>
14.30 – 15.30	Perceval Faramaz Cybersecurity and innovation in Israel: key (f)actors <i>Since 2000, Israel has systematically ranked first among OECD countries on R&D spending. Over the last decades, it has also become an entrepreneurial powerhouse. It is also widely regarded as one of the most active and innovative in cybersecurity, with this sector making up a quarter of the volume of VC investments. Why, and how? Between historical perspectives and cultural aspects, what are the current dynamics of Israeli innovation in cybersecurity? How do they enable entrepreneurs? The results of a CYD Campus' research in Israel will be presented, laying out some context for the following events in this seminar.</i>

15.30 – 15.50	<p>Carl Ziegler Presentation of Swiss Export Association <i>Since 1973, the swiss export association has developed into the largest private export promotion organization as well as a strong partner for Swiss and Liechtenstein companies. We create market advantages for our members. The improvement of competitiveness and the general conditions for internationally active companies is at the center of our activities. Today, around 600 export companies from all sectors are affiliated with our association.</i></p>
15.50 – 16.30	Discussion and exchange in the group
16.30 – 19.00	<p>Freetime <i>Enjoy the beach and the sunset</i></p>
19.00 – 19.30	Transfer to Claro restaurant
19.30 – 22.30	Opening speech by Ambassador Rachel Feinmesser and Dinner
22.30 – 23.00	Return to Carlton Hotel

Tuesday 9 May 2023

08.15 – 09.00	Transfer to Israel National Cyber Directorate (INCD)
09.00 – 10.00	<p>Naama Ben Zvi Introduction to the Israel National Cyber Directorate <i>This session will discuss the INCD's roles and responsibilities and the government's role in building a resilience, defending Israel's national cyber space, supporting capacity building and supporting the vibrant Israeli cyber ecosystem</i></p>
10.00 – 10.45	<p>Biometric and smart identification unit Michel Saguy <i>Presenting the National Biometrics Laboratory and main recent activities</i></p> <ul style="list-style-type: none"> • <i>The roles of the Biometrics Lab</i> • <i>Our expertise in Biometrics – activities</i> • <i>Recent tests at the lab (goals, tests)</i> <p>Naama Ben Zvi <i>Presenting the Identity & Biometrics Applications Unit, and the Biometric Lab</i></p> <ul style="list-style-type: none"> • <i>The roles of the unit</i> • <i>Our expertise in Biometrics – activity</i> • <i>The work of the Biometric Lab (goals, tests)</i>

10.45 – 11.00	Coffee break
11.00 – 11.20	<p>Serge Frech</p> <p>The Swiss Education System – An Overview and the importance of ICT vocational training</p> <p><i>Understand the Swiss vocational education and training system. Understand its importance for the Swiss economy, the labour market, innovation and upscaling of skilled workforce.</i></p>
11.20 – 12.20	<p>Sagy Bar</p> <p>Betty Kulbak Aharon</p> <p>Cyber Education in Israel – Closing Social and Defense Gaps</p> <p><i>The way Israel is building its next generation of cyber expert</i></p> <ul style="list-style-type: none"> • Education in Israel alongside military service • From an idea to a program with 20,000 learners • Insights we have learned from 13 years of operation • The State of Israel and the Cyber Education Center
12.20 – 12.45	<p>Gregor Hofer</p> <p>Cyber Defence Course Swiss Armed Forces The SPARC Program – Voluntary Pre-Service Cyber Education</p> <p><i>The Swiss Armed Forces have been training military cyber specialists since the summer of 2018. Participants in the army's cyber course are strictly selected, and out of around 250 prospective students, only just under 20 make it into the course. The course lasts 40 weeks. During this time, participants are trained in IT basics, incident response, forensics, leadership and other cyber topics. As part of the training, participants also have the opportunity to complete an internship at a critical infrastructure. The Swiss Armed Forces' cyber training is in great demand both at home and abroad. There are many companies that are very interested in the graduates. Foreign armed forces regularly send participants to the cyber training course of the Swiss Armed Forces. The quality of our military cyber specialists is regularly demonstrated at international events. Our Joint Blue Team recently finished 7th out of 24 teams at the NATO exercise «LOCKED SHIELDS».</i></p>
12.45 – 13.00	Cyber Education: Discussion and exchange
13.00 – 15.00	<p>Transfer to Ramallah</p> <p>During the journey sandwich lunch</p>
15.00 – 20.00	<p>Introducing the Palestinian tech ecosystem</p> <p>Success stories, panel discussion, Q&A and Networking Dinner</p>
20.00 – 22.00	Return to Carlton Hotel

Wednesday 10 May 2023

08.00 – 09.00	Transfer to CyberArk
09.00 – 09.10	<p>Konstantin Papanikolaou Welcome and Introductions</p> <p><i>CyberArk is the global leader in Identity Security. Centered on privileged access management, CyberArk provides the most comprehensive security offering for any identity – human or machine – across business applications, distributed workforces, hybrid cloud workloads, and throughout the DevOps lifecycle. The world’s leading organizations trust CyberArk to help secure their most critical assets.</i></p>
09.10 – 09.30	<p>Yair Sade Executive Update</p>
09.30 – 10.30	<p>Lavi Lazarovitz Threat Research Spotlight and CyberArk Labs Tour</p> <p><i>Meet the Lab - The heart of innovation / identity security the new perimeter of security</i></p> <p><i>Show don't tell – demonstrate how CyberArk's Research Lab is innovating to be ahead of the hackers move – for enterprises and government institutions</i></p> <p><i>CyberArk Labs produces innovative research that examines emerging attack techniques that drives greater awareness and industry collaboration while helping to improve the overall security posture of companies everywhere. The team is made up of an elite group of white hat hackers, intelligence experts and security leaders that examine post-exploit methods to understand the attack chain and the movement of attackers so they can more effectively defend against them.</i></p>
10.30 – 11.00	<p>Konstantin Papanikolaou Closing Discussions</p>
11.00 – 11.15	Coffe Break
11.15 – 11.40	Transfer to Cyberint
11.40 – 13.00	<p>Guy Almog «Uncovering The 10\$ Trillion Cybercrime Economy from The Darkweb»</p> <p><i>This presentation aims to provide a comprehensive understanding of the world of cybercrime, including its underlying motivations and foundations. In it, we will examine the various types of cyber-crimes and the methods used by cybercriminals to carry out their operations. Additionally, we will discuss the latest CTI trends and technologies being used in the fight against cybercrime.</i></p> <p><i>Objectives:</i></p>

- *To provide an overview of the dark web and how cybercriminals operate within it.*
- *To discuss the various types of cybercrimes, including hacking, phishing, ransomware, social engineering, inter alia.*
- *To consider the various motivations behind most forms of cyber-crimes.*
- *To provide practical advice and recommendations for individuals and organizations to protect themselves from cybercrime.*
- *To explore some of the latest trends and technologies being used in CTI (cyber threat intelligence) as part of the fight against cybercrime*

13.00 – 13.30

Light Lunch

13.30 – 14.30

Transfer to Tel Aviv Airport with the bus

VI. THE SPEAKERS

Introducing the Speakers

Speakers List

First Name	Last Name	Company/ Association	Position
LtCol Michael T.	Aldrige	UNTSO United Nations Truce Supervision Organization	UNTSO Special Staff Officer
Guy Sagy	Almog Bar	Cyberint Cyber Education Center (CEC)	Cyber Intelligence team leader Founder & CEO
Yuval David	Ben-Ari Biegeleisen	Embassy of Switzerland in Israel	Freelancer, Certificate tour guide Innovation Advisor
H.E. Urs	Bucher	Embassy of Switzerland in Israel	Ambassador of Switzerland to Israel
Elisabetta	Depace	Alliance Digital Security Switzerland ADSS	Project Manager Cybersecurity Seminar Israel 2023
H.E. Rachel	Feinmesser	Embassy of Israel	International Affairs Bureau Head
Perceval	Faramaz	Armasuisse S+T Cyber-Defence Campus	Academic associate
Serge	Frech	ICT Vocational Training Switzerland	CEO
Franz	Grüter	Member of the National Council, Green.ch	Chairman of the foreign affairs committee, President of the Board
Gregor	Hofer	Cyber Defence Project Team Command Cyber	Head of Development and Control
Andreas W.	Kaelin	Alliance Digital Security Switzerland ADSS, National Testinstitute for Cybersecurity NTC	Co-Founder and CEO
Betty	Kulbak-Aharon	Cyber Education Center (CEC)	VP of Partnerships & Marketing
Lavi	Lazarovitz	CyberArk	Head Security Researcher and Senior Director
Stefanie	Maurer	SMArt Design & Photography	Executive photographer, Cybersecurity Seminar Israel 2023
Ran	Natanzon	Ministry of Foreign Affairs of Israel	Head of innovation & Country branding, Public diplomacy Division
Konstantin	Papanikolaou	CyberArk	Sales Manager DACH
Dr. Raphael M.	Reischuk	National Test Institute for Cybersecurity NTC	Co-Founder and Board Member
Yair	Sade	CyberArk	VP Product Management
Amir	Sagie	Israel Ministry of Foreign Affairs MFA	Cyber Affairs Coordinator
Michel	Saguy (Ph. D)	Israel National Cyber Directorate (INCD)	Scientific Manager & Head of the National Biometrics Laboratory, the Identity & Biometrics Applications Unit
Carl A.	Ziegler	T-LINK, Swissexport	CEO, President of the Board
Naama Ben	Zvi	Israel National Cyber Directorate (INCD).	Director of Oversight & Compliance, the Identity & Biometrics Applications Unit



LTCOL MICHAEL T. ALDRIDGE

UNTSO Special Staff Officer

LtCol Aldridge is currently assigned as the Deputy Director of the Service Component Operational Logistics Augmentation Cell, 4th Marine Logistics Group, Marine Forces Reserve in New Orleans, Louisiana. As a civilian, he is the Deputy Chief of Plans at Marine Corps Forces Pacific in Aiea, Hawaii.

LtCol Aldridge earned a Bachelor of Science in Mathematics from the United States Naval Academy and received his commission as an Officer of Marines in May 2000. He holds a Masters in Business Administration and Management from Boston University. He is also a graduate of the Marine Corps War College and received a Masters in Strategic Studies in 2019.

LtCol Aldridge is a Logistics Officer and Civil Affairs Officer. He commanded the 6th Engineer Support Battalion. Throughout his career, he served in 2nd and 3rd Marine Divi-

sions, 4th Civil Affairs Group, Marine Corps Forces Cyberspace Command, and Marine Corps Forces Pacific Command. He also served as an instructor at Expeditionary Warfare Training Group, Pacific and the Marine Corps Civil Military Operations School.

LtCol Aldridge deployed three times, first to Okinawa, Japan as part of the Unit Deployment Program. He subsequently deployed to Iraq in support of Operation IRAQI FREEDOM and to Haiti in support of Operation UNIFIED RESPONSE following the earthquake in 2010.

LtCol Aldridge's personal decorations include the Meritorious Service Medal, Joint Commendation Medal, Navy and Marine Corps Commendation Medal, and Navy and Marine Corps Achievement Medal.

LtCol Aldridge is married to Carly Ikuma of Honolulu, Hawaii.



Cyberint

GUY ALMOG

Cyber Intelligence team leader

Guy Almog is an experienced cyber threat intelligence professional, with over a decade of experience in OSINT, HUMINT, WEBINT, fraud

detection, as well as in academic research. Guy holds a Ph. D. from the Department of Asian Studies at the University of Haifa.



המרכז לחינוך סייבר
Cyber Education Center 

SAGY BAR

Founder & CEO

The CEC is an NGO, established in 2010, in the Rashi Foundation Network. CEC is promoting social mobility for teens from Israel's geo-social periphery, by offering tech education opportunities. Through CEC, Sagy Bar is leading large-scale nationwide tech education programs, instilling 21st-century skills, with significant and consistent impact. For over two decades, he has headed complex integrative tech projects for IDF Intelligence Division, develop-

ping cyber products and innovation. Sagy has led various large-scale initiatives from concept to solution, managing R&D projects and teams. He was awarded the «National Defense Prize», granted by the President, for his unique contribution to the defense of the State of Israel. Sagy holds B.Sc. and ME degrees in Mechanical Engineering from the Technion– Israel Institute of Technology, and an MBA from Ben Gurion University.



YUVAL BEN-ARI

Freelancer, Certificate tour guide

Yuval Ben-Ari is an experienced, certified tour guide, specializing in hosting business tourists and pilgrims visiting Israel. With «Eshkol» car licensing.

For the past 8 years, Yuval has been guiding tourists from multiple agencies, specializing in foreign business and pilgrimage groups. Yuval has ample experience, is creative, reliable and dedicated, always prioritizing the needs and wishes of the tourists, making sure their trip is both comfortable and exciting.

Mr Ben-Ari holds a double B. A. in Geography & Environmental Studies from Haifa University in Israel

(2007), and a Certified Tour Guide diploma from the Ministry of Tourism (Haifa University (2012).

Previous work experience includes marketing, sales and management positions in the medical devices sector, and in the Israeli Chamber of Commerce in Shanghai.

All included working in English on a daily basis, and all broadened Yuval's understanding of the unique needs of business entrepreneurs, journalists, and VIPs that visit Israel.

Agencies Yuval worked with includes: Vered Ha-Sharon, Sar-El, Amiel, International, Sunway, Asia tours, boutique agencies and others.



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DAVID BIEGELEISEN

Innovation Advisor

David Biegeleisen has extensive experience as an entrepreneur, as well as in accompanying technological start-ups and large corporation regarding business model innovation. In the past, he founded and managed the southern branch of «Presentence Israel» and managed Global Startup Program at HPE

Software. In the last decade, David was involved in the establishment of several companies in the defense industry, the most prominent of which was Light & Strong, which manufactures aircraft parts. Since July 2018, David serves as the Innovation Advisor at the Swiss Embassy in Israel.



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Embassy of Switzerland in Israel

H.E. URS BUCHER

Ambassador of Switzerland to Israel

- 1962 Born in Solothurn, Switzerland
 - 1989 Master's degree in law, University of Berne, Switzerland;
License for attorney, Canton of Berne
 - 1990 Entering the diplomatic service of the Federal Department of Foreign Affairs (DFA); first postings in Berne, Moscow and Geneva
 - 1992 Desk Officer for the CIS, DFA, Berne
 - 1996 Councillor at the Swiss Mission to the EU, Brussels
 - 1999 Spokesman of the Swiss Mission to the EU, Brussels
 - 2001 Head, political coordination, Integration Office (in charge of Swiss-EU relations), Federal Department of Foreign Affairs (DFA)/Federal Department of Economic Affairs (DEA), Berne, Minister
 - 2005 Head, Integration Office DFA/DEA; Member of the board of the state secretariat for economic affairs
- Ambassador
- 2010 Embassy of Switzerland in Japan, Tokyo
 - 2016 Head of the Mission of Switzerland to EU
 - 2021 Ambassador of Switzerland to Israel, Tel Aviv

Urs Bucher is married and has two children



ELISABETTA DEPACE

Project Manager Cybersecurity Seminar Israel 2023

Elisabetta Depace is responsible for seminars abroad organized by Alliance Digital Security Switzerland ADSS in the areas of digitization and cybersecurity. Elisabetta moved to Switzerland in 2017 after comple-

ting her master's degree in law to do a Ph. D. at the University of Lucerne. The fields of her research include intellectual property, with a focus on copyright, ICT, and intangible cultural heritage.



H.E. RACHEL FEINMESSER

International Affairs Bureau Head

Rachel Feinmesser, a career diplomat in the Israeli Foreign Service, currently serves as Deputy Director General, Head of the Center for Policy Research.

Ms. Feinmesser joined the Ministry of Foreign Affairs on August 1995. She subsequently served in missions abroad as Deputy Head of Mission in The Israeli Embassy in Guatemala (1997–2000), Consul in the Consulate General of Israel in Philadelphia (2000–2002); Spokesperson in the Embassy of Israel in Rome (2004–2009) and Head of the Political Section in the Embassy in Paris (2011–2015).

At the Foreign Ministry's headquarters in Jerusalem, Ms. Feinmesser has held positions at the Western European Division covering Israel-EU relations, in the North American division as Director of Department for Israel-US Political Relations and the Head of the International affairs Bureau at the Center for Policy Research.

Rachel Feinmesser holds a B.A degree in European History and Political Science from Bar-Ilan University and M.A. in Political Communication from Tel-Aviv University.

Ms. Feinmesser is married to Eshel Milman and they have three daughters.



PERCEVAL FARAMAZ

Academic associate

Perceval Faramaz is an Academic Associate at the armasuisse Cyber-Defence Campus. There, he is involved in a cybersecurity innovation and policy research project, which

led him to stay in Israel for several months. He is currently working on a thesis to obtain a master's degree in Legal Issues, Crime and IT Security from the University of Lausanne.



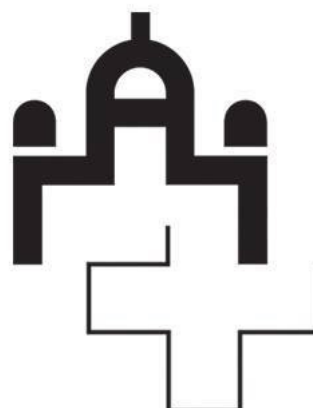
ICT Berufsbildung
Formation professionnelle
Formazione professionale

SERGE FRECH

CEO

Since 2018, Serge Frech has been Managing Director of ICT-Berufsbildung Schweiz (ICT Vocational Training Switzerland). The national association represents the rapidly growing professional field of information and communication technology (ICT) and is championing the subject of ICT skills in vocational training. From 2014 to 2018, Serge Frech was Head of the Education Department and a member of the

Executive Board at suissetec, the Swiss-Liechtenstein Building Technicians Association. Before that, he was head of training at the Military Intelligence Service for many years and still holds the rank of Colonel. He has a Master's degree in Education Management and an Executive Master of Business Administration from the University of Zurich. He is married and father of three children.



FRANZ GRÜTER

**Member of the National Council,
Chairman of the foreign affairs committee
Green.ch, President of the Board**

Franz Grüter is member of the Swiss Federal Parliament and president of the committee of foreign affairs of the National Council. In this role, Franz Grüter works to promote a more business-friendly environment for ICT companies in Switzerland. Bilanz named him one of the 100 digital shapers who are making Switzerland future ready. He is known throughout Switzerland as an ICT entrepreneur. He is active on various boards and committees in

both the ICT industry and other sectors. As Chairman of the Board of Directors, he heads the companies of the Swiss based Green Group. While green.ch AG operates as an internet service provider, Green Datacenter AG offers data center services, cloud and networking solutions for companies. He is a qualified electrical engineer and has been working as an entrepreneur for over twenty years.



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Embassy of Switzerland in Israel

GREGOR HOFER

Project Team Command Cyber & Head of Development and Control

I have been working for the Swiss Army for 15 years. I have completed missions at home and abroad.

Responsible for military cyber training of the Swiss Army for 4 years. Was co-author of the latest cyber concept of the Swiss Army and responsible for the force develop-

ment of the Army in the cyber domain.

In the militia function 4 years commander of a signal company and since this year general staff officer candidate.

Besides my job I study business administration.



ANDREAS W. KAELIN

Co-Founder and CEO

With his company ICPRO GmbH, Andreas Kaelin takes on business and association management mandates as well as consulting and project management assignments. He is the Chairman of ICT Vocational Training Switzerland, Founding Member and CEO of The National Test Institute for Cyber Security NTC, Founding Member and CEO of Alliance Digital Security Switzerland ADSS, Vice President of the Cybersecurity Committee of the umbrella organisation digitalswitzerland and

Board Member of the Nidwaldner Kantonalbank. Andreas has many years of experience as a top executive in banks, industry and business associations. He has led major projects in the areas of strategy, IT sourcing, replacement of IT platforms in banks, in business and location promotion and in ICT vocational training. Andreas grew up in Switzerland and graduated in economics (lic. rer. pol.) from the University of Basel in 1989.



המרכז לחינוך סייבר
Cyber Education Center 

BETTY KULBAK-AHARONE

VP of Partnerships & Marketing

The CEC is an NGO of the Rashi Foundation Network. CEC is promoting social mobility for teens from Israel's geo-social periphery, by offering tech education opportunities. The success of the CEC relies heavily on crafting and managing deep partnerships with dozens of municipalities throughout Israel; multi-national high-tech companies; Non-Governmental Organizations; and philanthropic organizations, while developing infrastructures that

create long lasting and strong brand awareness for the organization and its programs.

For more than 15 years, Betty Kulbak-Aharon is leading business and marketing strategies for multi-national brands, with proven success. Betty led large teams through product innovation, brand development, and marcom management. She holds a B.A. in Psychology from Tel Aviv University and an M.B.A. from Tel Aviv Academic College.



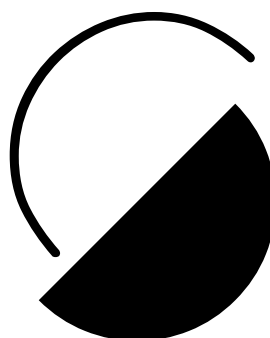
CYBERARK®

LAVI LAZAROVITZ

Head Security Researcher and Senior Director

Lavi Lazarovitz leads a team of security researchers who do, think, write and code cybersecurity. Working alongside his dedicated team, he studies the methods and tactics employed by hackers to penetrate and exploit organizational networks and is responsible for devising ef-

fective detection and mitigation techniques to thwart cyberattacks. Prior to his current experience at CyberArk, Lazarovitz led a professional services team of web security engineers at Fireblade and served in the Israeli Air Force for 11 years as a Pilot and as an Intelligence Officer.



STEFANIE MAURER

Executive photographer, Cybersecurity Seminar Israel 2023

Stefanie started her career over ten years ago into the graphic industry. She leads a Team at a printing company, educates students as a vocational trainer, has her own startup «SMArt Design & Photography by Stefanie Maurer» and loves to practice aerial arts/acrobatics.

For many years she accompanies various musicians, especially in the fourth Swiss native language Romanic for their albums with the artwork for their CDs and vinyls. Many times they entered the Swiss charts.

Besides that, capturing moment at weddings, sports events or during travelling creates a huge resume on photography work.

Just at the beginning of the year, some of her work was presented by photoSCHWEIZ at an exhibition in Zurich, Switzerland with only 200 chosen Swiss photographers.

A new solo exhibition of her art/paintings is already scheduled for next year in a Winery in Valais, Switzerland.



RAN NATANZON

Head of innovation & Country branding, Public diplomacy Division

Ran Natanzon is an expert in developing innovation ecosystems and Head of Innovation & Brand Management at The Ministry of Foreign Affairs of Israel. His mission is to build and strengthen the local innovation ecosystem, focusing on developing cooperation with relevant local and international stakeholders. In recent years he has been building and consolidating Israel's branding strategy and the means of its implementation. Innovation is a major part of the nation's branding strategy, thus creating and supporting innovative activities and events as an integral part

of his ongoing duties. The Israel branding project is conducted in collaboration with national and international partners. Ran is a senior business strategy consultant with extensive experience in consulting firms, private companies and leading advertising agencies. In the past, he has served as a parliamentary assistant, and as the assistant to the Director-General of the Ministry of Energy and Infrastructure. He has a bachelor's degree in political science, in addition to a Master's degree in Business Administration from the Hebrew University in Jerusalem (both cum laude).



KONSTANTIN PAPANIKOLAOU

Sales Manager DACH

Konstantin Papanikolaou has 17 years of experience in the field of IT services and security and has held various management positions in sales, including at IBM. His customer focus is in the enterprise segment. As Regional Sales Manager DACH at CyberArk he is responsible for the

business in Germany, Switzerland and Austria. Together with his team he has accompanied numerous projects in the area of PAM and identity security. Konstantin holds a B.sc. in Computer Science and a M.B.A. in economics.



DR. RAPHAEL M. REISCHUK

Co-Founder, and Board Member

Dr. Raphael Reischuk is Head of Cybersecurity, Director Consultant and Partner at Zühlke Engineering AG. He is Vice President of the Cybersecurity Committee of Digital Switzerland, co-founder and board member of the Swiss National Test Institute for Cybersecurity NTC, a member of the advisory board cybersecurity of the Swiss Academies of Engineering Sciences (SATW), and a frequent and passionate speaker at international conferences.

Raphael is a member of several international program committees for information security, and appears regularly on topics of network, web and cyber security. He is the author of numerous scientific publications in various fields of IT security and cryptography, for which he has received several awards. In 2021, he was named one of the Top 100 Digital Shapers of Switzerland by BILANZ and Handelszeitung.



YAIR SADE

VP Product Management

Yair has more than 25 years of experience in information security. Since joining CyberArk in 2000, Yair held various roles in R&D and joined Product Management in 2007. Today Yair leads a team that

manages Privileged Access Management, Endpoint Privilege Management, and the CyberArk SaaS platform. Yair holds a B.sc. in Computer Science & Mathematics and a M.sc. in Computer Science.



AMIR SAGIE

Israel Ministry of Foreign Affairs MFA, Cyber Affairs Coordinator

Amir Sagie is currently acting as the Ministry of Foreign Affairs coordinator for Cybersecurity affairs as part of the Strategic Division. Prior to my current appointment, he also acted as the Chief of Staff and Senior diplomatic advisor to the Deputy Minister of Foreign Affairs. Prior to his current appointments, he served as the Deputy Consul General in New York, Israel's largest mission in the world, he coordinated the political work of the Consulate in 5 North-Eastern and Mid-Atlantic states as well as maintained regular contact with experts involved in major foreign policy and strategic issues at think-tanks and universities across the region. Prior to that, he

was the Director of the Civil Society Affairs Department of the MFA, and served as the Deputy Director of the Arms Control and Disarmament Policy Department, and managing the online infrastructure of the MFA and supervising the China, Korea, and Mongolia desk. Among his other foreign postings, he served in diplomatic positions at the Israeli missions in Beijing China and in Lisbon Portugal. He holds a B.A. in East Asian Studies from the Hebrew University of Jerusalem and graduated with honors upon receiving two M.A. degrees in Political Science from the Tel Aviv University and the Haifa University.



MICHEL SAGUY (Ph. D.)

Scientific Manager & Head of the National Biometrics Laboratory, the Identity & Biometrics Applications Unit

Michel Saguy is the Scientific Manager of the Identity & Biometric Application Unit, a division within the National Cyber

Directorate. He is the head of the National Biometrics Laboratory, designing and managing tests and evaluations of various biometric systems.

Michel joined the Israel Counter Terrorism Bureau within the National Security Council as project manager in 2012, in charge of technological aspects of security systems, supervising the implementation of biometric systems in the country. While at the CTB started his Ph. D.

studies, a research focusing on biometric spoofing. Then he joined the Identity & Biometric Application Unit in 2019 and set up the National Biometrics Laboratory, unique of its kind in Israel.

Michel received his M.Sc. in Chemical Engineering and M.A. in Chemistry in 1991 and his M.E. in Polymers Engineering in 1999 from the Technion – Israel Institute of Technology.

He got his Ph. D. degree in Forensic Science in 2022 from UNIL, the University of Lausanne in Switzerland.



CARL A. ZIEGLER

CEO, President of the Board

Carl Ziegler is CEO of T-LINK, a leading Swiss company for export packaging, industrial- and project freight forwarding and trade fair logistics. He graduated in Business Economics at the University of St. Gallen (HSG). Since 2004, he has

been a Managing Partner at T-LINK. In 2016, he was elected President of the Swiss Export association, which is a cross-sectoral economic association that represents the interests of Swiss SME acting in foreign trade, supporting them in export activities.



NAAMA BEN ZVI

Director of Oversight & Compliance, the Identity & Biometrics Applications Unit

Naama Ben-Zvi is the Director of Oversight & Compliance at the Identity & Biometric Application Unit, a division within the National Cyber Directorate. She Leads teams of experts that supervise National Biometric projects, and holds responsibility for the Policy and Guidelines of the Unit.

Naama joined the Prime Minister's Office Legal Department in 2008. Eleven years ago, she played a key role in the establishment of the Identity & Biometric Application Unit (Biometrics Commissioner) and held the position of the Unit's legal advisor for seven years. Her work included responsibility for all legal aspects and privacy aspects of the

unit's missions in the field of biometric applications in Israel regarding Government, public and private sectors.

On 2019 – 2022, Naama served as Senior Head of biometric Projects, a position that combines both policy making and project management and since 2022 She is Director of Oversight & Compliance. Naama received her LLB degree from the Hebrew University of Jerusalem in 2002 and her LLM degree from Bar-Ilan University in 2018, a member of the Israeli Bar Association since 2003, a certified Information System Analyst (Technion-Israel institute of technology) and an IEEE certified Biometrics Professional.

VII. GENERAL INFORMATION

Organizer

**Alliance Digital Security
Switzerland in collaboration
with digitalswitzerland**
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Program and organization

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Seminar Israel 2023**
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Seminar hotel

(about 30 minutes from the airport
by taxi)
Carlton Hotel, 10 Eliezer Peri Street
Tel Aviv 6357325
Tel. +97 23 520 18 18
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www.carlton.co.

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P: + 972-3-5201854
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Starting and ending point of the seminar

Arrival point

The starting place for the seminar is the **Carlton Hotel in Tel Aviv**. The agenda includes a pre-seminar and a seminar that allows participants to join it at different stages of the program. The place of arrival, on the other hand, remains the same for all participants: there are **two options** regarding the time of arrival.

Option 1

For participants arriving in Tel Aviv on Friday, 5 May 2023: Carlton Hotel in Tel Aviv on Saturday, 6 May 2023 at 9.00 AM (local time, CET +2).

Option 2

For participants arriving in Tel Aviv on Sunday, 7 May 2023: Carlton Hotel in Tel Aviv, in the conference room **Carmine hall** on Monday 8 May 2023 at 9.30 AM (local time, CET +2).

Departure points

On Wednesday, 10 May, the bus will drop the participants off at the Ben Gurion Airport in Tel Aviv at approx. 2.30 PM or at the Carlton Hotel at approx. 3.00 PM.

Seminar language

The seminar will be in English.

Entry requirements Israel

Participants must have a passport valid for at least six months beyond the date of entry in Israel. On arrival, a free visa will be issued at the Tel Aviv airport with the presentation of travel documents and passport. For organisational reasons, participants are asked to provide their mobile phone number (for emergencies) and a copy of their passport for the duration of the seminar.

Journey to and from the seminar

Participants are responsible for organizing of their travel to and from Israel and for obtaining all necessary travel documents. All transfers, accommodation and food during the seminar are provided by the organizers

Participation fee

The Pre-Seminar, May 6 – 7 participation fee of CHF 1'800 includes: 2-night stay (May 5 – 7, 2023) at the Carlton Hotel Tel Aviv (breakfast included), transfer, food and beverages during the pre-seminar.

The seminar, May 8 – 10 participation fee of CHF 3'000 includes: 3-night

stay (May 7 – 10, 2023) at the Carlton Hotel Tel Aviv (breakfast included), transfer, food and beverages during the seminar.

Participants are responsible for their own travel expenses, all additional services at the hotel and the use of the minibar. After receipt of the registration, the participation fee will be invoiced by ICPRO GmbH.

Dress code

Business Casual

Gentlemen can leave their ties at home; we recommend that ladies wear comfortable shoes, at least during the day.

Casual dress is recommended during the program on Saturday, May 6 and Sunday, May 7.

If you want to go for a swim in the Mediterranean Sea (23°C), which is directly in front of the hotel, you should not forget your swimming suits

Let's share our experiences

#alleancedigitalsecurityswitzerland

#digitalswitzerland


#cybersecurity


#innovation

#digitization

#TelAviv

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