

# CYBERTECHGLOBAL | January 28-30, 2020 TEL AVIV

2019 Supporters:



**Cyber Israel**  
National Cyber Directorate



State of Israel  
Ministry of Foreign Affairs



Ben-Gurion University  
of the Negev



רשות החדשנות  
Israel Innovation  
Authority



CONFERENCE CHAIRMAN // DR. YOSHI VARDI

## CYBERTECH 2019 FIGURES:

**18,000** attendees at the Cybertech  
2019 conference and exhibition

**180+** local and international speakers  
discussed the latest innovations and  
developments in the field

**200** companies and startups presented  
their cyber solutions at the exhibition

**+850** pre-scheduled B2B meetings

SEE YOU AT CYBERTECH 2020 | JANUARY 28-30, 2020 | TEL AVIV, ISRAEL

E: [cyber@cybertechconference.com](mailto:cyber@cybertechconference.com) | W: [www.cybertechconference.com](http://www.cybertechconference.com) | T: +972-74-7031211 // +972-76-5390450



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## CYBERTECH TEL AVIV // JANUARY 28-30, 2020

Cybertech Global Events proudly presents Cybertech Tel Aviv, the renowned international exhibition and conference, and the LARGEST B2B networking events in the cyber industry, outside of the U.S.

This international 3-day cyber event presents an exhibition hall and a conference—boasting hundreds of companies, startups, and cyber-related organizations, along with over 180 local and international speakers and over 18,000 of participants from around the world.

Cybertech's main focus is in creating business and networking opportunities, along with forming new alliances from a wide range of sectors—including government, industry, and academia.

The event features the most trending topics in the realm of cyber and technology, such as Cloud, IoT, Blockchain, Fintech, Machine Learning, Quantum Computing, etc.

Cybertech Tel Aviv attracts thousands of attendees each year, mainly C-Level executives, investors, professionals, and government officials, from over 80 countries worldwide. The event provides an outstanding platform to make business happen, a place for investors to find the next big breakthrough, for companies looking to implement new technologies, and for many others who are interested in the world of cyber.

To find out more, please visit our website at [cybertechisrael.com](http://cybertechisrael.com)



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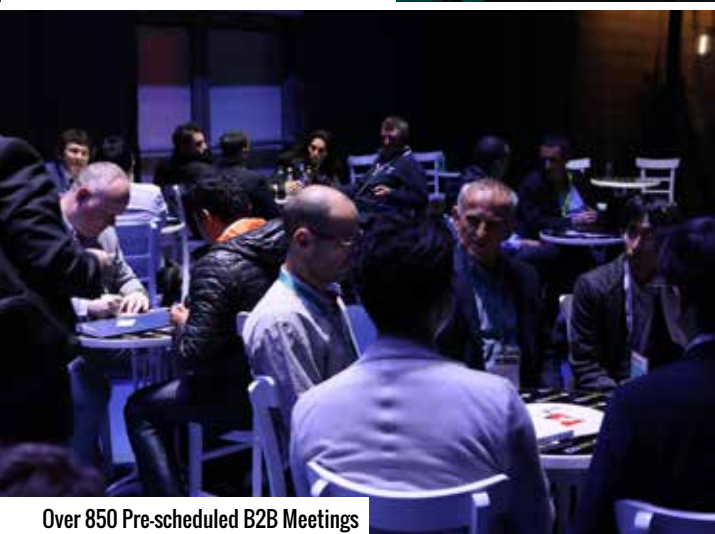
Thousands of Attendees at the Cybertech Conference



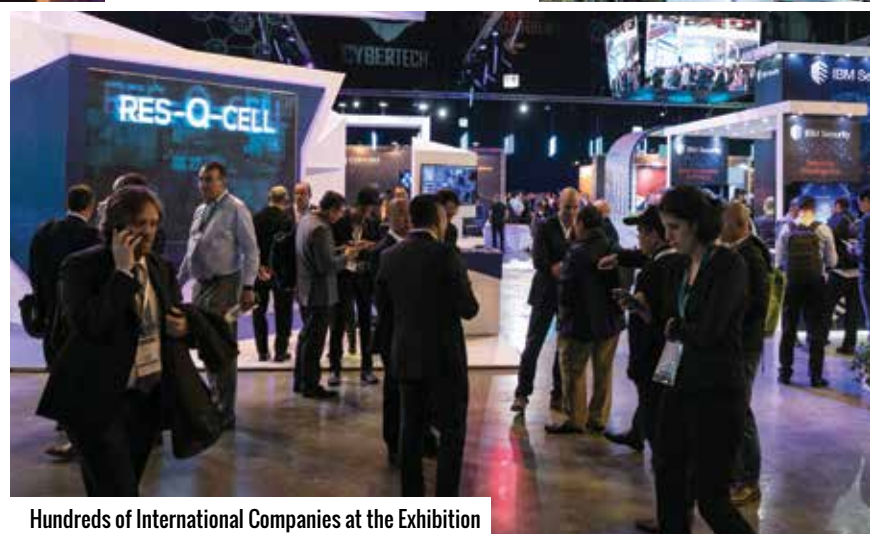
Over 70 Startups at the Startup Pavilion



Thousands of People Visited Cybertech Every Day



Over 850 Pre-scheduled B2B Meetings



Hundreds of International Companies at the Exhibition

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PM Benjamin Netanyahu, Prime Minister of Israel



Over 18,000 Attendees at the Event



Diana Kelley, Cybersecurity Field CTO, Microsoft



Gil Shwed, Founder and Chief Executive Officer, Check Point Software Technologies



Haiyan Song, Senior Vice President, Security Markets, Splunk



Head of States and Senior International Government Officials

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## AMONG PREVIOUS SPEAKERS AT CYBERTECH AROUND THE WORLD



**PM. BENJAMIN NETANYAHU**  
Israel Prime Minister



**DR. YOSHI VARDI**  
Cybertech Conference  
Chairman



**YIGAL UNNA**  
Director General,  
Israel National Cyber  
Directorate



**GEN. (RET) DAVID  
H. PETRAEUS**  
Former Director of the CIA



**SAULIUS SKVERNĖLIS**  
Prime Minister,  
the Republic of Lithuania



**EVA CHAN**  
DTMB Director and State CIO,  
The State of Michigan



**CHUCK ROBBINS**  
CEO,  
Cisco



**HAIYAN SONG**  
Senior Vice President,  
Security Markets, Splunk



**MARC VAN ZADELHOFF**  
General Manager,  
IBM Security



**PROF. EVIATAR MATANIA**  
Tel Aviv University  
Founder and Former Director  
General of INCD



**EUGENE KASPERSKY**  
Chairman and CEO,  
Kaspersky Labs



**MINISTER ROBERTA PINOTTI**  
Italian Minister  
of Defence



**ALESSANDRO PROFUMO**  
Chief Executive  
Officer, Leonardo



**GIL SHWED**  
founder & CEO, Check Point  
Software Technologies Ltd



**JOHN DELK**  
Chief Product Officer & GM  
Security Product Group,  
Micro Focus



**KEN SCHNEIDER**  
Vice President, Fellow,  
Symantec



**OMAR ABBOSH**  
Chief Strategy Officer,  
Accenture



**DIANA KELLEY**  
Field CTO for Microsoft,  
Cyber Security Architect



**GRANT WATERFALL**  
EMEA Cybersecurity  
and Privacy Leader, PwC



**DR. ZULFIKAR RAMZAN**  
Chief Technology Officer,  
RSA



**SHAMLA NAIDOO**  
VP, IT Risk and IBM CISO,  
IBM Corporation



**TONY COLE**  
VP & Global Government CTO,  
FireEye



**MICHELE IACOVONE**  
SVP and Chief Information  
Security & Fraud Officer, Intuit



**NADAV ZAFRIR**  
CEO & Co-Founder,  
Team8



**TOSHIO IWAMOTO**  
President and Chief Executive  
Officer of NTT DATA  
Corporation



**JAMES PATCHETT**  
President & CEO, New York City  
Economic Development  
Corporation



**DAVID SCHARIA**  
Head of the Technical  
Expertise & Research Branch,  
UN Counter-Terrorism  
Executive Directorate



**BEN WHEELER**  
General Manager, Europe,  
Nyotron



**DR. ORNA BERRY**  
Vice President, Dell EMC  
General Manager,  
Israel Center of Excellence, Dell EMC



**DAVID J. BLUMBERG**  
Founder & Managing Partner,  
Blumberg Capital



**JEFFREY MASSIMILLA**  
Vice President Global Cybersecurity,  
General Motors



**ERIN MARIE SALTMAN**  
Policy Manager,  
Counterterrorism & CVE  
EMEA, Facebook



**UDI MOKADY**  
Chairman & CEO,  
CyberArk

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## CYBERTECH SPECIAL EVENTS

The Cybertech conference consists of the main agenda and a wide range of special events. Cybertech's special events cover sector-specific topics.

## WE INVITE AND ENCOURAGE PARTICIPATION FROM ALL SECTORS



**Airports and Aviation**



**Railways**



**Maritime**



**Healthcare**



**Critical Infrastructure**



**Finance**



**Communications in the IoT Era**



**Retail**



**Smart Mobility**





## CYBERTECH TEL AVIV IS AN INTERNATIONAL EVENT — AMONG THE LEADING DELEGATIONS —



USA



Japan



Italy



UK



India



China



Canada



France



Austria



Mexico



Australia



Germany



Taiwan



Switzerland



Spain



Swaziland



Thailand



South Africa



Slovakia



Singapore



Russia



Poland



Norway



Nigeria



Netherlands



Lithuania



Romania



Mongolia



Ghana



Hungary



Hong Kong



Portugal



Luxembourg



Georgia



Kenya



Cyprus



Costa Rica



Slovenia



Azerbaijan



Czech Republic



Brazil



Belgium



Vietnam



Sweden



Greece



Ireland



Ukraine



South Korea



Rwanda

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## THE CYBERTECH ADVANTAGE

Cybertech provides attendees with a unique opportunity to network, strengthen existing alliances, form new ones, all while becoming acquainted with the latest innovations and solutions from the international cyber community.

» **CYBERTECH EXHIBITION:** Hundreds of technology companies from around the world gather to display their latest cyber solutions. Additionally, governmental bodies present their cybersecurity programs and initiatives.

» **EXCLUSIVE STARTUP PAVILION:** Innovative young startups present their cutting-edge developments and obtain global exposure.

» **TOP-TIER SPEAKERS:** Heads of State, C-level executives, entrepreneurs, multinational corporations, investors, and other local and international top-tier representatives and officials have a unique opportunity to participate in keynote speaking positions, panels, and stand-alone slots on a variety of topics concerning the global cyber community.

» **SPECIAL EVENTS:** Including discussions about the most relevant trends in cybersecurity, and regional meetings organized by foreign delegations.

» **PRE-SCHEDULED BUSINESS MEETINGS:** Thousands of meetings are pre-scheduled and arranged every year through Cybertech Tel Aviv's B2B platform and/or other opportunities to rent private rooms.

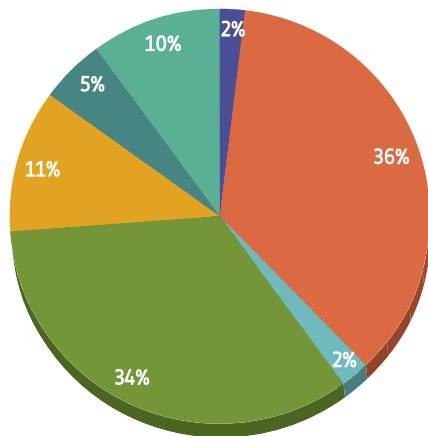
WE LOOK FORWARD TO SEEING YOU AT THE EVENT!

For more information, please visit [www.cybertechisrael.com](http://www.cybertechisrael.com) or contact us at [cyber@cybertechconference.com](mailto:cyber@cybertechconference.com).



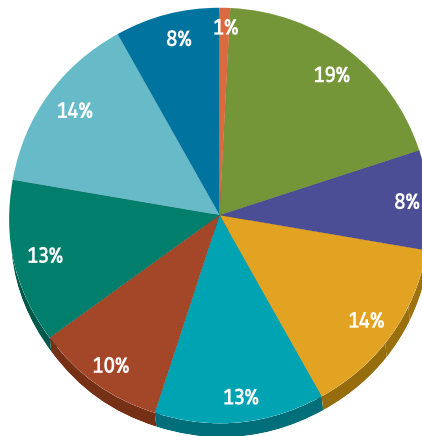


## STATISTICS FROM CYBERTECH TEL AVIV 2019



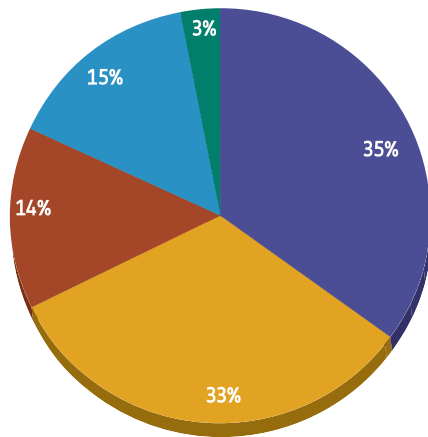
### POSITION DESCRIPTION

- Academic staff (2%)
- C level (36%)
- Press (2%)
- Middle management level (34%)
- Defense, police and government (11%)
- Technical/professional (5%)
- Partner & advocate (10%)



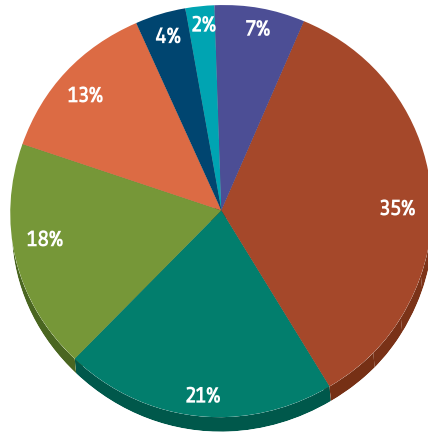
### MAIN BUSINESS ACTIVITY

- Academia (1%)
- Finance & Retail (19%)
- Venture Capital, Investment (8%)
- Defense, Aerospace & Government (14%)
- Cloud Security, Storage & Identity Management (13%)
- Safety & Security (10%)
- Mobile & IT (13%)
- IoT, Infrastructure (14%)
- Consultancy & Training (8%)



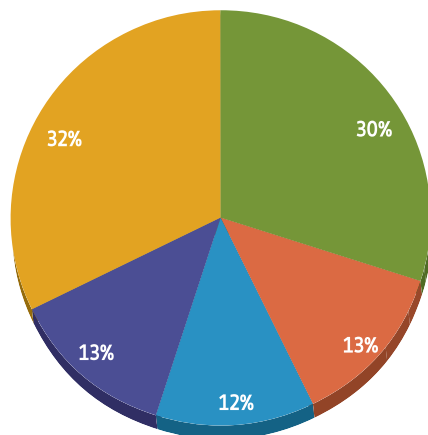
### INVOLVEMENT

- Decision maker (35%)
- Influencer (33%)
- Recommender (14%)
- Not Involved (15%)
- Others (3%)



### PURPOSE OF VISIT

- Information gathering (7%)
- Network and establish new business contacts (35%)
- Source for new business partners (21%)
- Exchange ideas and information (18%)
- Source for new products and information (13%)
- Other (4%)
- Cultivate existing business contacts (2%)



### COMPANY SIZE

- 1-20 Employees (30%)
- 21-50 Employees (13%)
- 51-150 Employees (12%)
- 151-1000 Employees (13%)
- More than 1000 Employees (32%)





**2019**

**MARK YOUR CALENDARS FOR THESE UPCOMING EVENTS**



**CYBERTECH TOKYO // NOVEMBER 26-27, 2019**

**2020**



**CYBERTECH GLOBAL IN TEL-AVIV**

**JANUARY 28-30, 2020**




**CYBERTECH AFRICA, RWANDA**

**MARCH 24-25, 2020**

- >> CYBERTECH LATIN AMERICA // APRIL 22-23, 2020 >> CYBERTECH ASIA // JUNE 2020
- >> CYBERTECH MIDWEST // JULY 14-15, 2020 >> CYBERTECH EUROPE // SEPTEMBER 23-24, 2020
- >> CYBERTECH NYC // NOVEMBER 2020



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at the Google Play store and AppStore