



Israel Export Institute




Foreign Trade
Administration
MINISTRY OF ECONOMY

FinTech

TEL AVIV 2014 The 1st International
Financial Technology Conference | September 16-18
Dan Panorma Hotel, Tel Aviv



FinTech Industry



Technological changes in global IT markets are pushing the FinTech industry to seek even better solutions that also include virtual banks, currencies and NBFIs (non-bank financial institutions).

FinTech: technology designed to serve financial institutions and their customers, covering not only the operational activity but also addressing the front office, the user-consumer, and the transaction itself.

The international FinTech market currently stands at **\$470 billion** annually, with an estimated **annual growth** rate of **5.4%** (Gartner).

Israel's FinTech Industry

High technology is Israel's leading export sector, comprising about half of all exports. The Israeli FinTech industry includes some 200 companies, both well-established firms and a number of promising start-ups. Their strengths include **Cyber Security & Information Security, Finance, Mobile Innovation, Storage & Big Data, Trading and IT Services**.

IT security is a major field of expertise for Israeli companies. Innovation & entrepreneurship in this field are driven by the intensive R&D efforts in network and data security of the Israel Defense Forces' (IDF) intelligence and communications units. Their unique needs have fostered many technologies, including the firewall, originally developed by Check Point Software Technologies. Continue reading at www.israelfintech.com

Come join us at Israel FinTech 2014

Dear Friends,

It is with great pleasure that I invite you to the 1st International Conference on Financial Technology, to be held September 16–18, 2014, in Tel Aviv, Israel.

Convened by The Israel Export & International Cooperation Institute in cooperation with the Ministry of Economy, FinTech Tel Aviv 2014 will include lectures, seminars and panel discussions, plus a display of the finest financial technology solutions that will include start-up companies with a variety of innovations. As well, there will be lots of opportunity to greet colleagues and create new business relationships through formal and informal meetings.

FinTech Tel Aviv 2014 should be attended by all government and regulatory decision makers, as well as CEOs, CTOs, CIOs, COOs and CISOs from the financial services industry.

Panel discussions will examine:

- **Trading – From Traditional Trading Floor Hoot n' Holler to the Modern Algorithm-Enabled Trading of Today**
- **Cyber Security**
- **Big Data Analytics Solutions for the Financial World**
- **The Future**

The last decade's huge advances in information technology have had great impact on the financial services industry. Among its many challenges are cyber security, mobile payments, electronic signatures, electronic documents, internet banks, e-commerce, non-bank financial institutions, and an altered regulatory burden.

A financial technologies industry has arisen in response to these challenges, and Israel is among its leaders. Some 200 Israeli companies including start-ups have built on Israel's renowned technological prowess and strength in innovation to create a FinTech sector that is attracting global interest.

On September 18 conference attendees will visit Israel's E-Gov center. The E-Gov project, established in 1997, serves all government ministries and subsidiary bodies. E-Gov was in 2012 ranked in sixteenth place worldwide among 193 countries surveyed by the U.N. "open government" criteria. This was a leap of 10 places from the U.N.'s previous report.

We have also arranged a one-day sightseeing tour. Both tours are by advance registration only.

I look forward to welcoming you in June.

Yours sincerely,



Mr. Ofer Sachs
Chief Executive Officer
The Israel Export & International Cooperation Institute

What to Expect at Israel FinTech 2014

- Panels and sessions with key decision makers from Israel and abroad
- Discussions on the latest FinTech trends and practices
- B2B meetings
- Exhibition showcasing some of the finest field Israeli technology
- Innovation award
- Professional tour of Israel's E-Gov Center, Jerusalem
- Guided visits to tourist sites

Who Should Attend? Who Will Benefit?

- Banks – CEOs, CTOs, CIOs, COOs and CISOs and decision makers
- Insurance Companies – CEOs, CTOs, CIOs, COOs and CISOs and decision makers
- Venture capital funds
- Private investors
- Government – Ministry of economy, ministry of finance and regulatory agency personnel
- Integrators serving the financial industry

Agenda

The Start-Up Nation brings Innovation to the Conservative Financial World.

Tuesday, September 16

19:00–21:00 Welcome Reception

Wednesday, September 17

08:45–09:30 Coffee & Registration

09:30–10:00 **Opening Remarks:** Mr. Ramzi Gabbay, Chairman, The Israel Export & International Cooperation Institute
Mr. Amit Lang, Director General, Ministry of Economy, TBC

10:00–10:30 Keynote Speaker

10:30–11:00 Coffee Break and Exhibition

11:00–11:45 **Moderator:** Mr. Eden Shohat, Founder of Face.com, Eternity
Panel: Trading – From Traditional Trading Floor Hoot n' Holler to the Modern Algorithm-Enabled Trading of Today.
Israel's stable monetary system, strong technological capabilities and early adopter mindset are ideal for currency, banking and trading system innovation.

11:45–12:30 **Moderator:** Mr. Yoav Tzruya, JVP VC
Panel: Cyber Security
High profile security breaches and the resilience of advanced persistent threats clearly demonstrate the weaknesses of current systems. What is required to defeat these threats? What solutions will restore consumer and business confidence in financial services' IT security?

12:30–13:45 Lunch

13:45–14:30 **Panel: Big Data Analytics Solutions for the Financial World.**
Safeguarding large-scale data storage and management systems is a major challenge to the IT world.

14:30–15:15 **Moderator:** Mr. Mark Gazit, Founder of thetaray.com
Panel: The Future: The panel will answer the million dollar question: What are they willing to pay for? Opportunity for startup companies to sharpen their business model.

15:15–15:45 Coffee Break and Exhibition

15:45–16:45 One-on-One: **Senior Executives, major global banks**

- One-on-one meetings during the conference can be scheduled in advance

Thursday, September 18 (tours for guests from abroad)

07:30–17:00 Visit to Israel's E-Gov Center, Jerusalem.
The E-Gov project, established in 1997, serves all government ministries and subsidiary bodies. In 2012, E-Gov was ranked sixteenth worldwide among 193 countries surveyed by the U.N.'s "open government" criteria. This was an upward leap of 10 places from its ranking in the U.N.'s previous report.
Visit to Bank of Israel, Jerusalem

Friday, September 19 (sightseeing for guests from abroad)

08:00–18:00 Guided sightseeing tours in the Holy Land

- Program is subject to modification



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Registration is now open on our website:
www.israelfintech.com

For more information about Israel Fintech 2014, please contact

The Israel Export & International Cooperation Institute
www.export.gov.il

Ms. Yafit Katz Rubin
Manager, Software and IT Industry
Tel +972 3 514 2855
yafitkr@export.gov.il



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