

Zvi Meitar Institute for Legal Implications of Emerging Technologies in conjunction with Yigal Arnon & Co. Law Firm and Ehrlich & Fenster Patent Attorneys cordially invite you to a symposium on:

SMART MOBILITY SOLUTIONS

OPPORTUNITIES AND CHALLENGES

Wednesday, March 29th, 2017

Auditorium EL03, Adelson Building | IDC, Kanfei Nesharim, Herzliya

- 08:45 Reception
- 09:15 Opening remarks
Prof. Amnon Lehavi, Dean, Radzyner Law School, IDC, Herzliya
- 09:20 **Dr. Shay Soffer**, Chief Scientist, Ministry of Transportation
Israel's National Program for Smart Mobility
- 09:40 **Dr. Anat Bonshtein**, Acting Chairman and Director, Fuel Choices and Smart Mobility Initiative, Prime Minister's office
Fueling Innovation for Smarter Mobility
- 10:00 **Adv. Roy S. Melzer**, Patent Attorney, Information System Department, Ehrlich & Fenster
Patenting Trends and Strategy for Autonomous Vehicles Technology
- 10:20 **Adv. Roy Keidar**, Special Counsel, Yigal Arnon & Co. Law Firm
Smart Mobility: The Regulator Should Take the Driver's Seat
- 10:40 Coffee Break
- 11:00 *Panel Session: UK Paving the Way in Connected Autonomous Vehicles*
Moderated by: **Mr. Yoni Dolgin**, Mobility Manager, UK Israel Tech Hub
Mr. Michael Talbot, Head of Strategy, UK Centre for Connected and Autonomous Vehicles
Mr. Iain Macbeth, Autonomous and Intelligent Mobility Programme Manager, Transport for London
Mr. Sebastian Peck, Director of InMotion Ventures (powered by Jaguar Land Rover)
- 11:30 **Mr. Elad Serfaty**, Vice President and General Manager of Aftermarket Division, Mobileye
The Future of Automotive – Hands Off, Eyes Off, Mind Off
- 11:50 **Mr. Itay Gil**, VP Monetization, Moovit
Don't Own a Car and Feel Good About It
- 12:10 **Dr. Dov Greenbaum**, Director, Zvi Meitar Institute, IDC, Herzliya
Social and Ethical Repercussions of Smart Transportation
- 12:30 **Ariella Grinberg-Felder**, Innovation Manager, General Motors Advanced Technical Center
Smart Mobility: Towards Personalization, Connectivity and Autonomous Transportation
- 12:50 **Mrs. Lior Zeno Zamanski**, Executive Director, Ecomotion

Lectures will be held in English

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