



The Al Eicoff Technion MBA Networking Seminars

Focus 2003-2004:

Global Business Opportunities and Challenges for Israeli Hi-Tech Companies

Seminar 1:

France-Israel: Technology Alliances & Partnerships – Best Practices

The seminar will be held on Friday 27.2.04 at 12:00-14:00 in Madrid Auditorium, Sheraton City-Tower hotel, Ramat – Gan.

Key questions to be discussed:

- How can we drastically change the way we manage Business Networks in France?
- How can we build productive partnerships between French and Israeli companies?
- Is France a strategic market for Israeli companies active in Europe?
- Does the Israel Hi-Tech sector represent real potential for French companies?
- What is the impact of mixing up business and politics between France and Israel and how to avoid making mistakes?

Peled Award Ceremony:

- **Prof. Avi Fiegenbaum**, Associate Dean and Head of MBA Programs.
- **Winning Team of the 2003-2004 "Management Game" course.**

Introduction by: **Dr. Graham Jackson**, Academic Director, MBA program

Panel Chairman: **Professor Daniel Rouach**, ESCP-EAP European School of Management

Panel participants (partial list, subject to changes):

- **Mr. Jean-Christophe Auffray**, French Attaché for Science and Technology
- **Mr. Philippe Koskas**, General Secretary, Chamber of Commerce Israel-France
- **Dr. Emmanuel Navon**, CEO, The Business Network for International Cooperation (BNIC)
- **Mr. Jeremie Kletzkine**, General Manager, CreoPolis
- **Mr. Michael Khalifa**, Europe Desk Manager, M-Systems
- **Mr. Yehuda Heffer**, Program Manager, MATI MOP

Closing remarks: **Prof. Avi Fiegenbaum**, Associate Dean and Head of MBA Programs.

Please RSVP to :Dana Kotick-Shezifi, the MBA Programs Coordinator at danaks@tx.technion.ac.il.

The conference is being organized with the support of:

The Al Eicoff Permanent Endowment