



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada

Trade Commissioner Service

Service des délégués commerciaux

CUTTING EDGE CANADA: LEADER IN LIFE SCIENCE

Barlet- Leshem Hall, Crowne Plaza Hotel, 145 Hayarkon St. Tel Aviv

Wednesday , March 11th , 2015

Program

9:30 -10:00 **Coffee & Registration**

10:00 **Welcoming Remarks**

Ambassador Vivian Bercovici, Ambassador of Canada to Israel.

10:10 **The Canadian Trade Commissioner Service in Israel**

Mr. Carl Pilon, Commercial Counselor, Canadian Embassy Israel.

10:20 **Overview of the Canadian Medical Devices Industry**

Mr. Douglas Carroll, Vice President Global Business Development, Novadaq Technologies, Canada.

10:50 **Canada - A premium business destination**

Mr. Steve Plymale, CEO, Profound Medical, Canada.

11:20 **Coffee Break**

11:35 **The latest in Regulations and Guidelines – Medical Devices Industry, Israel**

Ms. Deborah Chason, Medical Devices Consultant.

11:55 **Canada-Israel collaboration in the Medical Devices Sector - Success Stories**

Mr. Les Abelson, Manager, Canada - Israel Industrial Research & Development Foundation (CIIRDF).

12:15 **Canada: your strategic business partner**

Testimonials: Israeli companies' experience.

12:45- 14:30 **Networking Lunch & Closing Remarks.**

- *B2B meetings with the Canadian companies can be scheduled upon request.*
For more information contact: Anat.Kaminski@international.gc.ca