



POLAND RE-INVENTED

MEET THE POLISH INNOVATION ECOSYSTEM

In the framework of **DLD Tel Aviv Innovation Festival 2017**

WHEN: September 7, 6:00-9:00 p.m. | presentations at 6:30 p.m.

WHERE: MINDSPACE rooftop, Ahad Ha'Am St 54, Tel Aviv-Yafo

WHAT: capital, cities, start-ups and networking over a cold drink and tasty food

Use a chance to connect with entrepreneurs and officials from one of the most robust European economies

RSVP to polish.institute@gmail.com by September 5

Organizers:



MINDSPACE

Partners:



PFR Ventures



creators





PROGRAMME

18:00 - Start

18:30-18:45 - Welcoming remarks

- Polish Embassy
- Mindspace: Why We Decided to Open Location in Warsaw, Poland?
- Federation of Israeli Chambers of Commerce
- Polish Chamber of Commerce

18:45-19:10 - Polish innovation outlook

- PFR Ventures: Poland - a New Investment Hot Spot
- Warsaw: The City of Startups
- Startup Hub Warsaw: CEE Startup Ecosystem, Through Warsaw to the EU
- Impact CEE: How to Turn on the Innovation Growth Machine and Bridge the Gap Between West and East?

19:10-19:40 - Israeli perspectives on cooperation with Poland

- PNO: Poland - Great Place for Innovation Investors
- Creators: The Case for Polish-Israeli Cooperation
- Start-Up Nation Central: Israel-Poland: The Potential

19:45-21:30 - Networking



MINDSPACE



PFR

PFR Ventures



creators

START-UP
NATION
CENTRAL



PARTNERS

MindSPACE is a rapidly growing global provider of beautiful and inspiring coworking spaces for teams of all sizes. Since starting MindSPACE in 2014, the company has opened multiple spaces in Israel, Germany, Poland, London and raised to date over \$15M to expand in Europe and to the US. MindSPACE prides itself on offering an upscale co-working environment with an inspiring boutique design, unparalleled level of service, and a vibrant real-world community. Among MindSPACE's customers are world-leading brands, such as Samsung, Barclays Bank, Euronews, M&C Saatchi, and Cheetah Mobile.

Federation of Israeli Chambers of Commerce (FICC) was founded in 1919, and is Israel's largest and oldest business organization. The Chamber is a public, independent, non-profit entity that promotes the interests of the Israeli private sector. It is the leading economic organization representing the trade and service sector, the largest sector in Israel. The FICC serves as roof organization to over 5000 businesses and organizations operating in more than 120 divisions which represent various economic branches including export, import, trade, real estate, financial and business services. FICC's International Relations Division is a one-stop-shop for all Israeli companies engaged in international trade, and vice versa - for all foreign companies seeking/working with Israeli business partners.

Polish Chamber of Commerce (PCC) is the main economic self-governing organization in Poland, composed of over 150 chambers and business associations. Promotion of the Polish economy abroad and representation of the interest of Polish enterprises vis a vis the state authorities, foreign organizations and entities are main objectives of the Chamber. The basic goal of the Chamber is to facilitate the incorporation of the Polish economy and companies into the mainstream of international cooperation.

Polish Development Fund (PFR) is a financial group which offers instruments supporting the development of companies, local governments and individuals, and invests in sustainable social development and national economic growth. The mission of PFR as a Polish promotional financial institution is to implement programmes enhancing the long-term investment and economic potential and supporting equal opportunities and environmental protection.

PFR Ventures is the largest professional institutional investor in CEE region with AuM of EUR 0.5 bn. PFR Ventures operates in the formula of fund of funds (FoF), investing in independent VC funds.

The City of Warsaw is a place of constant changes which both influences and is influenced by its inhabitants. Warsaw deeply emphasises on building a friendly environment for the expansion of its over 850 entities that carry out R&D activity. In recent years, the City of Warsaw has become an alluring magnet for business with more than 2.7 thousand international companies registered in the Polish capital, and a

400 thousand registered business entities in general. Every fourth citizen of Warsaw is an entrepreneur. Warsaw is Central Eastern Europe number one tech hub and is home to one-third of the total amount of Polish hi-tech startups. The blooming number of co-working spaces, incubators and entrepreneurship-supporting events (25.000 MICE events per year) make Warsaw a modern, open-minded and caring metropole meeting the needs of today's world.

Startup Hub Poland is a non-profit foundation. Our vision is to facilitate technological development in the CEE region and increase its global presence as a place where disruptive technologies appear.

ImpactCEE is the most forward-looking event in Central Eastern Europe, unlocking the future of economy and digitalization. Impact creates a common ground for true collaboration between corporations, startups, academics, public sector and investors.

PNO supports its Israeli customers in entire procedure of initiating business in Poland and obtaining European funds for its subsidiary. PNO in Poland offers dedicated 39 consultants supporting its customers via 3 offices located in Warsaw, Krakow and Rzeszow. PNO offers its services in Poland since 2004 when Poland joined European Union. During those years, there were 1780 customers served which obtained non-refundable grants for projects worth more than 1,6 billion euro. PNO is the leading grant consultant and highly successful in the application procedures (success rate exceeding 83%).

Creators is an innovation lab based in Tel Aviv, Israel. We teach organizations, multinational corporations and public institutions how to be innovative. We do so through a range of workshops and innovation programs, formed and tailored to your needs by experts in Israel's Startup Nation with a track record of success. In its flagship program - CREATORS Ideation Lab - we have reversed the innovation model by partnering with experienced entrepreneurs before they create a startup (pre-idea and pre-team) who want to build their next ventures based on real market needs as identified by the strategic partners. The goal is to create new solutions that are very difficult for the strategic partners to solve internally while also helping the entrepreneurs create a high-growth company. A win-win for everyone. MORE: www.creatorspad.com

Start-Up Nation Central (SNC) is a non-profit organization, that works to help secure Israel's continuing leadership as a tech-innovative nation by creating opportunities and facilitating partnerships in and outside of Israel. One of the main activities is connecting corporate, government and NGO leaders around the world with the relevant people and technologies in Israel that can help them solve their most pressing challenges.

SPEAKERS

(in order of appearance)

Shai Fogel is a Launcher at Mindspace, a rapidly growing global provider of beautiful and inspiring coworking spaces for teams of all sizes. Shai is responsible for the global expansion of the company, currently focused on the Polish market. Prior to joining Mindspace in August 2016, Shai was the Head of Advertising of a record-breaking startup in the field of Ad-tech, heading the start-up to over \$1.5M revenue in the first year of operation. Shai acts as an advisory board for two promising start-ups in the fields of ad-tech and chat-bots, and currently helps 3 other start-ups find investments and advising them about marketing solutions. Shai is a people connector, a social media enthusiast and a runner, trying to complete his first marathon by the end of 2017.

Ze'ev Lavie serves as the Director, International Relations Division at the Federation of Israeli Chambers of Commerce. Lavie's responsibilities include assisting senior executives of leading Israeli companies to penetrate new markets or expand their business operations in existing markets, organizing conference presentations and other business development activities. Lavie volunteers for a number of charitable and community causes, including Israel-Palestinian Young Business Leaders Forum and Association for Community Empowerment "Yedid". He is a veteran and a reservist of the Israeli Defense Force, holding a rank of Staff Sergeant. Lavie holds an LL.B degree from the Ono Academic College Law School.

Karolina Opielewicz, as a Deputy Director General of PCC is responsible for reaching strategic goals and run flagship projects of the Chamber. She manages communication&marketing team and is responsible for business development and cooperation with PCC's strategic partners. She coordinates PCC's management board and general assembly meetings and is responsible for realization of PCC's mission&strategy, especially in the field of developing relations with private and public sector. She graduated law at the Adam Mickiewicz University in Poznan.

Małgorzata Walczak: Investment Director at PFR Ventures. Małgorzata has 20 years professional experience (operational and general management at the positions of CEO in large companies); 10 years of experience in VC market Poland and CEE. Investor and Business Angel. Małgorzata holds an MBA from University of Minnesota and Warsaw School of Economics, Master Degree in Cultural Studies from University of Warsaw, D.E.A. from Sorbonne University (Paris VII, III) Journalism and Political Science Warsaw University.

Rozalia Nowicka: Investment Manager at PFR Ventures. Rozalia has 5 years of experience in PE market Poland and CEE. Rozalia holds CEMS MIM from Vienna University of Economics and Business and Master Degree in Finance from Warsaw School of Economics.

Katarzyna Włodek-Makos is a manager with wide experience in external and internal communication, marketing, PR and CSR. Author of communication strategy of many

large projects, such as "Construction of the first nuclear power plant" and educational project "Civic Shareholding". Katarzyna Włodek-Makos currently holds the position of Director of Economic Development Department of the City of Warsaw.

Piotr Pietrzak: management board member at seed funds Star Finder, expert at Startup Hub Foundation, investment professional with proven experience in VC, PE and M&A environment. Executive officer at seed capital funds, investing in Polish and international start-ups. Warsaw School of Economics graduate (master degree) and Universiteit van Tilburg (international finance program).

Karolina Zubel is a Research & Content Expert at ImpactCEE. She focuses on 5G technology, mobility and energy. She is a graduate of University of Warsaw, Sciences Po Paris and London School of Economics and Political Science.

Tomasz J. Hoffmann, MSC, MBA, PNO CEE Managing Partner. He has 25 years of professional experience gained in management and board positions. He specializes in advising on business development and innovation.

Eroy Knebel Israeli attorney and certified public accountant with over 18 years of working experience in Poland. Expert in financing dealing with public sector, private investors, investment houses and EU grants.

Barak Goldstein - Chairman, Venture Capitalist and Serial Entrepreneur - established his 1st venture at the age of 16, since then founded 2 international startups. His last startup was acquired by one of the 4 BIG Utilities in Europe. Barak worked with 26 markets in 3 continents, oversaw a 1\$B portfolio in infrastructure projects and 90\$M in Venture Capital, managed 300\$M in technological products. Since 2003, Barak is helping to build companies and investing as an Angel Investor, Scouter for Multinational Corporations and previously as a partner at Terra Ventures - an Israel-based leading VC firm.

Daniela Kandel, Strategic Countries Director at Start-Up Nation Central. Kandel is focused mainly on Israel's innovation relations with Poland and the Netherlands, building an "innovation highway" between the countries. Formerly Kandel was Director of Strategic Programs, focusing on the shortage of human capital in the Israeli ecosystem, organizational strategy, and academic relations. Before joining Start-Up Nation Central, Kandel was a Milken Institute Fellow; stationed at the Accountant General's Office at the Ministry of Finance. She was involved in developing the first social impact bond for the prevention of diabetes, creating a Social "Yozma" Fund for the investment in enterprises as well as promoting the inclusion of disadvantaged populations in the workforce. Daniela holds a Masters in Financial Economics and a Bachelors in Economics and Statistics from the Hebrew University.