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EMBASSY OF ISRAEL  
WASHINGTON, D.C.



State of Israel  
Ministry of Industry, Trade and Labor  
Office of the Chief Scientist

# The Future of Technology Cooperation: a U.S. - Israel Perspective

The 30<sup>th</sup> Anniversary of  
The Israel-U.S. Binational Industrial R&D (BIRD) Foundation

Washington D.C. – June 19, 2007

## ***Dear Seminar Participants,***

It is with great pleasure and honor that we welcome you to this seminar, in commemoration of the 30<sup>th</sup> Anniversary of the BIRD Foundation.

A group of selected and very senior speakers have been assembled for this half-day seminar, under the theme of international cooperation from a U.S.-Israeli perspective.

The importance of international technology cooperation is growing, as the societies and their economies become more and more global. This phenomenon is evident in almost every area and is critical in some fields, such as Energy and Homeland Security. BIRD has been a successful facilitator of U.S.-Israeli industrial cooperation for 30 years and it has become a role model for government sponsored, cross-border industrial cooperation.

However, rather than discussing the past, we have gathered here to talk about the future and how we can take advantage of cross-border synergies to deal with the opportunities and threats of the future.

I would like to take this opportunity to thank the very dedicated people who made this event possible: Mr. Marc Stanley, Ms. Magdalena Navarro from NIST and Dr. Stephen Carpenter enthusiastically supported this initiative from the very beginning and all the way through; Mr. Ken Ferguson from the U.S. State Department; Mr. John Boright from the National Academy of Sciences, who greatly supported this event by hosting it in this marvelous venue; Ms. Patsy Powell from the National Academy of Sciences; Dr. Orna Berry, who used her great network to shape the program; from the BIRD team: Ms. Limor Nakar-Vincent who put all her talent and energy to work; Ms. Chava Doukhan, the coordinator of the seminar and Ms. Maha Mansour who contributed to many aspects of the seminar's organization.

I am most grateful to Dr. Eli Opper, Mr. Marc Stanley and the other Members of the Board of Governors for their full support of this initiative.

I hope you will enjoy today's program and that this seminar will contribute to the further reinforcement of the already strong U.S.-Israeli relationship.

***Eitan Yudilevich, Ph.D.***

Executive Director, BIRD Foundation

# AGENDA

- 8:00 AM-9:00 AM **Registration and Breakfast**
- 9:00 AM-9:05 AM **Welcome by the Academies**  
*Dr. E. William Colglazier*, Executive Officer,  
National Academy of Sciences
- 9:05 AM-9:45 AM **Greetings and Introduction**  
*The Hon. John D. Negroponte*, Deputy Secretary of  
State, U.S. Department of State  
*The Hon. Sallai Meridor*, Israeli Ambassador to the  
U.S., Embassy of Israel  
*The Hon. Robert Cresanti*, Under Secretary of  
Commerce for Technology, U.S. Department of  
Commerce
- 9:45 AM-10:15 AM **Keynote Address**  
*Dr. Mark M. Little*, Senior Vice President and  
Director, GE Global Research  
**Presented by:**  
*Dr. Eli Opper*, Chief Scientist, Israel's Ministry of  
Industry, Trade and Labor
- 10:15 AM-10:35 AM **New and Necessary Forms of Energy**  
*The Hon. Alexander "Andy" Karsner*, Assistant  
Secretary for Energy Efficiency & Renewable  
Energy (EERE), U.S. Department of Energy
- 10:35 AM-10:50 AM **Break (coffee)**
- 10:50 AM-11:00 AM **The Importance of International Technology  
Cooperation**  
*Dr. Orna Berry*, Chairperson, Israel Venture  
Association

11:00 AM-12:00 PM **Case Studies and Success Stories: Four BIRD Projects - U.S. and Israeli Companies**

GE - DxRay

Opgal - Kollsman

CByond - Gyrus ACMI

RaySat - iDirect

**Moderator:**

**Mr. Martin Gerstel**, Chairman, Compugen

**Special Guest:**

**Mr. Yoel Gat**, Chairman and CEO, Raysat

12:00 PM-12:40 PM **Keynote Address**

**Dr. Vinton G. Cerf**, Vice President and Chief Internet Evangelist, Google

**Presented by:**

**Mr. Marc Stanley**, Director, Advanced Technology Program, NIST

12:40 PM-1:00 PM **BIRD: Past, Present and Future**

**Dr. Eitan Yudilevich**, Executive Director, BIRD Foundation

1:00 PM-2:00 PM **Lunch**



## Speakers

### Dr. E. William Colglazier

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Executive Officer  
National Academy of Sciences



Dr. E. William Colglazier is Executive Officer of the National Academy of Sciences and Chief Operating Officer of the National Research Council. From 1991 to 1994, he was Executive Director of the Office of International Affairs of the NRC. From 1983 to 1991, he was Professor of Physics and Director of the Energy, Environment, and Resources Center at the University of Tennessee. He received his Ph.D. in theoretical physics from the California Institute of Technology in 1971, and worked at the Stanford Linear Accelerator Center, the Institute for Advanced Study in Princeton, and the Kennedy School of Government at Harvard prior to 1983. While at Harvard, he also served as Associate Director of the Program in Science, Technology, and Humanism of the Aspen Institute. In 1976-77, he was an AAAS Congressional Science Fellow working for Congressman George Brown. He is past chair of the Forum on Physics and Society of the American Physical Society and a Fellow of the American Association for the Advancement of Science and the American Physical Society.

## The Hon. John D. Negroponte

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Deputy Secretary of State  
U.S. Department of State



Term of Appointment: 02/13/2007 to present.

Ambassador John D. Negroponte is the Deputy Secretary of State, the Department of State's second ranking official. Appointed by President Bush, he was confirmed by the U.S. Senate on February 12, 2007 and was sworn into office by Vice President Cheney on February 13. As Deputy Secretary of State, he assists Secretary Rice in the conduct of U.S. foreign policy and functions as the chief operating officer of the Department. He coordinates and supervises U.S. Government activities overseas, represents the Department's position before Congress, and manages key foreign policy issues on the Secretary's behalf.

Prior to his current assignment, Ambassador Negroponte served as the first Director of National Intelligence (DNI), for which he was sworn in on April 21, 2005. Previously, he had been serving as United States Ambassador to Iraq, since June 28, 2004. From September 18, 2001, until his appointment to Iraq, Ambassador Negroponte served as the United States Permanent Representative to the United Nations.

From 1997 to 2001, Ambassador Negroponte was employed in the private sector as Executive Vice President for Global Markets of The McGraw-Hill Companies in New York.

From 1960 to 1997, Ambassador Negroponte was a member of the Career Foreign Service. He served at eight different Foreign Service posts in Asia, Europe and Latin America; and he also held important positions at the State Department and the White House.

Among his assignments, Ambassador Negroponte was Ambassador to Honduras (1981-1985); Assistant Secretary of State for Oceans and

International Environmental and Scientific Affairs (1985-1987); Deputy Assistant to the President for National Security Affairs (1987-1989); Ambassador to Mexico (1989-1993); and Ambassador to the Philippines (1993-96).

Ambassador Negroonte is a Member of the Council on Foreign Relations and the American Academy of Diplomacy. He is a former Chairman of the French-American Foundation.

Ambassador Negroonte was born July 21, 1939, in London, England. He received his Bachelor of Arts from Yale University in 1960. He and his wife, Diana, have five children.

## The Hon. Sallai Meridor

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Israeli Ambassador to the U.S.  
Embassy of Israel



Ambassador Sallai Meridor served as the Chairman of the Jewish Agency for Israel and the World Zionist Organization from 1999-2005. Prior to

this, Ambassador Meridor served as the Treasurer of the Jewish Agency and WZO and as the Head of the Settlement Division of the WZO.

During the years of his chairmanship, the Jewish Agency underwent a major transformation. The strategy and activities of the Agency were focused on dealing with the Jewish future - the young generation of Jews. Major initiatives included the Masa national effort to bring 20,000 young adults per annum from the Diaspora for a year-long formative experience in Israel, focusing the activities of the Agency in Israel on young Israelis and young Olim, special Aliyah efforts from FSU, Ethiopia, Argentina and France, and strategic preparations for dealing with the future challenge of Aliyah. In response to the war of terror against Israel, a global Jewish mobilization effort and a major emergency campaign was launched. Internally, the budget of the Jewish agency was balanced, agreements to eliminate \$700M in debt (which put the agency at risk) were reached, and the Agency took a historic step by restructuring its governing bodies to include significant nonpolitical representation from Israeli society. Finally, with a view towards the Jewish future, the first ever Jewish People Policy Planning Institute was established.

Prior to his work with the Jewish Agency, Ambassador Meridor served as an advisor to the Minister of Defense and the Minister of Foreign Affairs of the State of Israel. In his governmental service, he was involved in the designing of Israel's foreign and defense policies, played a role in the peace process leading to the Madrid Peace Conference, participated

in the negotiations that followed as the representative of the Ministry of Defense, and led Israel's Inter-Agency Steering Committee on Arms Control.

Born and educated in Jerusalem, Ambassador Meridor earned his B.A. degree at the Hebrew University of Jerusalem. He served as an Intelligence Officer in the IDF. He lives in Kfar Adumim with his wife No'a. They are the proud parents of three daughters.

## The Hon. Robert C. Cresanti

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Under Secretary of Commerce for  
Technology and Chief Privacy Officer  
U.S. Department of Commerce



Robert C. Cresanti became Under Secretary of Commerce for Technology and Chief of the Technology Administration (TA) in March 2006. His top priority is to promote United States competitiveness in the global economy by examining issues and promoting national policies to exploit and maximize the benefits of U.S. technological progress. His goal is “to make the United States the place to do business.”

As new technologies, new issues, and new actors have arrived on the global technology stage, TA's core activities naturally have evolved since its creation in 1988. Under Secretary Cresanti is carrying forward President Bush's vision to grow the economy through the American Competitiveness Initiative (ACI) and related policies and programs that concentrate on priorities such as nanotechnology, energy, education, and federal research and development (R&D).

Cresanti provides direction and oversight to the TA policy analysis staff, the National Institute of Standards and Technology and the National Technical Information Service.

Leveraging these and other resources, he is taking a fresh look at how the United States can continue to extract value from its R&D investments, accelerate the transfer of knowledge to innovative, commercial applications, and better understand the role and potential of knowledge - and services-based industries in America's economy. He has traveled widely overseas to engage with foreign governments, business, technology, academic, and civil society leaders on standards, commercialization, and technology innovation in the 21<sup>st</sup> Century global economy.

Cresanti serves on a number of executive branch policy councils that consider and act upon issues affecting America's competitiveness, including the President's National Science and Technology Council (NSTC); the President's Council of Advisors on Science and Technology (PCAST); the American Health Information Community (AHIC) to help create electronic health records for all Americans by 2014; and the Federal Radio Frequency Identification (RFID) Intra-governmental Council. He is particularly interested in understanding barriers to nanotechnology commercialization, while recognizing that R&D continues to spawn new technologies and applications.

Secretary Carlos M. Gutierrez appointed Robert Cresanti to serve as Commerce's Chief Privacy Officer in July 2006 to coordinate with the Department's Chief Information Officer to ensure internal privacy, particularly the integrity of the Department's information systems.

Mr. Cresanti was nominated by President George W. Bush in November 2005, and took the oath of office in March 2006, following Senate confirmation.

Earlier, he served as Vice President of Public Policy at the Business Software Alliance, and as Senior Vice President and General Counsel for the Information Technology Association of America. He served as Staff Director for the Senate Special Committee on the Year 2000 Technology Problem, and as Staff Director for the Subcommittee on Financial Services and Technology for the Senate Banking Committee. Mr. Cresanti received his B.A. degree from Austin College and his J.D. degree from Baylor University.

## **Dr. Mark M. Little**

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Senior Vice President and Director  
GE Global Research



Mark M. Little was named Senior Vice President and Director of GE Global Research in October 2005, becoming only the ninth director in the organization's 105 year history. Mark is responsible for leading one of the world's largest and most diversified industrial research and technology organizations.

At Global Research, some 2,600 people from virtually every major scientific and engineering discipline focus on the company's long-range technology needs. The organization has research facilities in the United States, India, China and Germany, working in collaboration with GE businesses around the world.

Prior to becoming Research Director, Little was Vice President of GE Energy's power generation segment headquartered in Schenectady, New York. GE Energy is a world leading supplier of power generation equipment including gas, steam, wind and hydro turbine-generators, turnkey power plant services, gasification technologies and IGCC (integrated gasification combined cycle).

Mark joined GE in 1978, starting out in the Company's Turbine Business. After holding several management positions in engineering, he was named Product General Manager for generators in 1989. In 1991, he became General Manager - Business Development for GE Energy, responsible for strategic planning and joint venture development. In 1992, he was appointed Product General Manager for gas turbines and in 1994 was named Vice President, Power Generation Engineering. He assumed responsibility for the large turbine generator segments of power generation in 1997 and in 2004 was named to lead the combined thermal, wind and hydro power generation group.

Mark holds BS and MS degrees in mechanical engineering from Tufts and Northeastern Universities, respectively, and in 1982 earned a Ph.D. in mechanical engineering at Rensselaer Polytechnic Institute.

## Dr. Eli Opper

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Chief Scientist

Ministry of Industry, Trade and Labor, Israel



Dr. Opper is the Chief Scientist in the Ministry of Industry, Trade and Labor of Israel.

Before his appointment, Dr. Opper was a partner at Giza Venture Capital, after a 27 year career at Rafael, Israel's leading armaments corporation and authority on research and development. In the last decade in Rafael he held the position of Chief of Staff, VP of R&D, VP of Advanced Topics and General Manager of the Electronic Systems Division.

Dr. Opper served as a member of numerous professional committees, published papers and was a lecturer in the areas of computers, R&D and management at academic institutions and professional seminars. He has served as a director and chairman of high-tech companies and as a member of the boards of public organizations.

Dr. Opper held a research degree equivalent to a full Professorship and holds B.S. and M.Sc. degrees in Electrical Engineering, from the Technion - Israel Institute of Technology in Haifa, as well as a Ph.D. in Computer Engineering from the University of Texas, Austin.

## The Hon. Alexander "Andy" Karsner

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Assistant Secretary for Energy Efficiency  
and Renewable Energy  
U.S. Department of Energy

Alexander "Andy" Karsner was unanimously confirmed by the Senate as America's ninth Assistant Secretary for Energy Efficiency and Renewable Energy (EERE) and sworn-in as a member of the sub-cabinet by Secretary of Energy Samuel W. Bodman on March 23, 2006.

The Assistant Secretary manages the Department of Energy's (DOE) \$1.47 billion applied science, research, development, and deployment portfolio, which promotes marketplace integration of renewable and environmentally sound energy technologies. His office also bears primary responsibility for education, conservation, regulation and efficient use of our nation's energy resources, including federal energy management, building codes, appliance standards, and the Energy Star program, amongst others. Assistant Secretary Karsner leads Administration efforts to implement several prominent Presidential Initiatives, including "The 20 in 10 Plan" to reduce our dependency on gasoline 20% by 2017; and "The Advanced Energy Initiative" which aims to accelerate breakthroughs in the way we power our cars, homes, and businesses; both announced by President Bush in consecutive State of the Union Addresses.

Previously, Assistant Secretary Karsner served as an international infrastructure developer and energy entrepreneur in the private sector on a wide range of technologies including heavy fuel oil, distillates, natural gas, coal, wood waste/biomass, wind energy and distributed generation based upon renewable technologies. He has been responsible for

managing and financing large-scale power projects in North America, Asia, the Middle East, and North Africa, including unprecedented projects structuring in the Philippines and Pakistan.

In 2002, Assistant Secretary Karsner led his company, Enercorp, to win a global competition to develop the world's largest private wind farm outside the United States at that time. He has worked with Tondur Energy Systems of Texas, Wartsila Power Development of Finland, and prominent multinational energy firms and developers including ABB of Sweden, RES of the UK, Tacke of Germany (now known as GE Wind), and Vestas of Denmark.

Assistant Secretary Karsner is currently leading the Department's support for the Asia Pacific Partnership addressing Clean Development and Climate to address global emissions with market-based mechanisms and contributes substantially to the EU-US Transatlantic Dialogue on Biofuels and Renewables; as well as numerous, high-level bilateral and multilateral relationships, including Brazil and Western Hemisphere biofuel producer nations.

The Assistant Secretary is an accomplished scholar, was a Rotary International Fellow, and received an MA from Hong Kong University. He graduated with Honors from Rice University and subsequently received the prestigious Hugh Scott Cameron Award as Outstanding Alumnus. Mr. Karsner and his wife are multilingual, have visited every continent and more than one hundred nations for work and pleasure, and reside with their growing family in Alexandria, Virginia.

## Dr. Orna Berry

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Chairperson, Israel Venture Association  
Venture Partner, Gemini Israel Funds



Dr. Orna Berry has spent over 25 years in science and technology industries, as an academic researcher, entrepreneur, executive, policy maker and most recently, venture capitalist. The Israel Venture Association, which she chairs, is the organization representing the Israeli venture capital community. Israeli Venture activity, started in the early 1990's with the "Yozma Program", has grown to become the major source of financing for Israel's start-up technology companies. With \$10 billion in capital, Israeli VCs have played a major role in making Israel an important global source of innovation. As a Venture Partner at Gemini, Dr. Berry applies her expertise in the high-tech arena to assist and advise Gemini portfolio companies. She is currently Chairperson of Prime Sense. Orna is a former Chief Scientist and Director of the Industrial R&D Administration of the Ministry of Industry, Trade and Labor of the Government of Israel. Prior to that post, in 1993, Orna co-founded ORNET Data Communication Technologies Ltd. and was there until its sale to Siemens in 1995. Orna has also served as the Chief Scientist of Fibronics, a senior research engineer at IBM and UNISYS, and a consultant to Intel. She received her Ph.D. in Computer Science from USC and M.A. and B.A. from Tel Aviv and Haifa Universities.

## Dr. Oded Meirav

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CT Physics Manager

CT Engineering, GE Healthcare Israel



For the last 6 years, Dr. Oded Meirav has managed a group of physicists and engineers working on next generation x-ray detector technology and system aspects of advanced CT scanners. Simultaneously, Oded is leading a BIRD project, in which DxRay and GEHC are developing a novel SpectralCT that has got the potential to revolutionize the CT industry.

Dr. Meirav has been active in the field of medical imaging since 1990, working for leading vendors such as Elscint, Picker and GE. During this time period, he served in leading roles in CT engineering, applications, and upstream & downstream marketing. Oded was actively involved in the development and clinical utilization of the two major breakthroughs in the CT world in the last two decades: Helical scanning and Multi-Slice detector systems. He also held senior sales & marketing positions in Europe and the USA.

Dr. Meirav completed his doctoral studies in Nuclear Physics in the field of experimental pion physics at The Hebrew University in Jerusalem, Israel. Oded then did his post-doctoral work at the University of British Columbia in Vancouver, Canada. He also earned his Master's Degree in Business Administration at the Haifa University in Israel.

## Dr. Jan S. Iwanczyk

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President & CEO  
DxRay, Inc.



Dr. Iwanczyk has served as President and CEO of DxRay, Inc. since 2005. He previously was affiliated with several start-up private and publicly traded companies and centered on bringing novel technologies to the market. During the period from 1979 to 1989, Dr. Iwanczyk was Associate Professor at the University of Southern California, School of Medicine. His multi-faceted experience combines operations, organizational development with strong scientific research and technical project management qualifications. Dr. Iwanczyk is an internationally recognized authority in the field of x-ray and gamma ray imaging detectors and systems. He is the author of over 150 scientific papers, book chapters and 18 patents. He also lectures at major symposia worldwide as an invited speaker and has received numerous honors and awards.

## Mr. Dadi Lapidoth

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President and CEO  
Opgal Optronics Industries Ltd.



Mr. Dadi Lapidoth, has more than 27 years of experience in Technical Management and Leadership. More than 17 years with the Israeli Air Force, Mr. Lapidoth has managed complex technical programs including Avionics RF System Engineering, Real-Time Software, Integration and Testing, Logistics, Service and Support, and Program Management. As a Colonel in the IAF, Mr. Lapidoth commanded the Electronic and Avionics Depot, receiving the Quality Award for Industry from the Israeli Government. After he retired from the IAF, Mr. Lapidoth was appointed the General Manager of a High Tech company that developed, manufactured and marketed its equipment worldwide. Later he became the COO of AlphaCard Ltd. For the last 7 years Mr. Lapidoth has been the President and CEO of Opgal, an Israeli company located in Karmiel and specializing in thermal and optical imaging systems.

Mr. Lapidoth has a BEE degree from Haifa Technion and an MBA degree from the Beersheva University. Mr. Lapidoth also lectures to BA students studying the Advanced Management Approaches course.

## Mr. Itzhak Hevrony

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Vice President Strategic Projects  
Kollsman Inc.  
An Elbit Systems of America Company



Mr. Itzhak Hevrony is an experienced leader in the Defense and Aerospace industry. Prior to moving to the United States from Israel, he spent most of his early business career with El-Op, Electro-Optics Industries, where he served in progressive leadership positions in the area of aviation, electro-optical display systems and business management. During the last seven years Mr. Hevrony has been part of Kollsman Inc., an Elbit Systems of America company where he served as a Vice President for Commercial Aviation Systems. In that position he led the Kollsman development and certification of the “Aviation First” Enhanced Vision System (EVS) and was part of the team, led by Gulfstream Aerospace Company to win the prestigious Robert J. Collier Trophy Award for year 2003.

Currently Mr. Hevrony is the Vice President for Strategic Projects for Kollsman and Elbit Systems of America.

Itzhak Hevrony served for six years as an officer and a pilot in the Israeli Air Force. He is a certified U.S. Army Aviator as well as an FAA certified pilot.

Mr. Hevrony has an undergraduate degree in Electrical and Computer Engineering from Ben-Gurion University and a graduate degree in Management from the Boston and Ben-Gurion University joint program.

## Mr. Ofer Pillar

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Vice President Business Development  
GyrusACMI



Ofer Pillar, an experienced entrepreneur, for the past 15 years has been involved in the creation, organization and management of 5 different start-up companies (all in medical devices and biotechnology) prior to establishing CByond Ltd.

An engineer by education with a Masters degree in mechanical engineering (mechanical behavior and strength calculation of composite materials) and a Masters degree in industrial management with past experience in project management in Elbit Computers, technical management of an industrial plant and marketing management in Tadiran home appliances, Ofer was ready to address the innovative world of high tech start ups.

Today, Ofer serves as GyrusACMI's Vice President for Business Development, seeking novel technologies and new products that could be added to the corporate portfolio, as well as new markets to expand the company's existing products base, thus helping to grow the company while advancing towards new places and higher peaks. GyrusACMI is a \$1.4B international company where Ofer's technical insight, financial experience and negotiations skills could well be utilized.

## Mr. Yoel Gat

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Chairman and CEO  
Raysat Inc.



Mr. Gat is well known in the satellite industry, having spent more than 16 years as Co-Founder and CEO of Gilat Satellite Networks, a world leader in very small aperture terminal satellite (VSAT) communications. During his tenure, Gilat realized sales of over \$500 million in 2000 and held significant market share. He also won recognition as an industry mover and shaker as one of Time's Digital Dozen for 2001 for providing the capability of high-speed data access-over-satellite technology on a mass-market scale.

He is currently the Chairman and CEO of Raysat Inc., a leading manufacturer and supplier for the mass market for cost-effective low profile satellite antennas that enable communication on the move. Mr. Gat holds a B.Sc. in electrical engineering from the Technion and an MBA from Tel Aviv University.

## Mr. Rick Mantz

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Vice President of Engineering  
iDirect Technologies



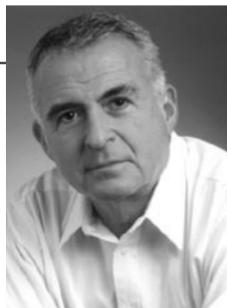
Mr. Mantz brings in depth telecommunications and data communications experience to the iDirect team with over twenty years at executive levels.

Most recently he led the development of a network-based location system at TruePosition for cellular networks used by major carriers. Rick has led large engineering departments in successful developments of products ranging from Class 5 telecom switches to analog modems with companies including Bell Laboratories, ITT, Comsat TeleSystems, Timeplex, General Datacomm and ADC addressing the wire line, cellular, cable and VSAT markets. Mr. Mantz holds a BSEE from Purdue University and an MSEE from the University of California, Berkeley.

## Mr. Martin S. Gerstel

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Chairman  
Compugen Ltd.



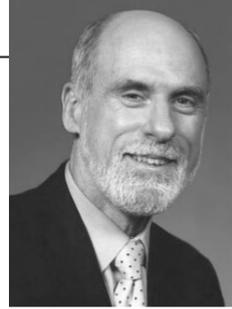
Martin is Chairman of Compugen Ltd. (biopharma discovery), Evogene Ltd. (agbio), and Keddem Bioscience Ltd. (drug discovery), and Co-Founder and Co-Chairman of Itamar Medical Ltd. (medical devices), all headquartered in Israel. In addition, he currently serves as a member of the Board of Governors and Executive Committee of the Weizmann Institute of Science (Israel) and the Board of Governors of Hebrew University (Israel) and is a Director of Yeda Ltd. and Yissum Ltd. (the technology transfer companies associated with the Weizmann Institute and Hebrew University, respectively), and is an advisor to the Burrill Life Science Funds and the Board of the U.S. Foundation for the National Medals of Science and Technology. Martin is a frequent lecturer with respect to negotiating and corporate strategy in both the U.S. and Israel.

Prior to Martin's relocation to Israel in 1994, Martin was Co-Chairman and CEO of ALZA Corporation (acquired by Johnson & Johnson), which he helped found in 1968, and a director of various private and public companies and philanthropic organizations. Martin holds a B.S. from Yale University and an MBA from Stanford University and lives in Jerusalem with his wife, Shoshana, a physical therapist, and son, Gil.

## Dr. Vinton G. Cerf

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Vice President and Chief Internet Evangelist  
Google



Vinton G. Cerf is Vice President and Chief Internet Evangelist for Google. In this role, he is responsible for identifying new enabling technologies to support the development of advanced, Internet-based products and services from Google. He will also be an active public face for Google in the Internet world.

Cerf is the former Senior Vice President of Technology Strategy for MCI. In this role, Cerf was responsible for helping to guide corporate strategy development from the technical perspective. Previously, Cerf served as MCI's Senior Vice President of Architecture and Technology, leading a team of architects and engineers to design advanced networking frameworks including Internet-based solutions for delivering a combination of data, information, voice and video services for business and consumer use.

Widely known as one of the "Fathers of the Internet," Cerf is the co-designer of the TCP/IP protocols and the architecture of the Internet. In December 1997, President Clinton presented the U.S. National Medal of Technology to Cerf and his colleague, Robert E. Kahn, for founding and developing the Internet. Kahn and Cerf were named the recipients of the ACM Alan M. Turing award in 2004 for their work on the Internet protocols. The Turing award is sometimes called the "Nobel Prize of Computer Science." In November 2005, President George Bush awarded Cerf and Kahn the Presidential Medal of Freedom for their work. The medal is the highest civilian award given by the United States to its citizens.

Prior to rejoining MCI in 1994, Cerf was Vice President of the Corporation for National Research Initiatives (CNRI). As Vice President of MCI Digital Information Services from 1982-1986, he led the engineering of MCI

Mail, the first commercial email service to be connected to the Internet. During his tenure from 1976-1982 with the U.S. Department of Defense's Advanced Research Projects Agency (DARPA), Cerf played a key role leading the development of Internet and Internet-related packet data and security technologies.

Vint Cerf serves as Chairman of the Board of the Internet Corporation for Assigned Names and Numbers (ICANN). Cerf served as founding President of the Internet Society from 1992-1995 and in 1999 served a term as Chairman of the Board. In addition, Cerf is Honorary Chairman of the IPv6 Forum, dedicated to raising awareness and speeding introduction of the new Internet protocol. Cerf served as a member of the U.S. Presidential Information Technology Advisory Committee (PITAC) from 1997 to 2001 and serves on several national, state and industry committees focused on cyber-security. Cerf sits on the Board of Directors for the Endowment for Excellence in Education, the Jet Propulsion Laboratory Advisory Committee and the Board of the Avanex Corporation. He also serves as 1st Vice President and Treasurer of the National Science & Technology Medals Foundation. Cerf is a Fellow of the IEEE, ACM, and American Association for the Advancement of Science, the American Academy of Arts and Sciences, the International Engineering Consortium, the Computer History Museum, the Annenberg Center for Communications at USC and the National Academy of Engineering.

Cerf is a recipient of numerous awards and commendations in connection with his work on the Internet. These include the Marconi Fellowship, Charles Stark Draper award of the National Academy of Engineering, the Prince of Asturias award for science and technology, the National Medal of Science from Tunisia, the St. Cyril and St. Methodius Order (Grand Cross) of Bulgaria, the Alexander Graham Bell Award presented by the Alexander Graham Bell Association for the Deaf, the NEC Computer and Communications Prize, the Silver Medal of the International Telecommunications Union, the IEEE Alexander Graham Bell Medal, the IEEE Koji Kobayashi Award, the ACM Software and Systems Award, the ACM SIGCOMM Award, the Computer and Communications Industries Association Industry Legend Award, installation in the Inventors Hall of

Fame, the Yuri Rubinsky Web Award, the Kilby Award, the Rotary Club International Paul P. Harris Medal, the Yankee Group/Interop/Network World Lifetime Achievement Award, the George R. Stibitz Award, the Werner Wolter Award, the Andrew Saks Engineering Award, the IEEE Third Millennium Medal, the Computerworld/Smithsonian Leadership Award, the J.D. Edwards Leadership Award for Collaboration, World Institute on Disability Annual Award and the Library of Congress Bicentennial Living Legend Medal. Cerf was inducted into the National Inventors Hall of Fame in May 2006.

In December, 1994, People magazine identified Cerf as one of that year's "25 Most Intriguing People."

In addition to his work on behalf of MCI and the Internet, Cerf has served as a technical advisor to production for "Gene Roddenberry's Earth: Final Conflict." and made a special guest appearance on the program in May 1998. Cerf has appeared on television programs NextWave with Leonard Nimoy and on World Business Review with Alexander Haig and Caspar Weinberger. Cerf also holds an appointment as distinguished visiting scientist at the Jet Propulsion Laboratory where he is working on the design of an interplanetary Internet.

Cerf holds a Bachelor of Science degree in Mathematics from Stanford University and Master of Science and Ph.D. degrees in Computer Science from UCLA. He also holds honorary Doctorate degrees from the Swiss Federal Institute of Technology (ETH), Zurich; Lulea University of Technology, Sweden; University of the Balearic Islands, Palma; Capitol College, Maryland; Gettysburg College, Pennsylvania; George Mason University, Virginia; Rovira i Virgili University, Tarragona, Spain; Rensselaer Polytechnic Institute, Troy, New York; the University of Twente, Enschede, The Netherlands; Brooklyn Polytechnic; Marymount University; the University of Pisa; and the Beijing University of Posts and Telecommunications.

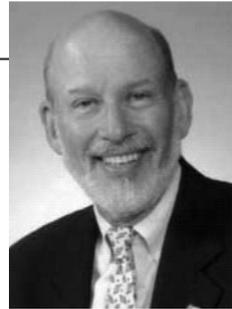
His personal interests include fine wine, gourmet cooking and science fiction. Cerf and his wife, Sigrid, were married in 1966 and have two sons, David and Bennett.

## Mr. Marc G. Stanley

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Director

Advanced Technology Program, NIST



Mr. Marc G. Stanley has been the Director of the Advanced Technology Program at the National Institute of Standards and Technology (NIST) since June 2003. He also serves as a U.S. Governor on the Israel-U.S. Binational Industrial Research and Development (BIRD) Foundation Board of Governors and as the American Director on the Trilateral Industrial Development Fund (TRIDE) Executive Committee.

Mr. Stanley served as the Acting Director from 2001 to 2003 and as the Associate Director for the Program from 1993 to 2001.

Before coming to NIST, Mr. Stanley was the Associate Deputy Secretary of the U.S. Department of Commerce (DoC) by Presidential appointment. He served as Counselor to the NIST Director, as a consultant to DoC's Technology Administration, and as Assistant Secretary for Congressional and Intergovernmental Affairs at DoC.

Mr. Stanley earned a BA from George Washington University and a Bachelor of Law degree from the University of Baltimore.

## Dr. Eitan Yudilevich

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Executive Director  
BIRD Foundation



Dr. Eitan Yudilevich assumed the Executive Director position at the BIRD Foundation on January 1, 2006.

In his first year of tenure, BIRD's Board of Governors approved 25 new joint U.S.-Israeli company-to-company projects. In addition, new emphasis has been given to new areas, such as Renewable and Alternative Energy.

He joined BIRD with vast international experience after a varied career in Israel and the U.S., including management of Rafael's operations in the U.S. for four years. In his last position at Rafael, Dr. Yudilevich served as Vice President of Marketing and Business Development.

Previously, he was in charge of Rafael's missiles division, the company's largest division which also develops various technologies which have civilian applications, such as Given Imaging's unique capsule.

Dr. Yudilevich has been a member or chairman of numerous boards of international joint ventures. He was also Chairman of the Board of Opgal, an electro-optics company, and served as a director of RDC, a business development company jointly owned by Elron and Rafael.

Dr. Yudilevich completed his doctoral studies in computers and systems engineering in the field of medical imaging at Rensselaer Polytechnic Institute in Troy, New York. He earned his Master's Degree in mathematics at the Rensselaer Polytechnic Institute, and his Bachelor's and Master's Degrees in electrical engineering at Haifa's Technion.

His doctoral research resulted in several scientific papers being published by highly regarded journals. In addition, since the mid 90's he has been an active participant in IEEE Engineering Management conferences, where he has presented papers on innovation management. His latest interest is in the application of Real Options for R&D project evaluation.

Dr. Yudilevich was born in Santiago, Chile. He is married to Bruria and they have three children: Gali(30), Ori(27), Dan(20). Their home is located in Karmiel, a beautiful town in the north of Israel, in the lower Galilee.



## *Organizations*

### **The National Academy of Sciences (NAS) The National Academies**

#### **History and Organization of the National Academies**

The National Academy of Sciences was born in the travail of the Civil War. The Act of Incorporation, signed by President Lincoln on March 3, 1863, established service to the nation as its dominant purpose. The act also named 50 charter members.

Over the years, the National Academy of Sciences has broadened its services to the government. During World War I it became apparent that the limited membership -- then numbering only about 150 -- could not keep up with the volume of requests for advice regarding military preparedness. In 1916 the Academy established the National Research Council at the request of President Wilson to recruit specialists from the larger scientific and technological communities to participate in that work.

Recognizing the value of scientific advice to the nation in times of peace as well as war, Wilson issued an executive order at the close of World War I asking the Academy to perpetuate the National Research Council. Subsequent executive orders, by President Eisenhower in 1956 and President Bush in 1993, have affirmed the importance of the National Research Council and further broadened its charter.

Under the authority of its charter, the National Academy of Sciences established the National Academy of Engineering in 1964 and the Institute of Medicine in 1970. Much like the National Academy of Sciences, each of these organizations consists of members elected by peers in recognition of distinguished achievement in their respective

fields. The National Academy of Sciences includes about 1,800 members, the National Academy of Engineering about 1,900, and the Institute of Medicine about 1,200. Together, the three organizations are known as the National Academies.

**National Academy of Sciences**

Washington, D.C.

Main number: 202.334.2000

[www.nasonline.org](http://www.nasonline.org)

**Mailing Address:**

National Academy of Sciences

500 Fifth Street, NW

Washington, D.C. 20001

**Office Address:**

2100 C Street, NW

Washington, D.C. 20148

## The National Institute of Standards and Technology (NIST)

The National Institute of Standards and Technology (NIST) mission is broad – to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

An essential part of NIST's work is to anticipate the future. Fast-moving sectors like nanotechnology, quantum information science, homeland security, information technology, and advanced manufacturing need sophisticated technical support systems to flourish and grow. NIST provides that support by continually improving the U.S. measurement system, developing new technologies, fostering standards, and providing both the business and technical evaluation tools needed to produce quality products and organizations.

To help accomplish its mission, NIST seeks out high-quality partnerships, collaborations, and other interactions with U.S. companies, universities, and agencies at the federal, state, and local levels. Each year:

- About 1,800 guest researchers work with about 2,800 NIST staff members at two main campuses in Gaithersburg, Md., and Boulder, Colo.
- Projects involving more than 2,000 researchers from around the world depend on NIST's Center for Neutron Research and the Center for Nanoscale Science and Technology, two of several world-class user facilities available for proprietary and non-proprietary research.
- The Advanced Technology Program accelerates the development of innovative technologies for broad national benefit by providing cost-shared awards that support high-risk industrial research and development projects.

- NIST, through the Hollings Manufacturing Extension Partnership, partners with 1,400 manufacturing specialists and staff at nearly 350 affiliated centers around the country.
- Hundreds of individuals from companies and other organizations participate in selecting award recipients for the Malcolm Baldrige National Quality Awards, which are managed by NIST.
- In addition, NIST jointly operates research organizations in four locations explicitly established to promote the kind of cross-disciplinary collaborations that accelerate research results:
  - JILA, Boulder, Colo., a world-class physics research institute jointly operated by NIST and the University of Colorado at Boulder;
  - Center for Advanced Research in Biotechnology, Gaithersburg, Md., an interdisciplinary partnership in cutting-edge biotechnology between NIST and the University of Maryland Biotechnology Institute;
  - Joint Quantum Institute, College Park, Md., a new institute for advancing quantum physics research that is jointly operated with the University of Maryland; and
  - Hollings Marine Laboratory, Charleston, S.C., a National Center for Coastal Ocean Science, in which NIST is one of five federal, state, and university partners.

**NIST**, 100 Bureau Drive, Stop 1070, Gaithersburg, MD 20899-1070  
Phone: (301) 975-NIST (6478)  
<http://www.nist.gov>

## Embassy of Israel - Washington D.C.

The Israel Ministry of Foreign Affairs formulates, implements, and presents the foreign policy of the Government of Israel. The headquarters of the Ministry are in Israel's capital, Jerusalem. Israeli missions around the world work with the Ministry of Foreign Affairs in presenting the policies of the Government of Israel to the world, strengthening ties with different countries and international organizations. Israel currently maintains diplomatic relations with 162 countries. The Embassy of Israel in Washington, D.C. is Israel's largest embassy in the world.

### Inside The Embassy

- Public Affairs: Provides information to the American public on a variety of issues including policy, society, and the economy; Coordinates cultural events and academic affairs.
- Political Affairs: Develops and maintains the bilateral relationship between the U.S. and Israel.
- Congressional Department: Works with the U.S. Congress to strengthen the U.S.-Israel relationship.
- Press Department: Provides the media with information on Israel and Israeli current events.
- Military Department: Develops and maintains the relationship between the Israel Defense Forces (IDF) and the U.S. Department of Defense and military.
- Police Department: Facilitates cooperation and exchange between Israeli and American police and security forces.
- Economic Department: Strengthens bilateral economic ties between Israel and the United States.
- Consular Department: Assists with travel inquiries and processes documents related to citizenship and nationality, including visas and passports.

### Embassy of Israel

3514 International Dr. N.W., Washington D.C. 20008

Tel: 202-364-5500

<http://www.israelemb.org>

# Ministry of Industry, Trade and Labor

## The OCS - Office of the Chief Scientist

The Office of the Chief Scientist (OCS) of the Ministry of Industry, Trade and Labor is responsible for implementing government policy regarding support and encouragement of industrial research and development (R&D).

The role of the OCS is to assist in the development of new technologies in Israel, as a means of fostering the Israeli economy, encouraging technological entrepreneurship, leveraging Israel's science-skilled resources, supporting high added value R&D, enhancing the knowledge base of Israeli hi-tech industries and promoting cooperation in R&D both nationally and internationally.

The conventional wisdom of economic theory is that investment in R&D positively influences the economy above and beyond the benefits enjoyed by an individual company and it is therefore in the interest of governments to support and encourage R&D.

The OCS also offers a range of additional support programs within the framework of directives from the Director General of the Ministry of Industry, Trade and Labor.

### **A. Competitive R&D**

1. The R&D Fund

### **B. Pre-Seed & Seed Programs**

1. Technological Incubators
2. Tnufa
3. Nofar
4. Heznek Program - Support for Seed Companies

### **C. Generic R&D**

1. The Magnet Program
2. Mini-Magnet

### **D. Additional Support Programs**

1. Long-Term R&D Support for Large Investors in Industrial R&D
2. Support for Research Institutions

## **E. International Cooperation in R&D**

### **1. *Bi-National Funds:***

- 1a. BIRD (Bi-National Industrial R&D) U.S. - Israel Foundation
- 1b. CIIRDF - Canada-Israel Industrial R&D Foundation
- 1c. (KORIL-RDF) Korea-Israel Industrial R&D Foundation
- 1d. SIIRD - Singapore-Israel Industrial R&D Foundation
- 1e. BRITECH - Britain-Israel Industrial R&D Foundation

### **2. *Bi-National and Multi-National Agreements***

#### **2a. MATIMOP - Israeli Industry Center for R&D**

MATIMOP is a public non-profit organization in charge of the implementation of bi-national and multi-national, industrial R&D cooperation agreements.

#### **2b. Israeli Participation in The Framework Programs for R&D of The European Union (FP)**

#### **2c. EUREKA**

EUREKA is an initiative of more than 35 European governments (including Israel) to create a pan-European network for market-oriented, industrial R&D.

#### **2d. GALILEO - Europe's flagship program for the development of a Global Satellite Navigation System composed of 30 satellites and nearly 50 ground stations all over the world.**

### **3. *Parallel Funding Agreements***

These agreements provide guidelines for granting support to joint R&D projects.

### **4. *IRC - Innovation Relay Centres***

### **5. *U.S. - Israel Science & Technology Commission***

#### **The Global Enterprise R&D Cooperation Framework**

The Global Enterprise R&D Cooperation Framework attracts prestigious multinationals to forge cooperation deals for investment in Israeli startups.

A new support program for traditional industry was launched in 2005 by the OCS, which offers separate evaluation and discussion for projects from traditional industries.

#### **Office of the Chief Scientist**

Address: 5 Bank Israel St., P.O.Box 3166, Jerusalem 91036, Israel

Tel: 972-2-6662486, Fax: 972-2-6662928

[www.moital.gov.il/madan.htm](http://www.moital.gov.il/madan.htm)

# **BIRD Foundation - The Israel - U.S. Binational Industrial R&D Foundation**

## **Accelerating growth through strategic partnerships**

BIRD is a key catalyst for joint Research & Development between American and Israeli companies, focusing on emerging industries and novel technologies with significant commercial potential.

## **BIRD's Model**

Any pair of companies, one Israeli, one American, may jointly apply for BIRD support so long as they have the combined capability and infrastructure to define, develop, manufacture, market, sell and support innovative products based on industrial R&D.

Once the companies have decided to collaborate, they jointly submit a brief executive summary of the proposed project. Following a quick review, BIRD advises the companies on whether they should submit a full proposal. The BIRD Foundation Board of Governors approves full-scale projects. The approval is based on the review by the U.S. National Institute of Standards and Technology (NIST) and the Office of the Chief Scientist (OCS) of Israel's Ministry of Industry, Trade and Labor.

## **Risk-Sharing Enhances Cooperation**

The BIRD Foundation offers conditional grants for joint development projects on a risk-sharing basis. The Foundation funds up to 50% of each company's R&D expenses associated with the joint project. Repayments are due only if commercial revenues are generated as a direct result of the project. If a project fails, BIRD claims no repayments.

BIRD requires no equity in the companies supported and no intellectual property rights in their products. Nor do we interfere in formulating or running the relationship between the partnering companies.

## **BIRD's Track Record**

BIRD's scope extends to Communications, Life Sciences, Electronics,

Electro-optics, Software, Homeland Security, Renewable Energy and other other areas of Innovative Technology with commercial potential. The cumulative sales of products developed through BIRD projects exceed \$8 billion. Since our inception 30 years ago, we have approved over 740 projects with leading companies in the U.S., for example: ADM, American Red Cross, Applied Materials, Avaya, Bayer Pharmaceutical, Becton Dickinson, Bio-Rad Laboratories, Eastman Kodak, General Electric, Guidant, IBM, J&J, KLA-Tencor, Molex, Motorola, SanDisk, Spansion, Telcordia, Texas Instruments, Tyco and others.

BIRD encourages all companies - large, medium or small - to submit joint proposals.

Please refer to our website or phone our offices, for the next cycle deadlines.

### **BIRD Foundation**

*Eitan Yudilevich, Ph.D., Executive Director*

**Headquarters:** Tel-Aviv, Israel - Kiryat Atidim - Building 4, Tel Aviv 61581  
P.O. Box 58054, Tel-Aviv, 61580, Israel  
Tel: 972-3-6470710 Fax: 972-3-6498341

### **U.S. Offices**

**West Coast:** Tel: 408-727-6777 Fax: 408-727-6166

**East Coast and Midwest:** Tel: 312-923-1095 Fax: 206-203-2178

Visit our website: [www.birdf.com](http://www.birdf.com)



## Headquarters

### Tel Aviv, Israel

Kiryat Atidim - Building 4,

Tel Aviv 61581

P.O. Box 58054 Tel Aviv

61580, Israel

**Tel:** 972-3-6470710

**Fax:** 972-3-6498341

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**Tel:** 408-727-6777

**Fax:** 408-727-6166

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30  
Years of Collaboration



BIRD Israel-U.S. Binational Industrial Research and Development Foundation