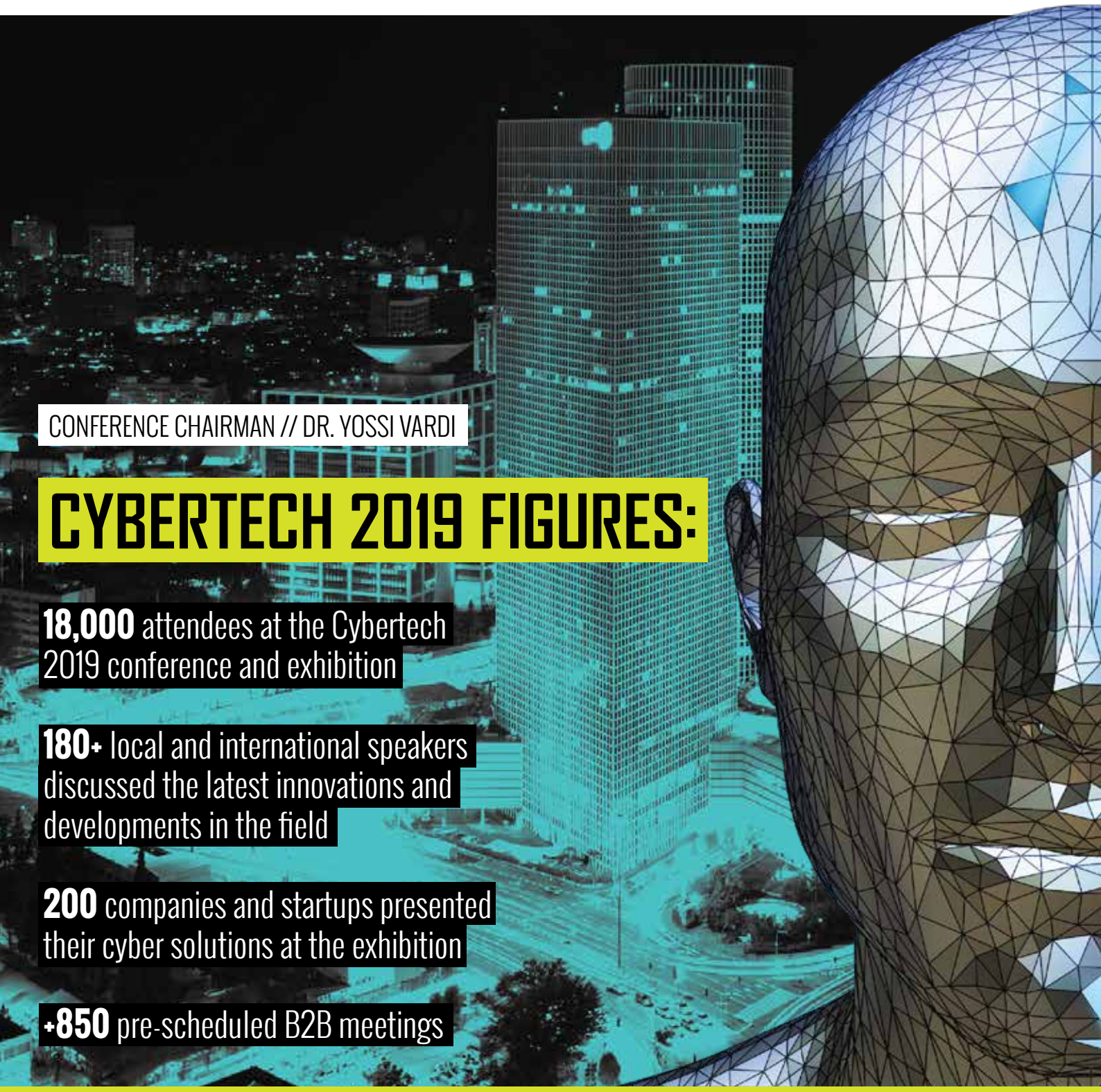
CYBERTECH

THE EVENT FOR THE CYBER INDUSTRY

JANUARY 28-30, 2020
TEL AVIV

2019 Supporters: סייבר ישראל Cyber Israel | Ministry of Economy and Industry | State of Israel Ministry of Foreign Affairs | Ben-Gurion University of the Negev | רשות החדשנות Israel Innovation Authority | תל אביב יפו TEL AVIV YAFO



CONFERENCE CHAIRMAN // DR. YOSSI VARDI

CYBERTECH 2019 FIGURES:

18,000 attendees at the Cybertech 2019 conference and exhibition

180+ local and international speakers discussed the latest innovations and developments in the field

200 companies and startups presented their cyber solutions at the exhibition

+850 pre-scheduled B2B meetings

SEE YOU AT CYBERTECH 2020 | JANUARY 28-30, 2020 | TEL AVIV, ISRAEL

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CYBERTECH TEL AVIV // JANUARY 28-30, 2020

Cybertech Global Events proudly presents Cybertech Tel Aviv, the renowned international exhibition and conference, and the LARGEST B2B networking events in the cyber industry, outside of the U.S.

This international 3-day cyber event presents an exhibition hall and a conference–boasting hundreds of companies, startups, and cyber-related organizations, along with over 180 local and international speakers and over 18,000 of participates from around the world.

Cybertech's main focus is in creating business and networking opportunities, along with forming new alliances from a wide range of sectors–including government, industry, and academia.

The event features the most trending topics in the realm of cyber and technology, such as Cloud, IoT, Blockchain, Fintech, Machine Learning, Quantum Computing, etc.

Cybertech Tel Aviv attracts thousands of attendees each year, mainly C-Level executives, investors, professionals, and government officials, from over 80 countries worldwide. The event provides an outstanding platform to make business happen, a place for investors to find the next big breakthrough, for companies looking to implement new technologies, and for many others who are interested in the world of cyber.

To find out more, please visit our website at **cybertechisrael.com**

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Thousands of Attendees at the Cybertech Conference

Over 70 Startups at the Startup Pavilion

Thousands of People Visited Cybertech Every Day

Over 850 Pre-scheduled B2B Meetings

Hundreds of International Companies at the Exhibition

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AMONG PREVIOUS SPEAKERS AT CYBERTECH AROUND THE WORLD

PM. BENJAMIN NETANYAHU
Israel Prime Minister

DR. YOSSI VARDI
Cybertech Conference Chairman

YIGAL UNNA
Director General, Israel National Cyber Directorate

GEN. (RET) DAVID H. PETRAEUS
Former Director of the CIA

SAULIUS SKVERNELIS
Prime Minister, the Republic of Lithuania

EVA CHAN
DTMB Director and State CIO, The State of Michigan

CHUCK ROBBINS
CEO, Cisco

HAIYAN SONG
Senior Vice President, Security Markets, Splunk

MARC VAN ZADELHOFF
General Manager, IBM Security

PROF. EVIATAR MATANIA
CEO & Co-Founder, Cybereason

EUGENE KASPERSKY
Chairman and CEO, Kaspersky Labs

MINISTER ROBERTA PINOTTI
Italian Minisiro of Defence

ALESSANDRO PROFUMO
Chief Executive Officer, Leonardo

GIL SHWED
founder & CEO, Check Point Software Technologies Ltd

JOHN DELK
Chief Product Officer & GM Security Product Group, Micro Focus

KEN SCHNEIDER
Vice President, Fellow, Symantec

OMAR ABBOSH
Chief Strategy Officer, Accenture

DIANA KELLEY
Field CTO for Microsoft, Cyber Security Architect

GRANT WATERFALL
EMEA Cybersecurity and Privacy Leader, PwC

DR. ZULFIKAR RAMZAN
Chief Technology Officer, RSA

SHAMLA NAIDOO
VP, IT Risk and IBM CISO, IBM Corporation

TONY COLE
VP & Global Government CTO, FireEye

MICHELE IACOVONE
SVP and Chief Information Security & Fraud Officer, Intuit

NADAV ZAFRIR
CEO & Co-Founder, Team8

TOSHIO IWAMOTO
President and Chief Executive Officer of NTT DATA Corporation

JAMES PATCHETT
President & CEO, New York City Economic Development Corporation

DAVID SCHARIA
Head of the Technical Expertise & Research Branch, UN Counter-Terrorism Executive Directorate

BEN WHEELER
General Manager, Europe, Nyotron

DR. ORNA BERRY
Vice President, Dell EMC General Manager, Israel Center of Excellence, Dell EMC

DAVID J. BLUMBERG
Founder & Managing Partner, Blumberg Capital

JEFFREY MASSIMILLA
Vice President Global Cybersecurity, General Motors

ERIN MARIE SALTMAN
Policy Manager, Counterterrorism & CVE EMEA, Facebook

UDI MOKADY
Chairman & CEO, CyberArk

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PM Benjamin Netanyahu, Prime Minister of Israel

Over 18,000 Attendees at the Event

Diana Kelley, Cybersecurity Field CTO, Microsoft

Gil Shwed, Founder and Chief Executive Officer, Check Point Software Technologies

Haiyan Song, Senior Vice President, Security Markets, Splunk

Head of States and Senior International Government Officials

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CYBERTECH SPECIAL EVENTS

The Cybertech conference consists of the main agenda and a wide range of special events. Cybertech's special events cover sector-specific topics.

WE INVITE AND ENCOURAGE PARTICIPATION FROM ALL SECTORS

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CYBERTECH TEL AVIV IS AN INTERNATIONAL EVENT
– AMONG THE LEADING DELEGATIONS –

USA | Japan | Italy | UK | India | China | Canada

France | Austria | Mexico | Australia | Germany | Taiwan | Switzerland

Spain | Swaziland | Thailand | South Africa | Slovakia | Singapore | Russia

Poland | Norway | Nigeria | Netherlands | Lithuania | Romania | Mongolia

Ghana | Hungary | Hong Kong | Portugal | Luxembourg | Georgia | Kenya

Cyprus | Costa Rica | Slovenia | Azerbaijan | Czech Republic | Brazil | Belgium

Vietnam | Sweden | Greece | Ireland | Ukraine | South Korea | Rwanda

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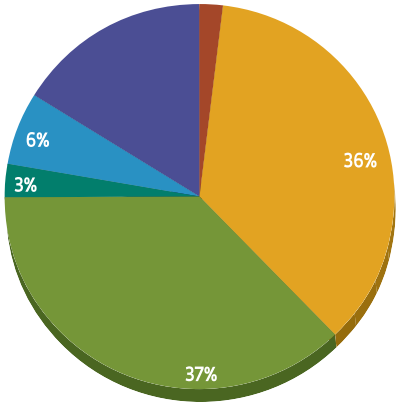
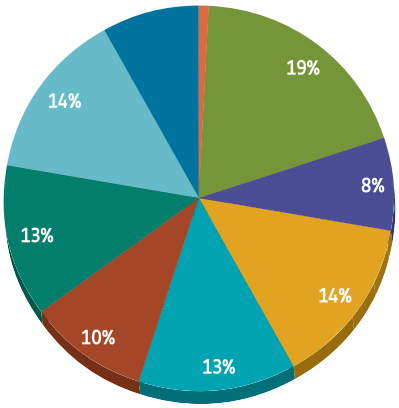
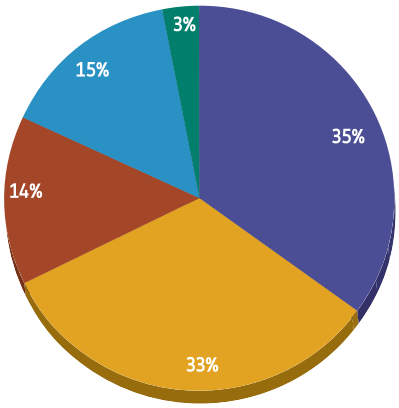
STATISTICS FROM CYBERTECH TEL AVIV 2019



- Africa (2%)
- Asia Pacific (36%)
- Europe (37%)
- North America (3%)
- Middle East (6%)
- Latin America (16%)

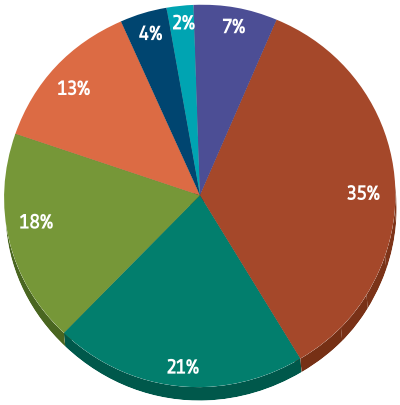


- Academiav (1%)
- Finance & Retail (19%)
- Venture Capital, Investment (8%)
- Defense, Aerospace & Government (14%)
- Cloud Security, Storage & Identity Management (13%)
- Safety & Security (10%)
- Mobile & IT (13%)
- IoT, Infrastructure (14%)
- Consultancy &Trainingn (8%)



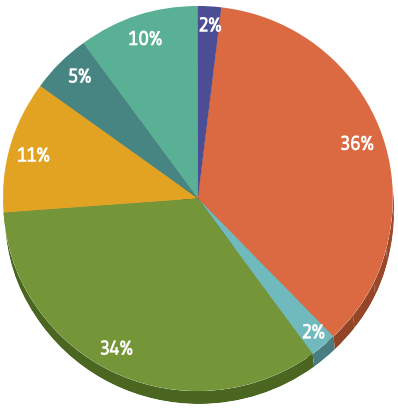
INVOLVEMENT

- Decision maker (35%)
- Influencer (33%)
- Recommender (14%)
- Not Involved (15%)
- Others (3%)



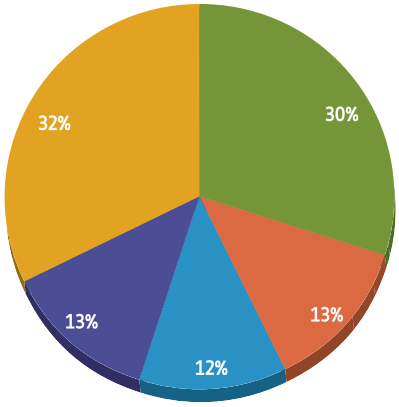
PURPOSE OF VISIT

- Information gathering (7%)
- Network and establish (35%) new business contacts
- Source for new business (21%) partners
- Excange ideas and information (18%)
- Source for new products and information (13%)
- Other (4%)
- Cultivate existing business contacts (2%)



POSITION DESCRIPTION

- Academic staff (2%)
- C level (36%)
- Press (2%)
- Middle management level (34%)
- Defense, police and government (11%)
- Technical/professional (5%)
- Partner & advocate (10%)



COMPANY SIZE

- 1-20 Employees (30%)
- 21-50 Employees (13%)
- 51-150 Employees (12%)
- 151-1000 Employees (13%)
- More than 1000 Employees (32%)

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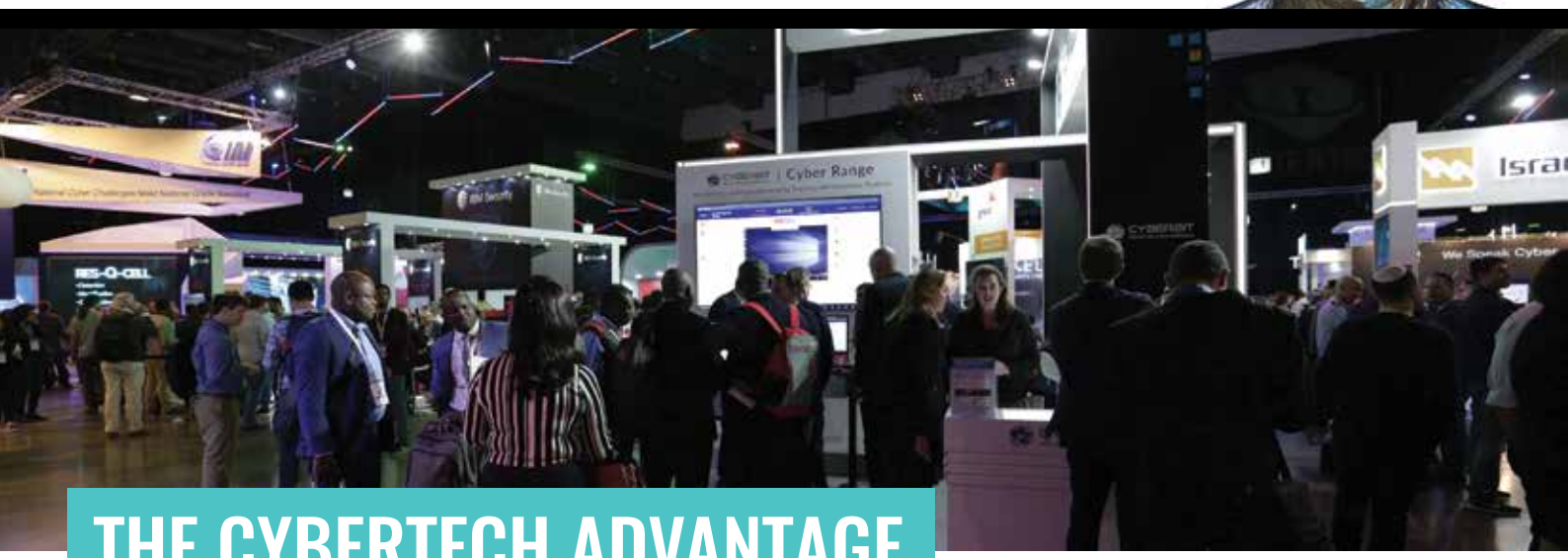

THE CYBERTECH ADVANTAGE

Cybertech provides attendees with a unique opportunity to network, strengthen existing alliances, form new ones, all while becoming acquainted with the latest innovations and solutions from the international cyber community.

» **CYBERTECH EXHIBITION:** Hundreds of technology companies from around the world gather to display their latest cyber solutions. Additionally, governmental bodies present their cybersecurity programs and initiatives.

» **EXCLUSIVE STARTUP PAVILION:** Innovative young startups present their cutting-edge developments and obtain global exposure.

» **TOP-TIER SPEAKERS:** Heads of State, C-level executives, entrepreneurs, multinational corporations, investors, and other local and international top-tier representatives and officials have a unique opportunity to participate in keynote speaking positions, panels, and stand-alone slots on a variety of topics concerning the global cyber community.

» **SPECIAL EVENTS:** Including discussions about the most relevant trends in cybersecurity, and regional meetings organized by foreign delegations.

» **PRE-SCHEDULED BUSINESS MEETINGS:** Thousands of meetings are pre-scheduled and arranged every year through Cybertech Tel Aviv's B2B platform and/or other opportunities to rent private rooms.

WE LOOK FORWARD TO SEEING YOU AT THE EVENT!

For more information, please visit **www.cybertechisrael.com** or contact us at **cyber@cybertechconference.com.**

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Global Events

2019 MARK YOUR CALENDARS FOR THESE UPCOMING EVENTS

CYBERTECH ASIA, BANGKOK
JUNE 19-20, 2019

CYBERTECH MIDWEST, INDIANAPOLIS
JULY 24-25, 2019

CYBERTECH EUROPE, ROME
SEPTEMBER 24-25, 2019

CYBERTECH TOKYO
NOVEMBER 26-27, 2019

2020

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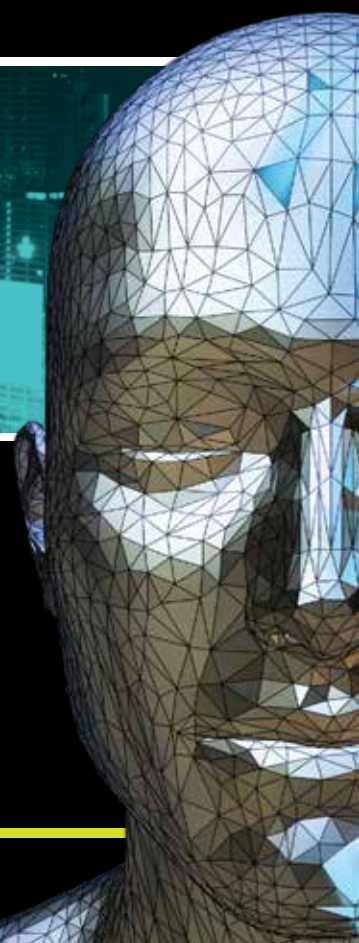

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CYBERTECH AFRICA // MARCH, 2020 >>
CYBERTECH ASIA // JUNE, 2020 >>
CYBERTECH USA // JULY, 2020 >>
CYBERTECH EUROPE, ROME // SEPTEMBER, 2020 >>
CYBERTECH TOKYO // NOVEMBER, 2020 >>

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