

U.S. Chamber Delegation to Cyber Week

June 26–30 Tel Aviv, Israel



U.S. Chamber of Commerce

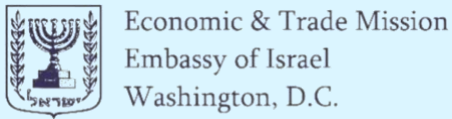


Cyber Week

June 27th-30th, 2022

Tel Aviv University, Israel

Our Partners:



[The Chamber's Israel Cyber Week Delegation was a]

“masterclass on cyber foreign relation. It was one of the most impressive I have ever had the privilege to witness.”

The Honorable Chris Inglis
National Cyber Director

Trip Highlights

- A curated Cyber Week experience, including tours of Israel's cyber ecosystem, networking events with cyber companies and investors, and private meetings with leading U.S., Israeli, and global companies and government officials
- Roundtables with top leadership from international cybersecurity agencies
- Participation in Chamber-led cyber workshops and roundtables at Cyber Week
- Speaking and branding opportunities at Cyber Week and related events
- Customized business development support.



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Israel's Cyber Week:

“It’s
where I go
to meet my
peers.”

The Honorable Chris Krebs
Former CISA Director

Underwriter Opportunities

Join the Delegation

- Benefits: (1) reserved spot on the Chamber's Delegation.
- Access to visits to Be-er Sheva and Cyber Gym.
- Access to all Chamber sponsored events.
- Access to all Chamber-led bilateral meetings.

Registration fee: \$3,500 /person

Event Speaking

- All benefits in the delegation.
- Customized event speaking opportunity.

Total Net Cost: \$10,000

Salon Dinner Host

- All benefits in the delegation and (2) reserved spots on the Chamber's Delegation.
- Customized event speaking opportunity
- Exclusive salon dinner host.
- Logo recognition at the dinner and in lead up to the dinner.

Total Net Cost: \$20,000



About Cyber Week

Now in its 9th year, Cyber Week is recognized as one of the top international cybersecurity conferences in the world. Exploring the crucial intersection between industry, government and academia, Cyber Week provides an important forum for the exchange of knowledge and ideas amongst cyber professionals. Cyber Week is hosted by the Tel Aviv University and Israel's National Cyber Directorate.

Learn best practices firsthand from industry leaders and innovators, and discover what the future holds for cyber. Cyber Week is comprised of 5 days of over 50 world-class events with internationally acclaimed speakers from across the globe.

For more about Cyber Week, [click here](#).



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Cyber Week By the Numbers

46

Percent attended for the first time

8,000

Attendees

30.5

Percent of attendees from companies with more than 1,000 employees

80

Countries Represented

50

Cyber Week Events

25

Percent of Attendees from Abroad

188

International Speakers

400

Expert Speakers



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Top Countries at Cyber Week



Australia



Brazil



Canada



Estonia



France



Germany



India



Japan



Singapore



Spain



UK



USA



U.S. Chamber Cyber Week Schedule

Attendees will engage in a series of plenary programs, breakout sessions, custom events, bilateral meetings, site visits, and networking and business development opportunities.

	Sunday, 06/26	Monday, 06/27	Tuesday, 06/28
Morning	<p>Visit Israel's Cyber Capital – Be'er Sheva *Exclusive to U.S. Chamber delegation</p>	<p>Meetings with Government Leaders and Policymakers and Practitioner Cluster Meetings *Exclusive to U.S. Chamber delegation</p>	<p>Meetings with Government Leaders and Policymakers and Practitioner Cluster Meetings *Exclusive to U.S. Chamber delegation</p>
Afternoon	<p>Join a private tour to visit the hub of Israel's cyber research, including a tour and briefing of IL-CERT, the Cybersecurity Research Center at Ben Gurion University, a briefing with the Israeli Defense Forces C4i Directorate, and a tour and briefing with the Israeli National Laboratory for Cybersecurity and Industrial Control Systems.</p>	<p>Visit and Briefing with Cyber Gym</p> <p>Luncheon with YL Ventures</p> <p>The Future of Quantum Computing</p> <p>Visit to Team8</p> <p>Cyber Week Conference</p>	<p>Main Plenary: 12th Annual International Cybersecurity Conference</p> <p>Address by the Prime Minister of the State of Israel</p> <p>Supply Chain Security Session</p>
Evening	<p>Welcome Dinner.* Private dinner with top Israeli security/political official or journalist. This dinner will focus on the changing geopolitical issues of the day in and around the Middle East.</p>	<p>Dinner with Israel's Leading Cyber VCs and Entrepreneurs. This private, curated dinner will bring together leading VCs and cyber entrepreneurs for networking and discussion.</p>	<p>Custom Dinner Roundtable with Senior Cyber Government Officials *Exclusive to U.S. Chamber delegation</p>

*Welcome dinner is invite-only.



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U.S. Chamber Cyber Week Schedule

Attendees will engage in a series of plenary programs, breakout sessions, custom events, bilateral meetings, site visits, and networking and business development opportunities.

Wednesday, 06/29

Morning

Main Plenary: 12th Annual International Cybersecurity Conference
*Exclusive to U.S. Chamber delegation

Meetings with senior cyber government officials from around the world

Afternoon

B2B Networking Opportunities

Evening

U.S.-Israel Cyber Forum with U.S. and Israeli officials
*Exclusive to U.S. Chamber delegation

Custom Dinner Roundtable with
Senior Cyber Government Officials
*Exclusive to U.S. Chamber delegation

Thursday, 06/30

Optional Guided Tour of Jerusalem
*Exclusive to U.S. Chamber delegation



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U.S. Government Meetings

The U.S. Government and the Biden Administration are again sending a large delegation to Cyber Week. The Chamber will again arrange for several meetings, events, and engagements with members of the delegation.

- The Honorable Ali Mayorkas, Secretary of Homeland Security
- The Honorable Chris Inglis, National Cyber Director, Executive Office of the President
- The Honorable Lisa Monaco, Deputy Secretary, U.S. Department of Justice
- The Honorable Don Graves, Deputy Secretary, U.S. Department of Commerce
- The Honorable Rob Silvers, Under Secretary for Policy, U.S. Department of Homeland Security
- The Honorable Jen Easterly, Director, Cybersecurity and Infrastructure Security Agency
- The Honorable Alan Davidson, Assistant Secretary for Communication and Information and Administrator for the National Telecommunication and Information Administration
- Dr. Laurie Locascio, Undersecretary for Standards and Technology and Director for the National Institute of Standards and Technology.
- Rahul Prabhakar, Deputy Assistant Secretary, Office of Cybersecurity and Critical Infrastructure Protection, U.S. Department of Treasury
- Stephen C. Anderson, Deputy Assistant Secretary (Acting), Cyber, International Communications and Information Policy, Bureau of Economic and Business Affairs, U.S. Department of State
- Puesh M. Kumar, Director, Office of Cybersecurity, Energy Security, and Emergency Response, U.S. Department of Energy
- Jaisha Wray, Director, Office of International Affairs, National Telecomm & Information Administration



Foreign Government Meetings

The Chamber is reaching out to the heads of competent agencies across the globe for the purpose of signaling that the Chamber delegation will be traveling to Israel for Cyber Week and to invite them or their delegation to meet with us while in Tel Aviv. Here is a list of meetings the Chamber is requesting:

1. Australia, Abigail Bradshaw, Head, Cyber Security Centre
2. Australia, Tobias Feakin, Ambassador for Cyber Affairs & Critical Technology, Department of Foreign Affairs and Trade
3. Brazil, General Heber Garcia Portella, Head, Cyber Defense Command
4. Canada, Sami Khoury, Head, Canadian Centre for Cyber Security
5. Czechia, Karel Rehka , Director, National Cyber and Information Security Agency
6. Czechia, Mr. Richard Kadloak, Special Envoy for Cyberspace, Cyber Security Department, Ministry of Foreign Affairs
7. Estonia, Ando Leppiman, Secretary General of the Ministry of Economic Affairs and Communications (Chair of Council), Cyber Security Council
8. Estonia, Raul Rikk, National Cyber Security Policy Director, Department of State Information Systems, Ministry of Economic Affairs and Communications
9. European Commission, Roberto Viola, Director General, Communications Networks, Content and Technology
10. European Union Agency for Cybersecurity, ENISA, Juhan Lepasaar, Executive Director
11. Finland, Rauli Paananen, Director of Cyber Security, National Cyber Security Centre
12. France , Henri Verdier, Ambassador for Digital Affairs, Ministry of Europe and Foreign Affairs
13. France, Guillaume Poupard, Director General, Network and Information Security Agency (ANSSI)
14. Germany, Arne Schoenbohm, President, Federal Office for Information Security
15. Italy, Roberto Baldoni, Director, National Cybersecurity Agency
16. Japan, H.E. Mr. Takeshi Akahori, Ambassador in Charge of Cyber Policy, Ministry of Foreign Affairs of Japan
17. Japan, Mr. Hirokazu Matsuno, Chief Cabinet Secretary, Cybersecurity Strategic Headquarters
18. Latvia, Edgars Kiukucans, Head, National Cyber Security Policy Coordination Section (within Ministry of Defense)
19. Lithuania, Dr. Rytis Rainys, Director , National Cyber Security Centre
20. Mexico, Carlos Emiliano Calderon Mercado , Coordinator of National Digital Strategy, CEDN - Coordination of National Digital Strategy
21. Netherlands, Hans de Vries, Director, National Cyber Security Centre
22. Netherlands, Nathalie Jaarsma , Ambassador-at-Large for Security Policy & Cyber, Ministry of Foreign Affairs
23. Poland, Ms. Anna Strezynska, Minister, Ministry of Digital Affairs
24. Portugal, Lino Santos, Head, Centro Nacional de Ciberseguranca (CNCS - National Cyber Security Centre Portugal)
25. Romania, Anton-Mugurel Rog, Head, National Cyberint Center (within Intelligence Service)
26. Romania, Dan Cimpean, Director, CERT-RO
27. Singapore, David Koh, Commissioner of Cybersecurity and Chief Executive of the Cyber Security Agency of Singapore, Cyber Security Agency of Singapore
28. Spain, Paz Esteban Lopez, Secretary of State - Director of the National Intelligence Center (serves as president of the council), Consejo Nacional de Ciberseguridad (National Cybersecurity Council)
29. Sweden, Charlotte Petri Gornitzka , Director General, Swedish Civil Contingencies Agency
30. UAE (Abu Dhabi) , H.E. Mohamed Abdelhameed Al Askar , Director General, Abu Dhabi Digital Authority
31. UAE (Digital Dubai Authority), H.E. Hamad Obaid Al Mansoori, Director General, Digital Dubai Authority
32. UAE, Dr. Mohamed Al Kuwaiti, Head of Cyber Security, United Arab Emirates (Chair of Council), National Cyber Security Council
33. United Kingdom, Lindy Cameron, CEO, National Cyber Security Centre



Join the Delegation

The cost of participation for companies includes participation in private custom events, meals, and meetings with senior government officials, transportation, preferred group rates at hotel (while supplies last), and exclusive site visits and briefings for delegates.**

Registration fee (per participant): \$3,500**

***Note: Pricing excludes flight and hotel costs.*



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Underwriter Opportunities



Lead a Panel



The Chamber will facilitate and help setup a focused panel discussion featuring for a broad audience to cover specific topics in detail. Underwriters will have the opportunity to provide welcome remarks and/or moderate the session. The Chamber will help build and manage these sessions.

Options include:

- Cybersecurity risk management 2022- between regulation, private enforcement, and markets.
- Security the ICT Supply Chain from Cybersecurity Threats
- Defending Operational Technology from Cybersecurity Threats
- Countering Ransomware and Cybercrime as a Service



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Sponsorship Level: \$10,000

Panel Discussion: Cybersecurity risk management 2022- between regulation, private enforcement, and markets

The Colonial Pipeline attack in the U.S. had a severe impact on the supply of essential public services, and once again raised the question of whether market forces are effective in influencing important private sector organizations and their leaders to prepare for cyberattacks and mitigate them. Policymakers around the world are confronting this issue. Dealing with it effectively requires developing an evidence-based policy, and effective regulatory tools in a “whole of government approach”, while trying to reduce unwanted regulatory burden. The effects of the European Union General Data Protection Regulation (GDPR) on corporate behavior also informs this discussion. This roundtable will bring together cybersecurity risk experts with policy and legal experts to discuss the state of play in preparing for cyberattacks and their mitigation, in Israel, the US and in the EU, aiming to inform the discussion on this timely topic.



Panel Discussion: Security the ICT Supply Chain from Cybersecurity Threats

Abstract: The Department of Homeland Security is embarking on an ambitious effort to advance our collective security through improved supply chain risk management action. By convening the IT and Communications sector coordinating councils and key government departments and agencies in a whole of government and industry initiative, the DHS ICT Supply Chain Task Force has a unique opportunity to advance focused solutions that align with the most serious threats. This panel will feature the Task Force leaders who are tasked with achieving real-world results and will explore the many dimensions of supply chain security..



Panel Discussion: Defending Operational Technology from Cybersecurity Threats

Abstract: Exploitation of vulnerabilities in operational technology has the potential for significant national security and economic security impacts. As evidenced by the successful, temporary, disruptions to the functioning of Colonial Pipelines regional distribution system and the attack on the water facility in Oldsmar, Florida cyber adversaries are increasingly looking to impose cyber risk on operational technology (OT) networks. Defending these systems from malicious cyber actors requires a partnership between utilities, manufacturers, cybersecurity experts, and the public sector. This discussion will also focus on what zero trust in an OT environment looks like. OT relies on trusted relationships with highly impacted systems.

Who:

- **Christophe Blassiau**, Global Chief Information Security Officer, Schneider Electric
- **Puesh Kumar**, Director, CESER, DOE
- Other participants include Waterfall, Siga, Dragos, DHS, INCD, ENISA, Singapore CSA.



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Panel Discussion: Countering Ransomware and Cybercrime as a Service

Abstract: CaaS threat actors proliferation of ransomware over the last couple of years underscores the challenges with countering this crime. Whether it's holding hospitals, critical infrastructure, or local governments public and private sectors are targeted equally by cybercriminals across the globe. In this panel we will talk about resilience enhancing measures that should be adopted as a baseline, the imposition of risk and consequence on threat actors (see Kaseya), and the global efforts to break the financial networks that underpin these criminal enterprises.



Host the U.S. Israel Cyber Forum

The U.S. and Israeli governments are deeply engaged in cyber cooperation across a broad range of cyber-related areas, including recent new agreements around R&D, transportation, and ransomware. There is also strong alignment on cybersecurity policies and frameworks. This forum will showcase the breadth of the U.S.-Israel cyber partnership, cooperation with the private sector, and explore new avenues for growth in this strategic pillar of the bilateral alliance.

Sponsorship Level: \$10,000



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Host a Salon Dinner

You and your organization will be the exclusive co-host of one private salon dinner during Cyber Week. These intimate gathering will foster engagement between the Chamber's Delegation and government officials and create ample opportunities for conversation.

The exchange will be led by Christopher Roberti (SVP – Chamber) and the U.S. Chamber will work with **your organization** to determine topics, format, and program flow. Conversations are crafted to engage experts from a variety of relevant disciplines.

Options include:

- Dinner with the U.S. Government Delegation to Cyber Week.
- Dinner with the French Government Delegation, or another foreign government delegation.

Sponsorship Level: \$20,000



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Contact Us

This delegation will be limited to 30 companies with priority given to Chamber members. RSVP to secure your spot today.

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