



Business Opportunities Israel: A Hot Bed of Innovation

Friday October 27, 2006

Conrad Hilton Hotel
University of Houston
Campus

7:45 a.m. - 3:00 p.m.

The State of Israel has a technologically advanced market economy with substantial government participation. This conference will focus on leading exports of high-technology equipment applicable to many Houston market sectors.

Consular Forum will host the business conference on Friday, October 27, 2006 at the University of Houston Hilton. We would like to invite you to attend our program.

You may register using the form attached.

Consular Forum 2006

Agenda:

7:45

Registration and Networking

10:20 – 11:00

Open Panel Q&A

8:00

Welcome and Opening Remarks

The Honorable Asher Yarden
Consul General of Israel to the Southwest

11:00

Luncheon Welcome Remarks

Craig Klein
Chair, 2006 Consular Forum

8:10 – 8:30

Israel Market and Trade Overview

The Honorable Joseph Abraham
Economic Consul of Israel to the Southwest

11:15

Luncheon Keynote Address

BMC Software

8:30 – 10:00

Technology and Applications

Panel includes:

The Honorable Joseph Abraham
Economic Consul of Israel to the Southwest

BMC Software

Mr. Tal Catran
CEO Optimum

Mr. Dror Galis,
CEO, Invenology

Dr. Yadin David
on BioMed Health applications (invited)

Mr. David Ronn, *Partner,*
Mayer, Brown, Rowe & Maw LLP

12:45

Break and Networking

1:00 – 2:30

Presentations and Product Offerings

Optimum
Invenology

2:30 – 3:00

Networking

Mr. Tal Catran: CEO

- **About Optimum:** Since 2003 Optimum has been a leading provider of Technical Documentation services. Optimum assists renowned companies in the Defense, Aerospace and other Hi-Tech industries. Optimum uses unique software and hardware in the processing of R&D knowledge into an electronic publication format. Optimum system improves product quality, reduces maintenance costs and shortens training time.

Mr. Dror Galis: CEO

- **About Invenology:** Founded in 2004, Invenology is a software provider of cutting edge business management solutions with a strong orientation towards logistics (inventory control and warehouse & distribution management in particular). The company focuses on the small to mid-size business (SMB) market. Invenology uses state of the art technology to address the specific needs of this significant market share.

Featured Conference Panelists:**Tal Catran CEO, Optimum**

Tal was born in Israel in 1969. Tal served in the military from 1988-2001 as Lieutenant - Commander in the Israeli Navy. Prior to he served as an Officer on various patrol and missile ships after graduating from the Naval Academy.

Tal received his B.A. in Economics and Logistics from

Bar Ilan University. He also is one semester from completing his law degree at the Israel Academic College of Law.

His leadership roles within Optimum include Vice President from 2001-2004. He has been CEO of Optimum since 2004.

Tal is married to Keren and father to Roni

Dror Galis, CEO, Invenology

Dror Galis serves as Chief Executive Officer of Invenology. In this capacity, he is responsible for developing the long-term strategic vision and overseeing the day-to-day operations of the company both in Israel and USA. Prior to this role, Dror served as VP operation of Alloy Software Inc in NY, with operational as well as management responsibility for all of the company's business units. In addition, Mr. Galis spent several years at TesCom in Israel and USA as a Project Manager & Business Development Manager where he gained vast experience in managing ERP, CRM and Telecommunication projects.

Dror formed Invenology in 2004, where he was instrumental in leading the company to be a key player in the industry.

Mr. Galis earned his BA in Economics from the "Open University" in Israel.

Mr. Galis served in the Israeli Air Force as an auditor for jet fighters' ejection seats systems.

About BMC Software

[NYSE:BMC] is a leading global provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC posted fiscal 2006 revenues of more than \$1.49 billion. For more information, visit www.bmc.com.



Return registration to:

Consular Forum
P.O. Box 271566
Houston TX 77277
houstonconsularforum.org

A project of the Houston
Junior Chamber of
Commerce Foundation



David Ronn is a Partner in the Corporate and Securities section of the Houston office of the global law firm of Mayer, Brown, Rowe & Maw LLP. Mr. Ronn's practice includes mergers and acquisitions, capital raising transactions (both equity and debt) and corporate and partnership formation and governance issues with a focus on the energy and technology industries. In addition, Mr. Ronn is Co-Leader of the Firm's Israel Group. Mr. Ronn earned his J.D. from the University of Houston Law Center. He also holds an M.B.A. from the A.B. Freeman School of Business, Tulane University and a B.A. from Rice University.

Mr. Ronn is active in a variety of civic activities including: The Galleria Chamber of Commerce, Board Member 1996-present and Chairman 2003 • National Board of Directors of the American Society for Technion-Israel Institute of Technology, Member, 2006 - present • Board of Directors of the Greater Houston Chapter of the American Society for Technion-Israel Institute of Technology, Member, 1997-present and President 2005-2007 • Chairman of Rice University Student-Alumni Liaison Committee, 2001-2004 • Association of Rice Alumni Board, Member 2005-2008 • Board of Governors of JewishGen, Inc., Member 2005-present.

About the Luncheon Keynote Address

BMC Executive Team member will discuss their \$1 billion investment in Israel and reasons why they are located in Israel over and above the access to great high-tech talent.

To Register



The business conference is sponsored in conjunction with the Consulate General of Israel to the Southwest and The Houston Junior Chamber of Commerce Foundation.

Cost for program is **\$45.00**

Please register by October 25, 2006

Please print clearly.

Organization _____ Phone _____

Name _____ Title _____

Address _____ Fax _____

Please charge my credit card: MC: __ Visa: __ AMEX: __ Amount:\$ _____

Credit card
number _____ ExpDate _____

Name on
card _____ Signature _____