

# ISRAEL & GERMANY: Strong Partners – Strong Business

## Industry Forum on Security Technology and Chemicals

ישראל & גרמניה: שותפות חזקה ועסקים פוריים  
פורום תעשייתי בנושאי טכנולוגיות אבטחה וכימיקלים

Event Guide

### Date & Venue

**Wednesday, December 14, 2011**

Dan Tel Aviv Hotel  
99 HaYarkon Street  
Tel Aviv 63432  
King David Room

Promoted by



Federal Government  
Commissioner for the  
New Federal States

**POWERHOUSE**  
EASTERN GERMANY



**GERMANY**  
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GERMANY  
**TRADE & INVEST**

*Germany Trade & Invest* combines the in-depth analysis of foreign markets with the extensive knowledge of Germany's key industries and its investment and technology landscape. Supported by a network of 60 experts abroad and benefitting from close cooperation with the German Chamber Network (AHKs), the economic development agency of the Federal Republic of Germany supports international trade with comprehensive, consistent and industry-specific market information.

Utilizing the combination of wide-ranging global expertise and an internationally competitive consulting and service profile for foreign investors, *Germany Trade & Invest* secures and creates jobs in Germany. The organization places a special focus on the economic development promotion of the new federal states (eastern Germany) and Berlin.

*Germany Trade & Invest* provides up-to-the-minute foreign trade information to German-based businesses seeking to expand in international markets. A team of industry analysts spread across the globe compiles constantly updated country reports.

By providing close-to-market information to international companies looking to enter German markets, our specialist industry teams prepare all of the relevant information essential to business success in Germany. Furthermore, expert project teams advise and assist international companies from market entry to business start-up in Germany.

*Our service and publications are free of charge.  
All requests are treated confidentially.*



### **BASF Schwarzheide GmbH, F/E**

#### **Dr. Peter Boehme**

Director and Head of Corporate  
Development

T. +49 35752 6-2511

F. +49 35752 6-2300

[peter.boehme@basf.com](mailto:peter.boehme@basf.com)

[www.basf-schwarzheide.de](http://www.basf-schwarzheide.de)

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### **SICC GmbH**

#### **Dirk Winkler**

Chief Marketing Officer

T. +49 30 500 196-22

F. +49 30 500 196-20

[winkler@sicc.de](mailto:winkler@sicc.de)

[www.thermoshield-europe.com](http://www.thermoshield-europe.com)

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### **Fraunhofer Institute for**

#### **Telecommunications –**

#### **Heinrich Hertz Institute**

#### **Dr. Joachim Giesekeus**

Division Manager Security & Safety

T. +49 30 31002 425

F. +49 30 31002 551

[joachim.giesekeus@hhi.fraunhofer.de](mailto:joachim.giesekeus@hhi.fraunhofer.de)

[www.hhi.fraunhofer.de](http://www.hhi.fraunhofer.de)

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### **PlasmaChem GmbH**

#### **Dr. Alexey A. Kalachev**

Chief Executive Officer and Owner

T. +49 30 63926 313

F. +49 30 63926 314

[plasmachem@t-online.de](mailto:plasmachem@t-online.de)

[www.plasmachem.com](http://www.plasmachem.com)

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INTELLIGENT TECHNOLOGY □  
FOR ADVANCED □  
VIDEO ANALYSIS

### **ITAVA Systems GmbH**

#### **Taylan Sahin**

Chief Executive Officer

T. +49 331 290 8 212

F. +49 331 290 8 213

[sahin@itava.de](mailto:sahin@itava.de)

[www.itava.de](http://www.itava.de)

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# Conference Program

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9.30 h

## Registration

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10.00 h

## Welcome Address

Dr. h.c. Michael Federmann, President,  
German-Israeli Chamber of Industry and Commerce

Andreas Michaelis, Ambassador of the Federal  
Republic of Germany to Israel

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10.30 h

## German-Israeli Economic Relations and Chances for Cooperation

Dr. Juergen Friedrich,  
Chief Executive, Germany Trade & Invest

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10.45 h

## SESSION I: CHEMICAL INDUSTRY

### BASF Schwarzheide GmbH

Dr. Peter Boehme,  
Director and Head of Corporate Development

### SICC GmbH

Dirk Winkler, Chief Marketing Officer

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## Questions & Answers

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11.15 h

## Coffee Break

11.45 h

**SESSION II: SECURITY TECHNOLOGY INDUSTRY**

**Overview of the German Security Technology Market**

Jerome Hull, Manger, Germany Trade & Invest

**Fraunhofer Institute for Telecommunications –  
Heinrich Hertz Institute**

Dr. Joachim Giesekeus,  
Division Manager Security & Safety

**PlasmaChem GmbH**

Dr. Alexey A. Kalachev,  
Chief Executive Officer and Owner

**ITAVA Systems GmbH**

Taylan Sahin, Chief Executive Officer

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**Questions & Answers**

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13.00 h

**Mr. Sharon Kedmi**

Director General, Ministry of Industry, Trade & Labor

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13.30 h

**Networking Lunch**

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**Moderation and Vote of Thanks**

Grisha Alroi-Arloser, Managing Director,  
German-Israeli Chamber of Industry and Commerce



## BASF Schwarzheide – The Chemical Site

The site of BASF Schwarzheide, located between the two well-known cities of Berlin and Dresden, is one of the largest BASF production sites in Europe and an open industrial area for third party investors.

Currently, 20 production and infrastructure facilities are in operation on the 290 hectare site. BASF and other companies have already invested €1.7 billion in Schwarzheide in the recent years.

The BASF production portfolio covers a broad range of plastics and chemicals, e.g. polyurethane basic products, fine chemicals, crop-protection agents, water based coatings, engineering plastics and dispersions.

As a result of BASF's restructuring effort the site is perfectly prepared for investors looking for a business opportunity in East Germany. About 100 hectares of fully developed land, suitable production halls, lab facilities and office space that are the corner stones of our new marketing concept "Ready-to-use".

For our costumers it means very short project realisation periods together with low costs for infrastructural integration of new investor.

Companies at the Schwarzheide Site can profit from high-quality services ranging from energy and utility supply, over analytic and technical services to R&D support. Safety at our site is important, that means that every investor will participate in the advantage of our Site Security and Fire Brigade Services. Beside the direct access to the highway the site has also perfect rail connections including a container terminal, storage capacities for dangerous goods and daily block train connections to the sea-harbour of Antwerp (Belgium).

Furthermore the Schwarzheide Site will be the perfect spot for investors who are looking for integration into BASF value chains, e.g. in the plastics or chemical sector.

### Contact

#### **Dr. Peter Boehme**

Director Location Development/R&D

T. +49 35752 6-25 11

F. +49 35752 6-23 00

[peter.boehme@basf.com](mailto:peter.boehme@basf.com)

[www.basf-schwarzheide.de](http://www.basf-schwarzheide.de)



## SICC GmbH

SICC-Coatings is a leading developer of paints and construction products that provide characteristics beyond the decorative aspect which contribute immensely to the well-being and health of people.

Far ahead of the trend to energy saving, years ago SICC-Coatings already produced and provided coatings that are applied like any ordinary coat but clearly reduce energy consumption for heating and cooling buildings.

The products of SICC-Coatings send clear messages even for removal of moss and algae on facades, solving interior and exterior problems with humidity, mildew-renovation and special hygienic demands of allergic persons.

Next to the human wish for comfort through a well-balanced indoor climate, energy saving and environmental protection are main priorities. Also you can help to reduce CO<sub>2</sub>-emissions and save the environment.

For small renovation or extensive reconstruction either in Europe, Asia or America, our products are available under the trade names: ThermoShield and Climate Active Paint.

### Contact

#### **Dirk Winkler**

Chief Marketing Officer

T. +49 30 500 196-22

F. +49 30 500 196-20

winkler@sicc.de

[www.thermoshield-europe.com](http://www.thermoshield-europe.com)

## Fraunhofer Institute for Telecommunications – Heinrich Hertz Institute

The Heinrich-Hertz-Institute HHI is one of 60 individual institutes that belong to the Fraunhofer-Gesellschaft. The Fraunhofer-Gesellschaft is one of the world's major international research organizations. An undertaking of this size and significance needs a decentralized organizational structure which nevertheless incorporates line functions that allow it to develop an efficient strategic orientation on the basis of centralized control mechanisms.

The core competencies of HHI are in the areas of Photonic Networks and Systems, Mobile Broadband Systems, Photonic Components and Electronic Imaging.

Activities in photonic networks and components expand a spectrum from highly capacitive flexible long haul networks to the broadband inhouse network and their components.

R&D activities in the area of mobile broadband systems focus on design aspects of future cellular systems and their realization for various mobile communications systems, multi-antenna systems (MIMO) up to 1 Gbit/s, resource management for cellular mobile, radio and WPAN-systems up to 60 GHz.

Optical and opto-electronic components and modules are developed and manufactured. Our range includes InP-based lasers and detectors with wavelengths from 1.1  $\mu\text{m}$  to 2.0  $\mu\text{m}$ , polymer light-wave circuits, and diffractive optics.

Main topics are further video and audio coding and transmission (Video over IP), 2D- und 3D image processing, image reproduction in virtual environments, teleimmersive systems, autostereoscopic displays, mixed reality displays, man-machine-interactions and information and videoretrieval.

### Contact

**Dr. Joachim Giesekeus**

Division Manager Security & Safety

T. +49 30 31002 425

F. +49 30 31002 551

[joachim.giesekeus@hhi.fraunhofer.de](mailto:joachim.giesekeus@hhi.fraunhofer.de)

[www.hhi.fraunhofer.de](http://www.hhi.fraunhofer.de)



## PlasmaChem GmbH

PlasmaChem GmbH was founded 1993 in Mainz. In 2005 the company moved from Mainz to Berlin and is now located in the district Adlershof, the „City of Science and Media“, Germany’s leading science and technology park with more than 800 technology-oriented companies, 6 institutes of Humboldt University and 11 non-university affiliated research institutes.

The main business field of PlasmaChem includes nano-materials, detonation, vacuum, plasma and ultra-thin film technologies and their biomedical and technical applications.

The main technology fields of PlasmaChem concern the development of processes induced by low-temperature plasma on different surfaces and in organized mono-molecular films (Langmuir-Blodgett and Self-Assembly Films), in atomically flat inorganic solids and in liquid interfaces and advanced technologies of synthesis and modification of nano-materials. The second important business line is the production and sale of new products for research and industry – Nanopowders.

In 2005, PlasmaChem has launched the first General Catalogue of Nanomaterials and related products worldwide. Along with advanced nano-particles PlasmaChem developed novel ready-to-use industrial nano-products like nano-abrasives, detonation nano-diamonds based additives to engine oils “ADDO” and composite nano-suspensions for electroplating and electroless plating of metals in cooperation with Siemens AG.

PlasmaChem developed a novel and unique surface analysis method — NanoLuminography. The R&D phase has been completed, several patents have already been granted. The first commercial prototype is in progress.

Project GENSEQ: PlasmaChem has developed and patented (in cooperation with the Humboldt University of Berlin) new super-fast DNA/RNA sequencing by TERS (Tip Enhanced Raman). PlasmaChem is looking for a cooperation to produce this new finding.

### Contact

**Dr. Alexey A. Kalachev**

Chief Executive Officer and Owner

T. +49 30 63926 313

F. +49 30 63926 314

plasmachem@t-online.de

www.plasmachem.com



INTELLIGENT TECHNOLOGY □  
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VIDEO ANALYSIS

## ITAVA Systems GmbH

ITAVA Systems is a world leader in the development of low latency video coding and embedded system design. The company combines almost 15 years of experience in the embedded systems area especially in FPGA programming as well as image processing and video coding. This experience enables ITAVA Systems to implement customer-specific solutions in programmable logic or provide netlists for ASIC tapeouts.

With the help of our manifold experience in the area of logic design we can implement very efficient solutions for numerous problems in image analysis. The customer will benefit from our extensive knowledge of developing FPGAs of Xilinx and Altera as well as microcontrollers. The requirements for transmitting high-resolution video streams are increasing continuously. A common problem is the latency between the camera and the screen. ITAVA Systems offers its customers the opportunity to benefit from a live transmission of video data.

With the unique Live-CoDec 580 ULD Product Line ITAVA Systems developed a coding system which allows video transmissions with a non-visible subframe latency using common wireless links.

ITAVA Systems accomplished pioneer work with a remarkable enhancement of the speed and quality of the world's lowest end-to-end latency encoding-decoding-system. With a delay of below 6ms it is outstanding in the world of wireless video transmission. The CoDec IP-Cores are customizable on request, will fit all major interface requirements and are currently implemented for SD resolution using bandwidths below 10MBit/s.

Reaching an end-to-end latency below 10ms using a common wireless link, the FPGA-based IP-Core enables live control and live perception of sophisticated remote control applications.

### Contact

#### Taylan Sahin

Chief Executive Officer

T. +49 331 290 8 212

F. +49 331 290 8 213

sahin@itava.de

www.itava.de

## B2B Meetings

15.00 – 17.30 h

**King David Room, Dan Tel Aviv Hotel**

If you want to make an appointment for a personal meeting with a German company from the security technology or the chemical industry, please contact:

**Beatrice Geier**

T. +972 3 680 6800

info@ahkisrael.co.il

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### **German-Israeli Chamber of Industry and Commerce**

Sharbat Haus, 9th Floor

Kaufmann St. 4

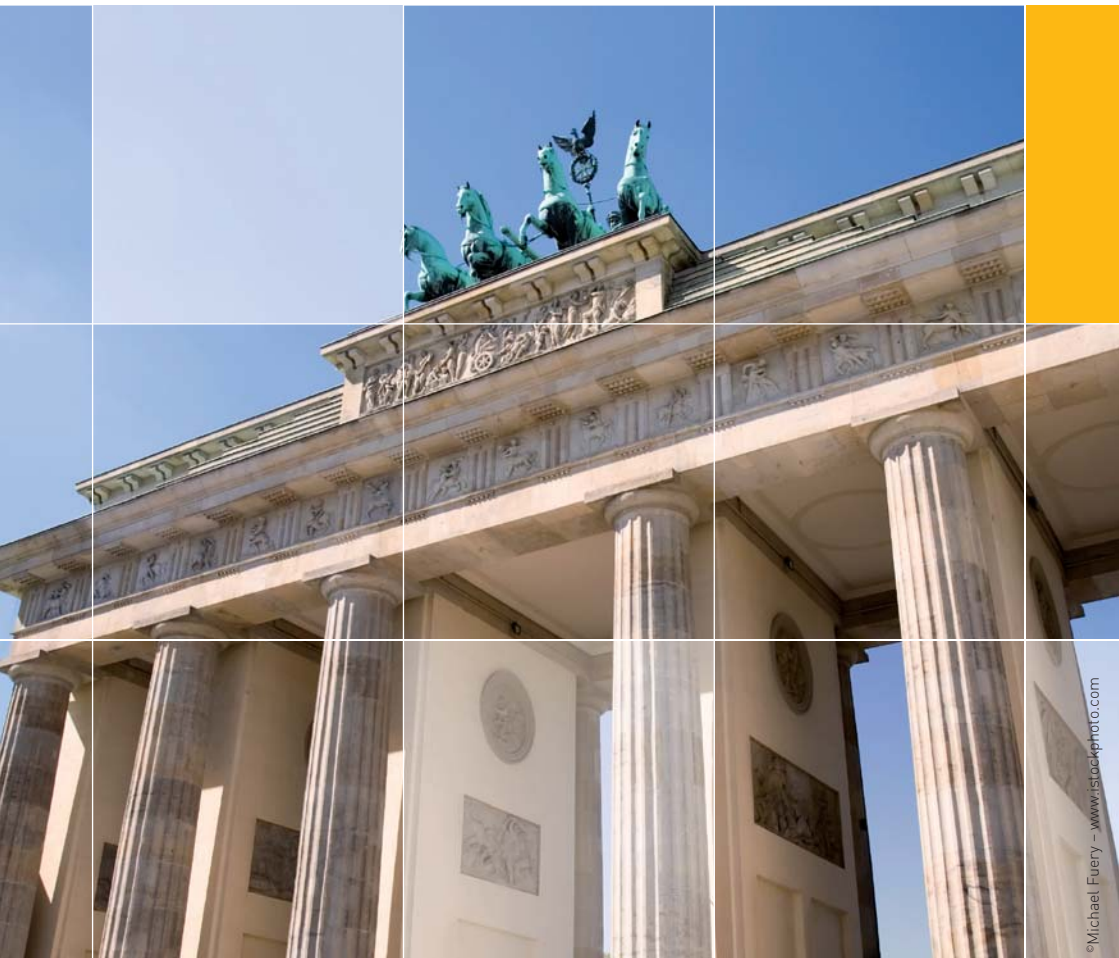
68012 Tel Aviv

Israel

T. +972 3 680 6800

F. +972 3 613 3528

info@ahkisrael.co.il



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## Contact

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Germany Trade & Invest  
Friedrichstrasse 60  
10117 Berlin  
T. +49 (0)30 200 099-0  
F. +49 (0)30 200 099-111  
invest@gtai.com  
www.gtai.com