

INDUSTRY MEETS INNOVATION:

# CANNABIS

## RESEARCH & DEVELOPMENT

WEDNESDAY, MAY 1, 2019

THE HEBREW UNIVERSITY OF JERUSALEM  
ELSC, GIVAT RAM



9:30-10:00

### RECEPTION AND REGISTRATION

Coffee & Light Beverages

10:00-10:15

### GREETINGS

The Jerusalem Development Authority

Dr. Yaron Daniely CEO and President, Yisum

10:15-12:00

### MEDICAL CANNABIS: PRESENT AND FUTURE

- ✦ **HU's Multidisciplinary Center for Cannabinoid Research: Launching Science-Based Breakthroughs**  
Dr. Yossi Tam Head, Obesity and Metabolism Laboratory, Director, MCCR
- ✦ **Medical Cannabis, Understanding the Investment Landscape**  
Dr. Inbar Maymon-Pomeranchik Founder, Biodiligence
- ✦ **Patents in the Cannabis Industry**  
Mr. Dov Kesten Patent Attorney, Attorney at Law, Partner in Geyra Gassner Kesten, IP Law
- ✦ **Medical Cannabis in Israel: Law, Regulation (R&D), Trends and Opportunities**  
Mr. Adam Dozetis Advocate, Shibolet
- ✦ **Remote Sensing of Cannabis: The First Step Toward Standardization and Closing the Learning Cycle**  
Prof. Oded Shoseyov Hebrew University, CSO & Co-Founder of GemmaCert
- ✦ **The Israeli Reform of Cannabis for Medical and Research Purposes**  
Mr. Boaz Albo Head of Quality and R&D for the Israeli Medical Cannabis Agency, Ministry of Health



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12:00-12:35

### PANEL

**Academia Meets Industry:**  
Senior Industry Experts Discuss the Role of Academia,  
Industry, and the Future of the Sector

MODERATOR: **Dr. Yaron Daniely** CEO & President, Yissum

**Dr. Dadi Segal** CEO, Panaxia Pharmaceutical Industries

**Mr. David Bassa** CEO & Founder, STERO Biotech

**Mr. Ehud Olmert** Former Prime Minister, Investor and Professional  
Advisor, Univo Pharmaceuticals

**Mr. Yotam Hod** CEO & Co-Founder, Lumir Lab

**Dr. Medy Wiener** Chief Medical Officer, BOL Pharma

12:35-12:50

### YISSUM PRESENTS

**EDGES – Corporate Engagement Program for  
Collaboration with Hebrew University Researchers**

**Mr. Rafi Cohen** Director of Strategic Planning, Israel and Europe, Bona Vida

**Dr. Orna Dreazen** CEO & Chairperson of the Board, Nextar Chempharma Solutions

12:50-13:00

### YISSUM HONORS

**Professor Raphael Mechoulam**



13:00-14:30

### LUNCH AND NETWORKING

**An Opportunity for Hebrew University Researchers and  
Industry Representatives to Speak with Each Other Directly**



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