



EasyMeet participants

1-3 March 2013, Tel Aviv

# GGI EasyMeet in Israel

The 2013 GGI Spring EasyMeet was held in Tel Aviv between 1 and 3 March and was kindly co-hosted by GGI member firms Soroker-Agmon Advocates & Patent Attorneys and Vardi, Brukner, Ingber, Rozenzweig CPA (VBIR). GGI had the pleasure of sharing this remarkable experience with over 40 delegates from GGI member firms who attended this inspiring meeting. They took the opportunity to network with the staff of fellow members, share experiences and attend rewarding presentations focused on the benefits of doing business in Israel.

The event began on Friday 1 March in the evening with a dinner at the Gordo Beach Front Café where the CEO of GGI, Michael Reiss von Filski, welcomed members and the host firms. The attendees tasted local products and dishes enjoying the beautiful venue situated just a few meters from the beach.

The meeting continued on Saturday with the main conference. In the morn-

ing Eran Soroker and Naama Gonen from Soroker-Agmon explained the strengths of Israel as a start-up nation and great source of business opportunities, while also providing an in-depth focus on intellectual property law.

In the afternoon, Dov Ingber from GGI member firm VBIR revealed the tax benefits of doing business with Israel and provided an interesting overview of the success Israel has had in creating start-ups for leading technology companies and the importance of venture capital activities.

The last contribution of the day was delivered by Michael Brändli, Timon Witschi and Ricardo Cruz from Walser and Partners (Switzerland). During the presentation, they introduced their firm and then moved on to the review of their start-up “Bandplanet”, underlining the importance of digital sales in the music market.

The day ended with a walk through Tel Aviv to the dinner venue, the Bell-

ini Restaurant, located in the beautiful Dellal Centre. Delegates could savour tasty Italian cuisine and appreciate this particularly atmospheric venue.

On Sunday, most of the participants chose to attend a very special and fascinating tour of the holy city of Jerusalem. This outstanding experience allowed the attendees to visit the most holy places for both Jews and Christians. Starting from the Mount of Olives, the group moved towards the Gethsemane Church and then arrived at the Western Wall. The next part of the tour was to the Muslim quarter, followed by the Christian quarter through which runs the Via Dolorosa and at its summit, the Church of the Holy Sepulcher. The group had a typical Israeli lunch before visiting the Museum of Israel and the colourful Mahne Yehuda market.

All delegates attending enjoyed this cultural event which brought the conference to a successful end.