

Virtual  
Expo

**ISRAEL CULINARY SHOW 2020**  
Health. Wellness. Innovation

October 27-28 2020

## Program\*

### October 27, 2020

**07:00:22:00** Virtual Exhibition followed by F2F meetings

**10:00:10:15** Opening Remarks:

**Mr. Adiv Baruch**, Chairman, Israel Export & International Cooperation Institute (IEICI)

**Mr. Ohad Cohen**, Head of the Foreign Trade Administration (FTA), Ministry of Economy and Industry

**Welcome to ISRAEL Culinary Show 2020**

**Ms. Orly Malinboim**, Head of Food and Beverage sector, Israel Export & International Cooperation Institute

**10:15-11:00** Panel for Eastern GMT:

**Think globally, produce locally - How Israeli Innovative Food Industry Meets World's Challenges?**

**Moderator: Ms. Bosmat Levi**, Head Of International Division, Wissotzky Group

**Mr. Barak Tevet**, CEO, Gan Shmuel

**Mr. Roi Wolf**, CEO, Mazot Aviv, Chairman of IEICI advisory Board

**Mr. Bob Gellert**, Executive Vice President, Atalanta Corp (US)

**Mr. Jan Lingenbrinck**, Food Tech Projects Innovations & New Ventures, EDEKA (Germany)



- 11:00-11:05 Chef Show** hosted by:  
**Chef Schahaf Shabtay** - Pop & Pope TLV restaurant & El-Al Airlines  
**Tamara Aharoni** - Food Blogger  
Recipe - "Sabich with Freekeh Salad and Eggplant"
- 11:05-11:25 The Name of the Game is Experience: How is the Food Industry Changing**  
Speaker: **Dr. Liraz Margalit**, Social Psychologist, IDC Herzliya
- 11:25-11:30 What is Israeli Food?**  
Fresh, Sunny, Simple - Chef Erez Komorovsky \*
- 11:30-11:45 Exploring Health and Wellness Trends - Alternative Protein and Food Supplements**  
Session By the Show Exhibitors
- 11:45-12:00 Webinar: Euromonitor International Market Research**
- 12:00-17:00 Satellite Events**
- 17:00-17:05 Chef Show** hosted by:  
**Chef Schahaf Shabtay** - Pop & Pope TLV restaurant & El-Al Airlines  
**Tamara Aharoni** - Food Blogger  
Recipe - "Yellowtail Amberjack Sashimi with Asian Sauce and Toast"
- 17:05-17:35 Food Trends, Consumers and Strategy.**  
Speaker: **Ms. Hamutal Schieber**, Schieber Research
- 17:35-17:50 Exploring Health and Wellness Trends - Farm to Table**  
Session By the Show Exhibitors
- 17:50-17:55 What is Israeli food?**  
"Nazareth: From Traditional Maqluba to Molecular Gastronomy" \*



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- 17:55-18:10**    **Exploring Health and Wellness Trends - Free from Products**  
Session By the show Exhibitors
- 18:10-18:15**    **Chef Show** hosted by:  
**Chef Schahaf Shabtay** - Pop & Pope TLV restaurant & El-Al Airlines  
**Tamara Aharoni** - Food Blogger  
Recipe - "Gluten-Free Eclairs with White Chocolate Cream,  
Kumquats and Date Honey"
- 18:15-20:00**    **Satellite Events**
- 20:00-20:05**    **Closing Remarks**

\* The program is subject to changes

\* By Ministry of Foreign Affairs

## October 28, 2020

- 07:00:22:00**    **Virtual Exhibition followed by F2F meetings**
- 10:00:10:15**    **Opening Remarks:**  
**Mr. Adiv Baruch**, Chairman, Israel Export & International  
Cooperation Institute (IEICI)  
**Mr. Ohad Cohen**, Head of the Foreign Trade Administration  
(FTA), Ministry of Economy and Industry
- Welcome to ISRAEL Culinary Show 2020**  
**Ms. Orly Malinboim**, Head of Food and Beverage sector, Israel  
Export & International Cooperation Institute
- 10:15-10:20**    **Chef Show** hosted by:  
**Chef Schahaf Shabtay** - Pop & Pope TLV restaurant & El-Al Airlines  
**Tamara Aharoni** - Food Blogger  
Recipe - "Yellowtail Amberjack Sashimi with Asian Sauce and  
Toast"



- 10:20-10:50** **Food Trends, Consumers and Strategy.**  
Speaker: **Ms. Hamutal Schieber, Schieber Research**
- 10:50-11:05** **Exploring Health and Wellness Trends - Farm to Table**  
Session By the show Exhibitors
- 11:05-11:10** **What is Israeli food?**  
"Nazareth: From Traditional Maqluba to Molecular Gastronomy" \*
- 11:10-11:25** **Exploring Health and Wellness Trends - Free From Products**  
Session By the show Exhibitors
- 11:25-11:30** **Chef Show** hosted by:  
**Chef Schahaf Shabtay** - Pop & Pope TLV restaurant & El-Al Airlines  
**Tamara Aharoni** - Food Blogger  
Recipe - "Gluten-Free Eclairs with White Chocolate Cream, Kumquats and Date Honey"
- 11:30-17:00** **Satellite Events**
- 17:00-17:45** **Panel for Eastern GMT:**  
**Think globally, produce locally - How Israeli Innovative Food Industry Meets World's Challenges?**  
**Moderator: Ms. Bosmat Levi**, Head Of International Division, Wissotzky Group  
**Mr. Barak Tevet**, CEO, Gan Shmuel  
**Mr. Roi Wolf**, CEO, Mazot Aviv, Chairman of IEICI advisory Board  
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