September 2020

 **HLS&CYBER 2020**

**The 6th International Israel Homeland Security and Cyber Conference & Exhibition is under way – this time in a virtual format**

**Hundreds of senior attendees from dozens of countries, including ministers, government officials, police commissioners, mayors, managers and representatives from global companies will participate in this Homeland Security and Cyber conference and will meet directly with 100 Israeli tech companies**

**Amir Peretz, Minister of Economy and Industry:**

 "Israel is one of the leading global powers in the field of Cyber and Homeland Security, exporting a diverse range of reality-altering technologies. We at the Ministry of Economics will continue to support Israeli companies in development of existing technologies and in making break-throughs with new technologies to preserve their relevance – because in our world, you must constantly progress and evolve or else you are left behind.  Israeli technology preserves the quality advantage of the IDF across all areas and creates the required deterrence to avoid needless wars. Israel knows how to protect itself and is ready to attack any targets that pose a potential threat to us, hence our technological advantage provides the appropriate balance in peaceful times as well as during war time"

**Adiv Baruch, Chairman of the Export Institute:**

"Over these past eight months we have witnessed an unprecedented global crisis in terms of healthcare, economy and security. Israeli companies have adapted very rapidly and have adapted their technology to prevent the virus outbreak and associated challenges.

This Homeland Security & Cyber conference, being held for the 6th time, will showcase Israeli technology and innovation, providing solutions for **The New Security** and helping address both traditional and new challenges emerging in these Corona Virus times."

This year, the conference will be delivered in virtual format for the first time, and would significantly increase business opportunities for Israeli industry in this challenging period, providing culmination of all the on-going activities to foster co-operation between Israeli companies and parties overseas.

Only exports would allow Israel to emerge from any crisis.

**Ohad Cohen, Manager, Foreign Trade Administration, Ministry of Economy and Industry:**

"Our economic delegations, present at 50 global locations, strive to bring on-board professional and government guests and to bring about high-quality business meetings for Israeli companies. Our Homeland Security and Cyber conference, held jointly with the Export Institute, should create unique opportunities for the industry, be it new customers or foreign investors seeking to invest in advanced technologies. This year, the opportunities to be generated by this conference are highly critical, given that face-to-face business meetings are nearly impossible. I wish to all of the Israeli companies great success at the trade show and conference, and we are here to help create connections and generate opportunities for the industry."

**Hundreds of senior attendees and decision makers from all around the world are expected to take part at the 6th Homeland Security and Cyber conference, to be held on September 14-15, 2020;** The conference will address new challenges brought about by the Corona Virus, threats and solutions to address these threats in the Cyber world, in critical infrastructure, in intelligence, terrorism and other areas of Homeland Security and Cyber. The conference will also address the question of how technology may be used in these areas in order to bring life to **The New Normal**.

This year, the trade show and conference will be delivered in virtual format, using a custom trade show and conference platform, created especially to allow participants to view professional lectures, panel discussions, professional satellite events, to view the catalog of participating companies providing complete information about each company and allowing for scheduling of in-person meetings of overseas participants with Israeli companies. These meetings are scheduled in advance and can foster business opportunities for the industry.

The HLS&CYBER event is initiated by Israel Export and International Cooperation Institute and the Foreign Trade Administration at the Ministry of Economy and Industry, in cooperation with the National Cyber Directorate at the Prime Minister’s Office, SIBAT at the Ministry of Defence, Ministry of Foreign Affairs & Ministry of Public Security.

The conference is expected to welcome participants from dozens of countries around the world, including: Ministers, mayors, police commissioners, heads of intelligence agencies, directors of Homeland Security and Cyber at government and business entities, managers and key personnel from leading companies, agents, distributors and procurement staff from the private sector.

The participants will take part in virtual business meetings in real time with Israeli companies exhibiting in the trade show.

**Alongside the conference, some 100 Israeli companies in the Homeland Security and Cyber fields will exhibit their innovative technology in these domains.** The conference provides a significant opportunity for overseas participants to encounter Israeli solutions, to hold business meetings and to bring about international co-operation with local companies, thereby making a significant contribution to business continuity of these companies at this time.

Some of the Israeli technologies to be showcases at the conference: Intelligence gathering technologies, AI technologies for defense against cyber-attacks, technologies for assistance during emergencies, secure communications, command and control and video analysis systems, security solutions from the realms of IoT, solutions for defending critical infrastructure, mass security, technologies for law enforcement and border crossings, security for public events, crime prevention and protection for organizations at work.

The conference will be launched by Minister Amir Peretz, **Minister of Economy and Industry**, Adiv Baruch, **Chairman of the Export Institute**, Yigal Unna, **Manager of the National Cyber Security Authority at the Prime Minister's Office** and others.

**Conference website** | [https://hls-Cyber.israel-expo.co.il/expo/home](https://hls-cyber.israel-expo.co.il/expo/home)