

Oscar 4B

CREATING BUSINESS EVENTS FOR IMPACT

The secret of a successful conference, business event or seminar lies in recruiting the right public, featuring outstanding speakers, and in the design and production of an unforgettable program.

If you need to plan a business function, at Oscar we know just how to do it for you!

Oscar 4B, which specializes in the planning, organization and production of business events in Israel and abroad, is unique in the comprehensive and complete solution we offer in all aspects of your special event. All our people are highly skilled and experienced in initiating, planning and producing events that talk business. Action is taken on every level to ensure the success of the planned seminar or conference, from scheduling dates and building contents, through the recruitment of speakers and participants and planning a unique program, to the actual production of every element involved.

Oscar's unique specialty is raising the appropriate sponsorships to finance conferences and seminars in Israel and elsewhere in the world.

Our clients include top companies and entities in the Israeli and international business communities, which for many years have benefited from our experience and capability in planning and producing successful events.

Oscar 4B - who we are

Oscar 4B was established in 1996 by Orly Shani and Ruthi Koren, co-CEOs of the Company.

Oscar 4B is able to offer you an extensive range of services, and the perfect response to the tourism, travel and accommodation requirements of participants. The interdisciplinary synergy between the planning and production of economic events and a strong tourism infrastructure creates a winning combination, guaranteeing you a perfect event... and complete peace of mind.

Close encounters of the business class kind!

Our extensive connections in the business community ensure the success of your event. The Oscar 4B team provides consultation and help in defining the name and logo of the function, management of PR and advertising activities, and a comprehensive network for recruiting participants and additional sponsorships. Oscar 4B manages professional forums on a range of subjects and holds economic conferences in Israel and abroad on a regular ongoing basis, which contributes greatly to our ability to reach a variety of business publics, to make the connection between them where necessary, and to provide our clients with real added value.

The two faces of success

Orly Shani - Co-President & CEO, holds a BA in Economics and Business Administration from Tel Aviv University, and has fourteen years' experience in the planning, organization and management of conventions in Israel and abroad.

Ruthi Koren - Co-President & CEO, formerly CEO of Globes Yizum for seven years, possesses fifteen years' experience in the management, organization and planning of international and local economics conferences.

Our rich record is at your disposal. Following are some of the dozens of conferences we have planned and produced.

- The Prime Minister's Jubilee Business Summit, attended by 3,000 heads of leading corporations from around the world
- The Jerusalem Business Conferences
- The Metropolis Conference
- The Israel-North America Business Conference in New York

- The Energy Conference, for the Ministry of Energy and the European Union
- National Export Day
- Food Safety Conference for the World Health Organization
- Barak Business launch event
- "Cool People in the Hot Desert" Conference with The Burda Center for Innovative Communications, May 2000
- "Investment in Israel Technology" Conference - Investors' conference in **New York** (November 2000) and **Santa Clara** (March 2001)
- The Israeli Angels Forum
- The Israel Hi-Tech Conference (The IVA Annual Conference) 2001, 2002, 2003, 2004 & The Israel Hi-Tech Award Ceremony
- 35 Anniversary of the Jerusalem Foundation & the 90th Birthday of Teddy Kolek, May 2001
- The Annual Events of Yad Sara, November 2001
- "Secured Skies" Conference - **Washington**, June 2002
- Ben Gurion day with Ben Gurion University, November 2001, 2002
- Tax Reform - 6 Meetings with Herzog, Fox & Neeman and Kesselman & Kesselman
- The Sarbanes - Oxley Act, November 2002
- Multinational Business - Zellermyer Pelosof & Co, February 2003
- Business Opportunities - Israel Railways, April 2003
- Shimon Peres' 80th Birthday events, September 2003 attended by 3,000 participants
- Nokia Venture Partners - Israeli Office Launch Cocktail Party, September 2003
- Israel Hi-Tech & VC Conference in **NY**, October 2003
- The Tefen Model Conference - January 2004
- Mop 2004 - The Chief Scientist Annual Conference
- The Fourth Annual Herzelya Conference December 2003
- Israel Hi-Tech & VC Conference in **London** - March 2004
- "Cool People in the Hot Desert II" - May 2004
- The Launch event of the Israeli Forbes Magazine - May 2004
- Sapir Award Ceremony of Mifal Hapayis
- Israel Hi-Tech & VC Conferences in **Beijing & Shanghai** - June 2004
- Bank Austria Launch Conference - June 2004

Little details that make the big difference

Our vast experience, sound economic base, computerized logistic infrastructure and tourism arm enable Oscar 4B to operate as a one-stop shop in planning and organization in Israel and elsewhere.

If you have an idea for an event, conference, seminar or exhibition, you deserve an Oscar all down the line.

Call us at 972-3-6440271, fax: 972-3-6440273, or contact us by e-mail at oscar@oscar4b.com, and the Oscar 4B team will be delighted to turn your idea into an unforgettable event!

Client list (partial)

The Government of Israel * The European Union * The Jerusalem Municipality *
 The Tel Aviv Municipality * The New York City Council *
 Bank Leumi * The Discount Bank * Bank Hapoalim * The United Mizrahi Bank * Bank Austria * The Israel Electric Company * Cable & Wireless * Motorola * Bezeq *
 Barak Communications * The Presidents of Major Jewish Organizations in the US* The Israel Export Institute * The Builders & Contractors Association * Forbes * Ben Gurion University * Bar Ilan University * Tel Aviv University * Lehman Brothers * KPMG * PwC * Hubert Burda Media * Zellermyer Pelosof & Co * Herzog Fox & Neeman * Iscar * IBM * The IVA * The Israel Association of Electronic & Information Technologies* Tamir Fishman * Apax Partners * Cellcom * Israel Railways * Egged * Nokia Ventures * Design Center * Mifal Hapayis

References

Mr. Steve Forbes Jr., President & Editor-in-chief, Forbes, U.S.A.
Mr. Ronald Lauder, Chairman Lauder Group, U.S.A.
Sir. Ronald Cohen, Chairman, Apax Partners & Co. Ltd.
Mr. Maurice Levy, Chairman of the Board, Publicis, France
Mr. Harvey Krueger, Senior Vice-Chairman, Lehman Brothers
Mr. Malcolm Hoenein, President's Conference of Major Jewish Organizations
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Mr. Ami Erel, CEO & President, Discount Investments Corporation
Mr. Moshe Leon, Chairman, Israel Railways