



Handelskammer Schweiz-Israel
Chambre de Commerce Suisse-Israël
Chamber of Commerce Switzerland-Israel

in cooperation with KKL - JNF Switzerland



INVITATION



Naty Barak

Netafim manufactures drip irrigation equipment, sprinklers, crop management technologies, dosing systems etc. It was founded in Kibbutz Hatzerim in Israel's arid Negev in 1965. Now it has 17 manufacturing plants around the world and 4,300 employees. Netafim holds over 30% of the global drip irrigation market. Mexichem acquired control of Netafim, for \$ 1.5 Mia. in August 2017, however Kibbutz Hatzerim retains a minority 20 % holding.

Naty Barak has been with Netafim since 1975. Prior to his current post as Chief Sustainability Officer, he served as Director of Marketing, Treasurer, Executive VP of Netafim USA, and President of Netafim South Africa.

Naty studied International Relations and Political Science at The Hebrew University of Jerusalem, and is a graduate of the Executive Management Program at the Recanati School of Business at Tel Aviv University.

He lives in Kibbutz Hatzerim at the Israeli Negev Desert, married to Liorah and has three children.



Naty Barak

Chief Sustainability Officer, Netafim Ltd.

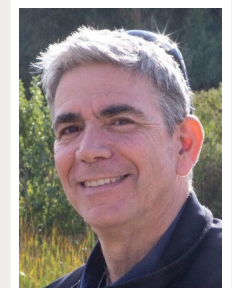
Top way to feed the world – Israel's irrigation systems



Dr. Doron Markel

Dr. Markel serves as the Chief Scientist of KKL-JNF. He deals with all research and professional perspectives of core activities of the KKL-JNF. Until lately, Dr. Markel was the head of the lake Kinneret & its watershed monitoring and management department at the Israeli Water Authority. Prior to his academic studies, Dr. Markel had served as a commander in one of the special units of the IDF.

Dr. Markel received his doctorate from the Hebrew University of Jerusalem in 1999. His Ph.D. thesis dealt with the biogeochemical cycles in the reflooded Hula wetland, northern Israel. He had a sabbatical in the Institute of Environment & Sustainability, Italy, in 2004-2005. Between 2008 and 2013 Dr. Markel has represented Israel at the Study Management Unit (SMU) for the Red Sea-Dead Sea Conveyance Feasibility Study, led by the World Bank. Dr. Markel serves also as an external lecturer at the geography department of Haifa University.



Dr. Doron Markel

KKL - JNF Chief Scientist

Israel and the global water crisis

Thursday, 28th November 2019

12:00 – 14:00

Hotel President Wilson, 47 Quai Wilson, 1211 Geneva