



**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.

## INVITATION

**Naty Barak**

**Chief Sustainability Officer, Netafim Ltd.**

## TOP WAY TO FEED THE WORLD – ISRAEL'S IRRIGATION SYSTEMS

**Wednesday, 31<sup>st</sup> January 2018**

**12:15 – 13:45**

**Hotel St. Gotthard, Bahnhofstrasse 87, 8001 Zürich**

Zurich, December 2017

The Chamber of Commerce Switzerland-Israel has the honor to invite you to a lecture on Wednesday, 31<sup>st</sup> January 2018

**Naty Barak**

Chief Sustainability Officer, Netafim Ltd.

**TOP WAY TO FEED THE WORLD –  
ISRAEL’S IRRIGATION SYSTEMS**

We look forward to welcoming you.

**Dr. Armin Zucker**

President

**Gabriel Taus**

Secretary General



**AGENDA**

11:45 – 12:15

Registration

12:15

Introduction

**Dr. Armin Zucker**

Chamber of Commerce  
Switzerland-Israel, President

12:20

**Naty Barak**

Chief Sustainability Officer, Netafim Ltd.

**TOP WAY TO FEED THE WORLD –  
ISRAEL’S IRRIGATION SYSTEMS**

13:00 – 13:45

Standing luncheon (vegetarian)

**Registration**

e-mail to [contact@swissisrael.ch](mailto:contact@swissisrael.ch)  
until 25<sup>th</sup> January 2018

**Admission**

free