

**Dr. Marc Abitbol**

Title : Buildup of an Israeli global ophthalmic company (Visionix) in the view of an Israeli entrepreneur

Abstract :

The ophthalmic market is not tolerant to vertical company (i.e. one product, one technology, one service). The ophthalmic customer is very loyal to a (existing usually) brand, to a 360 degree service (one shop company). Breaking this paradigm is Visionix story. To build a global company in our market take multiple skill, best talented teams, modesty, very hard work and on top some luck ! During this presentation we will review Visionix story and point out the critical even which led visionix to what it is today in the market.