



Advanced Agricultural Technology & Methods 'Where Innovation Meets Implementation'

PIC Professional Business Tours and Trade Missions
Israel, November 17 - 24, 2013

Introduction

Modern agriculture faces many challenges. The interplay of local and global conditions and market trends create a dynamic environment with which farmers must contend. Competition, limited resources, environmental concerns and optimal use of human resources are among the key issues confronting agriculture around the world. Answers lie in the development of know-how and new technologies that can address these issues.

Israel's agricultural sector is characterized by an intensive production system, which stems from the need to overcome the scarcity of natural resources, particularly water. The high level of development in the agricultural sector can be attributed to the close cooperation and interaction between scientists, extension advisers, farmers, and agro-industries.

These four elements have joined together to promote advanced technologies in all agricultural sectors. The result is cutting-edge agriculture in a country, more than half of which is defined as desert.

Promoting International Collaboration (PIC) is promoting professional agricultural business tours and trade mission delegations to and from Israel to encourage commerce, and cultivate closer business relationships between Africa and Israel. As Israel is considered a new international hub for the agricultural industry and a showcase for knowledge and innovation, our 8 day professional tour is the place to network and discover lucrative, professional opportunities.

Commercial outcomes derived from these missions extend beyond the bilateral trade statistics as they include joint ventures; technology transfer; academic exchanges; partnership arrangements in third markets; cooperation agreements between African and Israeli agri associations; and an overall increase in trade relations.

Promoting International Collaboration offers detailed insight and superior information sources of the Israeli advanced agricultural technology and methods as well as interactions with Israeli leaders, academic organisations and economic representatives. In all PIC professional business tours, our participants benefit from individual business matchmaking opportunities and customised industry visits.

Why Israel?

Though small in size, Israel's agricultural sector is vibrant and highly advanced. Over the last two decades, it has undergone a substantial structural change, during which the number of farms and self-employed farmers has significantly decreased, while the farms themselves have become much larger and more efficient. Farmers in Israel today are better equipped with highly developed entrepreneurial skills and the managerial abilities required for coping with the changing, dynamic world of modern agriculture.

The success story of Israel's agriculture can be attributed in large measure to the Israeli farmers' responsiveness and willingness to introduce innovations, know-how and technological transfers. In doing so, the farmers cooperate closely with research and development experts, extension advisers and agro-technology companies. Israel's agricultural engineering industry is well-known for its innovativeness, resulting in many useful technologies. Mention may be made of some such state-of-the-art irrigation technologies such as air-assisted sprayers, labour and energy saving systems, sophisticated sensors, greenhouse equipment, packaging systems and management software.

Israel has a high level, well developed agriculture covering a wide range of crops, such as: fruit trees, field crops, vegetables, spices, flowers and more. The level of research and development in all matters relating to agricultural issues ranks among the most advanced in the world.

Israel's agricultural sector serves as an excellent laboratory for the development of new agro-technologies, which are then disseminated around the world for the benefit of all.

Modern agriculture is largely dependent on advanced Research and Development (R&D), which remains one of the main cornerstones of Israeli agriculture.

Obligated to live with limited arable land and water resources, Israel has developed a range of innovative agriculture, irrigation and water management technologies in order to optimize use of scarce water resources, harsh soil, a minimal labour force and climatic windows of opportunity.

Investment in agriculture and rural development remains a high priority. One direct result is that Israel has become a world leader in agricultural innovation, sharing its expertise with some of the poorest regions on earth to create sustainable self-sufficiency in food and water supplies.

Israel places great emphasis on international cooperation with developing countries using extensive tools that aim to support training and demonstrations, centres for excellence, joint research, know-how transfer and the exchange of experts.

The hallmark of the international cooperation program is Israel's own professional and operational achievement, as well as its experience in agriculture, rural development, agro technology and human-capacity building.

Objectives

Our main purpose is to present the participants with the latest in agricultural innovations, updates in quality improvement, safety and health issues, facilitating the links to companies operating in the agricultural field, opening doors to the extensive marketing opportunities and serving as a global link to the entire industry.

PIC offers you outstanding opportunities to establish professional connections, conduct benchmarks, expand your knowledge base, and get updated on recent developments in your field, meeting both companies and individuals who are seeking cooperation with partners, investments, and services to promote business relations.

Today, the land of milk and honey is also known as the land of high tech and money. This

eight-day tour of Israel will give you a first-hand view of onsite demonstration of agricultural know-how, training and Israel's cutting edge Agri -Technologies and innovations.

Participants

This programme is designed for agribusiness professionals, academics, researchers, agriculture and agri-food organisations, business owners, agricultural decision-makers and interested enthusiasts who want to gain a broad understanding of the world's most advanced and vibrant agriculture, assess and explore specific business opportunities, and initiate the networks and partnerships that are necessary for sustainable business.

Participants will have the opportunity to meet with key business and agricultural experts in Israel. To actively promote cooperation and exchange in agriculture, agri-food and life sciences,

Agro entrepreneurs, farmers and industrialists will avail themselves of the opportunity of visiting modernised and highly successful farms and agro-allied businesses to get firsthand knowledge on making agribusiness a money-spinner.

Attendees will have multiple opportunities to interact with agri-business representatives and organisations, as well as other tour participants hence we encourage you to attend this small and agri -focused mission.

Programme Methodology

PIC Professional Business Tours will be a combination of interesting visits to relevant leading organisations, institutions, R&D centres and agricultural incubators, in addition to significant meetings with influential agricultural and academic experts from diverse sectors.

PIC Professional tour groups can expect to meet experts and organisations in their field of interest, as well as attending lectures, presentations, guided and open discussions on site. As with all our tours, interesting and little-known sights, exciting social events, great food and accommodation are all part of the package.

Israel is the centre of the world's three great monotheistic religions: Judaism, Christianity and Islam, and therefore a country with great spiritual value. Participants will also have the opportunity to visit the religious and historical sites of the Holy land, offering the opportunity to combine business with pleasure through tailor-made tours for groups or individuals.

Programme Description

The Professional business tours will take place from 17-24 November, 2013.

The duration of the business tours programme is 8 days. The daily schedule is composed of approximately 9 hours a day, five days a week, including appropriate business visits, as well as 3 days of excursions of tourist sites.

The Participants of the Advance Agricultural Technology Business Tour will gain the following benefits:

- **Learn effective skills in nurturing innovative culture within the organisations;**
- **Identify opportunities and resources to drive innovation initiatives;**
- **Be inspired by the business leaders' success stories; and**
- **Gain opportunities for networking and the exchange of ideas and experiences among programme participants, invited guests and speakers.**

Programme Itinerary

DRAFT PROGRAMME

***The programme is provisional only and subject to change.
New and emerging opportunities may be added to the delegation programme.***

Day 1: Tel Aviv / Netanya

- Arrival in Israel and transfer to hotel
- Group gathering and participants introduction
- Programme Orientation
- Introduction Presentation – Overview - Israeli Advanced Agricultural Technologies and Methods.

Day 2: Tel Aviv / Netanya

- Agricultural Research Organisation - Volcani Centre: www.agri.gov.il
- Genesis Seeds: www.genessseeds.com
- Hazera Genetics: www.hazera.co.il
- Hishtil: www.hishtil.com
- Transfer to Haifa
- Overnight in Haifa Hotel

Day 3: Haifa

- Haifa Chemicals: www.haifa-group.com
- Palgey Maim: www.palgey-maim.co.il
- Arad Technologies Ltd: www.aradtec.com
- Netafim Kibutz Magal - Monitoring and Control of Climate Technology: www.netafim.com
- Overnight in Haifa Hotel

Day 4: Haifa

- Excursion day to Nazareth
- Sea of Galilee – Capernaum - Yardenit – Tiberias
- Overnight in Haifa Hotel

Day 5: Haifa

- Sol Chip: www.sol-chip.com
- MiRobot: www.mirobot.co.il
- Amiad Water Systems: www.amiad.com
- BioBee Biological Systems – R&D: www.biobee.com
- Ginosar Tissue Culture co: www.ginosar-t-c.co.il
- Kaiima: www.kaiima.com
- Bermad: www.bermad.com
- Transfer to Jerusalem
- Overnight in Jerusalem Hotel

Day 6: Jerusalem

- Zeraim Gedera: www.zeraim.com
- Gavish Control Systems LTD: www.gavish.org.il
- Evogene: www.evogene.com
- Phytech: www.phytech.com
- Overnight in Jerusalem Hotel

Day 7: Jerusalem

- Day Excursion of Jerusalem
- Old City, Holy Sepulchre, Mount of Olives, Garden Tomb
- Closing and Farewell Dinner- Evaluation and Certificates Gathering
- Overnight in Jerusalem Hotel

Day 8: Jerusalem

- Free day, Hotel check out at 11:00
- Optional tour of the Dead Sea
- Airport Transfers

Israel's Innovative Industries/Institutions

Arad Technologies Ltd Yokneam Elite

Arad Metering Technologies is an acknowledged leader in the development, manufacture and marketing of wireless automatic meter reading systems worldwide. Our award-winning, Web-based Dialog3G™ system has set the industry gold standard for wireless, automatic meter reading data networks.

Agricultural Research Organisation - Volcani Centre Rishon Le-Zion

Is the central governmental research institute for agriculture in Israel. This centre is among the best-known agricultural research centers in the world, with an infrastructure that supports both basic and applied research in agricultural and environmental sciences. Beneficiaries of the achievements of ARO include farmers, agricultural industries, and above all—Israeli consumers, who enjoy a variety of high quality agricultural products grown under environmentally-sustainable conditions.

Amiad Water Systems Kibutz Amiad Kineret

Comprehensive line of exceptionally efficient automatic self-cleaning water filters that rely advanced screen and disc technologies.

Bermad Water Control Solutions Kibbutz Evron - Naharya

For 45 years, Bermad has been the recognized pioneer and world leading provider of high quality Hydraulic Control Valves. Incorporating advanced flow control technologies, Bermad's best of breed solutions have proven themselves in every level of the irrigation, water works and fire protection industries.

BioBee Biological Systems – R&D Beit Shean

Also SDA Spice (Spice production company), BioTour (Tour Sde Eliyahu's Organic Farm) Tilapia Fish Hatcheries and Dates, Grapes and Pomegranates, Market Gardens and Field Crops. Is one of the leading international companies in the field of biologically based Integrated Pest Management, Natural Pollination, and Medfly Control. BioBee's cutting-edge Research and Development Department is constantly developing new and innovative products.

Evogene Rehovot

Using cutting edge computational genomics technologies, Evogene offers a complete solution for plant trait improvement through combining state-of-the-art biotechnology and advanced breeding methods to address the global and growing demand for food, feed and fuel. Evogene collaborates with world leading seed companies to introduce its technology into key commercial crops

Ginosar Tissue Culture co Ginossar

Ginosar Tissue Culture co. is a leading company in growing bananas in Israel. In order to continue leading and significant factor in the banana world, we put a lot of effort in agricultural research in the field as well as in genetic development. Ginosar Tissue Culture Nurseries specializes in producing tissue culture banana plants from one of the best banana mother plantations (located in Ginosar) in the world as well as pineapple plants. It markets its products in Israel and throughout the world.

GAVISH **Giv at Brener**

Is a leading company in the field of control systems for the agricultural market. they produce software and equipment that operates, monitors and controls many functions within greenhouses, dairy farms and fish farms.
Gavish's three major product lines are: GreenLine, DairyLine and AquaLine.

Genesis Seeds **Weizmann Science Park, Rehovot**

Genesis Seeds is one of the world's largest producers of certified organic vegetable, herb & flower seed since 1994. The company is based in Israel where all research & production take place.

Hishtil **Afula**

Hishtil is a global nursery corporation which specializes in the production and sales of vegetables, herbs, seedlings and young plants, for the professional and hobby markets. Being a market leader in the world of advanced horticultural nurseries, the company is constantly developing unique technologies and production protocols in order to keep up with the ever changing market demands.

Hazera Genetics **Hazera**

With over 70 years of experience in seed development and production, Hazera Genetics is one of Israel's leading seed companies and has earned renown worldwide. The company recognized the need to pack by number, and its only obstacle was suitable technology.

Haifa Chemicals **Haifa**

Haifa Group is an Israel-based multinational corporation and a global leading supplier of potassium nitrate for agriculture and industry, specialty plant nutrients and food phosphates. Renowned for its pioneering spirit and innovative solutions, Haifa was founded in 1966 by the Israeli government and under private ownership since 1989. Haifa's global operations span in over 100 countries across 5 continents with 12 subsidiaries and 3 production plants.

Kaiima

Kaiima is a small promising start-up focusing on improving basic crop yields

Mofet Venture Accelerator **Misgav**

The Mofet Venture Accelerator is one of Israel's leading high-tech business incubators. As part of the Trendlines Group, Israel's leading seed-stage investment group, Mofet's vision is to create and develop businesses to improve the human condition, with an emphasis on solving the global food and water crises. Establishing and developing companies involved in agriculture and food.

MiRobot **Misgav**

Automatic robotic arms for milking at large dairy farms increases parlor throughput and reduces labour costs. MiRobot is developing next-generation robotic milking systems for cost-effective, high-performance automatic milking in medium and large dairy farms (from 200 to over 3,000 cows). Designed as an add-on to conventional milking parlour equipment, MiRobot's system comprises fully automatic, state-of-the-art robotic arms installed in each milking stall. The robotic arms perform cleaning, stimulating, attaching the milking cluster, and executing post-milking routines to offer a milking procedure that is uniform, reliable, and of the highest quality.

Netafim & Netafim Agro-technological Research & Training Park **Kibbutz Magal**

Netafim made history in 1965 with its unique concept drip-irrigation and today they are the world's largest drip-irrigation manufacturer. Netafim has over \$US250Mil in sales with 30 billion emitters in operation and an annual additional three billion emitters. Netafim is recognized as the global leader in the field of innovative based solutions and water technologies whilst protecting the surrounding environment.

Palgey Maim *Yokneam Hamoshava*

Our Company specializes in projects where a holistic and integrative approach is required, while providing a professional and optimal response to challenges and processes, involved in the engineering work. The fields in which the company works include: General and detailed planning of wastewater and water systems, operation of wastewater and water systems and installations, reclaiming effluents, sewage and sludge solution, manure treatment, supervision and managing projects as well as additional areas.

Phytech Ltd *Kibbutz Yad Mordechai*

Is a leading global producer and provider of crop management technology solutions. Our pioneer Phytomonitoring™ systems combine unique state-of-the-art sensors, wireless communications, and innovative software for collecting and analyzing data, with full agronomic and technical support, to give you total control in managing your crop. With more than 13 years of research and field experience, Phytech provides 'tailor made' solutions to customers worldwide, helping them to achieve higher yields while minimizing the use of resources, lowering cultivation costs, and protecting the environment.

Sol Chip *Haifa*

Sol Chip is a cutting edge solar technology company with long-standing expertise in the semiconductor industry. Sol Chip develops, sells and licenses a cost-effective, compact Solar Battery technology that integrates solar energy sources to power wireless sensors and mobile electronics devices. Wireless Sensors play an important role in today's agriculture. There is an increasing demand for production and simultaneously the efforts for minimizing the environmental impact and for saving costs make the sensor systems the best-allied tool. The use of sensors helps to monitor nutrients in the soil, humidity, temp, density of weeds and all factors affecting the production are been monitored to get better control

Zeraim Gedera Ltd. *Kibutz Revadim*

The leading multinational agro-technology company, Zeraim Gedera is one of the world's foremost vegetable seed brands. Zeraim Gedera is dedicated to developing, producing and marketing fruit-bearing vegetable varieties. Its products include hybrid varieties of tomatoes, peppers, cucumbers, watermelons, melons and squash. The company has over 200 employees in Israel and abroad. Zeraim Gedera funds exclusive research and development projects at the Weizmann Institute of Science, the Volcani Institute of Agricultural Research and the Hebrew University Faculty of Agriculture.

The above business visits programme is intended as a guide only and subjected to change at the discretion of the administration.

Attendance Fee

- US \$2,450 per person - Double Occupancy (Two sharing a room)
- US \$2,800 per person - Single Occupancy (One person in a single room)

This fee covers: ■ Airport transfers, ■ Accommodation in 4*** Star Hotels – Half board basis (breakfast and dinner at the hotels), ■ Group transportation in Israel on private chartered bus, ■ Israeli Visa, ■ Study Tours, ■ Business Meetings and Excursions and Tours around Israel.

The fee does not include ■ International airfares to and from Israel, ■ Travel and Health insurances, ■ Tips for guide or drivers, ■ Extra expenses, ■ Soft drinks and Alcohol beverages during the meals ■ Or any item that was not described above

A group should be constituted before and include a minimum of 15 participants.

VIP Services

For high level officials wanting to attend our programmes, we are able to offer VIP services catering for their needs. Please contact us directly for further information.

Group Discounts

Group discounts are available on groups over 10 people in which we offer a 10% discount. Groups larger than 20 people we offer 15% discount. Groups larger than 20 people, please contact us directly for a quote.

Tailor-made Programmes

We offer specialised programmes upon request, fulfilling the needs and requirements of our partners and clients. However challenging and unique the application, we can offer you a tailor-made solution to satisfy your demands. Please contact us directly with your requests.

Cancellation Fee

Payment for the programme includes a registration fee, which is non refundable, and equals 20% of the total sum of the living expenses fee.

Should you decide to cancel your participation, payment will be refunded as follows:

- 20 days or more before date of course commencement - 80%
- 10-20 days before date of course commencement - 50%
- No refunds are possible 10 days or less prior to course commencement - Cancellations received after this period will not be refunded but the participant may send a representative on his/her behalf.

Certificate

Participants will be granted with a certificate of the "Advanced Agricultural Technology & Methods" by Promoting International Collaboration – PIC and a list of Start Up Organisations and Institutions visited during the programme.

Participants will also receive a Pilgrimage Certificate, demonstrating their visit to the holy sites.

Contact for All Enquiries:



Mr. Mark Street

Promoting International Collaboration

Director

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Registration Form

Advanced Agricultural Technology & Methods November 17 - 24, 2013

General Information

Title _____ Name _____ Middle _____ Surname _____

Job Title: _____

Company/Organisation: _____

Main Job Responsibilities: _____

Address (Business): _____

City _____ Zip Code _____ Country _____

Phone (Business): _____ Home Phone: _____

Fax (Business): _____ Mobile: _____

E-mail (s): _____ Skype: _____

Skills and Education

Last Degree Attained: _____

Institution: _____

Fluent in English: Yes No

Computer Literate Yes No

How did you learn about the Programme?

● Direct contact with PIC: Phone Call Post E-mail Fax

● Through: Friend Employer Other Name: _____

Financial Support

Person or organisation responsible for payment:

((Please complete and stamp enclosed Sponsorship Guarantee of Payment form))



Sponsors' Guarantee of Payment

Candidate Information

Title	Name	Middle-Name	Surname
Job Title: _____			
Company/Organisation: _____			

Sponsor Information

Name of sponsoring officer (Name of the person responsible for the payment):

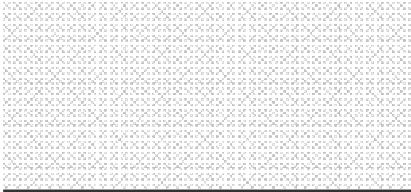
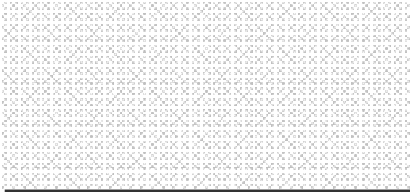
Title	Name	Middle-Name	Surname
Job Title: _____			
Company/Organisation: _____			
Address (Business): _____			
City		Zip Code	Country
Phone: _____	Fax: _____	E-mail: _____	

Local Expenses Fee: *Please check the occupancy of your choice*

\$ 2,450 US DOLLARS (*Double Occupancy: Two people sharing a room*)

\$ 2,800 US DOLLARS (*Single Occupancy: One person in one room*)

Exact fee will be calculated in the currency of your choice according to the exchange rate on the day. The invoice is issued upon registration. The invoice for the local expenses fee will be sent to the above stated person according to the requested accommodation arrangement. Please note that this form needs to be fully completed and submitted

_____		
Date	Stamp of Organisation	Signature of Sponsoring Officer



Visa Application Form

Candidate Information

Title	Name	Middle-Name	Surname
Father's Name: _____	Mother's Name: _____		
Previous Surname: _____	Religion: _____		
Country of Birth: _____	Nationality: _____		
Birth Date: ____ / ____ / ____	(DD/MM/YYYY)		
Family Status: <input type="checkbox"/> Single	<input type="checkbox"/> Married	<input type="checkbox"/> Divorced	<input type="checkbox"/> Widowed
Do you have any medical condition that may require special facilities? YES / NO			

Previous Visa Information

Previously visited Israel: YES / NO	Dates: _____
Country Visited: _____	Date of Visa Issue: _____
Country Visited: _____	Date of Visa Issue: _____

Passport Details

Number: _____ Issued At: _____ (City/Country)
Expiration Date: ____ / ____ / ____ (DD/MM/YYYY)

I hold an Official Passport (Service / Diplomatic)

*As per requirements of the Israeli Ministry of Interior, in order to process the entry visa, the passport **MUST** be valid for a minimum of 7 months after the intended date of the participant's entry to Israel*

Registration Checklist

In order to complete your registration, please submit the following documents:

1. Registration form: Completely filled in
2. Sponsors' guarantee of Payment form, signed and stamped
3. Visa application form, completely filled in
4. Passport photocopies: Pertinent information, Visa stamps, Extension date (if any)
5. A copy of your Curriculum Vitae or the profile of your company

All forms and documents should be sent by e-mail as an attachment to : Mr. Mark Street – Promoting International Collaboration – Email : promoting.collaboration@gmail.com