



**Start Up Nation and Business Development
'Entrepreneurship is a Means to an End and not
an End within Itself'**

PIC Professional Business Tours and Trade Missions
Israel, November 24 – December 01, 2013

Introduction:

Israel's large concentration of talented and innovative people makes it an ideal place for investment. Characterized by groundbreaking entrepreneurs, Israel yields pioneering technologies, profitable business opportunities and high returns on investment.

This is why so many major multi-nationals have chosen to invest in Israel - Microsoft, Berkshire-Hathaway, Motorola, Intel, HP, Siemens, GE, IBM, Philips, Lucent, AOL, Cisco, Applied Materials, IBM, J&J and more.

Promoting International Collaboration (PIC) is facilitating professional business tours and trade mission to and from Israel to encourage commerce, and foster closer business relationships between Africa and Israel. We have therefore designed professional 8 days executive tours. These tours are tailor-made and focused on particular industries; exposing participant's to the latest technologies and designated meetings with senior officials.

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 business associations; and an overall increase in trade relations.

Promoting International Collaboration offers detailed insight and superior information sources of the Israeli business environment as well as interactions with Israeli commercial 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?

The World Economic Forum has designated Israel is one of the leading countries in the world in technological innovation giving way to the name "Start-Up Nation".

Promoting International Collaboration, Israel

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Israel's successful track record of market-creating, profit-driving innovations includes:

- M-Systems were the first to offer Disk-on-Key and Disk-on-Chip flash memory products, and changed the way people store and handle information.
- The Philips Brilliance CT Scanner, developed in Israel, takes a comprehensive picture of a patient in seconds instead of minutes, in the emergency room where every second counts.
- IP Telephony was invented by the two Israelis who founded VocalTec.
- ZIP compression technology was developed by two professors at the Technion, Israel's Institute of Technology.
- Given Imaging developed the first ingestible video camera to view the small intestine from the inside, and help doctors diagnose cancer and digestive disorders.
- The technology for the AOL Instant Messenger ICQ was developed in 1996 by four young Israelis.
- Comverse invented voice-mail.
- Revolutionizing present day agriculture techniques, Netafim developed modern drip-irrigation technology and Israeli companies continue to lead this field with innovative breakthroughs.

With the world's highest percentage of engineers and scientists, Israel's greatest natural resource is its skilled workforce. Highly motivated, resourceful and independent, they enable Israel to stay ahead of the competition. Israel's workforce is particularly competitive because of the informal but effective get-down-to-business culture, exceptional ingenuity and entrepreneurial spirit. The combination of culture, skill and initiative creates a flexible, working system that allows for great adaptability while producing breakthrough technologies and quick time-to-market solutions.

Israel offers one of the world's most advanced infrastructure and the services required to conduct business efficiently and effectively. Israel boasts a sophisticated communications system; reliable energy infrastructure; well-developed transportation system with modern international gateways; protection of trademarks, patents, and other intellectual property; highly developed and transparent financial system and a legal system based on common and corporate law.

Objectives

We aim to equip the business sector, academia and decision and policy makers with the knowledge, tools and contacts that they require in order to effectively tackle challenges, based on the Israeli experience in a global market.

The professional tour will introduce the participants to the ecosystem of innovation and entrepreneurship, giving them the opportunity to:

- **Conduct Business Face to Face**
- **Test and see Products First Hand**
- **Compare many products from the market in one trip therefore saving you time and money**
- **Gain Valuable Knowledge from Experts**
- **Network with Professionals in your Business Sector to share information and gain insight on best practices**

Participants

This programme is designed for individuals and groups from organisations/institutions/associations seeking market information, knowledge exchange, international exposure, linkages and viable business opportunities.

Also: ■ Chambers of Commerce, ■ Industry Associations, ■ Government Organisations, ■ Non-Government Organisations, ■ Academic Institutions and Universities, ■ Public Private Initiatives, ■ Industry Professionals, ■ Individual Business Men and Women.

Programme Methodology

PIC Professional Business Tours will include a combination of interesting visits to relevant leading organisations, institutions, R&D centres and technological incubators, in addition to significant meetings with influential business and academic experts from diverse sectors. Seeing onsite projects and being exposed to first-hand experiences which can be implemented in development projects.

Participants will also have the opportunity to visit the religious and historical sites of the Holy land, going back to biblical times and taking away an unforgettable experience. Israel is the centre of the world's three great monotheistic religions: Judaism, Christianity and Islam, and therefore a country with great spiritual value.

Programme Description

The Professional Business Tours will take place from November 24th to December 01st, 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 the tourist sites.

The Participants of the Start Up Nation and Business Development Professional 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 participant introduction
- Programme Orientation
- Introduction Presentation 'Israeli Business Sector' / 'Doing Business in Israel' / 'Entrepreneurship Mentality'

Day 2: Tel Aviv / Netanya

- Tel Aviv University – StarTau: <http://en.startau.co.il>
- DevTech Hub: www.devtechhub.com
- RAD Data Communications: www.rad.com
- Targetech Israel 2010 LTD: www.targetech.co.il
- Matimop: www.matimop.org.il

- Kinrot Ventures (Kinrot Holdings LP): www.kinrot.com
- Transfer to Haifa

Day 3: Haifa

- Technion Institute of Technology: Innovation Centre: <http://innovation.technion.ac.il>
- HiCentre: www.hicenter.co.il
- Matam Industrial Park: www.gav-yam.co.il
- L. N. Innovative Technologies Ltd: www.lngreentech.com

Day 4: Haifa

- Terra Ventures LP: www.terralb.com
- MedTech Ventures Ltd: <http://medtechventures.com/>
- Explore Tech Ltd: www.iexplore.co.il
- Naiot: www.naiot.com
- Nielsen Innovate Fund LP: www.nielseninnovate.com

Day 5: Haifa

- Excursion day to Nazareth
- Sea of Galilee – Capernaum - Yardenit – Tiberias
- Transfer to Jerusalem
- Overnight in Jerusalem

Day 6: Jerusalem

- Office of the Chief Scientist [OCS] in the Ministry of Industry, Trade and Labour: www.moital.gov.il
- Jerusalem Start Up Hub: www.jerusalemstartuphub.com
- JVP Media Studio LP: www.jypvc.com
- Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem - <http://www.asperfoundation.com/site/index.html>
- SifTech: www.siftech.org.il/siftech/

Day 7: Jerusalem

- Day Excursion of Jerusalem
- Old City, Holy Sepulchre, Mount of Olives, Garden Tomb

Day 8: Jerusalem

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

Israeli Innovative Industries and Institutions

Office of the Chief Scientist [OCS] in the Ministry of Industry, Trade and Labour Jerusalem

The Office of the Chief Scientist (OCS) of the Ministry of Industry, Trade and Labour oversees all Government sponsored support of R&D in the Israeli industry. This broad spectrum support stimulates the development of innovative state of the art technologies, enhances the competitive power of the industry in the high-tech global market, creates employment opportunities and assists in redressing Israel 's balance of payments. In addition to its domestic activities, the OCS is involved in a myriad of bi- and multinational industrial R&D agreements.

Matimop Tel aviv

The executive agency of the Office of the Chief Scientist (OCS), of the Ministry of Economy of Israel is the official National Agency for industrial R&D cooperation in Israel, charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship. MATIMOP is the government agency that

generates and implements international cooperative industrial R&D programs between Israeli and foreign enterprises.

RAD Data Communications **Tel Aviv**

Established more than 30 years ago, RAD Data Communications is an award-winning manufacturer of service assured access and backhaul solutions. Its leading-edge technology, strict adherence to quality standards and environmentally friendly operations, together with a corporate culture that encourages long-term relationships with customers, channels, suppliers, and employees, combine to make RAD an ideal partner.

StarTau **Tel Aviv**

StarTau was established in 2009 at the Tel Aviv University in order to service Israel's aspiring entrepreneurs. We are a non-profit organisation assisting businesses and entrepreneurs from a variety of business fields including: internet ventures, bio-tech development, mobile applications, low-tech ventures, patent licensing, medical devices and more. We link private sector entrepreneurship, angels, VCs and companies to the academy and the public sector.

Devtech Hub **Tel Aviv**

The developing world is in need of sustainable technological solutions to advance its own economic development. From water scarcity to food security and from health care to educational attainment, new and appropriate technology is a powerful agent of change. The DevTech Hub is focused on advancing this technological revolution.

From our base in Israel, an established centre of excellence on technology for development, and then expanding globally, we provide entrepreneurs and professionals the tools to develop and implement technology for sustainable development (DevTech) in the Global South. We do this by addressing the key challenge preventing private sector success in technology transfer: building strong partnerships based on trust and understanding. We encourage the creation of partnerships through awareness, through a strong community, and by supporting likely success stories financially and professionally.

Targetech Innovation Centre

a privately held, high technology Incubator located in Central Israel. In today's complex market environment, Targetech supplies the necessary infrastructure to accelerate new technologies into the future.

Kinrot Ventures **Kibbutz Lavi, Lower Galilee**

The company provides a solid platform for developing and commercializing water innovations. Where once water was viewed as a free, limitless resource, it is now starting to be respected as a precious commodity to be conserved, recycled, purified and carefully managed. The water industry is a burgeoning one with global sales reaching \$450 billion in 2008 and growing at a rapid 7% p.a.

Technion Institute of Technology – Innovation Centre **Haifa**

Our mission at the Knowledge center for Innovation is to promote innovation in the Israeli economy, as a mean for growth and for leading the global markets. We believe that raising the level of innovation in Israel requires a combination of both bottom-up processes, initiated from an employee, a team or an organisation, and top-down processes, directed and supported by governmental policies, combined with the academic excellence and knowledge within Israel, creating a threefold synergy, composed of industry, academia and government.

HiCentre **Haifa**

HiCenter has established a unique entrepreneurial campus that provides entrepreneurs in all stages of development with the tools they need to take ideas from dream to reality. The hiCenter seeding program is geared towards effective early stage investment in technology based enterprises and taking them from idea stage to real world business success.

Matam Industrial Park Haifa

Gav-Yam was founded in 1928 by the Palestine Economic Company (PEC) as a public company for developing industry infrastructure. Since its establishment and up to the present, for over 80 years, Gav-Yam has been accompanying the economic development of the State of Israel, taking part in a wide variety of projects and building of industrial structures throughout the country.

L. N. Innovative Technologies Ltd Haifa

L.N. Green Technological Incubator specializes in R&D of environmental technologies and is the only advanced technology incubator in this field. The incubator structure aims to provide an operating framework for new enterprises that are environment-focused, have business potential and present technology innovation. While in the incubator period, the enterprise receives funding and financial backing, professional-business training, and full administrative support. The companies operating in the incubator benefit from its extensive contacts in the green sphere.

Terra Ventures LP Yokneam

Terra Venture Partners is the leading Israeli multi-stage fund investing in and incubating novel clean technology companies. We focus on efficiency, sustainability, mobility and wellness from pre-seed to early & growth stage. We stand at the gateway of Israeli innovation, a recognized powerhouse of original thought and breakthrough ideas. From this unique vantage point, Terra Venture Partners offers emerging Israeli companies streamlined access to strategic partners and industry leaders to better address the market challenges and transform innovations into influence.

MedTech Ventures Ltd Yokneam

Medtech Ventures is a forward looking medical technology think tank, virtual medical startup accelerator and a host to many innovation community groups including the most famous TIPS (TRIZ).

Explore Tech Ltd Yokneam

Explore Tech Ventures LTD is an incubator and venture capital firm specializing in pre-seed, seed, and early stage investments. It seeks to invest in the field of internet, cellular, and new media. The firm typically invests in Israeli ventures. It prefers to make an initial investment of \$0.5 million. The firm seeks active board membership in its portfolio companies. Explore Tech Ventures LTD was founded in 1993 and is based in Israel.

Naiot Yokneam

Naiot venture accelerator is dedicated to advancing life science innovation in Israel. We are the host of innovative medical devices, therapeutic and diagnostic. Together, with high level scientific expertise and leaders within Israel's investment community who have joined our group, Naiot can offer its portfolio companies and project leaders the best and most pragmatic direction for development, commercialization and funding.

Our model consists of:

- Creation of new project companies to be incorporated in Technology Incubator
- Creation of new project companies and fund projects through external investors and matched R&D budget from the Office of the Chief Scientist
- Equity investments in existing companies
- R&D projects within Naiot

Nielsen Innovate Fund LP Caesarea

Nielsen Innovate is an early stage technological incubator licensed by the Chief Scientist of Israel. It operates as an incubator and investment fund focused on market research, consumer behaviour, data analytics, marketing and advertising solutions, campaign effectiveness measurement, big data, social, mobile and new media. It was launched in 2013 by global market research and consumer behavior leader The Nielsen Company, and one of Israel's top early stage venture capital fund Partam Hi-Tech.

Jerusalem Start Up Hub Jerusalem

Jerusalem Startup Hub (JSH) - the new Center for Entrepreneurial Innovation in Jerusalem. Located in the heart of the city, the Hub opened its doors in March 2013. JSH aims to be the center of start-up development in Jerusalem, a hub for break-through technological ideas from all over the world and also serve as the window into the Israeli field of innovations for international investors.

JVP Media Studio LP Jerusalem

JVP Media Studio is the early stage investment arm of Jerusalem Venture Partners (JVP), one of the leading Venture Capital firms in Israel. Operating from the JVP Media Quarter in Jerusalem, JVP Media Labs invests in at the seed-stage start-up companies in the fields of new media, enterprise software, mobile, Internet, video games and advertising. JVP Media Studio invests up to \$1.5 million in each young company. Companies benefit from access to the JVP Funds' branch offices around the globe, as well as access to a wide variety of JVP business relations. Through twenty three initial public offerings, acquisitions and mergers for its portfolio companies, JVP has helped to create some of the largest companies to come out of Israel over the past eighteen years.

Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem Jerusalem

The Asper Center for Entrepreneurship at the Hebrew University of Jerusalem is committed to creating an environment in which students can develop their business acumen and entrepreneurial talent to become visionaries of the future. It fosters an atmosphere that promotes research and development, creativity and evolution of new products and services. The center's activities include the development of academic courses in entrepreneurship, start-up commerce and new venture capital in the Faculty of Business as well as joint programs with other faculties. The centre supports and offers scholarships, internet courses, a summer camp program, research projects in entrepreneurship, outreach programs to start-up companies in Israel and community programs for special segments such as youth and women. The Asper Center for Entrepreneurship acts as a catalyst in the establishment of new ventures based on ideas developed at the Hebrew University of Jerusalem and helps with the commercial realization of basic research. Its very existence acts as a lodestone to attract new academic entrepreneurial talent to the Hebrew University and paves the way for a strong connection between the Center and major high-tech ventures in Jerusalem.

SifTech Jerusalem

SifTech, the Jerusalem Entrepreneurship Center, is a non-profit organisation established in March 2012 under the sponsorship of the Students Union at the Hebrew University of Jerusalem and in cooperation with a variety of organisations and professionals. The center's vision is to develop Jerusalem's economy through elevating the young, educated, creative and diverse population of the city. SifTech aims to develop business initiatives in the geographical surroundings of Jerusalem and create links between them and the solid foundations of the Hebrew University and other academic institutions in the city.

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 and 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 amount of the programme.

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

Certificate

Participants will be granted with a certificate of the “Start Up and Business Development Tour” by Promoting International Collaborations – PIC and a list of Start up Organisations and Institutions visited during the programme.

Participants will also receive a Pilgrimage Certificate, indicating their presence to the holy sites.

Contact for All Enquiries:



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Registration Form

**Start Up Nation and Business Development
November 24th to December 01st, 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))

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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

Promoting International Collaboration, Israel

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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