



## **Advanced Hi-Technology 'The Heart of Innovation'**

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

### **Introduction:**

Israel's Hi-Tech Industry is recognized as a world leading hub for emerging technologies and global businesses.

Technology companies and global investors are beating a path to Israel and finding unique combinations of audacity, creativity, and drive everywhere they look. Which may explain why, in addition to boasting the highest density of start-ups in the world (a total of more than 3,850 start-ups one for every 1,844 Israelis) more Israeli companies are listed on the NASDAQ exchange than all companies from the entire European continent.

**Promoting International Collaboration (PIC)** is facilitating professional business tours and trade mission delegations to and from Israel to encourage commerce, and foster closer business relationships between Africa and Israel. These are mainly in the field, being exposed onsite to the latest technologies and meet directly with high ranking professionals.

Professional Tours are the **main gateway** to and from the Hi-Tech industry. Therefore, we have designed an 8 day professional tours for executives, as we are aware they have time limitations and cannot travel for a whole month.

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 advanced hi-tech environment as well as interactions with Israeli technological leaders, academic organisations and economic representatives.

In all PIC professional business tours, the participants benefit from individual business matchmaking opportunities and customised industry visits.

## Why Israel?

How is it that Israel – a country of 7.1 million, only 65 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources—produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada, and the UK?

How is it that Israel has, per person, attracted over twice as much venture capital investment as the US and thirty times more than Europe?

Israel has more companies on the tech-oriented NASDAQ stock exchange than any country outside the US – more than all of Europe and India combined. Nor is Israeli innovation limited to computers, security, and communications; the Jewish state leads the world in medical device patents, and is a strong global player in clean tech and biotech.

At a time when innovation has become the key to driving global economic recovery and growth, our **Hi-Tech business trips** will address and expose how the country's adversity-driven culture, flattened hierarchies, and government policies create a society that uniquely combines both innovative and entrepreneurial intensity.

There are lessons in Israel's example that apply not only to other nations, but also to individuals seeking to build a thriving organisation. As this country reboots its can-do spirit, there's never been a better time to look at a remarkable and resilient nation for some impressive, surprising clues.

## Objectives

Our mission is to strengthen the hi-tech industry across the world and create a global technological and innovation leadership, by offering participants all of the right contacts for future endeavours and opportunities of networking.

Networking is the most cost-effective method of generating new business. PIC offers you the perfect opportunity to meet both companies and individuals who are seeking cooperation with partners, investments, and services to promote business relations.

This eight-day tour of Israel will give you a first-hand view of how Hi-Tech is being integrated in Israel's economy. Several Israeli Hi-Tech based incubators will be visited.

You'll meet some of Israel's cutting-edge hi-tech developers who are changing the face of the global market place today. You'll also see how digital technologies help to bring together varied social and cultural populations.

## Participants

This programme is designed for individuals and groups from organisations in general seeking market information, knowledge exchange, linkages and real business opportunities.

We welcome ■ Start-up Companies, ■ Founders and Entrepreneurs, ■ Small and Large Technology Companies, ■ Financial Investors, ■ Service Providers, ■ Technological Incubators, ■ University Departments and Faculty Members and anyone who is interested in knowing more about Advanced Technology, to join and take a part in creating a stronger, global technological and leading industry and enjoy the business opportunities.

## Programme Methodology

PIC Professional Business Tours will be 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 experience learnt which can be implemented in development projects.

Israel is the centre of the world's three great monotheistic religions: Judaism, Christianity and Islam, and therefore a country with great spiritual value. So, 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.

## Programme Description

The Professional business tours will take place from November 24 - December 01, 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 Advance Hi-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 – “Israel's advanced Hi-Technology”

#### **Day 2: Tel Aviv / Netanya ( Telecommunications and Energy day)**

- NICE Systems: [www.nice.com](http://www.nice.com)
- Targetech Israel 2010 LTD: [www.targetech.co.il](http://www.targetech.co.il)
- Yeda Research and Development Company Ltd: [www.yedamd.com](http://www.yedamd.com)
- Gilat Satellite Networks: [www.gilat.com](http://www.gilat.com)
- Better Place; [www.betterplace.com](http://www.betterplace.com)
- Overnight in Tel Aviv or Netanya

#### **Day 3: Tel Aviv/ Center**

- Watech – Water Technologies Accelerator: [www.mekorot.co.il](http://www.mekorot.co.il)
- The Time – Technological Incubator: [www.thetime.co.il](http://www.thetime.co.il)
- Mer Group: [www.mer-telecom.com](http://www.mer-telecom.com)
- SCR Precise Dairy Farming: [www.scrdairy.com](http://www.scrdairy.com)

- Transfer to Haifa

#### Day 4: Haifa

- Technion Institute of Technology – Innovation Centre: [www.innovation.technion.ac.il](http://www.innovation.technion.ac.il)
- Qualcomm: [www.qualcomm.com](http://www.qualcomm.com)
- HiCenter: [www.hicenter.co.il](http://www.hicenter.co.il)
- IonMed – Amnon Lam: [www.ion-med.com](http://www.ion-med.com)
- Given Imaging: [www.givenimaging.com](http://www.givenimaging.com)
- Robotic Milkers - Kibbutz Mishmar Ha'Emek: [www.icba.org.il](http://www.icba.org.il)
- Overnight in Haifa

#### Day 5: Haifa

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

#### Day 6: Jerusalem

- 3G Solar: [www.3gsolar.com](http://www.3gsolar.com)
- Yissum Research & Development: <http://www.yissum.co.il>
- Van Leer Technology Ventures; <http://www.vlvj.co.il>
- Israel Seed Partners: [www.israelseed.com](http://www.israelseed.com)
- Overnight in Jerusalem

#### 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/Institutions

### **Better Place** Tel Aviv

Better Place is the pioneering electric car network operator enabling mass market adoption of electric cars through our innovative network solutions and services. Together with car manufacturers, software developers and utilities around the world, we have developed solutions that service any car with a plug – making electric driving more affordable, convenient and sustainable than today's petrol-based cars

### **Gilat Satellite Networks** Petach Tikva

Gilat is a leading provider of telecommunications solutions based on Very Small Aperture Terminal (VSAT) satellite network technology – with close to 500,000 VSATs shipped worldwide. Gilat is listed on the NASDAQ (GILTF) and has over 800 employees. 2003 Revenue = \$US190Mil.

### **Given Imaging** Yokneam

Given Imaging is an Israeli medical technology company that manufactures and markets diagnostic products for the visualization and detection of disorders of the gastrointestinal tract. Given Imaging pioneer the capsule endoscopy technology and has also developed capsule-based pH monitoring.

### **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.

### **IonMed – Amnon Lam** Yokneam

BioWeld1, a unique trademarked product from Israeli startup IonMed, welds surgical incisions using cold plasma. Women giving birth by Caesarean section could be the first to benefit from a revolutionary Israeli invention for dosing surgical incisions without stitches or staples. The technique also promises to leave patients less prone to infection and scarring. With half a million dollars in seed money from the Israeli Office of the Chief Scientist, IonMed joined the Trendlines incubator in northern Israel and developed the concept to the point where it closed a \$3 million financing round in 2011. The company now employs six people in its office in Yokne'am Ilit.

### **Israel Seed Partners** Jerusalem

Israel Seed Partners takes a hands-on approach to supporting and nurturing seed-stage investments. Our investments are complimented by solid teamwork and a passionate commitment to building world-class companies. It is based on channeling the talent and ideas of entrepreneurs and transforming them into cutting edge technologies and successful companies.

### **Mer Group** Houlon

Mer Group is one of Israel's leading holding companies. Mer Group is a major global system integrator, delivering comprehensive turnkey solutions for wireless networks, security and surveillance, customized military systems, broadband infrastructure, communication & monitoring mobile systems, as well as environmental monitoring and renewable energy infrastructure. With thousands of employees around the globe, the company leads the market with its multidisciplinary expertise, utilizing the most state-of-the-art technologies to design and deliver solutions, while providing swift, all-inclusive service.

### **NICE Systems** Ranana

NICE Systems is a global provider of advanced solutions that help organisations extract meaningful insight from interactions. Customer interactions reaching the contact center, as well as video recordings, contain valuable information that gives enterprises more insights into their business. NICE provides the tools that let more than 15,000 customers, including the world's top ten banks and over 65% of the Fortune 100.

### **Qualcomm** Haifa

Research and development of advanced communication systems and products. Developer of CDMA technology for digital wireless communications.

### **Robotic Milkers** Kibbutz Mishmar Ha'Emek or Kibbutz Yifat.

Milking of dairy animals, especially of dairy cattle, without human labour. The core of such systems, that allows complete automation of the milking process, is a type of agricultural robot. The barn layout influences arrivals of cows to the milking robot as well as other cow traffic and must be carefully planned. The barn is built taking into consideration important variables: facility allocation, cow space needed in each farm area, robot utilization, number of cows, milk yield, milk flow rate, feeding method and timing, robot location and orientation, and farm physical layout. In the course of the years machine milking has become an integral part of dairying. In fact, efficient dairy farming without milking machines is unthinkable. Through the services rendered by the National Service for Udder-health and Milk Quality staff, Israeli dairy farmers are able to take full advantage of the most recent developments in automation and to assure their proper implementation.

### **SCR Precise Dairy Farming** Netanya

SCR™ is the world's largest manufacturer of electronic milk measurement devices and leads the industry in the field of electronic collar tags SCR™'s smart pulsators, milk yield measurement devices and milking control devices bring cutting edge technology and unparalleled performance to the individual milking point.

### **Targetech Innovation Center**

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.

### **Technion Institute of Technology** Haifa

Established in 1924, Israel's oldest university, Technion graduates comprise the majority of Israeli-educated scientists and engineers, constituting over 70% of the country's founders and managers of high-tech industries. In 2004 Professors Avram Hershko and Aaron Ciechanover of the Faculty of Medicine received the Nobel Prize in Chemistry for their discovery of the crucial role of ubiquitin in the process of protein breakdown in cells.

### **The Time – Technological Incubator** Tel Aviv

The time invests in early stage Israeli startups in the areas of Telecom, Internet, Media and Entertainment.

### **Watech – Water Technologies Accelerator** Tel Aviv

Water Technologies Entrepreneurship Center – was established in 2004 by Mekorot, Israel's national water company in order to provide a response to the world's water supply challenges. Attracts various types of entrepreneurs, from start-ups and mature companies through academic institutions, to investors and venture capital funds. All of these advantages make Mekorot a vital and prominent player in today's global water industry.

### **Weizmann Institute of Science**

One of the world's premier scientific research institutions. The Weizmann Institute is among the world's five highest earners, among peer institutions, from commercialisation of patents. Royalties amount to approximately \$US100Mil per-annum. The Weizmann Institute is a center of basic interdisciplinary scientific research and graduate study, addressing crucial problems in technology, medicine and health, energy, agriculture and the environment.

### **Van Leer Technology Ventures** Jerusalem

Is one of Israel's leading early stage investment centers. It nurtures and grows start-up technologies into mature, well-conceived enterprises. Creating opportunities and business momentum to fulfill the business potential of the companies and secure the company's future.

### **3G Solar** Jerusalem

Pioneering technology, experience and expertise have led 3GSolar Photovoltaics Ltd. to a key position in providing next-generation solar technology derived from nature itself. Based on highly-efficient, low-cost DSC modules, with emphasis on the global PV market, 3GSolar offers a superior alternative to traditional PV modules. 3GSolar is a privately-held company with its headquarters and R&D division in Jerusalem, Israel. The company employs skilled and experienced scientists and engineers, backed by a professional management team

### **Yeda Research and Development Company Ltd ( Weizman Institute)** Tel Aviv

Yeda Research and Development Company Ltd. is the Technology Transfer Company of the Weizmann Institute of Science. Yeda markets and commercializes intellectual property created at the Weizmann Institute laboratories

## **Yissum Technology Transfer Jerusalem**

Yissum is the technology transfer company of the Hebrew University of Jerusalem. It is responsible for marketing the inventions and know-how generated by the University's renowned researchers and students. Working closely with Hebrew University researchers and staff, Yissum actively focuses on making these technologies commercially viable – and desirable – in the marketplace.

***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 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 Hi-Tech” 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 Hi-Tech  
November 24 - December 01, 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))*





## 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](mailto:promoting.collaboration@gmail.com)