

Doing Business in Israel

Entrepreneurship and Innovation: The Israeli model

Winter 2018-19



As with leaders, a predisposition is needed, but there is certainly room for nurturing born entrepreneurs. It is with this in mind that we propose the present program of studies, which, amongst other things, is designed to provide participants with exposure to the models, theories and practical approaches to entrepreneurship and innovation that Israeli professionals and academics have developed over the years.

Program description:

The program will frame the central aspects of doing business in Israel within the context of the country's booming high-tech economy and the emerging of global Israeli companies.

It will offer a unique synthesis between state-of-the-art academic studies and practical, hands-on experience with the Israeli high-tech industry and its leaders.

Academically, the connecting thread of the DBI program will be TAU's Collier School of Management case studies as well as HBS case studies on strategy issues of Israeli companies. The cases reflect the Israeli economy, concentrating on companies different in size, from different industries, and at different lifecycle stages.

Program objectives:

The emphasis in the program will be on understanding the dynamics of the Israeli entrepreneurial environment and on analyzing Israeli innovative companies at different lifecycle stages. Students will be expected to develop a top management perspective of a high-tech company and focus on formulating a competitive business-level strategy for it.

Course materials:

- Dan Senor and Saul Singer Start-up Nation: The Story of Israel's Economic Miracle, Twelve (2009)
- Case studies
- Articles

Students are required to have read all the materials prior to their arrival!

Agenda

Day	Hours	Topic	Lecturer / Comments	Where
Sunday December 30 th		Breakfast	At the hotel	
	09:15	Meeting Smadar/Hila		Hotel's lobby
	09:20- 10:00	Drive to the University		
	10:00- 10:30	Program opening	Udi Aharoni, DBI Director	Recanati Building, room 253
	10:30- 12:30	Israel at a Glance	Prof. Uriya Shavit	Recanati Building, room 253
	12:30- 13:00	Orientation tour at the university	Meeting Smadar & Hila at the classroom	
	13:00- 14:00	Lunch	On campus	
	14:00- 15:30	Introduction to Jewish philosophy & culture	Rabi Yuval Cherlow	Recanati Building, room 253
	15:30- 15:50	Break		
	15:50- 16:00	Walk to Beit Hatfutsot, the Museum of the Jewish People		
	16:00- 17:30	Visit to Beit Hatfutsot		On campus
	17:30- 18:00	Drive to the restaurant		
	18:00- 20:00	Opening dinner		Blue Rooster

	20:00-20:30	Drive back to the hotel			
Dress code for the day: casual					
Monday December 31 st		Breakfast	At the hotel		
	08:20-09:00	Pick up from the hotel and drive to the University	Outside the hotel		
	09:00-10:30	The Israeli High-Tech Industry	Prof. Moshe Zviran	Dan David Building, room 302	
	10:30-10:45	Break			
	10:45-12:30	The Israeli High-Tech Industry and the Israeli economy (cont.)	Prof. Asher Tishler	Dan David Building, room 302	
	12:30-13:30	Lunch	On campus		
	13:30-15:00	Entrepreneurship & Intrapreneurship	Dr. Eyal Benjamin	Dan David Building, room 302	
	15:00-15:20	Break			
	15:20-16:50	Entrepreneurship & Intrapreneurship	Dr. Eyal Benjamin	Dan David Building, room 302	
	16:50-17:20	Drive back to the hotel			
	Free night				
	Dress code for the day: casual				
Tuesday January 1 st	Group A				
		Breakfast		At the hotel	
	08:00-09:00	Pick up from the hotel and drive to Kibbutz Magal			
	09:00-10:00	Visit to Netafim company	Agricultural company		


10:00-11:30	Tour to Kibbutz Magal	Cultural tour	
11:30-12:30	Israeli Lunch	At the kibbutz dining room	
12:30-13:45	Drive to Haifa		
13:45-14:30	Visit The Bahai Gardens	Cultural tour	
14:30-14:45	Drive to company		
14:45-16:30	Visit to Takwin Lab	venture capital fund and incubator for Arab entrepreneurs	Haifa
17:00-17:30	Drive back to restaurant		
17:30-18:45	Dinner		At a restaurant
18:45-20:15	Drive back to the hotel		
Group B			
	Breakfast		At the hotel
08:00-10:00	Pick up from the hotel and drive to Tech7 in Beer- Sheva		Beer Sheva
10:00-11:30	Visit Tech7		
11:30-11:45	Driver to the restaurant		Beer Sheva
11:45-13:30	Traditional Bedouin meal		
13:30-15:00	Drive to Rishon Lezion		
15:00-17:00	Visit Social Entrepreneurship in Israel: Visit to Call Yachol	Dr. Gil Winch	Rishon Le-Zion

	17:00-18:00	Drive to Jaffa Port		
	18:00-20:00	Blackout - Dinner in the dark		Jaffa port
	20:00-20:20	Drive back to hotel		
Dress code for the day: casual				
Wednesday January 2 nd	Group A			
		Breakfast		At the hotel
	08:00-10:00	Pick up from the hotel and drive to Tech7 in Beer- Sheva		Beer Sheva
	10:00-11:30	Visit Tech7		
	11:30-11:45	Driver to the restaurant		Beer Sheva
	11:45-13:30	Traditional Bedouin meal		
	13:30-15:00	Drive to Rishon Lezion		
	15:00-17:00	Visit Social Entrepreneurship in Israel: Visit to Call Yachol	Dr. Gil Winch	Rishon Le-Zion
	17:00-18:00	Drive to restaurant		
	18:00-20:00	Blackout - Dinner in the dark		Jaffa port
	20:00-20:20	Drive back to hotel		
	Group B			
		Breakfast		At the hotel
	08:00-09:00	Pick up from the hotel and drive to Kibbutz Magal		
	09:00-10:00	Visit to Netafim company	Agricultural company	

	10:00-11:30	Tour to Kibbutz Magal	Cultural tour	
	11:30-12:30	Israeli Lunch	At the kibbutz dining room	
	12:30-13:45	Drive to Haifa		
	13:45-15:00	Visit The Bahai Gardens	Cultural tour	Haifa
	15:00-15:15	Drive to company		
	15:15-17:00	Visit to Takwin Lab	venture capital fund and incubator for Arab entrepreneurs	Haifa
	17:00-17:30	Drive back to restaurant		
	17:30-18:45	Dinner		At a restaurant
	18:45-20:15	Drive back to the hotel		
	Dress code for the day: casual			
Thursday January 3 rd		Breakfast		At the hotel
	09:30-09:45	Pick up from the hotel and drive to Jaffa	Outside the hotel	
	09:45-11:45	Tour of Tel Aviv & Jaffa		
	11:45-12:15	Drive to University		
	12:15-13:15	Lunch	On campus	
	13:15-16:45	Negotiations-The Israeli way	Dr. Hila Dotan	Dan David Building, room 302
	16:45-17:00	Break		On campus
	17:00-18:30	Meeting with an Israeli entrepreneur	Moti Radomski	Dan David Building, room 302

	18:30-19:00	Drive back to hotel			
Dress code for the day: casual					
& Friday Saturday January 4 th & 5 th	Free Weekend				
Sunday January 6 th		Breakfast	At the hotel		
	08:20-09:00	Pick up from the hotel and drive to the university	Outside the hotel		
	09:00-10:15	Case study analysis - Ace	Danny Dankner	Dan David Building, room 303	
	10:15-10:30	Break			
	10:30-12:30	Trends in innovation technologies—opportunities and challenges	Prof. Gal Oestreicher	Dan David Building, room 303	
	12:30-13:30	Lunch	On campus		
	13:30-16:30	Leadership & Innovation	Maestro Roni Porat	Dan David Building, room 303	
	16:30-17:00	Drive back to the hotel			
	Free night				
	Dress code for the day: casual				
Monday		Breakfast	At the hotel		
	10:00	Pick up from the hotel	Outside the hotel		
	11:30-	Touring Jerusalem including lunch			

January 7 th	14:00	<ul style="list-style-type: none"> • Kotel – Western Wall – the holiest site in the world for Jews. • Roof top view of the Dome of the Rock and El Aqsa Mosque, the third holiest site in the world for Moslems. • Church of the Holy Sepulcher, place of the crucifixion, death and burial of Jesus according to Christian tradition. • And more
	14:00-16:00	Farewell lunch
	16:00-17:00	Free time at Mamilla Mall
	17:00	Drive back to the hotel
	Dress code for the day: casual, comfortable. Walking shoes (several hours of walking during the day), hat, rain coat/umbrella	
	Requirements for entrance to the holy sites: covered shoulders & long pants for men and long pants/skirt for women	
Tuesday January 8 th	Flight back home	

Israel General Information	
Languages	
Hebrew and Arabic are the official languages of Israel and English is a compulsory subject in school. Most Israelis speak at least a bit of English. All commercial and street signs are written in both Hebrew and English and often in Arabic as well.	
Currency	
The local currency in Israel is the New Israel Shekel (NIS), which can be obtained at almost all local exchanges. For more information about the NIS and the current exchange rate, visit the Bank of Israel's website at http://www.bankofisrael.co.il	
Electricity	
	Electrical current in Israel is 220 volts AC, single phase, 50 Hertz. Most Israeli sockets are of the three-pronged variety but many can also accept some European two-pronged plugs. Adapters are required for American plugs.
Dress code during your cultural tours	
If touring, please take into consideration that you may be visiting a variety of holy sites; the dress code at these sites is strict and modest: covered shoulders and long pants for men and long pants/skirt for women. We also recommend wearing comfortable shoes.	
Time zones	
Israel is two hours ahead of Greenwich Mean Time which puts it seven hours ahead of the Eastern United States.	
Weather	
Israel's climate is Mediterranean in the north and arid in the south. In summer, average temperatures range between 65°-90°F (18°-32° C) over most of the country. Winters are usually mild, with temperatures on the coastline averaging 57° F (14°C). Temperatures in Jerusalem and the north of Israel are about 6° C lower and in the south of Israel and at the Dead Sea 9°C higher (72°F).	
We strongly recommend that you check the weather forecast before packing at www.weather.com .	
Israel at a glance	

Israel is not only the name of the country; it is also a people. The history of the Jewish people and its roots in the Land of Israel span approximately 35 centuries. During this long history, the cultural, national and religious identities of this land were formed. The State of Israel was established in 1948, renewing Jewish independence almost 2,000 years after it was lost with the destruction of the Second Temple in 70 CE.

Full Country Name: The State of Israel

Area: 22,000 sq. km; about the size of New Jersey

Population: 8.7 (it has grown 11 times since the state was found in 1948)

Capital City: Jerusalem

Education: 11 years compulsory.

Literacy rate: 95% (female 93%; male 97%).

Religion(s): Judaism, Islam and Christianity, Druze

Major political parties: Likud, Kulano, The Jewish Home, Agudat-Israel, Shas

President: Rubi Rivlin

Prime Minister: Binyamin Netanyahu

Flag Description: White with a blue hexagram (six-pointed linear star) known as the Magen David (Shield of David) centered between two equal horizontal blue bands near the top and bottom edges of the flag, symbolic of a Jewish prayer shawl.



Population

Approximately 76 % of the country's population is counted as Jewish. Since 1989, nearly one million immigrants from the former Soviet Union have arrived in Israel, making this the largest wave of immigration since independence. In addition, almost 50,000 members of the Ethiopian Jewish community have immigrated to Israel. Thirty-six percent of Israelis were born outside Israel. Of the non-Jewish population, about 80% are Muslims, 10% are Christian, and about 10% are Druze.

Cultural life

With a population drawn from more than 100 countries on five continents, Israeli society is rich in cultural diversity and artistic creativity. Israel boasts more than 120 museums, including the Israel Museum in Jerusalem, which houses the Dead Sea Scrolls along with an extensive collection of regional archaeological artifacts, art, and Jewish religious and folk exhibits.

