

Doing Business in Israel

Entrepreneurship, Intrapreneurship and Innovation:

The Israeli Model

Spring 2019



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Program dates: Monday, May 20th - Tuesday, May 28th, 2019

Accommodation: [Art Plus Hotel](#) in Tel Aviv.

Program Structure: Classes, workshops, company visits and tours of Tel Aviv-Jaffa and Jerusalem.

Credits: 3 credit units

Language of Instruction: English

Background:

In recent decades, the Israeli economy has undergone a dramatic shift, becoming an innovative and entrepreneurial high-tech powerhouse. Its globally acknowledged contributions have revolutionized the countless fields, including agriculture, pharmaceuticals and ecology. Israel's high-tech success can be attributed to many different factors, including the hostility of the external environment, a lack of natural resources, and the so-called collective Israeli personality – ingenious, tough and adaptive.

Be that as it may, entrepreneurship and innovation have come to be regarded as integral parts of the Israeli economic mindset, and the many successful IPOs and M&As of Israeli start-up companies have turned our small country into a world leader in many high-tech areas. Many of today's global players started their operations in the local Israeli economy.

Corporate Innovation – A Growing Concept Alongside Entrepreneurship

Effective entrepreneurial methodologies and proven abilities to innovate are essential strategic assets for both entrepreneurs and established corporations. For corporations, an additional challenge is the ability to intertwine these systems and abilities into a coherent process. First, in order to create a sustainable competitive advantage, and later, leveraging these to drive growth and access to global markets. Therefore, it is important to adopt methodologies of innovation for corporate entrepreneurship, "Intrapreneurship", in order to create a sustainable process that enables transforming ideas into value generating products and services.

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 emergence 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.

Program objectives:

The program focuses on understanding the dynamics of the Israeli entrepreneurial, intrapreneurial and innovation 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 formulate a competitive business-level strategy for it.

Course materials: Case Studies and Articles

Students are required to have read all the materials prior to their arrival!
Articles & cases will be published in [DBI ARTICLES](#)

The DBI team wishes you a pleasant stay in Israel and an enjoyable program!

Agenda

Day	Hours	Topic	Lecturer / Comments	Where
Monday May 20th		Breakfast		At the hotel
	08:15	Meeting Idit/ Hila		Hotel's lobby
	08:20-09:00	Drive to the University		
	09:00-09:30	Program opening & network session	Udi Aharoni, DBI Director	Dan David Building, Room 301
	09:30-11:00	Network session	Dr. Shoshi Chen	Dan David Building, Room 301
	11:00-11:15	Break		
	11:15-13:15	Israel at a Glance	Prof. Uriya Shavit	Dan David Building, Room 301
	13:15-14:45	Orientation, group photo, lunch		
	14:45-16:15	Israel Macro Environment	Prof. Leo Leiderman	Dan David Building, Room 301
	16:15-16:30	Break		
	16:30-18:00	Meeting an Israeli entrepreneur	Moti Radomski	Dan David Building, Room 301
	18:00-18:15	Day's wrap up	Udi Aharoni	Dan David Building, Room 301
	18:15-18:45	Drive to dinner		
	18:45-20:15	Opening dinner at HaBanot	Eatwith	
	20:15-20:45	Drive back to the hotel		
Dress code for the day: casual				
		Breakfast		At the hotel
	08:20-09:00	Pick up from the hotel and drive to the university		Outside the hotel

Tuesday, May 21st	09:00-10:15	The Israeli Innovation Eco- system	Prof. Moshe Zviran, Dean, Collier School of Management	Dan David Building, Room 301
	10:15-10:30	Break		
	10:30-12:00	The VC and Entrepreneurship Funding Industry	Dr. Barak –Ben Avinoam	Dan David Building, Room 301
	12:00-13:15	Lunch	On campus	
	13:15-13:45	Drive to company		
	13:45-15:45	Company Visit: Cellebrite		
	15:45-16:15	Drive to Tel Aviv		
	16:15-18:15	Tour of Tel Aviv & Jaffa		
	18:15-20:00	Dinner at The Old Man and the Sea		
	20:00-20:15	Drive back to the hotel		
	Dress code for the day: casual			
Wednesday, May 22nd		Breakfast		At the hotel
	08:20-09:30	Drive from hotel to Kibbutz Magal		
	09:30-11:30	Company Visit: Netafim	Agricultural company	
	11:30-12:00	Tour of Kibbutz Magal	Cultural tour	
	12:00-13:00	Israeli Lunch		Kibbutz dining Room
	13:00-14:00	Drive to the university		
	14:00-15:45	Entrepreneurship & Intrapreneurship	Dr. Eyal Benjamin	Dan David Building, Room 301
	16:30-16:45	Break		
	16:45-18:15	Intarpreneurship - Practical Aspects	Yoav Gez	Dan David Building, Room 301
	18:15-18:45	Drive back to hotel		

	Free night				
	Dress code for the day: casual				
Thursday May 23rd		Breakfast		At the hotel	
	08:50-09:30	Pick up from the hotel and drive to the university			
	09:30-10:00	Week's wrap up	Udi Aharoni	Dan David Building, Room 301	
	10:00-13:15	Negotiations Workshop -The Israeli Way	Dr. Hila Dotan	Dan David Building, Room 301	
	13:15-14:15	Lunch	On campus		
	14:15-14:45	Drive to company			
	14:45-16:30	Company Visit: <u>sFBI</u>	Enon Landenberg, CEO		
	16:30-17:00	Drive to back to the hotel			
		Free night/ Student Day (optional)			
		Dress code for the day: casual			
Friday & Saturday May 24th & 25th	Free Weekend				
Sunday May 26th	08:20-09:00	Pick up from the hotel and drive to the university			
	09:00-11:00	Trends in Innovation Technologies– Opportunities and Challenges	Prof. Gal Oestreicher	Recanati Building, Room 304	
	11:00-11:15	Break			
	11:15-12:45	Enhancing Decisions and Efficiency Through Artificial Intelligence	Nadav Poplawski, Co-Founder & CEO, Uniqai Systems	Recanati Building, Room 304	
	12:45-13:45	Lunch			

	13:45-14:15	Drive to company		
	14:15-17:15	Company Visit: <u>MerkSpace</u>		
	17:15-17:45	Drive to evening activity		
	17:45-20:45	Israeli Cooking Class		
	20:45-21:00	Drive back to the hotel		
	Dress code for the day: casual			
Monday May 27th		Breakfast		At the hotel
	08:20-09:00	Pick up from the hotel and drive to the university		
	09:00-10:30	Nano Dimension	Amit Dror, Founder & CEO	Recanati Building, Room 304
	10:30-10:45	Break		
	10:45-12:15	Social Entrepreneurship in Israel	Dr. Gil Winch	Recanati Building, Room 304
	12:15-13:15	Lunch		On campus
	13:15-16:15	Leadership & Innovation	Maestro Roni Porat	Recanati Building, Room 304
	16:15-16:45	Closing ceremony	Udi Aharoni	Recanati Building, Room 304
	16:45-17:15	Drive back to the hotel		
	Free night			
Dress code for the day: casual				
Tuesday May 28th		Breakfast		At the hotel
	08:00	Pick up from the hotel		Outside the hotel
	09:30-17:30	Tour of Jerusalem, including: <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 - biblical location of the crucifixion, death and burial of Jesus according to Christian tradition. Lunch		



	17:30-19:30	Farewell dinner		
	19:30	Drive back to the hotel		
	Dress code for the day: casual, comfortable. <ul style="list-style-type: none">Walking shoes (several hours of walking during the day), hat, rain coat/umbrella Entrance to Holy Sites requires covered shoulders & long pants/skirts			
Wednesday May 29th	Fly back home			