

**Academic Study Tour in the Start-up Nation,
Program facilitated by Kenes Professional Tours**

NASDAQ 2016 listings reveal that aside from the United-States there are three other hi-tech superpowers. China is represented by 93 NASDAQ listings, Israel with 77, and Canada with 57. Among these economies, Israel represents an optimal **Hi-Tech Tourism destination** given its proximity to Europe (500 Km from Cyprus and 800 Km from Greece), its spiritual background (Cradle of Christianity), its limited size (Stretches 424 Km North to South and is 114 Km in its widest point), English is spoken by 85% of the population, its extensive ecosystem supporting technological ventures, and its open-minded people willing to share their technological experience.

Kenes Professional Tours is a division of Kenes Exhibitions, an international Israeli-based company that organizes exhibitions and conferences worldwide. **Kenes Professional Tours offers academic and educational institutions tailor-made programs led by a local academic facilitators with international experience.** Our facilitator, together with your designed representative, will adjust the study-tour to your specific academic needs before (design of the syllabus), during (delivering the content), and after the tour (conducting the follow-up). Our academic facilitating unit, including selected facilitators, is headed by [Danny Abramovich](#). Danny is an international marketing lecturer with 18 years of experience in 7 countries and with 15 MBA and Master-level programs. Danny is also the founder of an educational venture.

This academic facilitating program at Kenes Professional Tours enables groups of students a practical learning experience of how to prepare a new venture marketing plan as a major support to their academic curriculum.



Introduction to "The Start-up Nation"

With the size of Slovenia or New Jersey and the population of London or Bangkok (8.3 Million) Israel is short on space and people. Israel, has a significant place in the bible and in Exodus, God tells the Hebrews that Israel is “A good and broad land, a land flowing with milk and honey”. The State of Israel declared its Independence in 1948 and in fact it has evolved as a re-start-up by itself with a very challenging starting point with no milk and no honey.

Nowadays the country is regarded as an economic miracle with the resulting nickname: "The Start-up Nation" (abbreviated SUN). This a guided week long Academic Study Tour offers the opportunity to explore, experience, and understand the State... of mind of the people. The spirit that enables great inventions to be "Made in Israel" is also supported by the fact that Jews and Israelis constitute 20% of all Nobel Laureates despite being only 0.2% of the world's population.

Welcome to Israel, a country which comes in second after Canada, with the highest proportion of educated adult residents in the world, taking into account both undergraduate and graduate degrees.



Experience
Israel • Innovation • Industry

Three blue circular icons are arranged around the text. One is at the top left, one at the top right, and one at the bottom center. The top-left icon contains a white leaf-like shape. The top-right icon contains a white gear-like shape. The bottom-center icon contains a white water drop shape.

Sample Itinerary

| | |
|---|--|
| <p>Day 1, Thursday (Optional Pre-Tour)</p> <p>Arrival to Israel Tel-Aviv</p> | <ul style="list-style-type: none"> • Arrival to Ben Gurion International airport • Check-in at the hotel in Tel-Aviv |
| <p>Day 2, Friday (Optional Pre-Tour)</p> <p>Full day tour Jerusalem</p> | <p>7:15 - 8:00 Breakfast at the hotel 8:00 - Departure from the hotel to Jerusalem</p> <p>9:00 - 17:00 – Guided Tour to Jerusalem - Drive to Mount of Olives for a panoramic view of the city. Stop at Mount Zion to visit King David's tTomb, Room of the Last Supper and the Dormition Abbey, Enter the Old City and walk through the Armenian and Jewish quarters to the recently excavated and restored Cardo, the Roman Road. See the Jewish Wailing Wall, and continue to the Christian Quarter. Walk along the Via Dolorosa and visit the Church of the Holy Sepulchre</p> <p>+ Lunch 18:30 - Back to the hotel + Overnight in Tel-Aviv</p> |
| <p>Day 3, Saturday (Optional Pre-Tour)</p> <p>Full day Tour to Southern Israel: Negev Desert and Dead Sea</p> | <p>7:15-8:00 Breakfast at the hotel 8:00 – Departure from the hotel to the Negev Desert and the Dead Sea</p> <p>Guided tour: Beit Guvrin, Negev Desert and the Dead Sea Depart Tel Aviv south towards the Negev Desert, visit the "Land of the Thousand Caves" in Beit Guvrin National Park, and continue to Arad and Ein-Bokek. Floating in the Dead Sea.</p> <p>19:30 Back to the hotel + Overnight in Tel-Aviv</p> |

| | |
|--|---|
| <p>Day 1, Sunday</p> <p><i>Introducing "Israel - the Start-up Nation": Spirit and Ecosystem</i></p> <p>Tel-Aviv</p> | <p>7:45-8:30 Breakfast at the hotel</p> <p>8:30 – Departure from the hotel to the lecture hall in Tel-Aviv</p> <p>Morning</p> <ul style="list-style-type: none"> - Presentation of the weekly program. - A welcome presentation of the Start-up Nation background, spirit, and its ecosystem. Understanding the competitive edge of "Invented in Israel" (3i's). - A creativity workshop, including a massage treating both your brain hemispheres. - Lunch <p>Afternoon</p> <ul style="list-style-type: none"> - visit to Google Campus and meet a start-up venture to get acquainted with the local entrepreneurial spirit. - Introducing the challenge that marketing plans currently pose. <p>18:30 - Back to the hotel</p> <p>* Free night in Tel-Aviv, a recommended visit to "Hatachana" complex</p> |
| <p>Day 2, Monday</p> <p><i>The Marketing Analysis Day: Where every start-up can start (but does not have to)</i></p> <p>Tel-Aviv</p> | <p>7:15-8:00 Breakfast at the hotel</p> <p>8:00 – Departure from the hotel to the lecture hall in Tel-Aviv</p> <p>Morning</p> <ul style="list-style-type: none"> - Launching your marketing plan for a new venture or an existing company. - What data should be collected for free for an ultimate analysis of trends and the market from a marketing point of view? - Lunch <p>Afternoon</p> <ul style="list-style-type: none"> - A refreshing look into competitive analysis and segmentation: online and offline. - Guest lecture presenting a start-up - Completing the marketing analysis of your marketing plan (part 1 out of 4): Offer-mix and promotion-mix. <p>* Free night in Tel-Aviv, a recommended visit to Tel-Aviv Port and its leisure options</p> |

| | |
|--|--|
| <p>Day 3, Tuesday</p> <p><i>Study Visit to an Incubator and a Hi-tech Park</i></p> <p>Tel-Aviv</p> | <p>7:15-8:00 Breakfast at the hotel</p> <p>8:00 – Departure from the hotel to the Academic College Tel Aviv-Yafo (MTA)</p> <p>Morning</p> <ul style="list-style-type: none"> - Visiting the incubator of the Academic College Tel Aviv-Yafo and meeting one of its many graduate ventures. - Session: Setting the marketing strategy and its accompanying objectives based on the marketing analysis (part 2 out of 4). - Lunch <p>Afternoon</p> <ul style="list-style-type: none"> - Visit "Kiryat Atidim" Hi-tech Park, Tel-Aviv, including a meeting with an interesting venture. - Presenting medical ventures and a short visit to Assuta Medical Center, a demonstration of exporting services. <p>18:30 - Back to the hotel</p> <p>* Free night in Tel-Aviv, a recommended visit to "Sarona", including dinner in its Food Market</p> |
| <p>Day 4, Wednesday</p> <p><i>Study Visit to Haifa and Nazareth: Incubators, Hi-tech Park, and... the Church of Annunciation</i></p> <p>Tel-Aviv</p> | <p>7:15-8:00 Breakfast at the hotel</p> <p>8:00 – Departure from the hotel to Caesarea, Haifa, and Nazareth</p> <p>Morning</p> <ul style="list-style-type: none"> - Visit "Nielsen Innovate Incubator", Caesarea. - A short drive north towards Haifa. - Visit MATAM Hi-tech Park (Google, Apple, Microsoft, Yahoo, Intel, etc.), including a meeting with an interesting venture. - Lunch <p>Afternoon</p> <ul style="list-style-type: none"> - Visit Nazareth Business Incubator Center (NBIC). - Visit the Church of Annunciation and the nearby Church of Saint Joseph. <p>19:00 - Back to the hotel</p> |

| | |
|---|--|
| <p>Day 5, Thursday</p> <p><i>Studies and Professional Tour</i></p> <p>Tel-Aviv</p> | <p>7:45-8:30 Breakfast at the hotel</p> <p>8:30 – Departure from the hotel to the lecture hall in Tel-Aviv</p> <p>Morning</p> <ul style="list-style-type: none"> - Address an action plan in order to comply with the declared strategy and marketing objectives. - Manage an action plan: GANTT chart and a marketing budget – How to. - Complete your marketing action plan (chapter 3 out of 4). - Lunch <p>Afternoon</p> <ul style="list-style-type: none"> - Propose control standards for your new venture or revised standards for an existing company. - Guest lecture representing a VC, Club of Angels, or an angel investor - A short non-verbal communication workshop <p>18:30 - Back to the hotel</p> <p>* Free night in Tel-Aviv, a recommended walk along Rothschild Boulevard host to Facebook Israel, many early stage start-ups and a variety of bars and restaurants</p> |
| <p>Day 6, Friday</p> <p><i>Market Day, Demo Day, and Summary of the Week</i></p> <p>Tel-Aviv</p> | <p>7:45-8:30 Breakfast at the hotel</p> <p>8:30 – Departure from the hotel to the local Carmel Market (Shuk HaCarmel)</p> <p>Morning</p> <ul style="list-style-type: none"> - Practice and experience non-verbal communication in the markets: Carmel Market and "Nachalat Binyamin" Art & Crafts Market - Early lunch in the market <p>Afternoon</p> <ul style="list-style-type: none"> - "Demo (afternoon) Day", selected presentations and feedback - Summary of the week and discussing "Start-up Nation 2048 – to be or not to be?" <p>20:00 - Farewell Dinner</p> |
| <p>Day 7, Saturday</p> <p><i>Departure from Israel</i></p> | <p>* Departure from Israel</p> |

*The tour plan is subject to change in accordance to clients' specific requirements

About Kenes Professional Tours

Kenes Professional Tours is a division of Kenes Exhibitions, an international Israeli-based company that organizes exhibitions and conferences worldwide. Kenes Professional Tours was founded in order to meet the needs of professional and business tourists to get acquainted with the Israeli market. We offer professional tours and educational seminars that are custom-designed for our diversified clientele. Our clients receive direct access to the industry of their choice and through this gain knowledge, expand their business network and much more.

We at Kenes offer broad expertise and unmatched familiarization with the Israeli industry due to our vast experience in organization of events in Israel such as Agritech, Watec, Biomed-MIXiii, and others.

Contact Information



3, Ariel Sharon Street, Or Yehuda 6037606, Israel

Tel: +972.74.745.7435/480

Email: info@KenesProfessionalTours.com

Website: <http://www.kenesprofessionalstours.com/>