

**Corporate Study Tour in the Start-up Nation,  
Mentorship Program by Kenes Professional Tours**

**N**ASDAQ 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 conducts a mentorship program that offers corporations a tailor-made study tour, led by a local mentor with international experience.** Our mentor, together with your designed representative, will adjust the visit of your team in conjunction to your specific corporate needs (design of the program), during (empowering participants with the spirit of innovation), and after the tour (conducting the follow-up). Our mentorship unit, including selected Israeli mentors, is headed by [Danny Abramovich](#). Danny is an international marketing consultant, mentor, and lecturer with 18-year experience in 7 countries so far. Danny is also the founder of an educational venture.

This mentorship program at Kenes Professional Tours enables corporate teams a practical learning experience about **intrapreneurship** - how to prepare a marketing plan for an innovative idea that can be implemented in your company.



## Introduction to "The Start-up Nation"

**W**ith 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



## Sample Itinerary

<p><b>Day 1, Thursday</b> (Optional Pre-Tour)</p> <p><b><i>Arrival to Israel</i></b> Tel-Aviv</p>	<ul style="list-style-type: none"> <li>• Arrival to Ben Gurion International airport</li> <li>• Check-in at the hotel in Tel-Aviv</li> </ul>
<p><b>Day 2, Friday</b> (Optional Pre-Tour)</p> <p><b><i>Full day tour to Jerusalem</i></b></p>	<p><b>7:15-8:00</b> Breakfast at the hotel</p> <p><b>8:00</b> – Departure from the hotel to Jerusalem</p> <p><b>9:00-17:00 – Guided Tour to Jerusalem</b> - Drive to Mount of Olives for a panoramic view of the city. Stop at Mount Zion to visit King David's Tomb, 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>+ <b>Lunch</b></p> <p><b>18:30</b> - Back to the hotel</p>
<p><b>Day 3, Saturday</b> (Optional Pre-Tour)</p> <p><b><i>Full day Tour to Southern Israel: Negev Desert and Dead Sea</i></b></p>	<p><b>7:15-8:00</b> Breakfast at the hotel</p> <p><b>8:00</b> – Departure from the hotel to the Negev Desert and the Dead Sea</p> <p><b>Guided tour: Caves, Negev Desert and the Dead Sea</b></p> <p>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>+ <b>Lunch</b></p> <p><b>19:30</b> Back to the hotel</p>

<p><b>Day 1, Sunday</b></p> <p><b><i>"The State of Start-ups as a start-up day"</i></b></p> <p>Keywords: Start-up Nation, Creativity &amp; Brain Science, Fintech, Medtech, etc. <b>(one selected field)</b></p> <p>Tel-Aviv</p>	<p><b>7:45-8:30</b> Breakfast at the hotel</p> <p><b>8:30</b> – Departure from the hotel to Google Campus in Tel-Aviv</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>- Presenting the weekly program.</li> <li>- A welcome presentation of the Start-up Nation background, spirit, and its ecosystem. Understanding the competitive edge of "Invented in Israel".</li> <li>- A creativity workshop, including a massage treating both your brain hemispheres.</li> <li>- Lunch</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>- Visit "Kiryat Atidim" Hi-tech Park, Tel-Aviv, including a meeting with a relevant venture <b>(in accordance to clients' requirements)</b>.</li> <li>- <b>(according to relevancy)</b> Presenting medical ventures and a short visit to Assuta Medical Center, and a demonstration of exporting services.</li> </ul> <p><b>18:00</b> - Back to the hotel</p> <p>* Free night in Tel-Aviv, a recommended visit to "Hatachana" compound</p>
<p><b>Day 2, Monday</b></p> <p><b><i>"The State-of-mind Day"</i></b></p> <p>Keywords: Incubating Ideas, Intrapreneurship, Business Tools</p> <p>Tel-Aviv</p>	<p><b>7:15-8:00</b> Breakfast at the hotel</p> <p><b>8:00</b> – Departure from the hotel to the Academic College Tel Aviv-Yafo</p> <ul style="list-style-type: none"> <li>- Visit the incubator of the college and meeting one of its many graduate ventures <b>(in accordance to clients' requirements)</b>.</li> <li>- <b>Session:</b> Intrapreneurship, demonstrating a state-of-mind based on several local examples that you can take home.</li> <li>- Lunch</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>- <b>Session:</b> Business tools that translate creativity into effective innovation</li> <li>- <b>Guest lecture</b> presenting a business tool start-up</li> </ul> <p>* Free night in Tel-Aviv, a recommended visit to Tel-Aviv Port and its leisure options</p>

<p><b>Day 3, Tuesday</b></p> <p><i>"The Re-start-up day"</i></p> <p>Keywords: Nielsen innovate, Matam hi-tech park Nazareth incubator</p> <p>Caesarea, Haifa, Nazareth</p>	<p><b>7:15-8:00</b> Breakfast at the hotel <b>8:00</b> – Departure from the hotel to Caesarea, Haifa, and Nazareth</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>- Visit "Nielsen Innovate incubator", Caesarea.</li> <li>- A short drive north towards Haifa.</li> <li>- Visit MATAM Hi-tech Park (Google, Apple, Microsoft, Yahoo, Intel, etc.), including a meeting with an interesting venture. <b>(in accordance to clients' requirements).</b></li> <li>- Lunch</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>- Visit Nazareth Business Incubator Center (NBIC).</li> <li>- Visit the Church of Annunciation and the nearby Church of Saint Joseph.</li> </ul> <p><b>19:00</b> - Back to the hotel</p>
<p><b>Day 4, Wednesday</b></p> <p><i>"What's-in-it-for-us day"</i></p> <p>Keywords: Marketing Objectives, Group Work, Mini Action Plan</p> <p>Tel-Aviv</p>	<p><b>7:45-8:30</b> Breakfast at the hotel <b>8:30</b> – Departure from the hotel to the lecture hall in Tel-Aviv</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>- Intermediate summary of the tour and its applications to the company.</li> <li>- Working by small groups to address marketing-oriented objectives.</li> <li>- Lunch</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>- Addressing an initial action plan in order to comply with the declared objectives and conclusions drawn in the past three days.</li> <li>- A short non-verbal communication workshop</li> </ul> <p><b>18:30</b> - Back to the hotel</p> <p>* Recommended to have dinner at the "Sarona" Food Market</p>

<p><b>Day 5, Thursday</b></p> <p><b>"Demo Day"</b></p> <p>Tel-Aviv</p>	<p><b>9:00</b> – Departure from the hotel to the local Carmel Market</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>- Experiencing non-verbal communication in the Carmel Market</li> <li>- Early lunch in the market</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>- "Demo Afternoon", selected presentations by groups and feedback</li> <li>- Summary of the week and discussing "Start-up Nation 2048 – to be or not to be?"</li> </ul> <p><b>20:00</b> - Farewell Dinner</p> <p>* Free night in Tel-Aviv, a recommended walk along Rothschild Boulevard hosting Facebook Israel, many early stage start-ups and a variety of bars and restaurants</p>
<p><b>Day 6, Friday</b></p>	<p>* <b>Departure from Israel</b></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



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