

First Women Entrepreneurial Mission from the Czech Republic to Israel
Flight Prague- Tel Aviv -Prague
9 days/ 8 nights
(double room occupancy, breakfast included)
Expert program 4 days, 15 meetings
3 days of excursions

55 000 Kč/ person

Flights - Smartwings
12.10 departure 11:45-16:30
20.10. arrival 18:25-21:30

Accommodation: Tel Aviv = hotel Melody 4*

(12.-16.10.2018)

Jerusalem – hotel Eyal 4* (
(16.-19.10.2018) (3 noci)

Dead Sea – hotel Leonardo Plaza 4* (
Half board!

(19.-20.10.2018)

Transfers:

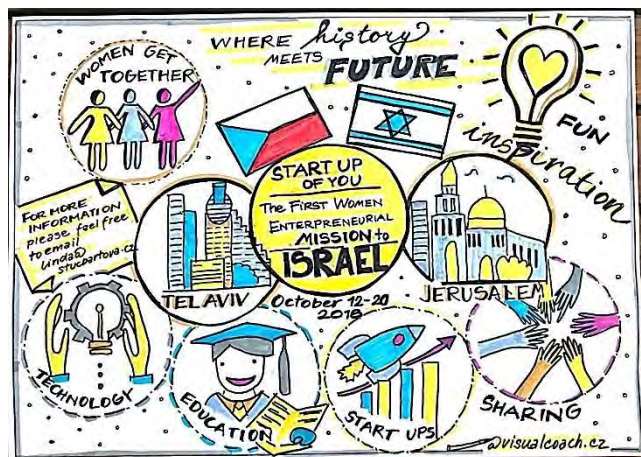
- 12.10.2018 – transfer from Ben Gurion to Tel
- 14.10.2018 – transfer from Tel Avivu to Herzliya and back
- 16.10.2018 – transfer from Tel Aviv to Jerusalem
- 18.10.2018 – transfers in Jerusalem
- 19.10.2018 – transfers from Jeruzalem to Dead Sea, Massada fortress visit
- 20.10.2018 – transfer from the Dead Sea to Tel Aviv

Exkursions:

- Bauhaus Tel Aviv walking tour
- 1/2 day or full day Jerusalem
- ½ day Massada

Expert Program

The aim of the mission: get inspiration, spot on experience and practical examples of successful entrepreneurship and start-up environment



We will see a wide range of examples, from individual initiatives, start-ups, social enterprises, corporations as well as the role of the municipalities and government

October 12 - arrival to Tel Aviv

Experiencing Shabbat – no buses, open restaurant on the beach, relax

October 13

Morning – explore 1 or 15 beaches in Tel Aviv, take a bike for a ride or play traditional Israeli matkot on the beach

Optional: visit of Tel Aviv Museum of Modern Art

Afternoon walking tour - **Tel Aviv and Bauhaus architecture**

Get together at **Masaryk café where the history of friendly Czechoslovak – Jewish relations started in 1927!**

Tel Aviv – start-ups, educational institutions and municipalities perspective

October 14 – a day trip to Herzliya

Visit to **IDC Herzliya**

IDC Herzliya's founders sought to create an Israeli university in which personal achievements go hand in hand with social responsibility. IDC outlook is rooted in the concepts of "freedom and responsibility" and emphasizes initiative and leadership alongside community service.

<https://www.idc.ac.il>

PTC company visit and meeting with Orit Itzhar

<https://www.ptc.com/en/about/ptc-israel>

Orit Itzhar, besides holding her position as Definition Technical Fellow and heading the Innovation Lab, is an expert on high tech eco system, start-up scene, mentor, judge, head of 8200 Alumni in charge of EISP (Entrepreneurial Innovation Support Program, organizer of hackatons, MassChallenge and Zell and other events

EISP program was awarded the 1st place by the EU Educational Training Foundation.

Start-up example: **Tamir Plachinsky** and his company, as a successful example of a University project originated start-up in car race industry, now leading to Israel-Italy cooperation

In the evening, the old port Jaffa and **Maskit fashion boutique** (the oldest Israeli fashion house since 1954, still overseen by 101 year old widow of famous general Moshe Dayan)

<https://www.israel21c.org/maskit-israels-reborn-fashion-house>

October 15 - Tel Aviv

Visit to Czech Embassy (confirmation pending after H.E. Stropnický arrives in Tel Aviv)

Lecture by **Dr. Liora Katzenstein**

Dr. Liora Katzenstein has served on more than 30 Boards of Israeli companies, she is the CEO of Ortus Venture Capital. She is the pioneer of Entrepreneurial Education world-wide, head of ISEMI (Israel School of Management and Entrepreneurial Innovation) program. She will speak about the Spirit of Corporate Entrepreneurship.
<http://entrepreneurship-isemi.com>

Visit to **Pearl Cohen Law Advisory** and visiting the trendiest co-working space at **Azrieli Sarona Tower**
<https://www.pearlcohen.com>

Sarona Market – a culinary Tel Aviv

Municipality of Tel Aviv, meeting with Rinat Guy: How Municipality Cooperates with Start-ups to Solve Problems

Visit to **WMN co-working space**, meeting with its founder **Merav Oren**
Merav Oren is a social entrepreneur, a founder of WMN co-working space, her project Agora links together commerce, municipalities and NGOs.
Her WMN initiative hosts 100 women start-ups and will go global.
Once per year, she organizes CuLiz Market, where she connects culinary experience and art.

Optional:

Afternoon meeting journalist Sara Lemel: “How to Better Understand Israel”
Sara Lemel, Bureach Chief, German Press Agency

<http://www.dpa-international.com/topic/m-warrior-women-ever-join-israel-combat-units-170307-99-563893>

October 16 – transfer to Jerusalem

Jerusalem – government, investment funds, start-ups, journalist and NGOs perspective

Visit to AJC, meeting with **Avital Leibovitch**, former IDF spokesperson, now AJC Jerusalem Director

In the afternoon – **a round table at the Ministry of Foreign Affairs**, on women and entrepreneurship

Meeting with Members of Kneset (parliament) and entrepreneurs

QueenB initiative

<https://www.timesofisrael.com/queenb-takes-a-byte-out-of-gender-gap-to-promote-diversity-in-tech/>

Optional evening program: Friends of Zion Museum
<https://www.fozmuseum.com>

Unique museum, using the newest technology to ensure the maximum experience and immersion of the visit.

Evening Jerusalem – neighborhood of Music Square

October 17 – a walking visit of Jerusalem, guided tour

Machane Yehuda market

Optional: Yad Vashem Holocaust Memorial

October 18

Meeting with **Tal Tochnar**, Investment Director, Pico Ventures, Investment Fund

Tal Tochnar, Forbes 30 under 30

<http://picocompanies.com/companies/pico-investments/>

Visit to **Mobileye** as the example of the most famous Israeli start-up, future of autonomous driving

<https://www.mobileye.com>

Jerusalem Venture Partners

<https://www.jypvc.com>

October 19

Leaving Jerusalem to the Dead Sea, Massada visit – a heroic history and also a symbol of Israel

Dead Sea experience (do not forget suitable shoes to go into water and newspaper to read)

October 20

Departure in the afternoon...(you will not want to leave)

NOTE: Speakers/ venues subject to change but there will be replaced with alternative program.

To prepare and to look forward to the trip, I have prepared a list of books that you can “study” during summer

Background reading:

Dan Senor, Saul Singer: Start-Up Nation (also available in Czech)

The latest update:

Avi Jorisch: Thou Shalt Innovate, How Israeli Ingenuity Repairs the World

Simon Peres: There Is No Place for Small Dreams (also available in Czech)

Israel in Literature (available in Czech)

Lizzie Doron: Kdo je sakra Kafka? (problematika Izraelsko-palestinských vztahů)

David Grossman: Půjde kůň do baru (Man Broker Prize, to mluví samo za sebe, těžké shrnout, prostě mozaika různých osudů o životě v Izraeli)

Gavron Asaf: Osada na pahorku (osady, osadníci, kibuc, ale i Tel Aviv a big Jewish business in the US)

Amos Oz: Příběh o lásce a tmě (Jeruzalém před rokem 1967, náboženská problematika)