



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE



International
Study
Programs

University of Queensland 2020 MBA Immersion Tour

INNOVATION AND ENTREPRENEURSHIP

Learn how Israel uses unique collaboration between corporations, academia, and entrepreneurs to bolster its innovation culture

Tel Aviv and Jerusalem

15 November – 22 November, 2020

Sunday, November 15 – Arrive in Tel Aviv

Time	Activity	Potential Companies	Key Learning
Early Afternoon	Orientation talk: with ISP Program Manager and UQ faculty		Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip, and learn some useful tips from where to find the best exchange rates to what's happening in the city
Late Afternoon	Cultural event: first taste of Tel Aviv and Old Jaffa		Visit Jaffa to experience a grew view of Tel Aviv from the south; walk around the art galleries and narrow alleys of this ancient city of Neve Zedek – the new 'in' area that used to be the first neighbourhood of the new city
Evening	Dine like a local: Welcome dinner in an Israeli style		Give a warm welcome to the vibrant of Tel Aviv in style; enjoy an unforgettable evening in good company and with a fine selection of Israeli specialities

Monday, November 16 – Israel, the nation of innovations

Time	Activity	Potential Companies	Key Learning
Morning	Visit: what makes Israel a hotbed for start-ups?	<u>Start-up Nation Central</u> <i>An authoritative source on the Israeli innovation community. Curate the largest and most up-to-date discovery platform of Israeli innovators and entrepreneurs</i>	Israel as a start-up nation; local business culture; influence of the military on the tech ecosystem; government approaches and actions; in-depth sector overview (agritech, cybersecurity, fintech)
Noon	Briefing group lunch with guests	<i>Meet up with local representatives from the organisations supporting business ties between Australia and Israel for an informal lunch and learn more about building bridges between these two countries</i>	
Early Afternoon	Industry showcase: transforming lives and industries – the role of VCs and private equity	<u>Elron</u> <i>Forefront of Israeli innovation, as founders and early investors in companies. Committed to identifying transformative technologies, nurturing gifted entrepreneurs, and building companies into technology leaders</i>	Gain insights into start-up financing and different types of funding sources, major factors affecting investment in start-ups, portfolio development, exit strategies from the VC's perspective
<i>Leisure time: recommended dining in Sarona Market – 'culinary excellence' and houses around 100 businesses</i>			

Tuesday, November 17 – Spotting the difference: ‘chutzpah’ culture revealed

Time	Activity	Potential Companies	Key Learning
Morning	Entrepreneurial labs: digitalisation as one of the main challengers of the world mobility	<p><u>Drive</u></p> <p><i>Leading innovation centre for smart mobility technologies. Startups gain meaningful market opportunities while partners are provided with early insights into the start-ups’ cutting edge technology ahead of their competitors</i></p>	Experience the atmosphere of one of Israel’s leading innovation accelerators; meet young local entrepreneurs – listen to them pitching their innovative ideas and discuss challenges they are currently facing
Afternoon	Case study: mitigating inherent geographical constraints through water management technology	<p><u>Netafim</u></p> <p><i>The world’s pioneer in drip irrigation technology. Provides innovative solution for raising yields, maximising water savings and reducing erosion.</i></p>	Find out more about a global leader in agriculture originating from Israel – its business model, solutions customised specifically to different cities (large agricultural companies v African farmers) – and broaden your knowledge about digital farming management
Evening	Networking event: the importance of connections in Israeli (not only) business culture	<p><i>Take this unique opportunity to mix and mingle with local business people and make great contacts for future business and personal endeavours</i></p>	

Wednesday, November 18 – Israel’s start-up soul

Time	Activity	Potential Companies	Key Learning
Morning	Flash consulting: To impact people’s lives through the power of sport and innovation	<u>Hype Sports Innovation</u> <i>Largest global eco-system for sports innovation with a vision to impact people’s lives through the power of sport and innovation.</i>	Learn about the largest global ecosystem for sports innovation; discuss their current challenges; brainstorm solutions with their start-up and scale-up partners
Early Afternoon	Case study: new trends in social media technology – changing the way that people consume social content	<u>HearMeOut</u> <i>The new social network (twitter for voice) where people share their voice with the world, in up to 42 seconds</i>	Get yourselves inspired by the story of the start-up featuring an untraditional social platform; uncover the advantages of listening instead of reading and learn how the company became the innovative leader on the social media market
Late Afternoon	Visit: using artificial intelligence to make healthcare work faster and smarter	<u>Viz.ai</u> <i>Mission to fundamentally improve how healthcare is delivered to the world through AI software that promises to reduce time to treatment and improve access to care</i>	Explore the usage of AI in the healthcare sector; engage in a debate with the company’s management representatives and discover what is unique about their product and what their next goals are

Leisure time: Recommended activity - stroll through Rothschild Boulevard, a place full of energy and hosts one of the most prominent Israeli start-ups and is considered to be the hub for local entrepreneurs

Thursday, November 19 – Social entrepreneurship and life in a co-operative society

Time	Activity	Potential Companies	Key Learning
Morning	Visit: from the kibbutz operational management support to the world	<p><u>Plasson Industries</u> <i>Global leader in the development, manufacturing and marketing of high quality technical products.</i></p>	Discover the role manufacturing plays in the economy of the collective community called 'the kibbutz'; find out why the manufacturing branch in kibbutz considered to be a global leader in the development and marketing of high-quality technical products; reflect on the importance of its heavy investments in research and development
Late morning	Cultural event: Breaking the mold – an authentic kibbutz experience	<i>Visit an Israeli Kibbutz, traditionally an agriculture-based collective community, to understand the foundations of communal life, but also witness the development of industrial plants and high-tech enterprises as part of these settlements' economic empowerment and independence; focus on the financial aspects of Kibbutz life and learn about privatisation and modernisation efforts Kibbutzim are undergoing; includes: tour of kibbutz, its facilities, local businesses and fish farm</i>	
Afternoon	Cultural event: exploration of Jisr Az-Zarqa and social entrepreneurship	<i>Explore the poorest fishing village in Israel with its fascinating history and its current progress sparked by foundation of a small backpackers' guesthouse that is driving the community life; discuss the role of social businesses in Israeli society</i>	

Friday November 20 – A day in ‘The Holy City’

Time	Activity	Potential Companies	Key Learning
Early morning	Transfer to Jerusalem		
Morning	Cultural event: Yad Vashem – Holocaust Memorial Museum		<i>Visit the memorial to the six million Jewish victims of the Holocaust</i>
Afternoon	Cultural event: Jerusalem Old City Tour		<i>Visit the church of the Holy Sepulchre then continue to Mt. Zion to see David’s Tomb; the room of the Last Supper; and Dormition Abbey. Continue walking through the old city of Jerusalem; see the Western Wall; view the Temple Mount and the Dome of the Rock; walk along Via Dolorosa</i>
Late afternoon	Return to Tel Aviv		
Evening	Farewell dinner: enjoy one of the last evenings of your immersion with your peers while delicious food and wines are served, and appreciate a familial togetherness that’s so typical for Israeli culture		

Saturday, November 21 – Discovering other pearls of Israel

Time	Activity	Potential Companies	Key Learning
	Free day to relax and explore		
	Optional cultural event: Full-day tour of Masada and the Dead Sea <i>Students pay individually</i>	<i>Visit this ancient fortification from 37-31 BC which is hiding a lot of stories, including the first Jewish-Roman war; continue to the one of the Dead Sea resorts and spend the afternoon floating and retreating</i>	

Sunday, November 22 – Goodbye Tel Aviv

Estimated Cost

\$3,800.00 based on 20 students

\$4,350.00 based on 10 students

Option is based on twin share, students can pay \$1,000 extra per person for single room accommodation (estimated cost)

Includes:

- *Breakfast each day*
- *Welcome dinner*
- *Farewell dinner*
- *Networking event*
- *Kibbutz Magal experience*
- *Full-day trip to Jerusalem including entrance fees*
- *Airport transfer (if arriving/departing on scheduled day)*

Exclusions:

- *Airfares to and from Tel Aviv*
- *Any visa requirements*
- *Any vaccination requirements*
- *Lunch each day*

[Register your interest here](#)

