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OF QUEENSLAND  
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International  
Study  
Programs

# University of Queensland 2020 MBA Immersion Tour

INNOVATION AND DIGITAL TRANSFORMATION

*Learn about two dynamic start-up environments and their progressive adoption of digital technologies*

Helsinki and Estonia

28 June – 5 July, 2020

CRICOS code 00025B

## Sunday, June 28 – welcome to ‘The Happy Land’

Time	Activity	Potential Companies	Key Learning
	Arrive in Helsinki		Transfer to the hotel Lunch: own arrangements
Afternoon	<b>Cultural event:</b> Helsinki from start to finish		Discover the beauty of this stunning Nordic city and see the most interesting parts of Helsinki, such as the historical centre, City Hall, The Parliament, Finlandia Hall, and the Opera House
Evening	<b>Welcome dinner:</b> the real taste of Finland		Dine in a traditional Finnish restaurant which offers genuine Finnish food and atmosphere; used are only Finnish ingredients from the pristine forests and lakes and from carefully selected small suppliers

## Monday, June 29 – Finland: a western country in the east?

Time	Activity	Potential Companies	Key Learning
Morning	<b>Orientation talk:</b> 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 Morning	<b>Buffet briefing:</b> catalysing new growth and creating opportunities for Finland through innovation and international expansion	<u><a href="#">Business Finland Oy</a></u> Services and funding opportunities for global growth and innovations and provides insights into the key Finnish industries and what they have to offer	Get principal business overview of Finland; explore what Finnish key industries have to offer and find an answer to the question 'Why Finland?'
Afternoon	<b>Visit:</b> enabling sustainable societies with smart technologies	<u><a href="#">Wärtsilä</a></u> A global leader in smart technologies and complete lifecycle solutions for the marine and energy markets.	Find out how digitisation is shaping one of the key Finnish industries; get more insights about the company's vital transformation from traditional manufacturing to high-tech- and digital solutions; discover what challenges it encountered on the way

*Leisure time: Café Regatta – an outdoor café in a small, red cottage by the sea; no trip to Helsinki would be complete without a trip here*

## Tuesday, June 30 – When ‘innovation’ is not just a buzzword

Time	Activity	Potential Companies	Key Learning
Morning	<b>Visit:</b> the revival of a Finnish icon – connecting people through thick and thin	<p><u><a href="#">Nokia</a></u> Developing and delivering the industry’s only end-to-end portfolio of network equipment, software, services and licensing that is available globally</p>	Hear the story of one of the Finnish firms that has lately been constantly adapting to a changing world which secured the country a journey from a forestry-based to technology-based economy; identify the transition the country is now undergoing, and learn more about how are the companies dealing with constant ups and downs; learn some tips and tricks about how do they stay on top of the competition
Afternoon	<b>Case study:</b> Finnish gaming industry flying high – from inception to consumption	<p><u><a href="#">Rovio Entertainment</a></u> Games-first entertainment company, that creates, develops and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories</p>	Get familiar with the Finnish gaming industry that’s globally one of the fastest-growing; detect its key to success and reveal why it has such a great potential not just within the country; meet up with management representatives responsible for the core of this superpower business

*Leisure time: Decompress at Saunasaari – an island-resort just 15 minutes by boat from Helsinki’s market square*

## Wednesday, July 1 – new day, new country: Estonia, we’re coming!

Time	Activity	Potential Companies	Key Learning
Morning	<b>Entrepreneurial labs:</b> Digitalisation as a tool for developing people and societies – creating impact projects that matter	<p><a href="#"><u>Epicenter Helsinki</u></a> A community of digital scale-ups, corporates, intrapreneurs and entrepreneurs. Offers unique methods to supercharge innovation and growth, member activities and work/event spaces.</p>	Experience the atmosphere in the house of digital innovations; meet young local entrepreneurs – listen to them pitching their innovative ideas and discuss challenges they are currently facing
Noon	Transfer to Tallinn		
Early evening	<b>Cultural event:</b> testing the cobblestones of Tallinn	Start with a visit to the recreational area of Kadriorg, with the Baroque Park and Palace of Peter the Great, then continue to Pirita Marina with the ruins of the 15 <sup>th</sup> -century St. Birgit’s convent; further on you will admire Tallinn’s medieval Old Town including historical Upper Town with its Dome Cathedral and Alexander-Newsky-Cathedral, followed by a tour of Lower Town with the Tallinn Gothic Town Hall	

## Thursday, July 2 – Estonia, where the future is now

Time	Activity	Potential Companies	Key Learning
Morning	<b>Visit:</b> Running the country like a tech company, life in a genuinely digital society	<u><a href="#">e-Estonia Briefing Center</a></u> An executive centre and an innovation hub, specially designed for experiencing the e-state of mind. Has an integral role in e-Estonia brand and country promotion	Peek into the world of the most advanced digital society globally; have a look at what the efficient, secure and transparent ecosystem of having personal data stored and used online looks like; evaluate the pros and cons of such spark the conversation of whether the same system could/would work in Australia
Afternoon	<b>Visit:</b> a garage start-up to Estonian success story	<u><a href="#">Cleveron AS</a></u> Innovation leader in creating robotics-based parcel terminals and developing last mile click and collect pickup solutions for retail and logistics sectors	Get insights into managing organic growth; listen to the strategies ensuring diversity and attracting new talents, cross-cultural understanding and localisation for all customers; discuss the key milestones when searching for new target markets and ideal destinations for trials
Evening	<b>Networking event:</b> the importance of connections in Estonian (not only) business culture	Take this unique opportunity to mix and mingle with local business people and make great contacts for future business and personal endeavours	

## Friday July 3 – Big ideas, born in a small country

Time	Activity	Potential Companies	Key Learning
Morning	<b>Case study:</b> who invests in HealthTech and why should we do so?	<p><u>Cognuse</u></p> <p>Offers software solutions for critical disease management and rehabilitation. Their solutions are targeted both for the clinical staff and patients; striving to design highly integrative digital tools to help guide clients through the recovery process from start to finish</p>	Get an idea about the HealthTech projects – its development, technical support, and funding; reflect on its importance and gain main insights into how a software solution can be connected to and used for disease management; learn more about how the carefully designed digital tools can help clients in their recovery process
Afternoon	<b>Cultural event:</b> the Liviko experience – from production to consumption	Building on a tradition of more than 100 years, Liviko is Estonia’s national producer of quality alcohol and the leading alcohol company that operates in all three Baltic countries – Estonia, Latvia and Lithuania; learn more about the company and its production process	
<p><i>Leisure time: Exploring the Telliskivi district – located in the former industrial complex on the borders of the Old Town and Pelgulinna and Kalamaja districts, is the creative centre of Tallinn.</i></p>			

## Saturday, July 4 – discovering Estonian landscape outside Tallinn

Time	Activity	Potential Companies	Key Learning
	<b>Cultural event:</b> full-day trip to Prangli Island	Visit the Estonian paradise island named Prangli, just 20 miles from the center of Tallinn; it's a small, yet diverse island, which has its own dialect, coastal traditions, historic fishing villages and unique natural and cultural attractions; since mass tourism hasn't reached the island, don't be surprised to find yourself along on a beautiful sandy beach	
Evening	Estonian farewell dinner cooking class: Toiduakadeemia (Food academy)	Enjoy an unforgettable gastronomic experience during a cooking class led by the best in the field; prepare some traditional Estonian recipes	

## Sunday, July 5 – Goodbye Europe!



# Estimated Cost

\$3,300.00 based on 20 students

\$4,000.00 based on 10 students

*Option is based on twin share, students can pay \$600.00 extra per person for single room accommodation (estimated cost)*

*Includes:*

- *Breakfast each day*
- *Welcome dinner*
- *Farewell dinner (including the cooking class)*
- *Networking event*
- *City Tour of Helsinki*
- *Walking tour of Tallinn*
- *Visit to Liviko*
- *Full-day trip to Prangli*

*Exclusions:*

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

[Register your interest here](#)





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# 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	<b>Orientation talk:</b> 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	<b>Cultural event:</b> first taste of Tel Aviv and Old Jaffa		Visit Jaffa to experience a new 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	<b>Dine like a local:</b> 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	<b>Visit:</b> what makes Israel a hotbed for start-ups?	<u><a href="#">Start-up Nation Central</a></u> An authoritative source on the Israeli innovation community. Curate the largest and most up-to-date discovery platform of Israeli innovators and entrepreneurs	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	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	
Early Afternoon	<b>Industry showcase:</b> transforming lives and industries – the role of VCs and private equity	<u><a href="#">Elron</a></u> 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	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	<b>Entrepreneurial labs:</b> digitalisation as one of the main challengers of the world mobility	<u>Drive</u> 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	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	<b>Case study:</b> mitigating inherent geographical constraints through water management technology	<u>Netafim</u> The world’s pioneer in drip irrigation technology. Provides innovative solution for raising yields, maximising water savings and reducing erosion.	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	<b>Networking event:</b> the importance of connections in Israeli (not only) business culture	Take this unique opportunity to mix and mingle with local business people and make great contacts for future business and personal endeavours	

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

Time	Activity	Potential Companies	Key Learning
Morning	<b>Flash consulting:</b> To impact people’s lives through the power of sport and innovation	<u><a href="#">Hype Sports Innovation</a></u> Largest global eco-system for sports innovation with a vision to impact people’s lives through the power of sport and innovation.	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	<b>Case study:</b> new trends in social media technology – changing the way that people consume social content	<u><a href="#">HearMeOut</a></u> The new social network (twitter for voice) where people share their voice with the world, in up to 42 seconds	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	<b>Visit:</b> using artificial intelligence to make healthcare work faster and smarter	<u><a href="#">Viz.ai</a></u> 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	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	<b>Visit:</b> from the kibbutz operational management support to the world	<u><a href="#">Plasson Industries</a></u> Global leader in the development, manufacturing and marketing of high quality technical products.	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	<b>Cultural event:</b> Breaking the mold – an authentic kibbutz experience	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	
Afternoon	<b>Cultural event:</b> exploration of Jisr Az-Zarqa and social entrepreneurship	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	

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

Time	Activity	Potential Companies	Key Learning
Early morning	Transfer to Jerusalem		
Morning	<b>Cultural event:</b> Yad Vashem – Holocaust Memorial Museum	Visit the memorial to the six million Jewish victims of the Holocaust	
Afternoon	<b>Cultural event:</b> Jerusalem Old City Tour	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	
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 Students pay individually	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	

## 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](#)

