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Executive Study Tour: Innovation and Cyber Tech Cluster

NOVEMBER 27TH –
DECEMBER 2ND, 2016



Tour Objectives:

EXPLORE strategic issues relating to policies, practices, and institutions within Israel's innovation ecosystem and gain an appreciation for the cultural and historical circumstances that help to explain Israel's innovation success.

EXPERIENCE innovation in practice through site visits to high-tech firms, including those located within Beersheba's CyberSpark, in order to understand how Israel is building a world-class innovation ecosystem, and benefit from interacting with innovation leaders in industry, government, and academia.

GAIN NEW INSIGHTS about the Israeli innovation ecosystem, including how the country and its firms have been able to innovate, grow, and compete in global markets and integrate deeply within global technology value chains.

NETWORK and learn with peers—share new approaches, insights, and challenges, and exchange ideas with leading innovation experts.

Accommodation: Hotel details to be announced

Agenda and Detailed Itinerary

Sunday, November 27, 2016

Dress: Casual Attire

- 10:15** **Arrival at Ben-Gurion International Airport**
Suggested flight AC 084 (departing Toronto - November 26th) - further details regarding flights to be provided

Airport Assistance and meet with your tour guide Michael Bauer.
- 11:15 - 12:15** **Transfer to Tel Aviv**
- 12:30 - 14:00** **Lunch and Keynote Speaker**

Location: *Blue Sky Restaurant* (to be confirmed)
Carleton Tel Aviv Hotel
10 Eliezer Peri St.

Guest Speakers:
Deborah Lyons, Canadian Ambassador
- 14:30 - 15:30** **Check-in at Hotel** (hotel to be confirmed)
- 16:00 – 16:30** **Welcome and Overview – Heseg House**

Speaker:
Paul Preston, Associate Director, Science, Technology and Innovation Policy, The Conference Board of Canada
- 16:30 – 17:30** **Presentation and Discussion: Israeli History/Politics/Democracy – Heseg House**

Guest Speaker:
Dr. Einat Wilf, fellow at the Jewish People Policy Institute and former Labor-Independence MK
- 17:30 - 18:30** **Tour of Yaffo neighbourhood**
- 19:00** **Opening Group Dinner and Keynote Presentation**

Location: *Deca Restaurant*
htasia 10, Tel-Aviv
Tel Aviv
Phone: 0539442900

Guest Speaker:

Prof. and MK Manuel Trajtenberg, former chair of the Planning and Budgeting Committee of the Council for Higher Education in Israel

21:30 **Adjournment**



Monday, November 28, 2016

Dress: Business Casual Attire

Participants are to have their breakfast on their own.

08:20 **Meet in lobby for travel to Heseg House**

08:30 **Depart for Heseg House**

09:00 - 09:15 **Welcome and Overview of the Day - Heseg House**
Paul Preston, Associate Director, Science, Technology and Innovation Policy, The Conference Board of Canada

09:15 - 10:15 **Presentation and Discussion**

Speakers:

Israel Shamay, Executive Director, Head of the Americas Operations, Office of the Chief Scientist (MATIMOP), Ministry of Economy

Les Abelson, Canada-Israel Industrial R&D Programs Director at Matimop

10:15 - 11:15 **Presentation and Discussion**

Steve Rhodes, CEO and Chairman
The Trendlines Group; Chairman, Mofet Venture Accelerator

11:30 - 12:30 **Site Visit and Presentation: The Time Incubator**

The Time Incubator is an investment company focusing on young innovative technology startups in the areas of telecom, internet, media and entertainment.
<http://thetime.co.il/>

12:45 - 13:45 **Lunch at Petrozilia Restaurant**

14:00 - 15:00 **Presentation and Discussion**

Yossi Vardi, High Tech Pioneer and Founder of ICQ

15:00 - 16:00 **Presentation and Discussion**

Avi Shavit, Chief Consultant, Homeland and Cyber Security, Office of the Chief Scientist (OCS)

- 17:30 - 19:15** **Return to hotel and free time**
- 19:15** **Meet in lobby for departure to dinner**
- 19:30** **Dinner and Keynote Presentation - *Deca Restaurant***

Guest Speaker: *Dr. Michael Hayden*, TEVA pharmaceuticals Industries,
President of Global Research and Development and Chief Scientific Officer



Tuesday, November 29, 2016

Dress: Business Casual Attire

Participants are to have their breakfast on their own.

07:50 **Meet in lobby for travel to Beersheva**

08:00 - 09:15 **Depart for Beersheva**

09:15 - 09:30 **Welcome and Overview of the Day**
Paul Preston, Associate Director, Science, Technology and
Innovation Policy, The Conference Board of Canada

09:30 - 12:30 **Site Visit and Presentation: CyberSpark**
(including visits to JVP, ThetaRay, L7 Defense, IBM, EMC, BGU, BGN)

CyberSpark is the Israeli Cyber Innovation Arena and was initiated by the Israel National Cyber Bureau to realize the potential of the unique developing ecosystem in Beersheva which includes, BGU, the Cyber Security Research Center. CyberSpark is the central coordinating body for joint cyber industry activities with government agencies, the IDF, the public and academia.
<http://www.cyberspark.org.il/#!/about-cyberspark/c1a40>

12:45 - 15:00 **Lunch, Site Visit and Presentation: Ben Gurion University, Beersheva Campus**

Ben Gurion University was established in 1969 as the University of the Negev with the aim of promoting the development of the Negev desert that comprises more than sixty percent of Israel. The University was later renamed after Israel's founder and first Prime Minister David Ben-Gurion, who believed that the future of the country lay in this region. After Ben-Gurion's death in 1973, the University was renamed Ben-Gurion University of the Negev.

Today, Ben-Gurion University is a center for teaching and research with about 20,000 students. Some of its research institutes include the National Institute for Biotechnology in the Negev, the Ilse Katz Institute for Nanoscale Science and Technology, the Jacob Blaustein Institutes for Desert Research with the Albert

Katz International School for Desert Studies, and the Ben-Gurion Research Institute for the Study of Israel and Zionism.
<http://in.bgu.ac.il/en/Pages/default.aspx>

- 15:00 - 16:00** **Presentation and Discussion: Solar Fields**
- Yossef Abramowitz*, President and co-founder, Arava Powers Company (APC)
- 16:00 - 17:00** **Study Tour Debrief**
- Paul Preston, Associate Director, Science, Technology and Innovation Policy, The Conference Board of Canada
- 17:00 - 18:30** **Travel to Tel Aviv**
- 18:30 - 19:15** **Free Time**
- 19:15** **Meet in lobby for departure to dinner**
- 19:30** **Dinner and Keynote Presentation – *Location to be announced***
- Guest Speaker:** *Jonathan Medved*, High Tech Entrepreneur, CEO and Founder of OurCrowd

Please note: we will be checking out of the hotel in the morning for travel to Jerusalem, please pack your bags and be ready for check-out in the morning. Meet in the lobby for 8:30 a.m.



Wednesday, November 30, 2016

Dress: Business Casual Attire

Participants are to have their breakfast on their own. Please check-out of hotel as we will be traveling to Jerusalem and will stay in Jerusalem until the end of the tour.

- 08:30** **Meet in Lobby for Departure for Site Visits**
- 09:00 – 10:30** **Site Tour: Desalination Plant in Ashkelon**
- In common with other countries in this water-scarce region, Israel has chronic problems over water resources – which the Desalination Master Plan, launched in 2000, set out to address.
- This called for the construction of a series of plants along the Mediterranean coast, to enable an annual total of 400 million m³ of desalinated water to be produced by 2005, chiefly for urban consumption. According to the plan, production is intended to rise to 750 million m³ by 2020.
- 11:15 – 12:45** **Site Tour: Weizman Institute of Science**

The Weizmann Institute of Science is one of the world's leading Multidisciplinary basic research institutions in the natural and exact sciences. It is located in Rehovot, Israel, just south of Tel Aviv. It was initially established as the Daniel Sieff Institute in 1934, by Israel and Rebecca Sieff of London in memory of their son Daniel. In 1949, it was renamed for Dr. Chaim Weizmann, the first President of the State of Israel and Founder of the Institute.

The Weizmann Institute has a long history of investigation and discovery rooted in a mission of advancing science for the benefit of humanity. In parallel, it educates a substantial proportion of Israel's scientific leadership and advances science literacy in schools and among the public.
<http://www.weizmann.ac.il/pages/>

12:45 - 13:30

Lunch

13:30 – 14:30

Drive to Jerusalem

14:30 – 17:00

Site Tour: Israel's National Holocaust Museum, Yad Vashem

As the Jewish people's living memorial to the Holocaust, Yad Vashem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953, as the world center for documentation, research, education and commemoration of the Holocaust, Yad Vashem is today a dynamic and vital place of intergenerational and international encounter.

For over half a century, Yad Vashem has been committed to four pillars of remembrance: Commemoration; Documentation; Research and Education.
<http://www.yadvashem.org/>

17:15 – 19:15

Check-in at Hotel and Free Time (hotel to be confirmed)

19:30

Group Dinner and Keynote Speaker – Darna Restaurant

Guest Speaker: *Nadine Baudot-Trajtenberg*, Deputy Governor, Bank of Israel



Thursday, December 1, 2016

Dress: Business Casual Attire

Participants are to have their breakfast on their own.

08:20

Meet in the lobby for group travel to the Old City

08:30 – 11:00

Site Visit and Tour: Jerusalem's Old City, Jewish and Christian Sites

The core of Jerusalem, Old City, has a history that stretches back more than 3,000 years. The present street plan dates largely from Byzantine times, with the walls and ramparts dating back to the 16th century. The crossroad of three continents, Jerusalem has been one of the most fought over cities in human history. Within the walls, the Old City is divided into four vaguely defined quarters: Christian, Armenian, Jewish and Muslim.

You do not need to be Jewish, Christian, or Muslim, or even overly concerned with religion, to be overwhelmed. Anyone with a sense of history, spirituality or the human species would be absorbed by the tremendous weight of human civilization that cloaks nearly every part of the city.

11:30 – 14:00

Site Visit and Tour: Hebrew University

The Hebrew University of Jerusalem, founded in 1918 and opened officially in 1925, is Israel's premier university as well as its leading research institution. The Hebrew University is ranked internationally among the 100 leading universities in the world and first among Israeli universities.

The recognition the Hebrew University has attained confirms its reputation for excellence and its leading role in the scientific community. It stresses excellence and offers a wide array of study opportunities in the humanities, social sciences, exact sciences and medicine. The university encourages multi-disciplinary activities in Israel and overseas and serves as a bridge between academic research and its social and industrial applications.

The Hebrew University has set as its goals the training of public, scientific, educational and professional leadership; the preservation of and research into Jewish, cultural, spiritual and intellectual traditions; and the expansion of the boundaries of knowledge for the benefit of all humanity. <http://new.huji.ac.il/en>

14:30 – 16:30

Site Visit and Tour: Yissum

(A technology transfer company of the Hebrew University of Jerusalem)

Yissum Research Development Company of the Hebrew University of Jerusalem Ltd., was founded in 1964 to protect and commercialize the Hebrew University's intellectual property. Ranked among the top technology transfer companies, Yissum has registered over 9,300 patents covering 2,600 inventions; has licensed out 800 technologies and has spun-off 110 companies. Products that are based on Hebrew University technologies and were commercialized by Yissum generate today over \$2 Billion in annual sales. <http://www.yissum.co.il/>

16:30 - 17:30

Study Tour Debrief

Paul Preston, Associate Director, Science, Technology and Innovation Policy, The Conference Board of Canada

17:30 - 19:15

Return to hotel and free time

19:30

Closing Dinner with Ministry of Foreign Affairs Representatives- *La Guta Restaurant*

For those of you departing Israel Friday, please pack your bags and be ready to meet in the lobby for 8:15 a.m.



Friday, December 2, 2016

Dress: Casual Attire

Participants are to have their breakfast on their own.

For those of you leaving – transportation will be provided to the airport.

08:15 Meet in the lobby for departure to airport

08:30 - 09:30 Transfer to airport

11:55 Suggest flight to Toronto on AC085

SAFE TRAVELS