

Tentative Agenda

Day	Hours	Topic	Comments/lecturer
Sunday April 8th Introduction to Israel and Jewish Innovation Mindset	12:00-12:15	Hotel pick-up and drive to restaurant	
	12:15-13:00	Chinese lunch	At a restaurant
	13:00-13:30	Drive to Tel-Aviv University	
	13:30-14:15	Program inauguration ceremony	Udi Aharoni, General Director, Lahav Executive Education
	14:15-16:15	Israel and the Middle East at a glance	Prof. Uriya Shavit
	16:15-16:30	Break	
	16:30-18:00	Introduction to Jewish philosophy and culture - the origins of Israeli innovation	Prof. Adam Afterman
Monday April 9th Introduction to Israel Innovation Mindset	09:00	Hotel pick-up and drive to Tel-Aviv University	
	09:00-11:00	Tel-Aviv eco system - Study tour	
	11:15-12:30	The Israeli High-Tech Industry	Prof. Moshe Zviran, Dean, Collier School of Management
	12:30-13:15	Chinese lunch	
	13:15-14:15	Drive to Kibbutz Magal	
	14:15-16:45	The first Israeli start-up – visit Kibbutz Magal and related industry- Netafim	
	16:45-18:00	Drive to restaurant	
	18:00-19:30	Official Dinner	With Israeli entrepreneurs
	19:30-20:00	Drive back to the hotel	
Tuesday April 10th	08:30-09:00	Hotel pick-up and drive to Tel-Aviv University	
	09:00-11:00	Strategic Innovation and Intrapreneurship Models	Dr. Eyal Benjamin

Innovation- from models to practices	11:00-11:15	Break	
	11:15-12:30	From Vision to Reality – an entrepreneurial journey by an Israeli serial entrepreneur	Moti Radomski
	12:30-13:15	Chinese lunch	
	13:15-14:00	Tel Aviv University campus tour and group photo	
	14:00-14:30	Drive to company	
	14:30-17:30	Company visit – Start-ups and innovation hubs	Visits to two of the following: Elevator Fund/ Rainbow Medical/ Tyco Innovation Tel Aviv/ The Bridge by Coca Cola/ Citi Innovation Lab/ IBT - Israel Brain Technologies Visits will be chosen according to actual availability of companies
Wednesday April 11th Thinking Different to Create New Opportunities	08:30-09:00	Hotel pick-up and drive to Tel-Aviv University	
	09:00-12:15	Creating Value through Digital Innovation – Platforms Connecting Strategy and Innovation – session and interactive workshop	Prof. Yesha Sivan
	12:15-13:00	Chinese lunch	
	13:00-14:15	Future technologies start-up company roadshow	4-5 start-up companies will be invited according to participants' fields of interest
	14:15-14:45	Brainstorming with the Start-up companies	
	14:45-15:15	Drive to companies	
	16:15-17:30	Company visit – disruptive technology companies	Visit one of the following: Nielsen Innovate/ Predix/ Intuitive/ Stratasys Visits will be chosen according to actual availability of companies

Thursday April 12th Creating Opportunities – program conclusion	08:30-09:00	Hotel pick-up and drive to companies	
	09:00-12:30	Systematic Creativity and Ideation - interactive workshop	Omer Pomerantz
	12:30-13:15	Chinese lunch	On campus
	13:15-14:45	China – Israel business collaboration – managing the process	Panel discussion with Israeli law firms, entrepreneurs, VCs, consultants and government officials
	14:45-15:15	Break	
	15:15-16:45	"A Tale of Love and Darkness" – Israeli culture through the eyes of a novelist	Amos Oz, world renowned, award-winning author, Nobel Prize nominee
	16:45-17:00	Break	
	17:00-17:30	Program Closing Ceremony	
Friday April 13th Company and Cultural Visits - Program Conclusion	08:30-09:00	Hotel pick-up and drive to companies	
	09:00-12:00	Company visit – Start-ups and innovation hubs	Visit one of the following: Lumus/ Mazor Robotics Visits will be chosen according to actual availability of companies
	12:00-13:00	Lunch	At a restaurant
	13:00-14:00	Drive to Masada	
	14:00-17:30	Masada & the Dead Sea	Cultural & historical exploration
	17:30-18:00	Drive to restaurant	
	18:00-20:00	Farwell dinner	At a restaurant
	20:00-20:30	Drive back to the hotel	

<p>Saturday April 14th</p> <p>Cultural & Historical Exploration</p>	<p>Hotel check out and drive to Jerusalem</p> <p>Jerusalem – ancient and modern</p> <p>Cultural & historical exploration</p> <p>Departure to China</p>
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