



# ISRAEL INNOVATION MISSION

## FEBRUARY 23-MARCH 3, 2019

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A Partnership Between  
Jewish Federation of Greater Philadelphia,  
Thomas Jefferson University and  
Members of the Philadelphia Real Estate Community



**Jewish Federation**  
of Greater Philadelphia



**Jefferson**

Philadelphia University +  
Thomas Jefferson University

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

“Philadelphia has a strong bond with Israel, which yields flourishing business partnerships, and the sharing of best practices on matters of security, technology and infrastructure. Philadelphia also has a “sister city” relationship with Tel Aviv, uniting two vibrant and diverse cities that are both emerging as global hubs of innovation and higher education.”

Susanna Lachs Adler, Board Chair, Jewish Federation of Greater Philadelphia

*The Library, Start-Up Incubator in Tel Aviv*



**מרחב יזמות וחדשנות**

## **MISSION OVERVIEW: A TRIP FOR LEADING ENTREPRENEURS**

See first-hand why Israel is known as the Start-Up Nation, with on average 600 new start-ups per year. A collaboration with entrepreneur leadership from the Jewish Federation of Greater Philadelphia and Jefferson University, this mission will focus on innovative science, healthcare, technology, real estate and urban development in Israel. This mission will provide a platform to build awareness of and create connections between leadership in Philadelphia and Israel as part of our commitment to joint innovation.

The mission will include group activities to experience Israel from a cultural and entertainment standpoint, as well as feature optional tracks focused on:

- Innovation in Real Estate, Development and Technology
- Innovation in Architecture, Design and Healthcare

This high-level trip will be curated with exclusive access to speakers, programming and tours.

### **INNOVATION IN REAL ESTATE, DEVELOPMENT AND TECHNOLOGY**

Israel is becoming a major leader in real estate development, architecture, and the rapidly growing real estate technology sector (PROPTECH) and Israel pension funds and insurance companies are becoming major investors in the US real estate market. This mission is aimed at creating high level meetings and hands-on visits with Israel's premier developers, state-of-the-art architects, leading capital market investors, and most exciting, innovators of new technology that will enhance many aspects of the real estate business: new construction, digital software and tracking techniques, together with new advanced AR and VR technologies for architectural design, lighting and innovation, and robotics for construction.

### **INNOVATION IN ARCHITECTURE, DESIGN AND HEALTHCARE**

Israel's life sciences sector funding continues to grow, attracting investments of \$1.2 billion in 2017, which represents 25% of the total investments in Israeli high-tech. \$1.1 billion was invested in Israeli Artificial Intelligence companies in 2017 to develop solutions across a wide cross section of verticals including technology, industrial, automotive, enterprise, healthcare, fintech, and marketing. With these advancements in place, the new Jefferson Israel Center is of critical importance, as it has research and education ties to several leading Israeli biomedical institutions, among them Hebrew University Hadassah Medical School and the Weizmann Institute of Sciences. We will learn more about the relationships being established between Jefferson's campuses with Israeli institutions in the medical, education, architecture, design, engineering, textiles and fashion sectors, as well as meet with start-up companies exploring high-tech textile advancements.

### **DETAILS**

Travel dates are February 23-March 3, 2019 (inclusive of travel)

Pricing is \$9,000 per person in a double room; \$1,715 for a single room

Pricing includes accommodations, arrival & departure transfers, transportation, touring and entrance fees, most meals, tips and portage

**For more information, contact Melissa Greenberg, Chief Development Officer at the Jewish Federation of Greater Philadelphia at 215.832.0635 or [mgreenberg@jewishphilly.org](mailto:mgreenberg@jewishphilly.org)**



*Please note this is a working itinerary, designed to give you a feel for the intent of the mission. Details have not been finalized at this point, and many of the guest speakers have been invited but not yet confirmed.*

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## **SATURDAY, FEBRUARY 23**

Depart United States on late night flight

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## **SUNDAY, FEBRUARY 24**

Arrive in Israel with VIP escort through the airport

Check-in to hotel

Opening reception and dinner at the **Birthright Innovation Center** at the **Tel Aviv Stock Exchange** with **Wendy (Executive Director) and Paul Singer (Co-Founder) of Start-Up Nation Central, Anat and Prof. Amnon Shashua (President and CEO) of Mobileye, and Other Special Guests**

*Overnight: David InterContinental, Tel Aviv*

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## **MONDAY, FEBRUARY 25**

Breakfast at hotel with guest speaker on Israeli Policy

Morning options include **access to high-level meetings with leading Israeli companies** including:

- **Top Developers:**
  - The Azrieli Group; **developer of the new Sarona Tower. Option to tour this 1.2 million sf, 53 story tower in the center of Tel Aviv, which is home to Facebook and Amazon.**
  - Electra; **Israel's biggest development and real estate operator.**
  - Aloni Hetz; **Israel's top public investment and development firm.**
- **Elite Architecture and Design Firms:**
  - Avner Yashar; **the architect behind many of the most innovative buildings in Israel. Optional tour of Amot ToHa.**
  - Moshe Tzur; **the architect behind Azrieli Sarona and Amot Atrium — two renowned buildings in Israel.**
- **Innovators in PROPTECH:**
  - Vintage; **the leading venture capital investment platform in Israel.**

Or programs on innovation including:

- **Shenkar College of Engineering and Design**, one of the leading colleges in Israel. Combining engineering, design and art is the basis of this institution's unique multidisciplinary academics, allowing students and professors to combine cutting-edge technologies with contemporary design and artistic concepts.
- **Developers tour of Tel Aviv's most innovative buildings**

Head to the **Nevatim Air Base, home of Israel's F35i stealth bomber squadron** and attend a private tour of the base with the Base Commander

Dinner at the **Norman Hotel** with **Danna Azrieli, Azrieli Group Chairman** and other high-level Israeli philanthropists

*Overnight: David InterContinental, Tel Aviv*

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## TUESDAY, FEBRUARY 26

Breakfast briefing: **Middle East Update by Dr. Gil Yaron**

Board **helicopters and fly North to Rambam Hospital in Haifa**, for **underground hospital tour**. All concrete equipment north of Jerusalem pulled to Haifa as Israel builds the world's largest underground hospital, used in case of air attacks.

Meet with **Professor Avrum Hershko, 2004 Nobel Prize for Chemistry** at the Technion Israel Institute of Technology

Afternoon program at the **Technion-Israel Institute of Technology**, the oldest and top-ranked university in the country, on **Advanced and Disruptive Construction and Real Estate Technologies**, organized by **Professor Aaron Sprecher** of the **Faculty of Architecture and Town Planning**, highlighting forefront technologies in three areas of the construction industry:

- **Improved Concrete and Composite Materials**
- **Next-Gen Robotic Systems**
- **Advanced Lighting Systems**

Discussion panel at the Technion will bring together leaders from across Israel, as well as from Thomas Jefferson University, in these technological spaces of the construction industry, including:

- **Professor Ayelet Karmon**, an architect and faculty member of **Shenkar College of Engineering and Design** in Ramat Gan, whose research focuses on **textiles and soft structures and the ways they inform digital fabrication processes and material specification in architecture**
- **Professor Alva Peled**, a faculty member of the **Department of Structural Engineering at Ben Gurion University**, whose research focuses on **processing of cement-based composites and microstructure in composite materials**
- **Professor Lyn Godley**, a designer and faculty member of the **College of Design, Engineering and Commerce at Thomas Jefferson University**, whose research explores a wide range of **lighting sources and effects**, and the nexus of lighting and health
- **Professor Mark Sunderland**, a textile engineer and faculty member of the **College of Design, Engineering and Commerce at Thomas Jefferson University**, who pioneers new **high-performance fabrics and applications**
- **Professor Korbach**, a professor at the **Technical University of Dresden**, who is a world leader in construction materials

**Dinner with newly elected Mayor of Haifa, Dr. Einat Kalish-Rotem**. Discussion will be focused on Haifa as Israel's model for innovation and as a multicultural melting pot. Dr. Kalish-Rotem is a prominent architect and expert in urban planning.

*Overnight: David InterContinental, Tel Aviv*

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## WEDNESDAY, FEBRUARY 27

Breakfast at hotel with guest speaker: **Professor Amir Yaron, Governor of the Bank of Israel**

Morning program at **Sheba Medical Center at Tel Hashomer**, Israel's largest academic medical center and home of the groundbreaking **ARC Innovation Center**, with three programmatic threads to be organized by Prof. Eyal Zimlichman, Deputy Director General, CMO, and Chief Innovation Officer at Sheba:

- Presentation on plans for the '**City of Health**' — a new large-scale construction project that will leverage prime real estate coming onto the market as the IDF moves its training facilities to the Negev
- Demonstration of innovative **AR/VR technologies for rehabilitation therapy**, in treating patients with spinal cord injury and other disabilities, in conversation with Prof. Steven Williams, Dean of the Jefferson College of Rehabilitation Sciences and Chair of the SKMC Department of Physical Medicine and Rehabilitation
- Discussion panel on a new joint initiative between Sheba and Jefferson to launch a new world-class **Epilepsy and Functional Neurosurgery Center** in Israel, including Prof. Michael Sperling, Director of Jefferson's Comprehensive Epilepsy Center, and Prof. Ashwini Sharan, Director of Functional and Epilepsy Neurosurgery of the Farber Institute for Neurosciences at Jefferson

Afternoon options include meetings with key players in the real estate finance sector:

- **Leading Pension Funds and Institutional Investors in the U.S.:**
  - Harel Insurance, the largest Israeli investor in U.S. real estate; one of the biggest pension, insurance and investment companies in Israel
  - Menora, a major investor in U.S. real estate and leading institutional investor in Israel
  - Phoenix Holding, a leading institutional investor in Israel
- **Discussion panel on a new Capital Markets in Israel:**
  - Leumi Bank, the largest bank in Israel
  - Poalim Capital, the private equity division of Poalim Bank
  - Poalim IBI, the bond offering in Israel for U.S. real estate companies

Or experiences related to architecture and design:

- Visit to **Bezalel Academy of Arts and Design** in Jerusalem, Israel's national school of art and its oldest institution of higher education
- Tour of the **architecture and design studios at Bezalel**
- Panel discussion on **contemporary trends in the architecture, industrial design, graphics design and textile engineering fields in Israel**

### High-end culinary dining experience

*Overnight: David InterContinental, Tel Aviv*

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## THURSDAY, FEBRUARY 28

Breakfast seminar at hotel. Briefing by the **Israel Trauma Coalition, a program funded by the Jewish Federation of Greater Philadelphia**. ITC provides direct trauma care and counseling, deploys regional emergency preparedness programs, and responds to crises worldwide.

Check out of hotel and head south

Visit Philadelphia's Partnership2Gether Communities: **Netivot/Sdot Negev** for a security and development tour

Visit Ir Habahadim, the Base for all Bases, and either participate in a **Developers Tour** of the Base or **Meet with the Medics School** on the Base

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Visit to **Ben Gurion University** including the following activities:

Meeting about '**Advanced Healthcare Delivery to Underserved Communities of the Negev**', including demonstration of **forefront tele-ophthalmology system** — includes conversation with **Prof. David Nash, Founding Dean of the Jefferson College of Population Health**, the first of its kind in the U.S. and a pioneer of the population health field

Meeting with **Brigadier General Tarif Bader, Chief of the IDF Medical Corps**, with panel discussion of **emergency preparedness and care delivery systems for natural disaster and terror** — includes a presentation on Israel's disaster relief missions around the world, as well as conversation with **Prof. Brendan Carr**, a faculty member of Jefferson's Department of Emergency Medicine and **Director of the Federal Emergency Care Coordination Center** at the U.S. Department of Health and Human Services

Meeting with **Professor Daniel Chamovitz, President of Ben Gurion University**, including presentation by the **Zuckerberg Institute for Water Research** on Israeli innovation in environmental hydrology and water management in desert construction projects

Return to Jerusalem for a group **dinner** followed by a **dessert celebration in Machne Yehuda Market**

*Overnight: King David Hotel, Jerusalem*

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## FRIDAY, MARCH 1

Breakfast at hotel

Cultural tour options include:

- Visit **Yad Vashem**, Israel's Holocaust Museum
- Take a **seamline tour** for fascinating insight into the politics, geography and security of the region. Delve beyond the headlines to understand the nuances involved in pursuing peace for two peoples, living side by side.
- Explore the **Judean desert** by jeep or safari truck, covering large areas of the desert that cannot be accessed by regular car. See some of the hidden gems the desert has to offer, including impressive historic sites and natural wonders. Learn more about the Bedouin tribes who currently live there.
- Sample Eastern European Delicacies on a **walking tour of the Mea Sharim neighborhood**
- **Old City tour**

Kabalat Shabbat as a Group

**Shabbat Dinner with lone soldiers** and other special guests

*Overnight: King David Hotel, Jerusalem*

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## SATURDAY, MARCH 2

Optional activities for Shabbat

- Shabbat Services
- Geopolitical Walking Tour of the Old City
- Israel Museum Visit

**Havdalah program**

**Farewell cocktails on King David Terrace**

**Late night departures** to arrive home on Sunday, March 3



**Jewish Federation**  
of Greater Philadelphia

The Jewish Federation of Greater Philadelphia mobilizes financial and volunteer resources to address the communities' most critical priorities locally, in Israel and around the world.

2100 Arch Street, Philadelphia, PA 19103 | 215.832.0500  
[jewishphilly.org](http://jewishphilly.org) | @JewishPhilly