



### \*TRIP HIGHLIGHT\*

Culture vultures can take a bite of traditional Israeli cuisine - with a twist - in the awe-inspiring capital of Jerusalem. Enrol on a cooking workshop with your own personal chef at Machane Yehuda Market.



*Tour the authentic Kibbutz Ein Shemer*



*Float in the lowest place on Earth - the Dead Sea*



*Tel Aviv cityscape with the commercial Ramat Gan center in the distance*

## KEY TRAVEL STUDY TOURS: EXPLORE ISRAEL

As one of the largest hubs of global technology pioneers and playground of commercial start-ups, an 8-day educational tour of Israel offers University MBA and Business Studies students a unique glimpse into a world of innovation, against a backdrop of the ancient Holy Land. Combine your learning experience with a taste of the urban, hipster lifestyle. After all, Israel is coined the 'land of milk and honey', so why not say a big Shalom?

### SAMPLE PROGRAMME

After your arrival at Tel Aviv's well-connected Ben Gurion airport, your tailor-made programme will focus on the following:

#### Cultivating the desert

Discover how the arid Negev desert, which accounts for half of Israel's land area, is being transformed into a flourishing, economically productive region. You'll get an insight into IDE Technologies - the people and technology behind the latest water treatment plants as well as the famous Dead Sea mineral cosmetics company, Ahava. Tour the Ecological Greenhouse in Kibbutz Ein Shemer, a project comprising environmental ecology and social ecology. The mission of the Kibbutz is to bring together young individuals from various sectors of society.

#### The start-up nation

You'll be introduced to the latest advances in high-tech gadgets that the country is renowned for, including the intuitive GPS app Waze, acquired by Google in 2013 and the SpacEL project - a non-profit organisation led by young engineers, looking to land the first Israeli spacecraft on the moon. SpacEL's goal is to make an educational impact by inviting a whole new generation in Israel and beyond to take an interest in science, technology, engineering, and maths.

#### Israeli innovation

From one of the world's leading multi-disciplinary research institutions, the Weizmann Institute of Science, to the delicate Victorian-esque, clothes and jewellery maker Michal Negrin, delve deeper into the diversity of Israel's innovation, which

helps make it one of the world's most economically developed nations, according to the IMD World Competitiveness Center. Top it off with a visit to the Binyamina Winery, or try a cooking workshop with Jerusalem chefs at Machane Yehuda Market.

#### Giving back to the community

Gain an overview of Israel's national ambulance service, Magen David Adom (MDA). Meet and interact with experienced paramedics, volunteers, and medical staff. Hear how MDA is the life blood for all of the country with heroic, first-hand stories of life-saving efforts. In a special programme, students can also experience a day of combat with the Israel Defence Forces - learning about the area and the dangers of combat in such a small and fortified area. This introduction is then followed by training courses in Krav Maga - the martial arts favoured by Israeli paratroops and Special Forces.

#### Add the following to your trip:

- Historical walking tour of Jerusalem
- Excursion to the Dead Sea
- Yad Vashem Holocaust Memorial Museum

### WHERE TO STAY

#### Abraham Hostel, Tel Aviv



A stone's throw away from Shenkin Street and the Independence Hall Museum, this quirky, best value hostel has a terrace and great views of the city. Enjoy free WiFi, a private bathroom as well as the full-service hospitality experience.



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