



GoforIsrael
Detailed Itinerary



Welcome!

Welcome!

In the following we provide summary information about this week, followed by a more detailed plan.

General Information

Our Chinese speaking guide is Ayala, and our English speaking guide is Ronny.

Headphones will be provided to you at your hotel room upon your arrival at Beresheet Hotel, to use on the guided tours throughout your visit. Our guides will provide instructions on how to use the headphones. Please remember to take them with you every day and keep them safe. You will be asked to return them to the organizing team on the last day (Tuesday, Dec. 4) on our way from Haifa to Tel Aviv.

A paramedic and a security guard will accompany us for the duration of the entire week.

Please remember, our team is at your service – if you have any questions, need assistance or need any further information, please do not hesitate to ask!

Contact information

Organizing team telephone numbers:

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Reinaldo: +972-54-5590501

Beresheet Hotel: +972-8-6598000

Hilton Tel-Aviv: +972-3-5202244

We wish you a pleasant stay in Israel!

GoforIsrael Team

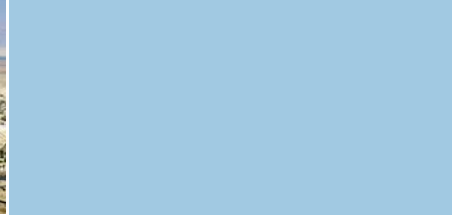


Plan for the Week

Day 01

Friday, November 30th – Arrival, Check-in, Day in the Desert

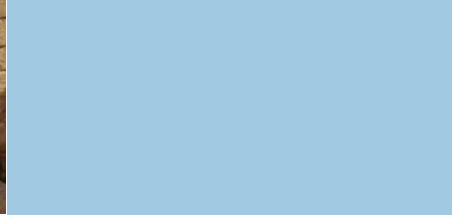
Until 12:30	Free time	Please check-in at the hotel's reception
12:30 – 13:00	Welcoming Cocktail	At the lobby on Floor -1
13:00 – 14:00	Lunch	Rosemary Restaurant at the hotel
14:00 – 15:00	Presentation by Mr. Danny Ayalon, Deputy Minister of foreign affairs - Israel	Ophir Hall on Floor -1
15:15	Meet at the lobby	
15:15 – 18:00	Jeep Tour	Dress casual and comfortable, closed shoes. Bring with you warm clothes for the evening (the desert can be very cold at night). The Jeep tour ends at a Bedouin hospitality tent. We will return to the hotel after dinner and a show!
18:00 – 18:30	Reception at a Bedouin hospitality tent	
18:30 – 20:30	Dinner and Show – typical Bedouin dinner, followed by a show of world music and ethnic dance	
20:30 – 21:30	Observing the stars	Optional: guests may return to the hotel or stay for night activity.
21:30 – 22:15	Transfer to Beresheet Hotel	Important: You are requested to have your luggage ready and brought to the luggage room at night (latest, 2:00 AM). Please make sure you attach the "GoforIsrael" stickers AND luggage tags given to you with your name printed in capital letters. The luggage room will be locked from 2:00 AM until morning, when the group's luggage will travel on a separate bus to our next destination. It is recommended that you use a smaller bag for your necessities for the morning.



Day 02

Saturday, December 1st – Masada National Park & Dead Sea

06:40	Check-out at reception	Please check out before breakfast.
07:00 – 07:20	Breakfast	
07:20	Meet at the Lobby	
07:30	Transfer by bus to the helipad	Please be on time!
07:45 – 08:15	Introduction to helicopter flight tour	
08:15 – 08:30	Take off	
08:30 – 09:30	Fly to Dead Sea by helicopters	
09:30 – 10:00	Transfer to Masada National Park	
10:00 – 11:30	Visit Masada National Park	Dress casual and comfortable, closed shoes. We will take a short walk.
11:30 – 12:00	Bus to Kibbutz Ein gedi	
12:00 – 12:45	Lunch	Typical Kibbutz lunch at Ein Gedi
12:45 – 13:20	Tour at the Kibbutz	
13:30 – 14:00	Bus to Mineral Beach at the Dead Sea	You will be provided with: bath robe, toiletry kit, towel, locker to keep your bag, bag for wet clothes. Bring with you: swimsuit, hat, beach sandals (flip-flops), and a change of clothes for after the shower. Remember: The Dead Sea is extremely salty. Do not immerse your head in the water, don't drink the water, and don't go in the water if you are allergic to salt.
14:00 – 15:00	Free time at Mineral Beach, Dead Sea	
15:00 – 15:30	Transfer to helipad	
15:30 – 16:45	Fly to Hertzelia Airport by helicopter	



16:45 – 17:30	Transfer to the Hilton hotel in Tel-Aviv	
17:30 – 18:30	Check-in at the Hilton, freshen up in hotel room	
18:30 – 19:00	Transfer to Cordelia Restaurant, Jaffa	Dress code: formal wear. Bring with you warm clothes for evening.
19:00 – 20:45	Dinner	Cordelia Chef Restaurant
20:45 – 21:15	Transfer to Mayumana House	If weather allows, we will take a walk.
21:30	Mayumana Show	
23:00	Transfer by bus to the hotel	



Day 03

Sunday, December 2nd – Tel Aviv Business Seminar Optional Program for Spouses

Please **inform the organizing team** the night before whether you wish to join the program for spouses, and your preferred program (option **1 or 2** below).

08:00-17:00

Business Seminar at the Hilton hotel

Dress code: formal

08:45-12:45

Optional Program for Spouses

Dress code: casual

Business Seminar

08:00 – 09:00 Registration & Breakfast

09:00 – 09:30 Opening Session

Ronnie Chan, Chairman – **Hang Lung Group Limited and its subsidiary Hang Lung Properties**

Yair Shamir, Managing Partner – **Catalyst Investments**

Irit Ben Abba, Deputy Director General for Economic Affairs, **Ministry of Foreign Affairs**

09:30 – 10:20 The Start-up Nation

Saul Singer, co-author of **Start-up Nation: The Story of Israel's Economic Miracle**

10:20 – 10:40 Coffee/Tea Break

10:40 – 12:10 Elevator Pitches of Innovative Israeli Companies

12:10 – 13:25 Lunch

13:25 – 14:40 Presentation of Selected Leading Israeli Companies

14:40 – 15:00 Coffee /Tea Break

15:00 – 16:30 Round Table

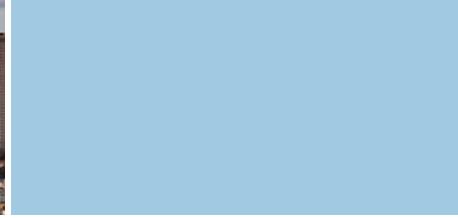
Moderators:

Ronnie Chan, Chairman – **Hang Lung Group Limited and its subsidiary Hang Lung Properties**

Edouard Cukierman, Managing Partner – **Catalyst Investments**

16:30 – 17:00 Technological Entrepreneurship – Key to a Peaceful and Prosperous World
Prof. Dan Shechtman, distinguished Professor of Materials Engineering, **Nobel Laureate in Chemistry for 2011**

For more information please see page 14



Optional Program for Spouses

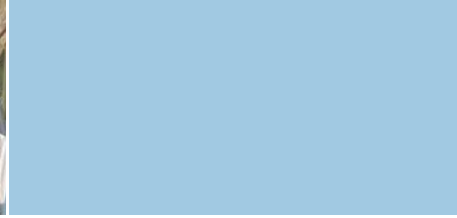
08:45	Meet at the Lobby	With Ayala and Ronny.
09:00 – 12:20	Guided visit to Tel-Aviv Museum	Option 1
09:00 – 12:20	Guided tour to Old Tel-Aviv Area at Neve-Tzedek and Old Jaffa	Option 2
12:20 – 12:45	Transfer back to Hotel	
12:45 – 13:25	Lunch at the hotel	After lunch, join the Business seminar or free time
17:00 - 17:45	Cocktail	
19:00 - 19:30	Transfer to Tel-Aviv Port	
19:30 - 21:30	Dinner	Yulia Restaurant
21:30-22:00	Transfer to Hilton hotel	



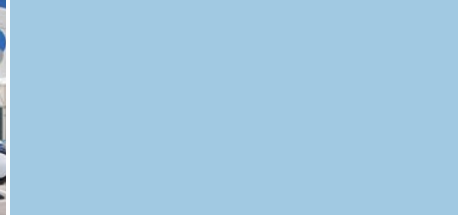
Day 04

Monday, December 3rd – Jerusalem

07:00	Breakfast	At the Hilton
07:20	Meet at the Lobby	
07:30 - 09:00	Transfer to Jerusalem	Dress Code: formal for the meetings, comfortable for the walking tours. Bring with you warm clothes for the day and evening (Jerusalem gets cold after sun down). Comfortable walking shoes for touring the city.
09:00 – 10: 30	Visit to Yad Vashem Museum	
10:30 – 11:00	Transfer to the Old City of Jerusalem	Starting at Jaffa Gate.
11:00 – 12:45	Walking tour in the Old City of Jerusalem	
12:45 – 13:15	Transfer to Restaurant	
13:15 – 14:30	Lunch	American Colony Restaurant, private room.
15:00 – 15:30	Meeting with Mr. Stanley Fischer, Governor of the Bank of Israel	Please bring your passport in case we need it.
15:30 - 16:45	Sightseeing in Jerusalem, transfer to President's Residence	
17:00 – 18:00	Meeting with Mr. Shimon Peres, the President of the State of Israel	Please bring your passport in case we need it.
18:00 - 18:45	Night sightseeing in Jerusalem, transfer to the David Citadel	
19:00 – 20:00	Sound and Light show on the walls of David Citadel	Bring with you warm clothes – the show is in open air! In case of rain the show will be canceled.
20:00 – 20:30	Transfer to restaurant	After dinner, we plan to go on a night tour in Jerusalem (see below). If you prefer, you can return to Tel Aviv instead. Important: Please let us know before dinner if you wish to leave early, so we can arrange for appropriate transportation.



20:30 – 22:30	Dinner	Darna Moroccan Restaurant
22:30		Optional – those who don't wish to stay for the night tour will return to Tel-Aviv by bus.
23:00	Tour to the Western Wall Tunnels Tour the Western wall area	
24:15	Transfer back to Hilton Tel-Aviv hotel	



Day 05

Tuesday, December 4th – Tel Aviv, Technion in Haifa, Hertzelia

07:00	Breakfast	Dress Code: formal.
07:30	Check-out from Hilton Tel-Aviv hotel	Please bring your luggage to the luggage room. Please make sure you attach the "GoforIsrael" stickers AND luggage tags given to you with your name printed in capital letters, to each luggage piece!
07:50	Meet at the Lobby	
08:00 – 08:45	Transfer to Better Place	Tour the Better Place Visitor Center
08:45 – 09:45	Tour at Better Place	
09:45 – 11:00	Transfer to Technion in Haifa	
11:00 – 12:30	Tour at the Technion	Meeting with President of the Technion and Nobel Prize laureates
12:30 – 13:30	Transfer to lunch	
13:30 – 14:30	Lunch in Hertzelia	At the residence of Idan Ofer, Principal of Quantum Pacific Group, Chairman of the Board at Better Place, and his wife Batya.
14:30 – 15:30	Transfer back to Tel-Aviv	
15:30 - 16:30	Free time for shopping at Kikar Hamedina	Bring your passports for VAT refund. If the weather does not allow, we will shop at Aviv Mall.
16:30 – 17:00	Transfer to Tel-Aviv Hilton hotel	Please return the headphones to our team.
17:15	Bus leaves from Hilton Hotel to Ben Gurion Airport	For those who leave Israel later this evening, special transportation will be arranged to the airport.



Looking forward to seeing you back soon in Israel

GoforIsrael Team

