Israel & Dubai/Istanbul MSM Itinerary
February 25, 2020 – March 9, 2020

Tuesday, February 25:
Travel day

Students will depart on flights booked individually to Tel Aviv and arrive on Wednesday, February 26th.

Wednesday, February 26:
Arrival and Welcome Dinner in Tel Aviv

Welcome to Tel Aviv! Tel Aviv is one of the most vibrant cities in the world. Titled the ‘Mediterranean Capital of Cool’ by the New York Times, this is a 24-hour city with a unique pulse, combining sandy Mediterranean beaches with a world-class nightlife, a buzzing cultural scene, incredible food, UNESCO recognized architecture, and an international outlook.

- Transportation from airport to hotel: TBD

Afternoon: free time to settle into hotel and explore Tel Aviv

Evening: welcome dinner in Jaffa
- Jaffa (also known as Yafo) is the southernmost and oldest neighborhood of Tel Aviv. Like much of South Tel Aviv, Jaffa has been regenerated in recent years, with its older narrow streets and courtyards becoming a highly desirable aspect of Tel Aviv’s urban tapestry. Taste local cuisine and enjoy magnificent views of Jaffa’s ancient port.

Thursday, February 27:
History & Contemporary Context, Company Visit, Cultural Activities in Tel Aviv

Note: themes for company visits are presented here as examples, and will be developed in the coming months. A typical visit will include management discussion, leadership speaker, facility tour, and/or presentation.

Israel 101 Session: History & Contemporary Context
Understand:
- (1) Israel’s history in terms of its position at the crossroads of ancient empires, its early political movements, and its post-World War II genesis;
- (2) the complexity of the Israeli-Palestinian conflict and the multitude of competing narratives surrounding it;
- (3) broader global and regional Middle Eastern context

Company Visit 1: cybersecurity firm
- Exact company to be sourced by Charles Goetz and student leaders

Afternoon: enjoy the beaches of Tel Aviv
- There are nearly 200km of Mediterranean coastline in Israel, and over 50 public beaches. Expect to pay up to 30 shekels for a bed… or be Israeli and bring a rug – you can get big ones for about 40 shekels in the market. Be prepared to hear the “tick-tack” of matkot, Israel’s national sport, on most beaches. Enjoy the blue Mediterranean waters, and if interested, water sports like snorkeling and surfing.

Free Evening in Tel Aviv – enjoy your evening free exploring the city and having dinner with friends; stay overnight in Tel Aviv
- From TimeOut Israel: “A city that never sleeps needs a high dose of adrenaline pumping through it at all times to stay awake. Whether that adrenaline comes from excellent sugar-infused cocktails, 3 a.m. eats, or head throbbing
Tel Aviv clubs that go past the wee hours of the morn and right into Israeli breakfast time, is irrelevant. What is relevant is the abundance of options once the sun sets. That’s why we’ve rounded up the best of the best on Dizengoff, Allenby, Rothschild and more for the ultimate nocturnal guide to Tel Aviv nightlife. Are you up to the challenge? See how many can you tackle in one night.

**Friday, February 28:**

**Tel Aviv Tech & Startup Incubator Company Visits and Meeting with Tel Aviv University Students**

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**Israel 101 Session: Innovation, Investment, and Impact**

- Learn about Israel’s burgeoning high-tech ecosystem and the underlying social and economic conditions that have led to such success, as well as the global impact of Israeli technology

**Company Visit 2: robotics firm**

- Exact company to be sourced by Charles Goetz and student leaders

**Company Visit 3: 8200 for Startups by EISP**

- Unit 8200 is an elite intelligence unit in the Israel Defense Forces. Alumni of Unit 8200 often go on to successful careers as technologists and entrepreneurs. Founded and backed by the 8200 Alumni Association, 8200 For Startups by EISP is a non-profit organization driven by its immensely successful network of entrepreneurs, experts, investors and more, all geared up to provide the participants with the best tools in their journey to success.

**Afternoon: meet & greet, networking session with Tel Aviv University students**

- Meet and network with MBA students from Tel Aviv University’s Coller School of Management, Israel’s leading MBA program

  *Ranked among the top management schools in the world, the Coller School of Management at Tel Aviv University has been educating new generations of entrepreneurs and business leaders for over 50 years. With its world-class reputation at home and abroad, the School was the first in Israel to be awarded the international accreditation of AACSB (the Association to Advance Collegiate Schools of Business), the highest standard of achievement for business schools worldwide.*

**Evening: group dinner overlooking the Mediterranean Sea**

- Enjoy the company of friends and reflect on your experience in Israel so far, while taking in sweeping views of the Mediterranean sea

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**Saturday, February 29: Cultural Activities in Haifa, Nazareth and the Sea of Galilee**

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**Morning: travel via coach bus to Haifa**

*Welcome to Haifa! Haifa is Israel’s third largest city, beautifully set on the slopes of Mount Carmel facing the Mediterranean Sea, likened by some as ‘Israel’s San Francisco’. Although traditionally a working city, there are several great attractions in Haifa including the Bahai Gardens, German Colony, and highly-rated museums. The city is also known across Israel for its mixed population of Jews and Arabs who peacefully coexist, resulting in amazing fusions of Arabic and Jewish culture throughout the city.*

**Visit Bahai Gardens:**

- The Bahai Gardens is the most visited and possibly the most distinct tourist attraction in Haifa. Every year, hundreds of thousands of tourists and locals alike travel to the Bahai Gardens on Mount Carmel in Haifa, the most holy site of the Bahai faith. Last year alone, 750,000 people enjoyed the beautiful terraces of the Bahai Gardens, a UNESCO World Heritage Site.

**Early afternoon: travel via coach bus to Nazareth**
Welcome to Nazareth! Nazareth is renowned as the hometown of Jesus, and an important pilgrimage and religious center. During the time of Jesus, Nazareth was a small and insignificant agricultural village, however modern day Nazareth is a bustling, growing city, home to the largest Arab community in Israel.

Visit Church of the Annunciation, Church of St. Joseph, and the old city market

Lunch in Central Nazareth

Afternoon: Sea of Galilee & Tiberias; kayaking on Sea of Galilee
- The Sea of Galilee, also known as Lake Tiberias, Kinneret, or Kinnereth, is a freshwater lake in Israel. It is the lowest freshwater lake on Earth and the second-lowest lake in the world, at levels between 215 meters (705 ft) and 209 meters (686 ft) below sea level. The lake is fed partly by underground springs, although its main source is the Jordan River, which flows through it from north to south.

Welcome to Tiberias! Tiberias is an Israeli city on the western shore of the Sea of Galilee. Established around 20 CE, it was named in honor of the second emperor of the Roman Empire, Tiberius.

Dinner in Tiberias, then return to Tel Aviv
- Enjoy dinner overlooking the Sea of Galilee

Overnight in Tel Aviv

Sunday, March 1:
Jerusalem Cultural Activities & Company Visits

Morning: depart via coach bus from Tel Aviv

Welcome to Jerusalem! Jerusalem is the city with a fourth dimension. If most cities are three-dimensional, then Jerusalem has an added fourth dimension, a spiritual one. A surreal place holy to Jews, Muslims and Christians, Jerusalem is significant to over one-third of all people on earth. Beyond its religious and historic importance, Jerusalem has developed as the capital of modern-day Israel with West Jerusalem having a modern vibrant center.

Tour Yad Vashem:
- Yad Vashem (literally, “a monument and a name”) is Israel's official memorial to the victims of the Holocaust. It is dedicated to preserving the memory of the dead; honoring Jews who fought against their Nazi oppressors and Gentiles who selflessly aided Jews in need; and researching the phenomenon of the Holocaust in particular and genocide in general, with the aim of avoiding such events in the future.

Tour Old City of Jerusalem:
- The Old City is a 0.9 square kilometers (0.35 sq mi) walled area within the modern city of Jerusalem. Until 1860, this area constituted the entire city of Jerusalem. The Old City is home to several sites of key religious importance: the Temple Mount and Western Wall for Jews, the Church of the Holy Sepulchre for Christians, and the Dome of the Rock and al-Aqsa Mosque for Muslims. It was added to the UNESCO World Heritage Site List in 1981.

Visit Haas Promenade:
- The Haas Promenade is a panoramic viewpoint that offers a sweeping view of the city and, in true Jerusalem fashion, is itself replete with thousands of years of history. The promenade – popularly known in Hebrew as “the Tayelet” – comprises several walkways. From the heights of these landscaped walkways, you can enjoy the full splendor of the city of Jerusalem spread out at your feet.

Dinner at the Jerusalem railway station
- Historic railway station in Jerusalem, near the German Colony, turned into a food hall with a wide range of dining options.

Overnight in Jerusalem

Monday, March 2:
Cultural Activities & Company Visits in Jerusalem

Company Visit 4: medical devices / biomedical technology firm
• Exact company to be sourced by Charles Goetz and student leaders

Company Visit 5:
• Exact company to be sourced by Charles Goetz and student leaders

Company Visit 6:
• Exact company to be sourced by Charles Goetz and student leaders

Overnight in Jerusalem

Tuesday, March 3:
Renewable Energy Company Visit, Cultural Activities in Jerusalem

Company Visit 7: renewable energy firm
• Exact company to be sourced by Charles Goetz and student leaders; learn about Israel’s global leadership in renewable energy development

Company Visit 8: Hebrew University
• Learn about Hebrew University’s role as a leading global research institution in Israel and the Middle East.

Evening: dinner near Mahane Yehuda Market, explore “The Shuk”

Mahane Yehuda Market, often referred to as “The Shuk”, is a marketplace (originally open-air, but now partially covered) in Jerusalem. Popular with locals and tourists alike, the market’s more than 250 vendors sell fresh fruits and vegetables; baked goods; fish, meat and cheeses; nuts, seeds, and spices; wines and liquors; clothing and shoes; and housewares, and textiles. In and around the market are falafel, shawarma, kibbeh, kebab, shashlik, kanafeh, baklava, halva, zalabiya and Jerusalem mixed grill stands, juice bars, cafes, and restaurants. The color and bustle of the marketplace is accentuated by vendors who call out their prices to passersby. In recent years, the “shuk” has emerged as a nightlife center, with restaurants, bars and live music.

Overnight in Jerusalem

Wednesday, March 4:
Cultural Activities in Masada, Dead Sea, Ein Gedi, and the Negev Desert

Early morning: depart via coach bus from Jerusalem

Visit Masada
Masada is a rugged natural fortress of majestic beauty in the Judaean Desert overlooking the Dead Sea. It is a symbol of the ancient kingdom of Israel’s destruction in the face of the Roman army, in 73 A.D. It was built as a palace complex, in the classic style of the early Roman Empire, by Herod the Great, King of Judaea, (reigned 37 – 4 B.C.). The camps, fortifications and attack ramp that encircle the monument constitute the most complete Roman siege works surviving to the present day.

Visit Dead Sea:
The Dead Sea is a salt lake bordered by Jordan to the east and Israel and the West Bank to the west. It lies in the Jordan Rift Valley, and its main tributary is the Jordan River. It is 304 m (997 ft) deep, the deepest hypersaline lake in the world. With a salinity of 342 g/kg, or 34.2% (in 2011), it is one of the world's saltiest bodies of water – 9.6 times as salty as the ocean – and has a density of 1.24 kg/litre, which makes swimming similar to floating. This salinity makes for a harsh environment in which plants and animals cannot flourish, hence its name.

Visit Ein Gedi: Wadi David Hike
Ein Gedi, literally “spring of the kid (young goat)”, is an oasis and a nature reserve in Israel, located west of the Dead Sea, near Masada. The Wadi David Hike is a scenic hike to David’s Waterfall.

Evening: overnight in a traditional Bedouin tent (or hotel, or return to Jerusalem)
The Bedouins are a group of nomadic tribes who have lived in Israel’s Negev Desert for many hundreds of years, tracing their heritage back to the traders on the ancient Spice Route which crossed the region. Bedouin hospitality experiences including camel riding, Bedouin food, and staying overnight in traditional Bedouin tents are an increasingly popular experience for tourists in Israel. Today, many Bedouins in Israel continue to live in traditional ways, with more and more opening up their traditions for the Israeli and international public to see, experience, and understand.

Thursday, March 5:
Cultural Activities and Company Visit in Be’er Sheva

Morning: depart for Be’er Sheva

Welcome to Be’er Sheva! Be’er Sheva is the largest city in the Negev desert of southern Israel. Often referred to as the “Capital of the Negev”, it is the center of the fourth most populous metropolitan area in Israel and the eighth most populous Israeli city. Immigrants from the former Soviet Union have made the game of chess a major sport in Beersheba and the city is now a developing technology center. The city is now Israel’s national chess center, with more chess grandmasters per capita than any other city in the world. Beersheba is home to Ben-Gurion University of the Negev. This city also serves as a center for Israel’s high-tech industry.

Company visit: making the desert bloom
- Exact company to be sourced by Charles Goetz and student leaders; visit an agriculture technology company involved with revitalization of Be’er Sheva as capital of the Negev desert region.

Return via coach bus to Jerusalem; overnight in Jerusalem

Friday, March 6:
Morning in Tel Aviv, go to Airport

Morning: activity in Tel Aviv TBD

Afternoon: coach bus to TLV airport. Students who wish to extend trip in Dubai fly from Tel Aviv to Dubai/Istanbul

Saturday, March 7:
Optional trip extension in Dubai/Istanbul

Sightseeing / tour:
- TBD

Company Visit 1:
- Exact company to be sourced by Charles Goetz and student leaders

Evening & Dinner in Dubai/Istanbul

Sunday, March 8:
Optional trip extension in Dubai/Istanbul

Sightseeing / tour:
- Charles Goetz itinerary: TBD
Evening & Dinner in Dubai/Istanbul

Monday, March 9:  
Optional trip extension in Dubai/Istanbul

Company Visit 2:  
- Exact company to be sourced by Charles Goetz and student leaders

Afternoon: coach bus to airport