



## **Draft Schedule for EU Business Delegation**



### **Follow-Up Mission for Growth to Israel**

**Director-General Daniel Calleja**

**25-26 June 2014**

## **Programme**



## Follow-Up Mission for Growth to Israel 25-26 June 2014

### GENERAL OVERVIEW

Please note that attendance at political meetings is restricted to participants who have been confirmed for the specific meetings.

All transfers to the Program points of the Mission for Growth will be provided by the European Commission.

Day	Session	EU Business Delegation	
<b>Wednesday 25 June</b>	<b>08:00-08:45</b>	<b>'Welcome Coffee' with Ambassador Lars Faaborg-Andersen,</b> Head of the EU Delegation to the State of Israel Venue: Dan Tel Aviv Hotel, Mediterranean Hall - 99, Hayarkon Str., Tel Aviv.	
	<b>08:45</b>	Departure from Dan Tel Aviv Hotel (by bus)	
	<b>09:00-10:30</b>	<b>Panel Discussion on how to do business in Israel.</b> Venue: The Israel-Europe R&D Directorate (ISERD) / The Manufacturers Association of Israel (MAI), 4 <sup>th</sup> floor, Hamered Str., 29, Tel Aviv	
	<b>10:30-13:30</b>	<b>B2B Match-making Event</b> <b>organised by Enterprise Europe Network Partners in Israel</b> Venue: ISERD/MAI, 1 <sup>st</sup> and 4 <sup>th</sup> floors, Hamered Str., 29, Tel Aviv	
	<b>10:40</b>	Departure to Jerusalem (by bus)  (Companies that will participate in the political meeting at Ministry of Economy)	<b>B2B Matchmaking Event</b>
	<b>12:30-13:00</b>	Meeting with Mr. Inon Elroy, Vice-Director General, <b>Ministry of Economy</b> , Bank of Israel Str. 5 Jerusalem <i>(With the participants confirmed for this meeting)</i>	



	<b>13:00-14:30</b>	Lunch hosted by Teva  (With participation of companies attended the meeting at the Ministry of Economy)	<b>13:30-14:30</b>	<b>Lunch hosted by Enterprise Europe Network Partner</b>  (After the B2B Matchmaking event)  Venue: The Israel-Europe R&D Directorate (ISERD) / The Manufacturers Association of Israel(MAI), Hamered Str., 29, Tel Aviv
	<b>14:50-15:30</b>	Meeting with Mr. Amir Halevy, Director General of <b>Ministry of Tourism</b>  Venue: Jerusalem Bank of Israel Str.5	<b>14:30</b>	Departure for visits
	<b>15:30</b>	Departure to Tel Aviv	<b>15:30 – 16:30</b>	Visit CyberGym  Venue: Hetziba , Hadera
	<b>16:30 – 17:30</b>	Meeting with the <b>Prime Minister's Office.</b>  (Venue: Tel Aviv)	<b>17:00 – 18:00</b>	Visit Mer-Group Telecom  Venue: Hazoref Str., 5, Tel Aviv
	<b>18:00 – 19:15</b>	<b>Visiting RAD Data Communications Company</b>  The delegation will be led by Director General Daniel Calleja.		
	<b>20:30 – 22:00</b>	<b>Reception hosted by Ambassador Lars Faaborg-Andersen,</b> Head of Delegation of the European Union to the State of Israel  Venue: Dan Tel Aviv Hotel, Sea Restaurant		
<b>Thursday  26 June</b>	<b>08:30</b>	Departure from the Dan Tel Aviv Hotel (by bus)		
	<b>09:00 - 12:45</b>	<b>First SME EU-IL Bilateral Dialogue</b>  Opening remarks by Director General Daniel Calleja and Director General of Ministry of Economy, Israel  Venue: The Manufacturers Association of Israel (MAI), Hamered		



		Street, 29, 16 <sup>th</sup> Floor, Tel Aviv
	<b>13:00 – 15:00</b>	<b>Light Lunch</b> Dan Tel Aviv Hotel, Grill Hall
	<b>15:30 – 17:00</b>	<b>Tel Aviv Municipality's Ir Olam (World City) task force</b>  <u><a href="#">Tel Aviv World City (Ir Olam)</a></u>  Visit to a workspace provided by the municipality of Tel Aviv for entrepreneurs; High-tech Business Park.
	<b>17:30 – 18:15</b>	Meeting with Mrs. Bina Bar On, Director General, <b>Ministry of Science, Technology and Space</b>  Venue: Shoham Str., 5, Paz Building, 16 <sup>th</sup> Floor, Ramat Gan)
	<b>18:30</b>	End of the Programme

\*Please note that participation to the political meetings could be restricted to few participants due to the Israeli Administration`s requirements.