

# INNOVATION TOUR ISRAEL 2023

Start-up ecosystem  
for mechanical and plant engineering

TEL AVIV, HAIFA, JERUSALEM

26-29 November 2023



## SOURCE OF INNOVATION AND TECH START-UP HOTBED FOR MACHINERY AND EQUIPMENT MANUFACTURING

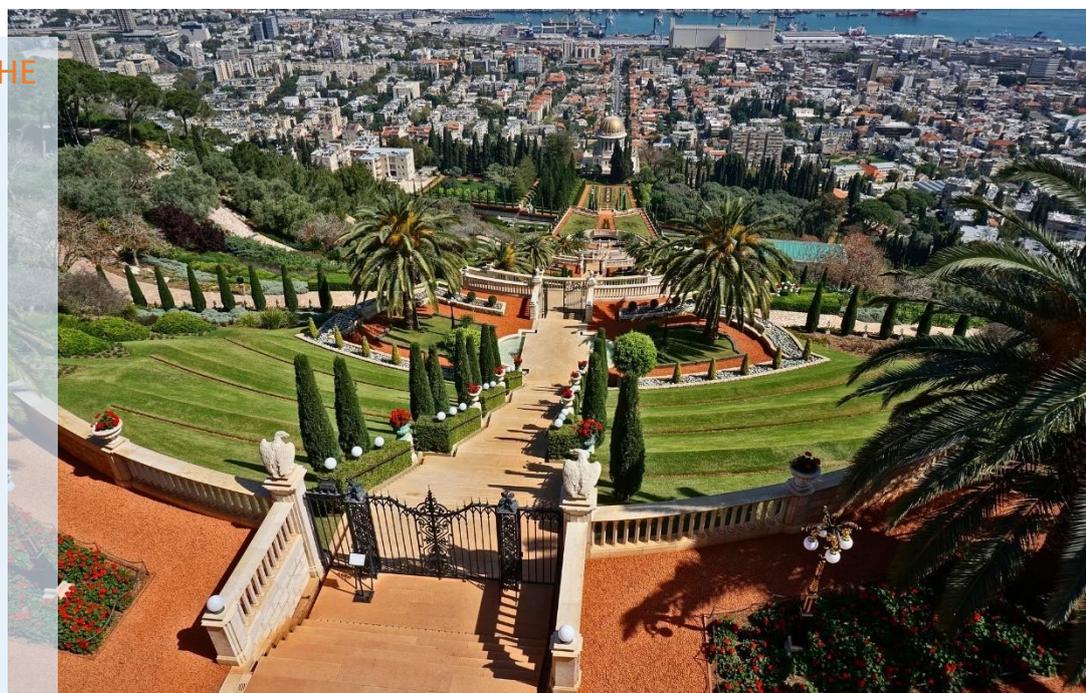
We cordially invite you to participate in an exclusive innovation tour to Israel, organised by **VDMA Startup-Machine**, **VDMA Magazine** and the internationalisation experts **DREBERIS** and **BDO Israel** from **26.11.2023 to 29.11.2023**. Immerse yourself in the inspiring innovation ecosystem, form new networks and discover new groundbreaking technologies - tailor-made for machinery and plant engineering.

### WHY ISRAEL?

Israel is one of the most important locations for technological startups. With almost 7,000 startups, the country can undisputedly call itself a startup nation. The reason for this is both the Israeli mentality and the high level of education in technology subjects at Israeli universities. For medium-sized machine and plant engineering companies, this is a great opportunity to discover future trends and find highly specialised technology partners.

### DESTINATIONS OF THE TRIP

- Insights into the Israeli innovation ecosystem
- Networking with potential cooperation partners in Israel
- Increasing the innovative power of your company
- Deepening of any existing contacts from previous export measures



## PECULIARITIES OF ISRAEL

- Special **mindset** and exciting innovation culture, over 1,100 startups a year
- **Startup nation** with breakthrough solutions for Industry 4.0, automotive, cybersecurity and renewable energy, agritech, digital health, fintech, watertech.
- **Sustainable promotion of innovation** in the private and financial sectors as well as in higher education institutions
- Cross-fertilisation of the most diverse technological developments
- **Outstanding experience of SMEs in cooperation with Israeli startups.**

## WHY IS IT WORTH BEING THERE?



- Discover **current technology and product trends** from the Israeli startup scene that are relevant to mechanical and plant engineering.
- Get to know Israel's **unique culture of innovation.**
- Tailor-made programme: Through an online webinar and interviews with all participants before the trip, we ensure that you achieve your **individual goals.**
- Multi-day trip to Israel with diverse **thematically coordinated** group and individual appointments with actors and startups.

## CONDITIONS OF PARTICIPATION

For planning reasons, we ask you to register early. After a brief assessment of whether your company is suitable for participation in the programme, you will receive a final confirmation of participation from us. To ensure that the Innovation Tour is worthwhile for all participants, at least 12 people should take part. Please note that if the essential number of participants cannot be reached, the programme will not be organised. Participation costs **1,890 euros** per participant, plus VAT, individual hotel, travel and any remaining catering costs. The meals listed in the programme will be covered by the provider. Participation in the official programme items is mandatory.

In our online webinar on **20 September 2023** (provisional date), we will get to know each other and exchange information about the programme as well as your individual expectations and goals. You can find more information about the event and the contact form for registering for the trip and the webinar [here](#). The registration deadline is **31.08.2023**.

## Your contact for questions



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## YOUR PROJECT TEAM

**DREBERIS** (Dresdner Beratung für internationale Strategien) is an ethical internationalisation expert based in Dresden with offices in Wrocław/Poland and Lviv/Ukraine, among others. For almost 25 years, we have been helping German SMEs to **open up new markets** and **develop expansion strategies**. Reliable market analyses, sustainable distributor searches or large B2B cooperation exchanges abroad are our speciality. We have successfully supported international expansion projects for more than 1,500 clients from over 50 industries in over 50 countries on 6 continents. [www.dreberis.com](http://www.dreberis.com)

**BDO Israel**, based in Israel, is a leading consulting firm that drives and supports Israeli innovation. Ms. Anat Bernstein-Reich, Managing Director and Co-Founder of BDO-The Gate to Business, is a frequent speaker on the topic of Israel's innovation system at international forums and conferences. <https://www.bdo.co.il/en-gb/home-en>

## IDEALISTIC SPONSOR

**VDMA Startup-Machine** is part of the VDMA Competence Center Future Business. Its mission is to network start-ups and mechanical and plant engineering and to bring the start-up culture to the mechanical engineering industry - in this way VDMA Startup-Machine supports mechanical and plant engineering in becoming fit for the future. <https://www.vdma.org/startups>

The **VDMA Magazine** is the member magazine of the VDMA. Its mission is to tell exciting stories from and about VDMA member companies. [www.vdma.org/vdma-magazin](http://www.vdma.org/vdma-magazin)

## PRELIMINARY PROGRAMME

*\*The programme is subject to change, participation in all programme points in Israel is compulsory. During registration, we will check your personal interests by means of a questionnaire and, if necessary, adapt individual programme points in accordance with your goals.*

20.09.2023	<b>Online Webinar **</b> - <i>High-tech location Israel: Innovative strength through start-up mentality and research cooperations</i> Focus: Travel preparations, expectations of the trip, round of introductions of the Participants, presentation of the Israeli startup ecosystem.
<i>**The main purpose of this webinar is to gather the needs and expectations of the participants regarding the trip, but also to get to know all participants. During the webinar, individual challenges and interests will be identified and information about the innovation ecosystem in Israel be conveyed.</i>	
Sunday, 26.11.2023	<b>Individual arrival in Tel Aviv</b> <b>Participant briefing</b> - <i>Welcome to Israel!</i> Incl. dinner together <i>Keynote address by an Israeli leader</i>
Monday, 27.11.2023	<b>Visits to various innovation centres</b> incl. discussion round on challenges, environment and opportunities for cooperation with Israeli start-ups <b>Pub talk</b> with Israeli entrepreneurs in a pub in Tel Aviv
Tuesday, 28.11.2023	<b>Visit to Jerusalem Venture Partners</b> , one of the most respected VC and incubators, round table with the start-ups of the core areas. <b>Visit to the Innovation Authority</b> on the topic of R&D funding <b>Cooperation talks</b> , e.g. with the help of speed dating of participants, spontaneous networking and pre-arranged B2B meetings
Wednesday, 29.11.2023	<b>Visit Startup Centre and Technology Institute</b> in Haifa <b>Individual B2B appointments</b> with Israeli companies for participants, accompanied by BDO and DREBERIS <b>Individual departure</b>

*We look forward to your registration and participation!*