

The Jewish Federation of Greater New Orleans

Louisiana Trade Mission to Israel

July 12-18, 2022

(Draft itinerary as of 7 February 2022; subject to change)

DAY ONE: TUESDAY, JULY 12TH, 2022

ON OUR WAY TO ISRAEL

- **Individual arrivals** with **VIP airport service** at Israel's Ben Gurion International airport, followed by individual transfers to **Tel Aviv**.
- Hotel check-in from 3:00 pm, with light snacks and beverages.
- You will have some time to freshen up from your flight before dinner.
- **Opening cocktail** at the **Hilton Hotel** followed by **dinner** to be accompanied by **Representatives of the Tel Aviv City Hall**, and local **business leaders**. Musical accompaniment to be provided by students from the **Rosh HaAyin Music School**.

Overnight: Hilton Hotel, Tel Aviv

DAY TWO: WEDNESDAY, JULY 13TH, 2022

- Enjoy the famous scrumptious **Israeli Breakfast** at hotel.
- Break out into tracks and depart the hotel for the day.

Track 4 - Medical, Healthcare, & Biotech Day at Sheba

- Drive to **Tel Hashomer** and spend the day including **lunch** at **Sheba Medical Center's Center for Digital Innovation**. There, learn about the hospital's ARC innovation model (Accelerate, Redesign, Collaborate) where digital healthcare startups collaborate with hospitals to pinpoint unfulfilled clinical needs and develop effective solutions. ARC focuses on six medical tracks, with a senior Sheba physician at the helm of each area of focus: telemedicine, precision medicine, digital innovation focusing on big data and artificial intelligence, virtual reality, rehabilitation, and surgical innovation.
- Return to Tel Aviv.
- **Dinner** at a **Tel Aviv restaurant**. Speaker: **Navonel (Voni) Glick**, co-CEO of **IsraAID** who provides disaster relief and ongoing rehabilitation assistance to crisis areas around the world. You'll hear the inspiring story of how this Israel-based organization is saving lives and creating long-term partnerships with people struck by disaster.
- Return to the hotel.

Overnight: Hilton Hotel, Tel Aviv

DAY THREE: THURSDAY, JULY 14TH, 2022

ALL THE WAYS LEAD TO JERUSALEM

- Enjoy **breakfast**, followed by a check out from your hotel.
- Break out into the following tracks and depart the hotel.

Track 4 - Medical, Healthcare, & Biotech

- Depart Tel Aviv and travel to **Rehovot's Science Park**.
- There, visit the **Israel Innovation Authority's Innovation Lab Program** — an innovation lab in the fields of digital health and computational biology designed to assist early-stage entrepreneurs and startups to meet the challenges of the healthcare industry, from the ideation stage to attaining proof of concept.
- **Lunch** en route.
- Drive to **Jerusalem**.

All tracks

- Upon arrival in Jerusalem **check-in** to the David Citadel Hotel and freshen up.
- Light early buffet dinner will be served.
- Depart for Jerusalem's **Teddy Kollek Stadium**
- Attend the **Opening Ceremonies** of the 21st **Maccabiah Games**.
- Return to hotel.

Overnight: David Citadel Hotel, Jerusalem

DAY FOUR: FRIDAY, JULY 15TH, 2022
MEMORY AND RENEWAL

- Breakfast at the hotel.

Track 2-5 – The power of networking

- During the morning, by track, you will be meeting with entrepreneurs, businesspeople, developers, and professionals in your field of interest.
- **Lunch** will be served at location.

All tracks

- Enjoy the remainder of the afternoon at leisure to rest, relax, and prepare for Shabbat.
- Experience a **Kabbalat Shabbat** at the **Southern Steps**, set against the impressive and timeless backdrop of the **Temple Mount**.
- Free time for reflection at the **Western Wall**.
- **Blessings, Challah, and Friends:** Friday night is the traditional highlight of the Jewish week and the Jewish stomach. We'll come together with friends old and new to enjoy the rituals, recipes, and relaxation of Shabbat in Jerusalem as we enjoy a traditional **Shabbat Dinner in Blaustein Hall** of Mercaz Shimshon, overlooking the walls of the Old City.

Overnight: David Citadel Hotel, Jerusalem

DAY FIVE: SATURDAY, JULY 16TH, 2022

SHABBAT IN JERUSALEM

- Enjoy **Breakfast** at the hotel.
- Break out into the following tracks of your choice and depart the hotel:

Option 1 - Masada & the Dead Sea (early departure)

- Travel down to the **Dead Sea region**, the lowest location on land on Earth.
- **The Last Stand:** Take the cable car to the top of **Masada** with its extraordinary views and fascinating archaeological remains. This UNESCO World Heritage site is where Jewish rebels are believed to have made their final attempt to resist Roman invaders (c 74 CE). We'll learn about Masada's importance as a symbol of Jewish defense and discuss its influence on modern Israel.
- **Kicking Back at the Dead Sea:** A blissful afternoon will include floating at a private beach in the Dead Sea. Not much can live (or swim) in the “**Sea of Salt**”, which is nine times saltier than the ocean, but the weightless feeling of floating is great fun. We'll also enjoy a buffet lunch at a local hotel and feel the relaxation seep into our bodies as we check out their spa facilities. And there'll be the opportunity for some “muddy good fun” getting covered in the famous Dead Sea mud. For thousands of years, people of all ages have enjoyed this tradition and believed that the Dead Sea mud and minerals have special healing and beauty qualities. See and feel for yourself.
- Return to the hotel.

Option 2 - Christian Sites

- Experience the sites of the **Christian Quarter**. Walk through several of the Stations of the Cross along the **Via Dolorosa**, and conclude inside the **Church of the Holy Sepulcher**, held by believers to be the site of Jesus's execution and burial.
- **Lunch** in a local restaurant.
- We'll drive to **Bethlehem**, a modern Palestinian town and the place where, according to Christian tradition, Jesus was born. See the **Milk Grotto**, where it is believed that Jesus' family found refuge, and walk through the old city to the **Church of the Nativity**, his traditional birthplace.
- Return to the hotel.

Option 3 - Gems of Jerusalem

- Visit the **Israel Museum**, the largest cultural institution in the State of Israel and ranked among the world's leading art and archaeology museums. While there, explore the **Shrine of the Book**, home of the **Dead Sea Scrolls**, the oldest biblical manuscripts in the world.
- **Lunch** at the hotel.
- Experience a walking tour of the **Old City** with a unique emphasis on comparing and contrasting the Arab culture of the Gulf to that of the Levant.

Option 4 - On Own

- Free day on own to enjoy the hotel facilities or explore the city
- **Lunch** at the hotel

All tracks

- Gather in the lobby of the David Citadel hotel and proceed on foot to the Bat Mitzvah venue at the **Hebrew Union College**. All participants are cordially invited to share, together with the Fielkow family, in the **Bat Mitzvah ceremony** of their daughter, Svetlana, to be followed by a **Havdallah ceremony** and light reception.
- High Times in the Holy City: Jerusalem at night provides a very different vision of the Holy City. Check out how the locals let their hair down during a free evening and explore Jerusalem nightlife including :
 - **The Mamilla Mall**, an upscale, open-air food and shopping area located outside the Old City's Jaffa Gate.
 - **The First Station**. Jerusalem's rail link from the late 19th century has been transformed into a center of restaurants, shops, and culture.
 - Joining the crowds strolling through the Ben Yehuda and **Nahalat Shiva** Pedestrian Malls.
- **Optional:** Going Under, Going Deeper: Explore the **Western Wall Tunnel**, the underground continuation of the Kotel, and examine important archaeological discoveries that are revising our understanding of daily life in ancient Jerusalem.

Overnight: David Citadel Hotel, Jerusalem

DAY SIX: SUNDAY, JULY 17TH, 2022

OLD AND NEW IN JERUSALEM

- Enjoy **Breakfast** at the hotel.
- **The New Opportunities in the New middle east.** Dialogue with **Fleur Hassan-Nahoum**. Fleur Hassan-Nahoum serves as deputy mayor of Jerusalem in charge of foreign relations, international economic development, and tourism. She is a **cofounder** of the **UAE-Israel Business Council**, an association of Emirati and Israeli business and government leaders fostering bilateral trade, innovation, and cooperation.

Track 4 - Medical, Healthcare, & Biotech

- This morning, tour the **Hadassah Accelerator**, located in **BIOHOUSE**, at the heart of **Hadassah Medical Center**. Hadassah Accelerator is an eco-system for health-tech startups in their journey to success and a leading hub for digital health innovation, with a focus on machine learning, AI, medical devices and other applications and services intended to improve diagnosis and treatment of patients worldwide.
- **Lunch** in a local restaurant.
- Visit **SifTech**, the Jerusalem Entrepreneurship Club, located in the JVP Media Quarter and meet with start-up mentors and mentees from the Startup HUB Project. Led by **Start-Up Nation Central**, participate in a “pitching” session. Meet with entrepreneurs of, where participants will be introduced to start-ups with the goal of fostering investment opportunities in cutting-edge digital health companies.

All tracks

- Return to the hotel to freshen up before dinner.
- Visit the **Official Residence of the President of Israel** for a private meeting with **His Excellency Mr. Isaac “Bougie” Herzog**, the 11th President of the State of Israel. (Pending Confirmation).
- Enjoy a **closing dinner** at a **Jerusalem restaurant**.

Overnight: David Citadel Hotel, Jerusalem

DAY SIX: MONDAY, JULY 18TH, 2022

TAKING ISRAEL BACK WITH US

- Enjoy breakfast, followed by a check out from the hotel.
- Transfer to Israel’s Ben Gurion airport and check into your flight.

Kenes Tours seeks to create and deliver client-driven, high-impact, and content-rich programs. To do this, the cooperation of suppliers, speakers, and other content providers is vital. Despite our desire to implement our proposed programs, and in light of Israel’s ever-changing cultural and business dynamic, there are times when amendments are required due to circumstances beyond our control. As such, our itineraries are all ‘subject to availability.’ **Recognizing the importance of providing a stellar program, in cases where we are not able to confirm an item on your itinerary, we commit to providing alternative content of an equal or greater impact.**