



**MASHAV - Israel's Agency for International  
Development Cooperation**

with

**YABT (Young Americas Business Trust)  
Organization of American States**

invite professionals

to participate in the



**International Course:**

**Innovative Entrepreneurship: From an Idea to  
Starting a Business**



**28 October – 16 November, 2018**



## About the Course

### Background

Innovation in the modern economy is a complex process involving the interactions of many actors (stakeholders) through the various stages of development of a new venture: entrepreneurs, academic and R&D institutions, and other firms (suppliers, customers, competitors, public bodies, consumers, etc.). The innovation process includes systemic interaction between participating stakeholders and is related to Public Private Partnership (PPP).

Innovation is crucial for differentiation in businesses in a world of constant change and younger generations are bringing this change about, in both the social and the business spheres.

The innovative entrepreneur is the central figure in the innovation process. The entrepreneur is the main driving force in the complex process that transforms a theoretical idea into a commercially viable product or service. However, commercializing an innovation can be extremely difficult and cumbersome for start-up innovative entrepreneurs, who face additional obstacles (compared to established firms) in the spheres of finance, technology, management, etc.

Without entrepreneurs, innovation would stagnate and economic growth would stall.

Innovation creates valuable ideas and entrepreneurship capitalizes on those ideas and gives them life. The combination of these two elements produces new businesses or business initiatives that advance industries, disrupt markets and spur economic growth.

Israel has the proven capacity to turn ideas into innovative products and services. It is within this framework that the present course is offered.

### Aims

The course aims to impart tools and resources to promote the creation and expansion of business through the management of innovation processes and environments.

This will be supplemented by the opportunity for a broad exchange of experiences and lessons among Course participants, both among themselves and with their Israeli counterparts.

### Main Subjects

- Good practices and policies in promoting innovative entrepreneurship; innovation-driven start-ups and the academic spin-off as engines of innovative development.
- Support systems for new entrepreneurs.
- Women entrepreneurs in a changing economy.
- Innovations in management.
- Marketing at a time of change.
- Implementation of creative initiatives – from idea to business.
- Understanding the effect of Public Private Partnership (PPP) on the creation of an Innovation Nation
- Application of the Organizational Transformation and Leadership

## Application

### Application Requirements

The course is designed for policy-makers, representatives of businesses and academia, and other experts and practitioners with responsibilities for the promotion of innovative entrepreneurship as well as broader aspects of innovation policy. Preference will be given to candidates recommended by the YABT. Please note this Workshop will be held in **English**.

Applications should be submitted to the embassies no later than **August 3, 2018**. A copy of the application should be sent to Ms. Nuria Levy at MCTC [nuria@mctc.org.il](mailto:nuria@mctc.org.il).

### Application forms

Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV's website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

**Completed application forms, should be sent to the relevant Israeli mission in the respective country.**

## General Information

### Arrival and Departure

Arrival date:	28/10/2018
<b>Opening date:</b>	<b>29/10/2018</b>
<b>Closing date:</b>	<b>15/11/2018</b>
Departure date:	16/11/2018

Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the hotel/center, and must be paid for by the participant him/herself.

### Location and Accommodation

**MASHAV** awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Airfares and daily allowance are not included in the scholarship.

### Health Services

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

The course will be held at **The Golda Meir International Training Center (MCTC)**, situated at **12 Pinsky Street, Haifa**. Participants will be accommodated at **MCTC** in double rooms (two participants per room).

## About MASHAV

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight

against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV's approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community's process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

<http://mashav.mfa.gov.il>

<https://www.facebook.com/MASHAVisrael>

## About MCTC

The Golda Meir Mount Carmel International Training Center (MCTC) was established in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia. Since the establishment of MCTC, some 22,000 participants from over 147 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, the Middle East, Oceania, and the Caribbean have attended over 650 capacity building programs and workshops, and 29 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Organization and Management of Microenterprises, all with gender as a cross-cutting issue. In each training program there are up to 30 women and men from 10 to 27 countries. Usually two workshops are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic).

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation and classrooms, as well as recreation and dining facilities. A library specializing in education, social sciences, and humanities, and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations and development authorities.

### **For further information, please contact:**

#### **The Golda Meir International Training Center (MCTC)**

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## About YABT

Incorporated in 1999 as a non-profit corporation in Washington, DC, the Young Americas Business Trust (YABT) draws on more than 17 years of pioneer OAS (Organization of American States) experience designing and developing innovative entrepreneur and micro-enterprise programs targeted to young people, including youth development, mentoring, training, and finance.

The YABT operates out of the OAS Headquarters in Washington, aiming to reduce the critical poverty that affects millions of people in the Americas, especially the young.

Since the beginning of the cooperation between YABT/MCTC/MASHAV over a decade ago, hundreds of workshops conducted by MCTC instructors and multiplied by YABT trainers have brought this fruitful collaboration to as many as 23,500 beneficiaries all over Latin America and the Caribbean, through YABT chapters, run by young people in 29 different countries.