



**International Workshop on**  
**Innovative Entrepreneurship -**  
**from an Idea to Starting a Business**

**in cooperation with**  
**YABT (Young Americas Business Trust) - Organization of American States**

**July 17- 30, 2013**

**Haifa, Israel**

**The Golda Meir Mount Carmel International Training Center (MCTC)**  
**MASHAV – Israel's Agency for International Development Cooperation**  
**Ministry of Foreign Affairs – Jerusalem**

## ABOUT MASHAV

**MASHAV** – Israel's Agency for International Development Cooperation - at Israel's Ministry of Foreign Affairs was founded in late 1957, and is responsible for the design, coordination and implementation of the State of Israel's development cooperation programs.

**MASHAV** concentrates on human and institutional capacity building by sharing Israel's own development experience and expertise, imparting know-how and transferring innovative technologies and tested methodologies adaptable to a developing country's needs.

## 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, about 18,700 participants from over 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, Middle East, Oceania and the Caribbean have attended almost 630 capacity building programs and workshops, and 27 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, classrooms, 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.

## YABT and MCTC/MASHAV

Incorporated in 1999 as a non-profit corporation in Washington, DC, the Young Americas Business Trust (YABT) draws on more than seventeen years of pioneer OAS 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.

**MASHAV's** approach is to ensure social, economic and environmental sustainable development, joining the international community's efforts to implement the Millennium Development Goals by 2015.

In the event of natural disasters, MASHAV also provides humanitarian assistance and participates in reconstruction and rehabilitation efforts.



## 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, 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. S/he 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. Moreover, innovative entrepreneurs often have to overcome a number of regulatory and administrative hurdles before bringing the process to a successful conclusion. The main role of public policy in this regard is to establish an environment conducive to supporting innovative entrepreneurs in bringing their new product or service to the marketplace. Israel –at the cutting edge of many innovative areas of science and technology - has the proven capacity to turn ideas into innovative products and services. It is in this framework that the present Workshop is offered.

## OBJECTIVES

The main objective of this Workshop will be to provide a platform for learning and sharing of good practices and policies for promoting innovative entrepreneurship.

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

## PROGRAM OF STUDIES

- Policies for promoting innovation and knowledge-based development
- Good practices and policies in promoting innovative entrepreneurship; innovation-driven start-ups and the academic spin-off as engines of innovative development.
- Women entrepreneurs in a knowledge-based economy
- Business angels, venture capital, and other financial intermediaries
- Innovations in management
- Implementation of creative initiatives - from idea to business

## Study Visits

These will include on-site visits to selected Israeli public and business organisations involved in innovative ventures.

## Exchange of Professional Experiences

An important aspect of the Workshop is the exchange of experiences amongst its participants. The rich knowledge brought by representatives from many different countries provides a very valuable contribution to the proceedings.

## Final Proposals

The participants will submit a proposal of an innovative idea that can contribute to youth-led microenterprises in their communities.

## ADMISSION REQUIREMENTS

The Workshop is designed for policy-makers, representatives of businesses and academia, and other experts and practitioners with responsibilities for the promotion of innovative entrepreneurship and/or early stage financing as well as broader aspects of innovation policy. Preference will be given to candidates recommended by YABT.

## CERTIFICATE

Upon completion of the Workshop, the graduates will receive a certificate confirming their attendance and active participation.



## WORKSHOP PROCEDURE

Participants will reside at MCTC and the studies will be intensive. Five days a week are normally devoted to classroom study and observation visits. The themes will be presented in the form of **lectures** and **workshops** by experienced lecturers from both the academic world and institutional and business sectors.

The Workshop will be held in English.

## APPLICATION

Application forms and other information may be obtained at the nearest Israeli Mission and on Israel's Foreign Ministry's website: <http://mashav.mfa.gov.il> (in Contact Us → Information and Registration).

**Your completed application form, including the medical form, signed by a physician, must reach the Israeli Mission by 15 May, 2013 for processing.**

## GENERAL INFORMATION

Included in the scholarship are:

- **Full Board and accommodation:**  
2 participants per room (linen, hot water, air-conditioning)
- **Studies:**  
Lectures and workshops, field visits, written study material  
Cultural and social activities
- **Excursions to historical and religious sites**
- **Miscellaneous:**  
Newspapers and periodicals  
Laundry facilities on the premises
- **Insurance**  
The participants are medically insured by a health insurance policy. This policy does not cover the treatment of chronic or serious diseases, dental care, eyeglasses, pregnancy and/or specific medication taken by the participant on a regular basis. Participants are required to bring with them their usual medication. No insurance for personal belongings such as money, video cameras, laptops or jewelry will be provided.

### Passport and Visa

Passports must be valid for the period of the workshop and include an entry visa into Israel. Two additional passport-size photographs are also required for various documents.

### Booking

The date and flight numbers of the booking to Israel must be confirmed to assure arrival **one day before** the opening of the Workshop, on **July 17, 2013**, and departure **no later than the day after the closure on July 30, 2013**. Rerouting is entirely at the participants' expense.

### Weather

The workshop will take place in summer, when temperatures may range from around 23° -35°C.

### Clothing

Participants are advised to bring suitable clothing and comfortable low-heeled shoes for excursions and study visits.

### Foreign Exchange

All the major currencies are exchangeable in Israel.

**THE GOLDA MEIR MOUNT CARMEL INTERNATIONAL TRAINING CENTER (MCTC)**



**P.O.B. 6111 - Haifa 31060, Israel**

**TEL: ++ 972 4 8375904**

**FAX: ++ 972 4 8375913**

**Email:**

*[shula@mctc.co.il](mailto:shula@mctc.co.il)*

*[neomy@mctc.co.il](mailto:neomy@mctc.co.il)*

*[mctc@mctc.co.il](mailto:mctc@mctc.co.il)*

**WEB PAGES:**

**[www.mctc.co.il](http://www.mctc.co.il)**

*[www.mashav.mfa.gov.il](http://www.mashav.mfa.gov.il)*

*<http://www.facebook.com/goldameir.mctc?ref=name#!/pages/Golda-Meir-Mount-Carmel-International-Training-Center/220524911309634>*