

Brand
Trust

BRAND STRATEGY
CONSULTANTS

BrandTrust Future Circle on the road

Israel Innovation Discovery Trip



21 - 23 October 2019

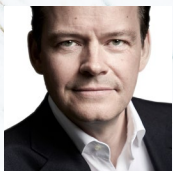


Tel Aviv

BrandTrust Future Circle on the road

The BTFC goes on a journey: Experience the Israeli spirit of innovation and the start-up nation on a unique trip to Tel Aviv.

21 - 23 October 2019



Your coach

Klaus-Dieter Koch
Managing Partner

Target group

**Managing Directors,
Owners and Managers**



Discover the Israeli innovation experience first-hand

Mission of the trip

Goals

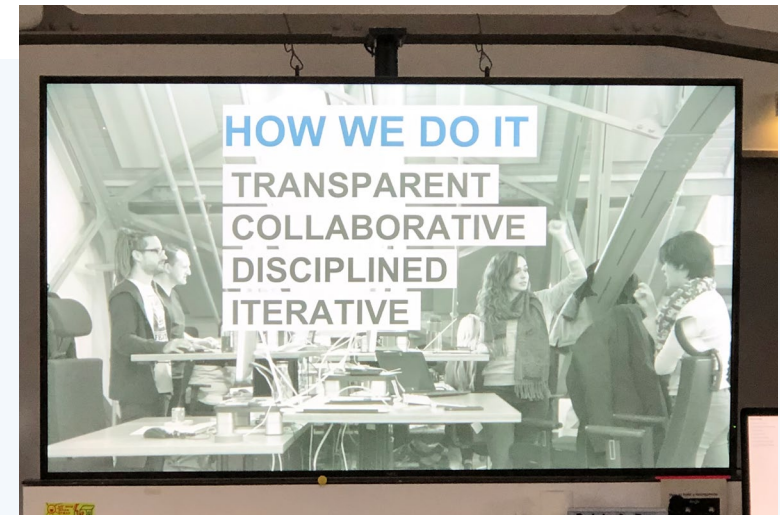
- Get insights on how the Israeli start-up ecosystem promotes innovation.
- Learn how to effectively use innovation in your business.
- Exchange with entrepreneurs and get to know the culture.

Why Israel / Tel Aviv?

- Israel has become one of the leading high technology locations
- Inventions such as the USB stick, the navigation app Waze or the network firewalls and the VPN technology are all "Made in Israel"
- The first internet-based instant messaging service ICQ was developed by Israelis in 1996
- More than 300 companies have committed themselves to cyber security - making the country one of the world market leaders

Start up nation Israel

- Israel is the largest start-up nation outside the US
- Nowhere else are so many tech companies founded per inhabitant
- Over 6,500 start-ups and high-tech companies are located in Israel
- Different government instruments promote start-up landscape



Agenda*

- 21 October ■ Arrival and dinner
- 22 October ■ BrandTrust Future Circle on the road Company and start up visits
- 23 October ■ BrandTrust Future Circle on the road Company and start up visits

Are you interested in extending the journey by 2 days and a discovery tour to Jerusalem on 24th of October? Then please write us an e-mail to events@brand-trust.de.

*) Changes to the program withheld



For me, practical experience and conversations give me the impulse for a new understanding and personal development.

Horst Brinkmann,
Board of Management,
STABILO International

Price **3.420 € plus VAT**

Included in the price:

- Overnight stay in a 5 * hotel
- Shuttle during the stay
- Breakfast, lunch and dinner
- On-site support from BrandTrust

*** Terms and Conditions::**
Not included in the registration fee are the flights as well as the transfer from/ to the airport. In case of a cancellation before 31/07/19, 50% of the reservation price can be refunded, at a later date a refund is not possible. If the Foreign Office issues an official travel warning for the entire country of Israel, the trip will not take place and participants will only have to pay the cancellation fee of 100 EUR for the hotel.

+ [Online registration on our website >](#)
[For the curious > Events](#)

Security in Israel

Those who have not been to Israel may ask themselves the question of security. We at BrandTrust have been there several times and never felt unsafe for a second. Reports in the media about conflicts in the border areas are sometimes exaggerated. Of course, we will follow the current situation closely and the border areas will not be visited.

In the unlikely event of an official travel warning from the Federal Foreign Office for the entire country of Israel, the trip will not take place.

Should this situation occur, you would only have to pay the amount of 100, - EUR as the cancellation fee of the hotel.

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