



3rd Senior Management Economic Mission Africa-Israel

Tel-Aviv, 13-17 April 2008



In collaboration with:



CINADCO
Centre for Int'l Agric
Dev. Cooperation

Established as a division of the Ministry of Foreign Affairs in 1958, MASHAV has trained almost 200,000 course participants from some 140 countries in Israel and abroad and developed dozens of demonstration projects worldwide in fields of Israeli expertise.

CINADCO is MASHAV's main professional and operational institution for international agricultural development cooperation. CINADCO's activities focus on key issues and problems in agricultural development facing rural and peri-urban communities.



המכון הישראלי לייצוא ולשיתוף פעולה בין-לאומי
The Israel Export & International Cooperation Institute

Israel Export & International Cooperation Institute is the primary organization facilitating trade opportunities, joint ventures, and strategic alliances between international businesses and Israeli companies.



Israel-Africa Chamber of Commerce, a non governmental and non profit, was reorganized in 95 to promote economic & trade relations between Israel and Sub-Saharan countries. It counts 100 members from various sectors.

PROGRAMME

DAY 1 – SUNDAY 13 APRIL 2008 * CITY HOTEL & CINADCO

- 10:00** Registration at the City Hotel, Tel Aviv
- 13:00** Lunch Break at the City Hotel
- 14:00** Bus Pick-up will take the participants to CINADCO's premises, Beit Dagan
- 15:00** Official Opening of the 3rd Economic Mission AFRICA – ISRAEL 2008 with honours from:
Mrs. Idit Miller, Vice – President & Managing Director, EMRC
Mr. Haim Divon, Deputy General Director, Director MASHAV, Ministry of Foreign Affairs
Mr. Jacques Revah, Deputy General Director Africa, Ministry of Foreign Affairs
- 15:30** **CINADCO – a solid partner to Africa for training and transfer of know-how and technology**
Mr. Zvi Herman, Director, CINADCO
- 16:00** **Israeli expertise in Agriculture & Environmental Technologies**
Mr. Itzhak Kiriati, Director of Agrotechnology, Water & Environment, Export Institute of Israel
- 16:30** **Innovation policy in Africa – how to promote the spirit of int'l entrepreneurship**
Dr. Ilan Bijaoui, Managing Director, Int'l Business & Innovation Institute
- 17:00** **Added Value to African Raw Materials - the challenge for entrepreneurs**
Mr. Rafi Yogev, President, Chamber of Commerce Israel-Africa
- 17:30** **Questions & Answers**
- 18:00** Cocktail Reception at CINADCO's premises, Beit Dagan, followed by dinner

DAY 2 – MONDAY 14 APRIL 2008 * BASEL HOTEL, TEL AVIV

- 9:00** Welcome and Opening Notes
Mrs. Idit Miller, Vice – President & Managing Director, EMRC
- 9:30** **Successful stories – joint ventures Africa – Israel**
Mr. Rafi Dayan, Managing Director, Green 2000, developer of Terra Verde
- 10:00** **Managing your business with measurable elements of quality control**
Mr. Doron Tamir, CEO, Standards Institute of Israel (SII)
Ms Orlin Natsia, Director of Training, Standards Institute of Israel
- 10:30** **Turn-key projects in Africa**
Mr. Gabi Nahum, Manager Africa, LR Group
- 11:00** **International finance, how to get access to sources of finance**
Mr. Emmanuel Navon, Partner, The Navon-Levy Group Ltd.
- 11:40** **The opportunities Africa offers to Israeli entrepreneurs**
By the Heads of the African delegations: Angola, Dem Rep of Congo
- 12:00** **New approach for planning irrigation projects in Africa**
Mr. Gilbert Mettoudi, Sales Manager West Africa, NaanDan Jain Irrigation
- 12:20** **Presentation of Participating Companies from Africa and Israel**

13:30 Lunch Break (City Hotel Buffet)

14:30 Assistance to SME – from start, through growth and till exports

Mr. Shmuel Bahat, Chairman, International Center for the Promotion of SMEs, The Negev Institute

15:15 One-to-One Meetings

Meetings will be prepared following requests and according to sectors

19:00 Evening Tour & Dinner in Old Jaffa

DAY 3 – TUESDAY 15 APRIL 2008 * FIELD VISITS

08:00 Departure from City Hotel to Shefayim, centre of Cinadco

09:00 Welcome and Opening Notes

Mr. Abraham Edri, Director of Programmes, Cinadco

9:30 Walking Visit to the Kibbutz Shefayim

12:30 Lunch at Kibbutz Shefayim

14:00 Visit to Dairies: one very modern and one simpler, family-sized

15:00 Departure and visit to Caesarea

20:00 Dinner (City Hotel Buffet)

DAY 4 – WEDNESDAY 16 APRIL 2008 * FIELD VISITS

08:00 Departure from City Hotel to **Beit She'an**

09:30 Visit to several fish farms (for food, for decoration, small and big ponds), with Itzhak Simon

12:00 Departure to **Kibbutz Magal**

12:30 Lunch (at Kibbutz Magal)

Visit of Netafim's combined plant of irrigation and green houses with Danny & Shavit

15:00 Departure to Tel Aviv

20:00 Outdoor Dinner on the beach of Tel Aviv

DAY 5 – THURSDAY 17 APRIL 2008 * TOURS

- Guided tour to Bethlehem (by car and by foot)
- Visit to the Holy Sites of Jerusalem
- Visit of the Harry Oppenheimer Diamonds Museum