



International Workshop on  
**Innovative Entrepreneurship: From an Idea to Starting a  
Business**

In cooperation with  
**YABT (Young Americas Business Trust) – Organization of American States**

**January 4-21, 2016**

**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.

**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.

## **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 20,000 participants from over 150 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 28 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.

## **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 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.

## **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. 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.

Israel has the proven capacity to turn ideas into innovative products and services. It is within 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 Workshop participants, both among themselves and with their Israeli counterparts.

## PROGRAM OF STUDIES

- 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

### Study Visits

These will include on-site visits to selected Israeli organisations involved in innovative ventures as well as meetings with entrepreneurs.

### 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 an invaluable contribution to the proceedings.



### Final Proposals

Participants are required to submit a proposal of an innovative idea that can contribute to the promotion of new business initiatives.

## 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 as well as broader aspects of innovation policy. Preference will be given to candidates recommended by YABT.

## 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.

## CERTIFICATE

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



## HOW TO APPLY:

You can find the application on our website, [www.mctc.org.il](http://www.mctc.org.il).

Application forms should be sent to the Israeli Diplomatic and/or Consular Representatives serving the applicant's country. They are to be submitted no later than **November 6, 2015**.

Additional copies of the application must be sent to Nuria Levy ([nuria@mctc.org.il](mailto:nuria@mctc.org.il)) and Neomy Deutsch ([neomy@mctc.org.il](mailto:neomy@mctc.org.il)) at MCTC.

The Workshop will be held in **English**.

## 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:**  
Free Wi-Fi  
Laundry facilities on the premises (no dry cleaning)

- **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.

## TRAVEL

International travel fares are the responsibility of the candidate or his/her sponsoring organization. Passports and visas 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 number of the booking to Israel must be confirmed to ensure arrival on January 3, 2016, as the opening of the Workshop will take place on January 4, 2016 in the morning. The date of departure from the Center should be January 21, 2016 at night, or at the latest January 22, 2016, as the closing ceremony will be in the afternoon of January 21, 2016.

## **WEATHER**

The Workshop will take place in winter, when temperatures may range from around 10° to 17°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.



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