

AUSSEN  
WIRTSCHAFT  
ZUKUNFTSREISE  
**FOODTECH ISRAEL**

Sunday, 06.- Wednesday, 09.11.2022 | Tel Aviv, Jerusalem

Supported by

**PROGRAM**

Status 29.07.2022 | Subject to change



A joint initiative of the Austrian Federal Ministry for Labor and Economy  
and the Austrian Federal Economic Chamber



**SUNDAY, 06.11.2022 | TEL AVIV**

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**10.25 – 14.50      ARRIVAL IN TEL AVIV, FLIGHT OS857, VIP ENTRY AND TRANSFER TO HOTEL**

Hotel Carlton  
10, Eliezer Peri Street, Tel Aviv-Yafo  
[www.carlton.co.il/en](http://www.carlton.co.il/en)  
Room USD 340,- B/B

Hotel and arrival information are meant for your information only and are a mere suggestion. Flight and hotel costs are not included in the participation fees. The Advantage Austria office in Tel Aviv has made a block-booking reservation for interested participants. For more information regarding the hotel reservation, please contact us directly. Flight reservation and individual hotel reservations (if applicable) are to be carried out independently.

\* Please note that a health insurance with Covid-19 coverage is still required.

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**17.00 – 17.30      PROGRAM OVERVIEW AND COUNTRY BRIEFING ISRAEL**

Markus Haas, Head of ADVANTAGE AUSTRIA, Tel Aviv  
A presentation of the Israeli economy and bilateral business relations with Austria as well as an overview of the planned program.

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**17.30 – 18.30      BRIEFING: ISRAELS FOODTECH SCENE AT A GLANCE**

Meet **Amir Zaidman**, VP Business Development of the Kitchen Hub. The Kitchen Hub is Israel's leading seed investor and technological incubator focusing on FoodTech. It is supported by the Strauss-Group, one of the biggest food producers of Israel.

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**19.00 – 20.00      DISCOVER YAFO – TEL AVIV'S HISTORIC ROOTS**

Yafo (Arabic Jaffa) is the southern and oldest part of Tel Aviv, an ancient port city. Jaffa is famous for its association with the biblical stories of Jonah, Solomon and Saint Peter as well as the mythological story of Andromeda and Perseus, and later for its oranges.

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**20.00                SHARING IS CARING – DINNER MEDITERRANEAN STYLE**

We will be joined at dinner from experts in the field of FoodTech in Israel.

Otzarin Restaurant  
1, Simtat Mazal Dagim, Tel Aviv-Yafo

W <https://www.otzarin.co.il/en-otzarin/>

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**MONDAY, 07.11.2022 | TEL AVIV**

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**09.00 – 17.00**

**FOODTECH IL MAIN EVENT**

FoodTechIL is the main event of the Israeli FoodTech ecosystem. FoodTech IL 2022 will bring the entire community - entrepreneurs, investors, food industry leaders, government officials, researchers and service providers together under one roof. The program will include:

- Over 65 Israeli startups, including tastings
- 1500 attendees from Israel, Asia, Europe and AmericaFoodTech Expo with
- Main stage with global FoodTech leaders
- 1:1 meetings area to engage with innovative FoodTech startups, investors and corporates

W <https://www.israelagrifoodweek2022.com/>

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**19.30**

**DINNER IN JAFFA**

Raisa Restaurant – Feel the flair of the lively Flea Market in Jaffa  
10, Yehuda Margoza, Tel Aviv-Jaffa

W <https://raisa.co.il/>

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**TUESDAY, 08.11.2022 | REHOVOT**

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**08.00**

**TRANSFER TO REHOVOT**

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**09.00 – 10.30**

**REDEFINE MEAT**

Israeli 3D-printed plant-based steak developer Redefine Meat has received beginning of 2022 a \$135 million financing round. This is one of the largest financing rounds by an alternative meat company in Israel in order to develop plant-based meat, including use of 3D printing. The company's products are currently available in 200 restaurants in Israel. We will visit their production line in Israel.

W <https://www.redefinemeat.com/>

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**11.00 – 12.00**

**EQUI-NOM**

Equinom is redefining what's possible – with natural plant proteins that are more delicious, nutritious, affordable – and earth friendly, too.

W <http://www.equi-nom.com/>

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**12.30 – 14.00**

**MITTAGESSEN**

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**14.00 – 15.30**

**HEBREW UNIVERSITY – FACULTY OF AGRICULTURE, FOOD AND ENVIRONMENT**

The Robert H. Smith Faculty of Agriculture, Food and Environment, Israel's standard bearer in agriculture, is ranked among the top 30 agricultural schools worldwide. As such, it provides a constant stream of applicable products and techniques. We will meet with the academy representatives and the Technology Transfer Office for an exploration of mutual ground for cooperation in the field of FoodTech.

W <https://en.hafakulta.agri.huji.ac.il/>

**15.30 – 17.00**

**VOLCANI INSTITUTE – AGRICULTURAL RESEARCH ORGANIZATION**

Located at the Volcani Center campus in Bet-Dagan, near Tel-Aviv, ARO's six institutes are responsible for Plant Sciences, Animal Science, Plant Protection, Soil, Water and Environmental Sciences, Agricultural Engineering, and Postharvest and Food Sciences. The main objective of the Institute of Postharvest and Food Sciences is research and development for preservation of shelf-life while keeping the quality, safety, and nutritional value of various types of fresh or dry agricultural produce.

W <https://www.agri.gov.il/en>

**17:00**

**TRANSFER TO TEL AVIV**

**20:00**

**DINNER AT THE MARINA**

Fortuna del Mar Restaurant –  
Drop your anchor for a while to enjoy an exciting menu of Mediterranean fare yacht harbor, docks MarinaTel, Tel Aviv-Yafo

W <http://fortuna-delmar.co.il/fortuna-del-mar/>

**WEDNESDAY, 09.11.2022, JERUSALEM**

**07.30**

**TRANSFER TO JERUSALEM**

**09.00-10.30**

**JVP JERUSALEM**

Founded in 1993 under the famed Yozma program by Dr. Erel Margalit, Jerusalem Venture Partners VP has created and invested in over 160 companies in Israel, the US and Europe. JVP's investment strategy is spearheaded by a deep expertise in identifying opportunities from inception and growing them into global industry leaders.

W <https://www.jvpvc.com/>

**10.30 – 12.30**

**JERUSALEM WALKING TOUR**

Pass by the old city to get a glimpse of the amazing history of the city

**12.30**

**TRANSFER TO THE AIRPORT, LIGHT LUNCH ON THE BUS**

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**15.35** **AUSTRIAN AIRLINES FLIGHT OS858**

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**CONTACT**

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