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**From:** Josh Brown <j.brown@nziih.co.nz>  
**Sent:** Tuesday, 15 August 2023 2:42 am  
**To:** COULSON-SINCLAIR, Zoe (ANK)  
**Subject:** Mission to the Startup Nation Information Pack and Registration Form  
**Attachments:** Mission Registration Form.pdf; Mission to the Startup Nation Information Pack.pdf

Shalom and kia ora Zoe ,

I'm absolutely stoked to present to you the Mission to the Startup Nation Information Pack and Registration Form.

Soon after we started receiving expressions of interest in the delegation, serious work has been put into developing an itinerary that meets candidates' objectives and interests. The itinerary is very strong, and I'm really excited about the visits to the Dead Sea and Jerusalem, as well as to Intel, Google and Microsoft's tech hubs. Please keep in mind that the itinerary will change slightly as circumstances evolve and items are added to the trip. We have received over 60 expressions of interest, and it's just fantastic to receive such strong interest in the trip.

This information pack is a group effort, and I'd especially like to thank <sup>s9(2)(a)</sup> and his team at the Israel Australia NZ and Oceania Chamber of Commerce for their contribution. I also thank Simon Bridges for putting his hand up as mission leader and the Auckland Business Chamber for their support.

Please review the information pack attached and if you're on board, complete the separate registration form and return it to me by responding to this email. Please keep in mind that registration deposits are due on the 22nd of September - that's just over a month away. Don't wait until then to make the payment, the costs of flights and hotels are going up!

Feel welcome to reach out with any questions or requests for additional information via the details below.

Cheers,

Josh

--

Josh Brown  
**Founder & Executive Director**

**Phone:** (Australia) <sup>s9(2)(a)</sup>  
**Whatsapp:** (New Zealand) <sup>s9(2)(a)</sup>  
**Skype:** <sup>s9(2)(a)</sup>

[LinkedIn](#) | [Website](#) | [NAS.IO](#)



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# Mission to the Startup Nation Registration Form

Israel: midday 15th to midday 21st Nov. UAE: morning to night 22nd Nov.

## Personal Details

First Name

Last Name

Company

Title

Mobile Phone

E-mail

## Flight Details

Arrival Date and Time

Flight Number

Tel Aviv to Dubai Date and Time

Flight Number

Departure Date and Time

Flight Number

If you are leaving the delegation early, please note only the departure date and time.

Name as Appears on Passport

Passport Number

Date of Birth

Dietary restrictions

## Tel Aviv Hotel

15 to 17th and 19th to 21st Nov.

Hotel Selected

Check-In Date and Time

Room Type

Early Check-In

Late Check-Out

## Jerusalem Hotel

17th to 19th Nov.

Room Type

## Dubai Hotel

21st to 23rd Nov.

Hotel Selected

Check-In Date and Time

Check-Out Date and Time

Room Type

Early Check-In

Late Check-Out

Leave blank if leaving delegation early

## Payment

Delegation Fee (NZD): <sup>s9(2)(b)(ii)</sup>

This fee does not include hotels and flights.

Deposit Paid

20% by September 22nd

Full Amount Paid

80% by October 6th

**Bank Account Details:**

Additional Comments or Feedback:

s9(2)(b)(ii)

Please return completed registration form to [j.brown@nziih.co.nz](mailto:j.brown@nziih.co.nz)

# MISSION TO THE STARTUP NATION

VIA THE UAE

## INFORMATION PACK

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14-24 NOVEMBER  
2023

Mission Leader:  
**SIMON BRIDGES**

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# New Zealand Israel INNOVATION HUB

14th August 2022

Shalom and Kia ora,

Thank you for indicating your expression of interest in the upcoming 'Mission to the Startup Nation' via the UAE. As the Executive Director of an NGO that works to bring NZ and Israel closer together through trade and innovation, I'm heartened by your curiosity and your enthusiasm to learn more about what Israel has to offer.

This initiative is a partnership between the New Zealand Israel Innovation Hub (NZIIH), the Auckland Business Chamber, the New Zealand Middle East Business Council (NZMEBC) and the Israel Australia, NZ, and Oceania Chamber of Commerce (IACC). Everything is ready to go, and I am proud to share with you the details of the delegation.

Before you review them, I want you to know that this trip presents an unparalleled opportunity for participants to immerse themselves in one of the world's most innovative environments. The objective of the mission is to uncover opportunities for trade and partnerships between Israel and New Zealand and to explore the 'Startup Nation.' We expect that the Mission will result in deals and learnings that can be bought back and adapted to support New Zealand's own tech transformation. The delegation will explore advancements in AI, cybersecurity, agri-tech, food-tech, construction, climate-tech and other tech relevant to New Zealand's economy.

The itinerary contained in the following pages was put together by the IACC. I am extremely grateful for their involvement as they are both experienced and sought-after as delegation organisers. Just this year alone, the IACC is hosting 18 delegations coming from across the globe (though mostly Australia). Indeed, having been on several delegations to Israel myself, I can confirm the itinerary looks absolutely fantastic and I expect the trip to be equally memorable and professionally beneficial. Keep in mind that the itinerary for the UAE is still being developed and the final document will depend on numbers joining us to the end.

This will be the first NZ-centric delegation to Israel post-Covid. Previous delegations, such as the one led by Simon Moutter in 2016, focussed on the emergence of Israel as a tech power and how NZ could learn from Israel's transition towards the digital economy. However, much has changed since 2016, including the signing of the Abraham Accords, and so Israel's tech ecosystem today is vastly different to the one that existed then. Thus, the focus of this delegation is different; delegates will be presented with a big-picture view over Israel's tech ecosystem, but this time, we also expect an outcome of the delegation to be an uptick in bilateral trade and the signing of R&D and business partnerships.

**Email**

**WhatsApp:**

**Phone:**

**Contact:**

[contact@nziih.co.nz](mailto:contact@nziih.co.nz)

s9(2)(a)

**Website:**

[www.nziih.co.nz](http://www.nziih.co.nz)

**The New Zealand Israel Innovation Hub**



The entire Middle East is evolving, and we can thank the Abraham Accords for enabling new connections between Israel and New Zealand. For those out of the loop, the Abraham Accords are a series of joint normalization agreements between Israel and former hostile countries such as the United Arab Emirates, Bahrain, Morocco, and Sudan. The Accords indicates a monumental shift in Middle East geopolitics and signifies the beginning of Israel's integration in the region. For the first time ever, NZ delegates will be flying direct to Israel via Dubai. The importance of the UAE as a link between Israel and Oceania cannot be overstated, and thus we plan for the delegation to spend a day in Dubai on the way back. I am highly grateful for the NZMEBC joining us as mission partners. They are supporting the delegation during the stay in Dubai and will help delegates to connect with Emirati business leaders and officials. Delegates should definitely consider joining the NZMEBC. Membership perks include significant discounts at top hotels in Dubai and a 15% discount on Emirates flights.

Finally, I want to mention that I am especially honoured by the involvement the Auckland Business Chamber and by Chamber's CEO Simon Bridges joining us as a mission leader. With Simon coming on board, this trip is guaranteed to be something special. Thank you and toda raba!

The following pages contains the itinerary, outline of costs, payment schedule and details of flights and hotels. The separately attached document contains the registration form. We hope that the details excite you as much as they do for us and I'm really looking forward to receiving your completed registration form. If you have any questions or concerns, feel welcome to reach out via the details below.

The trip is only 3 months away, and from today, we are accepting registrations. Time passes quickly, so don't delay in signing up for this business trip of a lifetime!

See you soon!

Nga Mihi,

Josh Brown.

**Executive Director.**

**New Zealand Israel Innovation Hub**

[j.brown@nziih.co.nz](mailto:j.brown@nziih.co.nz)

s9(2)(a)

## Flights

All flights to and from Israel are to be arranged and paid by the delegate. The following flights schedule are suggestions given the delegation itinerary.

Before booking flights, delegates should note that the delegation tour begins in Israel on November 15<sup>th</sup> at 1 pm. The Israeli tour ends on the 21<sup>st</sup> of November at 12 pm. The delegation tour of Dubai starts on November 22 at 9 am and ends at 11 pm.

Delegates registering with the NZMEBC can access a 15% discount with Emirates.

Airline	Origin - Destination	Flight Number	Time
Emirates	Auckland – Tel Aviv (Layover in Dubai)	EK449 and EK2369	Dept 21:15 14 <sup>th</sup> Nov. Arrive 09:00 15 <sup>th</sup> of Nov.
Emirates	Tel Aviv – Dubai	EK932	Dept 18:15 21 <sup>st</sup> Nov. Arrive 23:25 21 <sup>st</sup> Nov.
Emirates	Dubai – Auckland	EK448	Dept 10:05 23 <sup>rd</sup> Nov. Arrive 11:05 24 <sup>th</sup> Nov.

Cheaper options:

Airline	Origin - Destination	Flight Number	Time
Emirates	Auckland – Dubai	EK449	Dept 21:15 14 <sup>th</sup> Nov. Arrive 05:25 15 <sup>th</sup> of Nov.
Fly Dubai	Dubai – Tel Aviv	FZ1549	Dept 07:10 15 <sup>th</sup> Nov. Arrive 9:00 15 <sup>th</sup> Nov.
Arkia	Tel Aviv – Dubai	IZ605	Dept 16:15 21 <sup>st</sup> Nov. Arrive 21:30 21 <sup>st</sup> Nov.
Emirates	Dubai – Auckland	EK448	Leave 10:05 23 <sup>rd</sup> Nov. Arrive 11:05 24 <sup>th</sup> Nov.

\*Flying return from Dubai and booking Dubai to Tel Aviv separately.

...and even cheaper options:

Airline	Origin - Destination	Flight Number	Time
AirNZ Wizz Air	Auckland – Abu Dhabi (Layover in Sydney) Abu Dhabi – Tel Aviv	NZ111 and NZ4255 5W7085	Dept 16:20 14 <sup>th</sup> Nov. Arrive 04:55 15 <sup>th</sup> Nov. Dept 7:10 15 <sup>th</sup> Nov. Arrive 9:05 15 <sup>th</sup> Nov.
Arkia	Tel Aviv – Dubai	IZ605	Dept 16:15 21 <sup>st</sup> Nov. Arrive 21:30 21 <sup>st</sup> Nov.
China Southern	Dubai – Auckland (Layover in Guangzhou)	CZ384 and CZ335	Dept 1:55 AM 24 <sup>th</sup> Nov. Arrive 6:30 AM 25 <sup>th</sup> Nov.



## Hotels

Hotel stays are booked by the New Zealand Israel Innovation Hub and the Israel Australia Chamber of Commerce (unless otherwise arranged). The fee for the delegation does not cover hotels and payment is made at check-in.

### Options for Tel Aviv

Check In – Wednesday 15/11. Check out – Friday 17/11

Check In – Sunday 19/11. Check out – Tuesday 21/11

Hotel	Cancellation Terms	Nightly Fees
s9(2)(b)(ii)	Free cancellation of the entire booking, 30 days prior to arrival. Afterwards 100% charge.	<b>Deluxe rooms:</b> single / double occupancy: 1,400/1,500 ILS (\$629/\$673 NZD), including breakfast. <b>Executive room:</b> single / double occupancy: 1,600/1,800 ILS (\$718/\$808 NZD), including breakfast and access to the business lounge.
	Free cancellation of the booking 45 days prior arrival. Cancellation between 45 and 30 days prior to arrival, 50% of the total amount. Afterwards 100%.	<b>Classic rooms:</b> single / double occupancy: 700/770 ILS (\$313/\$344), including breakfast.  <b>Payment terms:</b> 30% of the total amount to be paid upon reservation by a bank transfer. The remaining 70% of the total amount to be paid up to 14 days' prior arrival date.

### Options for Jerusalem

Check In – Friday 17/11. Check Out 19/11

Hotel	Cancellation Terms	Nightly Fees
s9(2)(b)(ii)	Free cancellation up to 45 days before the group's arrival 45-30 days before arrival – 50% charge. Afterwards 100%.	<b>Deluxe room:</b> single / double occupancy: 957/1,045 ILS (429/\$469 NZD), including breakfast.

## Options for Dubai

Check In – Friday 21/11. Check Out 23/11

Hotel	Cancellation Terms	Nightly Fees
s9(2)(b)(ii)	May cancel reservation for no charge until 6:00 PM hotel time on November 21, 2023.	Deluxe room: single / double occupancy. Includes Breakfast. 1000 AED (450 NZD) 700 AED (320 NZD) with NZMEBC Membership.
	Cancel or modify your reservation for no charge until 1500 hours 1 day prior to your arrival date.	Deluxe room: single / double occupancy. Includes Breakfast. 1000 AED (450 NZD) 600 AED (265 NZD) with NZMEBC membership.

## Offers

### New Zealand Middle East Business Council (NZMEBC)



The New Zealand Business Middle East Council promotes and facilitates cultural and economic contact, communication, trade, technology transfer, services and investment between New Zealand and the wider Middle East region. With contacts and networks living both in the region and New Zealand, the Business Council offers a range of opportunities to members to understand and enter the Middle East market. There are many benefits to becoming a member of the NZMEBC ([form link](#)):

- **Export Support** - Receive one-on-one support from the Executive Committee for your business venture into the region.
- **In-market introductions** - Benefit from direct introductions to key stakeholders in the Middle East.
- **Keynote speaking events** - Hear from diplomats, corporates, and business leaders at one of our regular council events.
- **Corporate discounts** - Enjoy competitive discounts on flights to and from the Middle East, courtesy of Emirates.
- **News and insights** - Stay on top of the region's latest news and insights through our monthly newsletter.

### Corporate Pricing

- Personal Membership – \$299 NZD per year
- Corporate B (up to 100 people) – \$650 NZD per year
- Corporate A (over 100 people) – \$1,499 NZD per year

Candidates who sign up for the delegation can access a once-off 15% discount on membership fees. Relevant to the delegation, NZMEBC members can also access a 15% discount on Emirates flights, and significant discounts with the JW Marriott and VIDIA Downtown hotels in Dubai. Please inform Josh Brown of membership details.



New Zealand Israel  
**INNOVATION HUB**

### **New Zealand Israel Innovation Hub (NZIIH)**

The New Zealand Israel Innovation enables collaboration, communication and enterprise between New Zealand and Israel's tech sectors. It also takes on a business council role by advocating and facilitating trade in both directions.

The NZIIH would like to offer all delegates free business services in the lead up to trip. Whether delegates are seeking business partnerships, R&D collaborators, innovative tech to bring back to NZ or distributors for exporting NZ made products, the NZIIH can offer a helping hand.

## **Payment Terms**

### **Payment Schedule**

20% by September 22nd  
80% by October 6<sup>th</sup>

### **Cancellation Policy**

Full refund for any cancellation up to September 22<sup>nd</sup>.  
50% refund for any cancellation between September 22<sup>nd</sup> and October 16<sup>th</sup>.  
Zero refund for any cancellation after October 16<sup>th</sup>.

### **Fees (NZD)**

s9(2)(b)(ii)

### **Bank Details**

s9(2)(b)(ii)

For additional payment options, please feel welcome to reach out with this request. Please also feel welcome to reach out if you have any questions with regards to the trade mission, including travel, accommodation options, itinerary, tourism etc.

Contact details:

Email [j.brown@nziih.co.nz](mailto:j.brown@nziih.co.nz) or call s9(2)(a)



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לשכת המסחר  
ישראל-אוסטרליה,  
ניו זילנד ואוקיאניה  
Israel-Australia,  
New Zealand & Oceania  
Chamber of Commerce



New Zealand Middle East Business Council  
المجلس التجاري للبيزنس في الشرق الأوسط

AUCKLAND BUSINESS  
C H A M B E R

# Mission to the Startup Nation via the UAE

## Itinerary

Wednesday 15 – Wednesday 22 November

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לשכת המסחר  
ישראל-אוסטרליה,  
ניו זילנד ואוקיאניה  
Israel-Australia,  
New Zealand & Oceania  
Chamber of Commerce



New Zealand Middle East Business Council  
المجلس التجاري للنيوزيلندي والشرق الأوسط



## Israel

### WEDNESDAY 15<sup>TH</sup> NOVEMBER

*Morning*

*Check-in to hotel*

**Afternoon**

#### **Opening Briefing**

The opening briefing outlines the itinerary and presents a comprehensive overview of the upcoming activities. It is also a time for the delegates to introduce themselves and state what they hope to get out of this program.

**Late Afternoon**

#### **Campus – Google for Startups Israel**

Google for Startups Campus Tel Aviv is a vibrant and dynamic startup hub situated in the heart of Israel's tech and innovation ecosystem. As part of Google's global network of startup spaces, Campus Tel Aviv serves as a dedicated platform for early-stage startups, providing them with the necessary resources, mentorship, and networking opportunities to thrive and succeed. The campus offers a collaborative workspace where entrepreneurs can connect, collaborate, and learn from industry experts and fellow founders. With a wide array of workshops, events, and programs tailored to the specific needs of the local startup community, Google for Startups Campus Tel Aviv plays a pivotal role in fostering innovation and driving the growth of promising startups in the region. Its commitment to empowering the next generation of entrepreneurs makes it a focal point for creativity, talent, and technological advancements in Israel's bustling startup landscape.

**Evening**

#### **Dinner with Geo-Political Briefing**

During the trade mission, attendees receive a comprehensive geopolitical briefing on Israel, led by an esteemed expert in the field. The speaker will delve into the intricate geopolitical landscape that significantly impacts Israel's trade and economic relations on the global stage. Through a meticulous analysis of regional and international dynamics, diplomatic relations, and security considerations, participants will gain valuable insights into Israel's strategic positioning. This briefing aims to equip attendees with a deeper understanding of the geopolitical factors influencing trade opportunities with Israel, enabling them to make informed decisions and foster fruitful collaborations in this ever-changing world.

**Overnight:**

Tel Aviv



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## THURSDAY 16<sup>TH</sup> NOVEMBER

### Morning

#### Peres Center for Peace and Innovation

The Peres Centre for Peace & Innovation was founded in 1996 by the late Israeli President, Shimon Peres. It develops and implements impactful and meaningful programs that focus on promoting a prosperous Israel and highlighting Israeli innovation. It aims to pave the way for shared living between all Israeli citizens and lasting peace between Israel and its neighbours. The Israeli Innovation Centre, which opened in early 2019, presents the story of modern Israel and the diverse sectors and people behind Israeli innovation.

@Jaffa

### Late Morning

#### Start Up Nation Central

Start-Up Nation Central is a non-profit organization that connects Israeli innovation to the world to help international entities solve global challenges. Inspired by the book Start-Up Nation and immersed in the Israeli technology ecosystem, we provide a platform that nurtures business growth and generates partnerships to strengthen Israel's economy and society. Since its inception in 2013, Start-Up Nation Central has strategically focused on sectors that have the potential to meet the needs of emerging industries and global challenges. Our current focus areas, where we believe Israel enjoys a leading edge and can provide fertile ground for commercial growth, are Health Tech, Climate Tech, and Agrifood Tech.

### Lunch

#### The Kitchen (Foodtech Hub)

The Kitchen FoodTech Hub, initiated by Strauss, offers funding as well as mentoring, access to key opinion leaders, potential pilot sites and support in business and market development. The incubator selects food technology startups that focus on improved agricultural processes, supply chain technologies, efficient food processing, sensors & quality assurance, prolonged shelf life and reduction of food spoilage, smart packaging, ingredients and products with new health benefits, improved nutritional profiles, reduction of environmental footprint. The program, in partnership with the Strauss Group, was awarded a government franchise to invest in food-related start-ups for the next eight years. The incubator will host start-ups from the food technology community in Israel. They plan to tackle issues including alternative sources of protein, spoilage of food in the supply chain, quality assurance and food safety, and robotics in food manufacturing. Organizers will screen potential candidates and decide which are worth investing in. The incubator can provide mentoring, sponsorship and connections to newly formed Israeli start-ups, and plans to involve universities, food companies and investors in the venture. The start-ups will all be Israeli, but the focus is global.

### Afternoon

#### **ANU – Museum of the Jewish People**

ANU – Museum of the Jewish People is positioning itself as a relevant, cutting-edge museum and cultural center, whose relevance and reputation for excellence will be unrivaled. The new core exhibition (as of March 2021) reflects the Jewish world of today. ANU – Museum of the Jewish People celebrates the multiculturalism of Jewish diversity and adopt an inclusive, pluralistic approach.

OR

#### **Pitches – Start-Up Companies**

### Evening

#### **Dinner with Guests**

### Overnight:

Tel Aviv



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INNOVATION HUB



## FRIDAY 17<sup>TH</sup> NOVEMBER 2023

Early Morning

Depart TLV for Jerusalem

Morning

### Yad VaShem Holocaust Memorial

Yad VaShem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953, as the world centre for documentation, research, education and commemoration of the Holocaust, Yad VaShem is today a dynamic and vital place of intergenerational and international encounter. For over half a century, Yad VaShem has championed 4 pillars of remembrance: Commemoration, Documentation, and Research & Education

Afternoon

### **Old City of Jerusalem (with lunch)**

Jerusalem is considered by many people to be the holiest city in the world. A long, rich history is connected to this city where events central to the traditions of each of the three monotheistic faiths — Judaism, Christianity, and Islam — are believed to have taken place.

Evening

### **Traditional Jewish Shabbat Dinner with Guests**

Experience a traditional Shabbat meal, with its delicious food and its special atmosphere. Shabbat is a day of rest that lasts from sundown on Friday evening through nightfall on Saturday night. In addition to a plethora of things that observant Jews will famously not do on Shabbat (such as driving, working, or turning on a light switch), there are a host of things Jews do to make the Shabbat memorable. A big part of the “delight” of Shabbat is the enjoyment of Shabbat meals, Friday night dinner and Shabbat lunch—that are elegantly prepared, preceded by the sipping of ceremonial wine and the breaking of traditional challah bread, lingered over with songs and camaraderie.

Overnight: Jerusalem

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New Zealand Middle East Business Council  
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AUCKLAND BUSINESS  
C H A M B E R

## SATURDAY 18<sup>TH</sup> NOVEMBER 2023

*Morning*

*Depart Hotel for Masada*

**Late Morning**

**Visit to Masada**

Most famous for the Stand of the Zealots over 2,000 years ago, Masada is located on top of a mountain with breathtaking views. The leaders of the Great Revolt against the Romans occupied Masada after the destruction of the Temple in Jerusalem (70 CE) and withstood the Roman siege. However, after a long struggle, the zealots chose death over slavery.

*Afternoon*

*Depart Masada for Dead Sea*

**Dead Sea (with lunch)**

The Dead Sea, located at the lowest point on earth, is a one-of-a-kind body of water and is the saltiest and most mineral-laden in the world. It has its own unique micro-climate with an average of 330 full days of sunshine per year.

*Late Afternoon*

*Depart Dead Sea for Jerusalem*

**Evening**

**Dinner**

**Overnight:**

Jerusalem

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INNOVATION HUB



## **SUNDAY 19<sup>TH</sup> NOVEMBER 2023**

### **Morning**

#### **Tour of the Israeli Parliament (Knesset) and Meeting MK's**

As the legislative branch of the Israeli government, the Knesset passes all laws, elects the president, approves the cabinet, and supervises the work of the government through its committees.

### **Late Morning**

s9(2)(b)(ii)

### **Lunch**

### **Afternoon**

#### **Israel Innovation Authority**

The Israel Innovation Authority (IIA) previously known as the Office of the Chief Scientist (OCS) is the support arm of the Israeli government, charged with fostering the development of industrial R&D within the State of Israel. An independent publicly funded agency the IIA was created to provide a variety of practical tools and funding platforms aimed at effectively addressing the dynamic and changing needs of the local and international innovation ecosystems.

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## SUNDAY 19<sup>TH</sup> NOVEMBER 2023 – CONT'D

Late Afternoon

Depart Jerusalem for Tel Aviv

### **Visit to Israeli Winery between Jerusalem and TLV**

Israeli wineries, known for their unique blend of tradition and innovation, have gained international recognition for producing exceptional wines in a challenging climate. Despite limited natural resources, they have embraced high-tech agricultural practices to optimize grape cultivation and wine production. Through precision agriculture, winemakers use advanced technologies such as remote sensing, data analytics, and drones to monitor vineyard conditions, ensuring ideal levels of irrigation, nutrients, and disease control. These practices have significantly improved grape quality, resulting in a wide range of high-quality wines, from rich reds to crisp whites and exquisite rosés. Israeli wineries' dedication to sustainable practices and their integration of cutting-edge technology have cemented their position in the global wine industry, reflecting the country's resilience and creativity in the face of agricultural challenges.

### **Silver Fern Memorial**

The Silver Fern Memorial, a 4.5-meter sculpture in Gan Sorek, Israel, commemorating the heroics of the New Zealand Mounted Rifles Brigade during the Battle of Ayun Kara in November 1917. It was part of the World War I Sinai and Palestine campaign, where Kiwi soldiers defeated a large Ottoman counter-offensive, liberating Jewish settlements. s9(2)(a)

found the name "Sarona" during his research, inspiring the naming of a subdivision in New Zealand. An encounter with Israelis strengthened the connection, leading to an unveiling at Gan Sorek. The Silver Fern sculpture replicates one from Sarona Park, New Zealand honoring the 18,000 New Zealanders who served, and the 53 who died in the Palestine campaign. The memorial symbolizes the enduring friendship between New Zealand and Israel and pays tribute to the bravery of these soldiers.

@Moshav Gan Sorek

Evening

Dinner with Guests

Overnight:

Tel Aviv

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## MONDAY 20<sup>TH</sup> NOVEMBER 2023

### Morning

#### Intel Ignite

Intel® Ignite is a startup growth program targeting early-stage companies that aim to be bold and innovative in order to disrupt their industries. The selection of participant companies is unique, with all start-ups having to have secured initial funding (with an average funding per company of over \$5M for past cohorts). The goal during the 12-week program is to strengthen each company's performance in all relevant areas through highly tailored content for each portfolio company. Ignite provides startups with access to global experts in technology and business, a preferred path to the best investors. Additionally, it provides the knowledge, resources and association that comes with being accepted into one of the most challenging and competitive accelerator programs in the world. The program takes no equity or pay.

### Late Morning

#### Spacell

Spacell is a nonprofit organization created to land the first Israeli spacecraft on the moon: the Beresheet lander. In April of 2019, Spacell became the first private entity in history to reach the Moon, thereby securing Israel's position as the seventh country to reach the Moon. Currently, the organization is working to promote the Beresheet 2 Mission, while continuing its educational activity.

### Lunch

#### Commander of Unit 8200

Unit 8200, also known as Israel's Intelligence Corps, is a prestigious and highly secretive intelligence unit within the Israel Defense Forces (IDF). Renowned for its cutting-edge technological capabilities and expertise in signals intelligence (SIGINT) and cyber warfare, Unit 8200 plays a crucial role in safeguarding Israel's national security and gathering critical intelligence. Its highly skilled and talented members are tasked with monitoring and analyzing electronic communications, conducting cyber operations, and developing innovative technologies to counter potential threats. Unit 8200 has gained global recognition for its exceptional contributions to intelligence gathering and cyber defense, and many of its alumni have gone on to become leaders in Israel's technology and cybersecurity sectors. Despite its secretive nature, Unit 8200's significant impact on Israel's defense and security landscape has earned it a reputation as one of the world's most formidable intelligence units.

### Afternoon

#### The Platform with TLV Municipal Council

The Platform is an entrepreneurship and innovation center with a vision of developing and promoting entrepreneurship and innovative urban social initiatives to improve the quality of life in the south Tel Aviv Neve Shaanan neighborhood and surrounding neighborhoods. Through the Platform The Tel Aviv Municipality is harnessing Tel Aviv's startup ecosystem and talent with the aim of disrupting the way cities are approaching their challenges. The Platform hosts an international accelerator at the forefront of urban innovation. In addition, the platform serves as a capacity-building entrepreneurship center for local communities, providing training and access to the tools of entrepreneurship.

The Platform is run by Tel Aviv Global, a company managed by the Tel Aviv mayors office with a goal of increasing the city's global brand via economic development, tourism, and strategic communication.



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## MONDAY 20<sup>TH</sup> NOVEMBER 2023 – CONT'D

### Late Afternoon

#### Tel Aviv University – Blavatnik Interdisciplinary Cyber Research Center (ICRC)

The Blavatnik Interdisciplinary Cyber Research Center (ICRC) at Tel Aviv University stands as a pioneering institution dedicated to fostering interdisciplinary scientific research in the realms of the information age, digital transformation, and cybersecurity. Led by Prof. Maj.-Gen. Isaac Ben-Israel, the ICRC operates a research fund that provides competitive grants for both fundamental and applied research, encouraging innovation and cutting-edge exploration in the cybersecurity domain. Since its establishment in 2014, the center has awarded a remarkable \$8 million in research funding to 250 researchers, spanning diverse fields from Exact Sciences, Technology, Engineering, and Mathematics to Social Sciences, Law, Behavior, Management, and Health. This funding has facilitated 95 research projects, involving more than 196 Principle Investigators, including faculty from leading research institutions worldwide, who collaborated with Tel Aviv University scientists to address pressing cybersecurity challenges. The center's rigorous research and impactful outreach, such as hosting the renowned Cyber Week series of conferences, have cemented its position as a world-leading cyber research center, attracting external research funding and advancing cutting-edge advancements in the field of cybersecurity.

### Early Evening

#### Walking Tour of Jaffa

Explore one of the world's oldest port cities. The tour includes archaeological sites, the view of Tel Aviv from the Crest Garden and the renewed alleys of Old Jaffa. Learn about how the city has been destroyed and rebuilt many times in its four millennia and hear about some of the great empires that have ruled and left their mark on the city, from the Romans to the British.

### Evening

#### Dinner with Guests

Overnight: Tel Aviv

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New Zealand Israel  
INNOVATION HUB



## TUESDAY 21<sup>ST</sup> NOVEMBER 2023

### Morning

#### Microsoft Israel Research & Development Ltd.

Microsoft Israel Development Centre (ILDC) is one of Microsoft's most strategic global centres that develops life-changing, world-shifting products. The Israel R&D Centre leads strategic products and services that tap into the country's unique technological & entrepreneurial assets. The centre is made up of 23 product development teams in numerous high-impact domains such as Cyber Security, Business Analytics, and Artificial Intelligence. In addition to the R&D activities, the Centre's staff is in direct contact with customers all over the world and plays a key role in their business development. Furthermore, the Centre hosts international customer conferences and international technology conferences such as the BlueHatIL cyber conference. In addition, Microsoft Worldwide manages its investment arm (M-12) for all of Europe from the Development Centre in Israel, and even established Scale-Up, an accelerator program for start-ups, and the Reactor, which leads their developer and ecosystem connections, as well as organizing tech meetups in TLV.

### Late Morning

s9(2)(b)(ii)

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INNOVATION HUB



## DUBAI

### WEDNESDAY 22<sup>nd</sup> NOVEMBER

<b>Morning</b>	Opening Briefing – Special presentation by the <a href="#">Abrahamic Business Circle</a> . The Abrahamic Business Circle is an exclusive Private Network of High-Level Individuals focused on promoting global economic diplomacy through investments. The Circle is composed of Entrepreneurs, Family Businesses, Individual and Institutional Investors, and Diplomats. Venue TBA.
<b>Late Morning</b>	Before lunch, the delegation will do walking tour through the DIFC, with a focus on developing innovation within the UAE. The innovation hubs we will visit: <a href="#">DIFC Innovation Hub</a> <a href="#">DIFC Fintech Hive</a> <a href="#">Mohammed Bin Rashed Centre for Government Innovation</a>
<b>Lunch</b>	<a href="#">Raw Coffee Company</a> . Raw coffee is a 100% Direct & Ethically traded coffee company founded by Kiwis in Dubai. The company supplies the best freshy roasted coffee beans in Dubai.
<b>Afternoon</b>	<b>Meetings and Presentations TBA</b>
<b>Late Afternoon</b>	<a href="#">Museum of the Future</a> Museum of the Future is a landmark devoted to innovative and futuristic ideologies. Located in the Financial District of Dubai, UAE, the Museum of the Future has three main elements: green hill, building, and void. Founded by the Dubai Future Foundation.
<b>Evening</b>	Delegation Closing Briefing and Dinner with guests.

\*The above itinerary for the day in Dubai will be confirmed in the preceding weeks before arrival and is subject to change.

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**From:** Josh Brown <j.brown@nziih.co.nz>  
**Sent:** Tuesday, 3 October 2023 1:51 am  
**To:** COULSON-SINCLAIR, Zoe (ANK)  
**Subject:** Recording of Mission to the Startup Nation Information Session

Hi Zoe,

I hope you are well.

As promised, please see the recording of that information session held last week below.

[https://drive.google.com/file/d/1XkBC3Eyy9otXNQITl2cax\\_Tc5rz36F9f/view?usp=sharing](https://drive.google.com/file/d/1XkBC3Eyy9otXNQITl2cax_Tc5rz36F9f/view?usp=sharing)

BTW, I hear you are joining us for part of the trip? That's fantastic!

Cheers,

Josh

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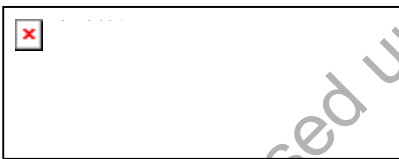
Josh Brown  
**Founder & Executive Director**

**Phone:** (Australia) <sup>s9(2)(a)</sup>

**Whatsapp:** (New Zealand) <sup>s9(2)(a)</sup>

**Skype:** <sup>s9(2)(a)</sup>

[LinkedIn](#) | [Website](#) | [NAS.IO](#)



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**From:** Ahmad Zakkout - DXB <Ahmad.Zakkout@nzte.govt.nz>  
**Sent:** Wednesday, 4 October 2023 1:16 am  
**To:** KAY, Richard (ABD); WHITE, Andrew (MEA); WALTON-FRANCE, Dom (MEA); WILLIAMS, Meg (MEA)  
**Cc:** O'CONNOR, Sam (ABD); MINEHAN FITZGERALD, Jessica (ABD)  
**Subject:** RE: Mission to the Startup Nation via the UAE

Hi All,

Andrew Perrier has mentioned to me in passing a couple of weeks ago that there is a delegation from NZ going to Israel and they might be stopping for a day in Dubai to meet with other industry contacts. He mentioned the 15<sup>th</sup> of November might be the day and was wondering if the NZTE would be able to put on an event to host all of them (paid by NZTE) and I politely explained how NZTE does not put on events for non customers and without a contribution, etc..

That's all the insight I had

Best Regards,

Ahmad Zakkout (**Zak**)

**Trade Commissioner** – UAE, Qatar, Africa & Levant  
New Zealand Consulate-General in Dubai, UAE

[LinkedIn profile](#)



*Kia kaha (be strong), kia māia (be courageous), kia manawanui (be passionate)*

---

**From:** KAY, Richard (ABD) <Richard.Kay@mfat.govt.nz>  
**Sent:** Thursday, September 28, 2023 8:32 AM  
**To:** WHITE, Andrew (MEA) <Andrew.White@mfat.govt.nz>; WALTON-FRANCE, Dom (MEA) <dominic.walton-france@mfat.govt.nz>; WILLIAMS, Meg (MEA) <Meg.Williams@mfat.govt.nz>  
**Cc:** O'CONNOR, Sam (ABD) <Sam.O'Connor@mfat.govt.nz>; Jessica Minehan Fitzgerald <Jessica.MinehanFitzgerald@mfat.govt.nz>; Ahmad Zakkout - DXB <Ahmad.Zakkout@nzte.govt.nz>  
**Subject:** RE: Mission to the Startup Nation via the UAE

[SEEMAIL] [IN CONFIDENCE]

Thanks Andy. And Dom, the COP28 dates are 30 November to 12 December. I'm ccing Ahmad our Trade Commissioner for his awareness.

Ngā mihi  
Richard

**Work:** s9(2)(a)



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**From:** WHITE, Andrew (MEA) <[Andrew.White@mfat.govt.nz](mailto:Andrew.White@mfat.govt.nz)>  
**Sent:** Thursday, 28 September 2023 6:51 am  
**To:** WALTON-FRANCE, Dom (MEA) <[dominic.walton-france@mfat.govt.nz](mailto:dominic.walton-france@mfat.govt.nz)>; KAY, Richard (ABD) <[Richard.Kay@mfat.govt.nz](mailto:Richard.Kay@mfat.govt.nz)>; WILLIAMS, Meg (MEA) <[Meg.Williams@mfat.govt.nz](mailto:Meg.Williams@mfat.govt.nz)>  
**Cc:** O'CONNOR, Sam (ABD) <[Sam.O'Connor@mfat.govt.nz](mailto:Sam.O'Connor@mfat.govt.nz)>; MINEHAN FITZGERALD, Jessica (ABD) <[Jessica.MinehanFitzgerald@mfat.govt.nz](mailto:Jessica.MinehanFitzgerald@mfat.govt.nz)>  
**Subject:** RE: Mission to the Startup Nation via the UAE

[IN CONFIDENCE]

Confirming I've seen this visit advertised on [LinkedIn](#), but I don't have any other particular background on it.

It looks very much Israel-focused (which is unsurprising, given the NZIIH lead), with an optional further day in Dubai (interestingly, just prior to COP starting on 30 Nov)

A.

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**From:** WALTON-FRANCE, Dom (MEA) <[dominic.walton-france@mfat.govt.nz](mailto:dominic.walton-france@mfat.govt.nz)>  
**Sent:** Monday, 25 September 2023 9:54 am  
**To:** KAY, Richard (ABD) <[Richard.Kay@mfat.govt.nz](mailto:Richard.Kay@mfat.govt.nz)>; WHITE, Andrew (MEA) <[Andrew.White@mfat.govt.nz](mailto:Andrew.White@mfat.govt.nz)>; WILLIAMS, Meg (MEA) <[Meg.Williams@mfat.govt.nz](mailto:Meg.Williams@mfat.govt.nz)>  
**Cc:** O'CONNOR, Sam (ABD) <[Sam.O'Connor@mfat.govt.nz](mailto:Sam.O'Connor@mfat.govt.nz)>; MINEHAN FITZGERALD, Jessica (ABD) <[Jessica.MinehanFitzgerald@mfat.govt.nz](mailto:Jessica.MinehanFitzgerald@mfat.govt.nz)>  
**Subject:** RE: Mission to the Startup Nation via the UAE

[IN CONFIDENCE]

Hi Richard

Thanks for bringing this to our attention. Meg and I haven't heard about this planned visit but we'll check in with Andy when he's back later this week. Do you think the mission will coincide with COP?

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**From:** KAY, Richard (ABD) <[Richard.Kay@mfat.govt.nz](mailto:Richard.Kay@mfat.govt.nz)>  
**Sent:** Friday, 22 September 2023 7:10 pm  
**To:** WALTON-FRANCE, Dom (MEA) <[dominic.walton-france@mfat.govt.nz](mailto:dominic.walton-france@mfat.govt.nz)>; WHITE, Andrew (MEA) <[Andrew.White@mfat.govt.nz](mailto:Andrew.White@mfat.govt.nz)>; WILLIAMS, Meg (MEA) <[Meg.Williams@mfat.govt.nz](mailto:Meg.Williams@mfat.govt.nz)>  
**Cc:** O'CONNOR, Sam (ABD) <[Sam.O'Connor@mfat.govt.nz](mailto:Sam.O'Connor@mfat.govt.nz)>; MINEHAN FITZGERALD, Jessica (ABD) <[Jessica.MinehanFitzgerald@mfat.govt.nz](mailto:Jessica.MinehanFitzgerald@mfat.govt.nz)>  
**Subject:** FW: Mission to the Startup Nation via the UAE

[IN CONFIDENCE]

Hi Dom, Andy and Meg,  
Do we know anything more about this mission? Sam tells me last year the Embassy organised a meeting with Israeli Ambassador here in Abu Dhabi for a similar NZMEBC mission and they cancelled very last year.

Ngā mihi  
Richard

**Work:** <sup>s9(2)(a)</sup>

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**From:** Randall Blackford <[chair@nzmebc.org.nz](mailto:chair@nzmebc.org.nz)>  
**Sent:** Tuesday, 22 August 2023 3:45 am  
**To:** KAY, Richard (ABD) <[Richard.Kay@mfat.govt.nz](mailto:Richard.Kay@mfat.govt.nz)>  
**Subject:** Mission to the Startup Nation via the UAE



# **Mission to the Startup Nation via the UAE**

Dear Richard,

It's been an exciting year at the NZ - Middle East Business Council, and the excitement continues.

I am thrilled to share a trip that Josh Brown has been organizing. Josh runs the NZ Israel Innovation Hub, and has planned a trip to see the UAE and Israel in November. Simon Bridges is the Mission Leader.

It appears to be an excellent chance to witness the opportunities in these countries, guided by remarkable leaders.

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If you are interested in more details, please contact Josh at [j.brown@nziih.co.nz](mailto:j.brown@nziih.co.nz)

Thanks so much!



**Randall Blackford**

Chair

New Zealand Middle East Business Council



The New Zealand Middle East Business Council, PO Box 105900, Auckland, Auckland 1143, New Zealand

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