



**MASHAV - Israel's Agency for International
Development Cooperation**

In partnership with

**UNIDO – United Nations Industrial
Development Organization**

invite professionals

to participate in the

International Course:



8 - 20 December 2019



**United Nations Industrial
Development Organization**

About the Course

Background

Addressing inclusive and sustainable development as well as increasing attention to economic and social development strategies within rural areas, are globally recognized as critical aspects in achieving overall prosperity.

The agricultural sector and food production have been among the main pillars of the Israeli economy since Israel's declaration of independence, with the investment of substantial funds for continuous research and development. Israel's success branches from the resolve and creativity of farmers and scientists that have dedicated their lives to develop agriculture in a mostly desert country, demonstrating that the real value of the land lies on how it is used. However, over the last few years, the number of active farmers in Israel has been drastically reduced.

There is a continuous exit of small farmers from business, due to the limitation of land and water and an ever increasing trend away from farming to other professions. Today's farmers need to adapt to this challenge by making the required transition from being simple producers to becoming managers of an agricultural enterprise, armed with the latest technologies and know-how, as well as an understanding of the market.

Agricultural diversification, coupled with intensive Research and Development and effective up-to-date extension services for rural farms, will prevent the transformation of additional farming lands for non-agricultural use and keep farmers and rural professions in business. As technology and intensive agricultural methods change the conditions of agricultural production, farmers need to explore other alternatives in order to remain in the rural areas.

Taking into account current trends, Israel is ready to share its rich experience in agribusiness for long term sustainability.

Aims

The proposed training program aims at contributing to inclusive economic empowerment by exploring agricultural entrepreneurship comprising all segments of society and stakeholders considering the adaptability of methods and technologies, to meet local conditions in each participant's country. The participants will be exposed to the various aspects of planning, development, and management of small businesses in agro-industries, so that by the end of the course they are able to:

- Adopt advance technologies to generate greater share of value added
- Exchange know-how on different tools for fostering women's entrepreneurial potential
- Initiate, organize, and manage small agribusiness projects
- Widen their knowledge of support systems for small-scale entrepreneurs as a tool for regional and local development

Program Topics

- Marketing and Branding for Agribusiness
- Achieving Women's Empowerment Through Agribusiness
- Support systems in Israel and best practices in promoting agro-entrepreneurship
- Tools for Community Development and Farming Organizations
- New trends in modern agriculture (technological advancements, nutritional concerns, water/energy management)
- How agribusiness can find solutions to economic, social, and environmental problems
- Sustainable agriculture and the Sustainable Development Goals (SDGs)

Application

Application Requirements

This course is geared towards advanced and influential professionals, practitioners and policymakers involved in agriculture and rural development, as well as experienced representatives of the agriculture private sector. Candidates should hold a senior position, an academic degree in related disciplines and have at least five years of professional work experience in related fields. Age requirements 25 to 55 years old.

Participants will be selected by UNIDO from UNIDO's projects worldwide.

A full command of **English** is required.

Application forms

Application forms including the health declaration may be obtained at the nearest Israeli mission or at MASHAV's website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

Completed application forms should be sent to the relevant Israeli mission in the respective country and copy to nuria@mctc.org.il by the **15/09/2019**

General Information

Arrival and Departure

Arrival date:	8/12/2019
Opening date:	9/12/2019
Closing date:	19/12/2019
Departure date:	20/12/2019

Participants must arrive at the Hotel on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the Hotel and must be paid for by the participant him/herself.

Location and Accommodation

The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Daily allowance is not included in the scholarship. The scholarship and flights will be covered by **UNIDO**.

<i>The course will be held at the Dan Carmel Hotel located at HaNassi Blvd 85-87, Haifa. Participants will be accommodated in double rooms <u>(two participants per room)</u></i>
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Health Services

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

About MASHAV

MASHAV – Israel’s Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel’s experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel’s own development experience to empower governments, communities and individuals to improve their own lives. MASHAV’s approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community’s process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV’s activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a “train the trainers” approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

<http://mashav.mfa.gov.il>

<https://www.facebook.com/MASHAVisrael>

About The Golda Meir MASHAV Carmel International Training Center (MCTC)

The Golda Meir MASHAV 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 22,500 participants from over 140 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 30 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Entrepreneurship and Innovation, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from various countries. Usually two courses 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 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. www.mctc.org.il

For further information, please contact:

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About UNIDO

The United Nations Industrial Development Organization (UNIDO) is a Specialized Agency of the UN system dedicated to the promotion of sustainable industrial development. It counts 174 Member States and delivers technical assistance services in over 100 countries. UNIDO's Agribusiness Development Branch provides technical cooperation services to assist developing countries add value to their agricultural output and generate employment opportunities in off-farm activities, thereby contributing to increased food security and reduction of poverty.

The services of the Branch aim at linking resources and markets in agribusiness value chains, strengthening forward and backward industrial linkages to support sustainable livelihood and economic transformation. Their benefits extend to poor and marginalized rural population groups, to urban agro-industries and to communities facing human security challenges or requiring urgent supplies of agricultural equipment and/or the rehabilitation of crisis-damaged agro-industries. www.unido.org