

Tech And The City

Opening The Door For Young Adult Olim Into
The Israeli High Tech Industry

July 2019



Support the Project

The Jewish Agency's Tech & the City programme, based in the city of Haifa and supported by Keren Hayesod-UIA, serves young olim (new immigrants) who are interested in pursuing professional opportunities in Israel's booming tech industry, exposing them to hi-tech companies and entrepreneurs in Israel, and facilitates their employment in their chosen field of expertise.

Your generous donation of US \$12,500 will support 10 young adult Olim participating in the Tech & The City Programme, at a cost of US \$1,250 per participant. With your help, we can assist motivated tech students and professionals from around the world to integrate easily and quickly into Israeli society.

In honour of your generous donation, we will be pleased to present you with an annual report, about the programme and the impact of your support.

Facilitating the Successful Absorption of Young New Immigrants

Aliyah plays a crucial role in building Israel and continues to invigorate the Jewish State in many aspects of life, from the arts, the economy, religion, social affairs and more. In 2018 more than 7000 young adults aged 18 to 35 from all over the world made the life-transforming decision to make Aliyah and start a new life in Israel. These new immigrants face numerous challenges during their first years in Israel such as cultural acclimatisation and loneliness, due to the lack of a strong family support system or social network.

Without comprehensive programming and widespread community support for this crucial stage, Israel runs the risk of losing these people back to their countries of origin.

The Jewish Agency and Keren Hayesod-United Israel Appeal have been providing high-quality Aliyah tracks, resettlement services and acculturation programmes to new immigrants for the past eighty years. The Jewish Agency's expertise supported by Keren Hayesod-UIA, in enabling newcomers to integrate into Israeli society and has made it possible for over 3 million Jews to come home to Israel.



Last year, some 5,000 new immigrant young adults chose to participate in one of the many Jewish Agency programmes that cater to young adults. One of these programmes is the Tech & the City Programme, Based in Haifa.

Tech & The City – Supporting The Aliyah and Integration of Technology Professionals

Making Aliyah as a young person, often without family support, can be a daunting challenge. The Tech and the City programme helps facilitate these new immigrants in their absorption process and provide them with support during acclimation. The five-month programme engages participants in a specially developed curriculum geared to young Olim (new immigrants to Israel), with high tech education or employment backgrounds from their home countries, who are looking to work in Israel's high tech sector. The programme bridges the gap between the participants' studies and employment backgrounds, and Israel's professional requirements, and prepares them for the cultural changes and challenges of life and work in Israel. Tech & the City serves new immigrants, ages 22 to 35 from the former Soviet Union, North America, Europe, Latin America and elsewhere. There are a total of 60 to 70 participants in the programme, averaging 30-35 per session.



As mentioned, the programme takes place in the city of Haifa - the perfect location for the programme, as it is home to the Technion – Israel Institute of Technology as well as a number of international companies' research and development centers; including: Google, Intel, IBM, Yahoo and many more, creating a high demand for high tech employment in the area. Furthermore, The Haifa municipality has partnered with the Jewish Agency, through the support of Keren Hayesod-UJA, to bring new Olim to the City in order to strengthen Haifa and the entire northern region of Israel's geographic periphery. This boutique programme is based on the existing platform and infrastructure of The Jewish Agency's "Ulpan Etzion" Hebrew Language study programme for young adults, supported by Keren Hayesod-UJA.

The Ulpan Etzion Programme

Established in 1949, Ulpan Etzion's primary goal is to provide young, college-educated Olim with the tools to develop sufficient Hebrew skills, live independently in Israel and confidently move on to their next steps in Israel. Today, Ulpan Etzion serves as Israel's ideal model for Hebrew learning and overall immersion. Ulpan Etzion's approach views the Hebrew language as "the key" to successful integration into Israeli society. This requires offering high-level Hebrew Ulpan in



two sessions yearly, each one for five months. During each session, participants take part in the following programmes:

- **Hebrew Language Instruction** - Participants attend five hours of Hebrew instruction, five days a week, for five months.
- **Preparation for the Future** - Representatives from the Ministry of Absorption, the Ministry of Education and the Israel Defence Forces help prepare participants for their lives after Ulpan Etzion. Olim attend a series of three professional workshops to prepare them for the job market. This is in addition to individual guidance that participants receive from the programme's counsellor. Available workshops also include topics such as starting a business, pursuing higher education and enlisting in the army. On a professional level, the participants engage with an external company that assists them with their CVs, interviews and other aspects of the job-seeking process.
- **Emotional Support** - Olim receive personal assistance and guidance from the programme's dedicated counsellor about the challenges they face in adjusting to their new life in Israel. These challenges include cultural adjustments, establishing a social network and being away from family.
- **Social Events** - Olim have the opportunity to attend regular social and cultural events and trips around the country. Trips allow Olim to become familiar with and connect to Israel and create meaningful friendships with fellow participants.

Tech And The City Programme Description

The Tech & the City curriculum, based on the Ulpan Etzion programme, consists of helping the participants learn Hebrew, build professional high-tech networks, integrate into Israeli society and receive intensive mentorship and staff support - for both the Aliyah process with its inherent bureaucratic challenges and with entering the Israeli high tech work force. Tech & the City participants are housed together with Israeli students at the Haifa Port Campus to help them acclimate and build personal and professional connections.



The goals of Tech & the City are:

Aliyah and Klitah (Resettlement and Absorption)

- To assist motivated students and professionals from around the world, who have come to Israel as immigrants, and have an interest and aptitude in technology, to integrate easily and quickly into Israeli society

- To ease the new immigrants' interactions with government and bureaucratic issues
- To secure employment in each participants' chosen field based on their preferences and indicated interests
- To maximally prepare participants for the cultural aspects of life and work in Israel.



Strengthening Israel's Technology Industry

- To fill manpower needs in Israel's technology industry through an infusion of qualified, dedicated immigrants who share equal enthusiasm for Zionism and technology

Strengthening Israel's Geographic and Socioeconomic Periphery

- To provide program participants with housing in Haifa, at the Port Campus, where they will get to experience the vibrancy of Israel's third-largest city, and get to know and appreciate the northern region, where they will be encouraged to resettle.

Operational Aspects of the programme:

The Tech & the City curriculum includes:

- An introductory session on Israel's evolution and role as the "Startup Nation"
- Preparatory sessions on Israeli HR, including how to interview
- Information sessions on job searching: utilizing social media, such as LinkedIn; preparing a CV in Hebrew and using the Israeli format; meeting employers' expectations
- Visits to international tech companies with headquarters in Israel, such as SanDisk, Mellanox, and GE
- Guest lectures from a variety of inspiring Israeli tech entrepreneurs, managers, and HR professionals including Michael Rabinovich, CEO of Fornova; Eran Alphonta, CEO of MATI Haifa; and Larissa Buchbinder, HR manager at SanDisk
- Support sessions and social services which address the fundamental hardships of Aliyah

In addition, each participant is paired with a mentor in the tech industry, who provides advice on the employment search, networking, interviewing, and Israeli work culture.

In the last several years and in response to participant feedback, the programme has also been focusing on the process and development of establishing a start-up in Israel, in addition to the programme's traditional focus on the high tech industry itself. Approximately three sessions are devoted to this topic wherein the participants learn about the Israeli marketplace and culture of establishing a start-up and brainstorm their ideas together with a local development center

(MATI-Haifa Business Development Center), further enabling them to integrate and succeed in Israel.

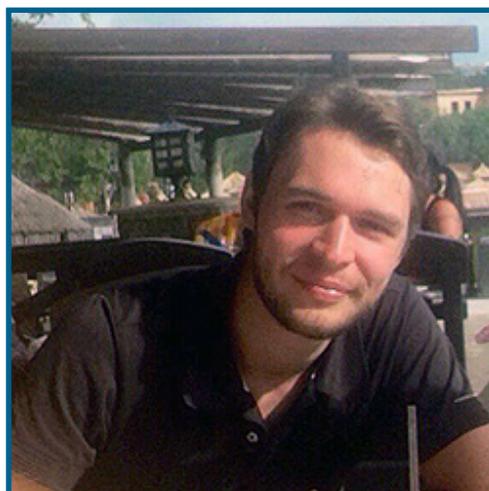
Tech and the City is a unique hi-tech Aliyah and absorption programme—the only one of its kind that combines immersive Hebrew language studies through The Jewish Agency's proven Ulpan Etzion curriculum, professional advancement and integration, and social service support for new immigrants.

Your generous donation of US \$12,500 will support 10 young Jewish immigrants participating in the Tech & The City programme, at a cost of US \$1,250 per participant. Your donation will enable them to participate in the programme and provide them with accommodations at the Ulpan Etzion Absorption Centre in Haifa. With your help, we can assist motivated tech students and professionals from around the world to integrate easily and quickly into Israeli society.

In Their Own Words – Nikolai Olbinskii (Nik Olbi), 30 years old

"Today the world is changing so rapidly; decisions need to be made faster and we have less time to do proper analysis of any given situation. That is why I made the decision to live in Israel and build my tech career there.

I have an undergraduate degree in international economic relations from a Moscow university. I worked in companies that create smart software solutions for huge international businesses and organizations. As I learned more about hi-tech and the role it plays in international economics, I knew that I wanted to be at the core where innovation and investment come together—Israel.



Just a few months ago, I began looking for various ways to engage with Israel. A friend from Moscow told me about Tech & the City. It sounded like a perfect match for me and so I applied. When I got a call about my acceptance, I was told that I had just two days to get ready for this big move. Like I said, things move fast these days. I arrived in Haifa and immediately began learning Hebrew and attending hi-tech classes. During five months each week, we had really great meetings with professional hi-tech recruiters, they taught us interview techniques, questions to ask and tips for job searching. Also, we visited very big companies and met professionals working in top-name firms like Google, Mellanox and Flex. These kinds of opportunities really give you an insider's edge. Tech & the City has changed my vision of how the job market in Israel works; I know that I can use the skills I brought with me from Moscow, but I now know how to do it the right way."

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