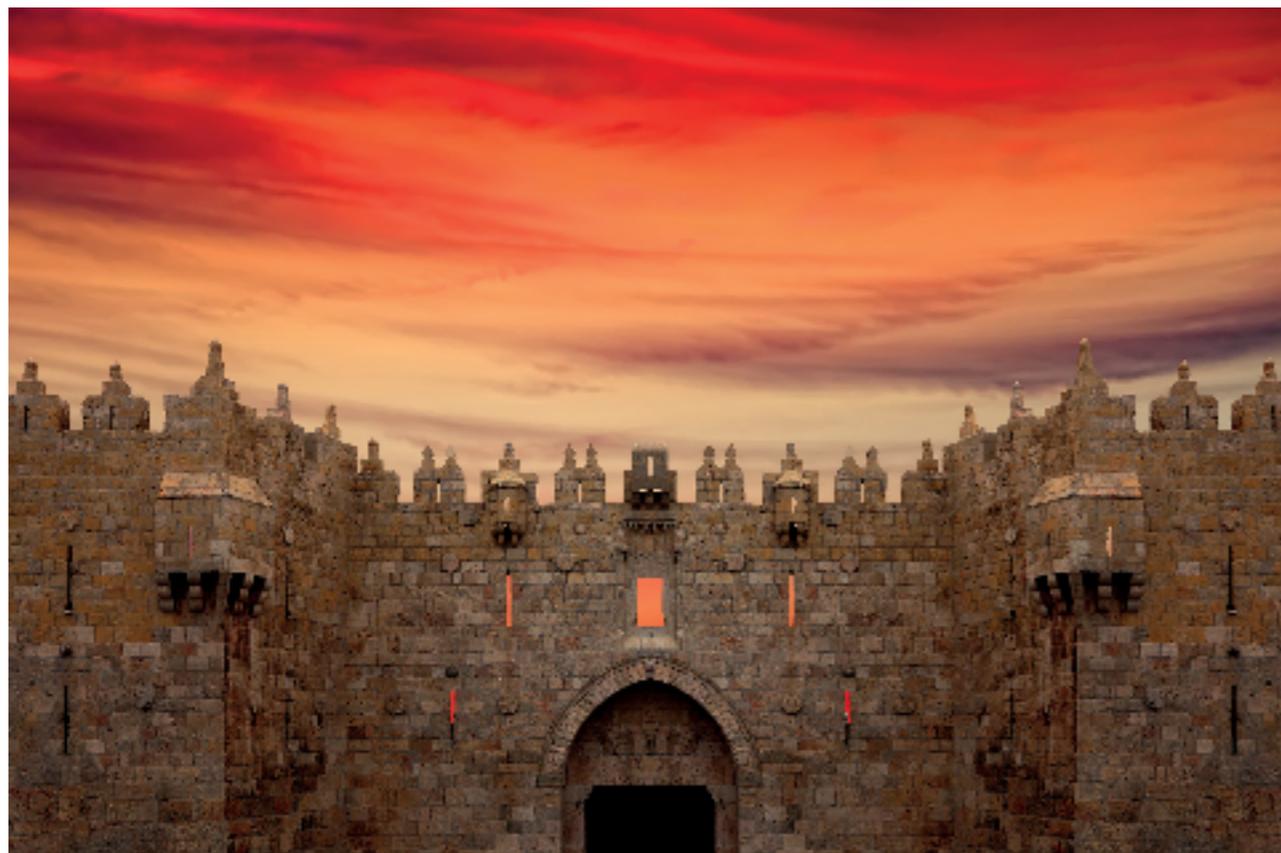


Jerusalem

A Growing Hub for International Conferences

Sitting at the centre of the world, Jerusalem is seen as the meeting point of east and west, where the ancient and modern collide. The longest inhabited city on the globe—with a history spanning back 3,000 years—Israel's capital is not only a holy place for three of the world's major religions, it's also an evolving association destination.

Words Lane Nieset



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TWO MILLENNIA OF ACADEMIC HERITAGE

Jerusalem is home to 17 academic institutions and has an academic heritage spanning back more than two millennia when King Solomon, “the wisest of all men,” built the Temple in the Holy City. Thanks to the help of cutting-edge research from the Hebrew University (ranked 23rd in the world) and Hadassah University Medical Center's world-class labs, Jerusalem has emerged as a modern-day leading hub of academic knowledge, attracting thousands of academic leaders to global conferences in the past year alone.

“In recent years, the university's administration has made intense efforts to attract the best students, teachers and researchers, and to equip them with the best tools to succeed. In turn, our faculty and students have made world-class contributions in diverse fields, ranging from the arts and humanities to the basic and applied sciences,” explains Professor Menahem Ben-Sasson, President of the Hebrew University of Jerusalem.

There's a reason why Time Magazine named Jerusalem the world's top emerging technological hub in 2015. Hebrew University ranks no. 1 in the 2018 QS World University Rankings report and sits among the top one percent of the world's 26,000 higher education institutions. Not only does the university count the father of physics, Albert Einstein, as a founding father, it also boasts eight Nobel Laureates; nearly 10,000 patents for 2,600 inventions; and 4,000 research programmes that explore everything from Alzheimer's medication to medical marijuana.

Jerusalem is playing on these strengths, standing out in the global arena in terms of academic research, biotechnology and medical innovation, and computer vision and image processing. Thanks to the seemingly endless amount of collaboration possibilities—blending scientific knowledge with the latest breakthroughs emerging from the medical world—Jerusalem has started laying down a strong foundation for future conferences, with Israeli representatives of scientific international associations attracting international colleagues to the city for events like

the first-ever International Tourism Security Summit, the OurCrowd Global Investor Summit, with over 10,000 participants, the International Nanotechnology Conference, and the UNESCO 13th World Conference on Bioethics, Medical Ethics & Health Law.

As more associations are drawn to the destination, Jerusalem is stepping up as a global academic powerhouse and gaining a reputation as a place where international industries can come and learn from the city's wealth of academic talent. ICRS, the International Symposium on the Cannabinoids which will be held in 2021, is also testament of this.

Jerusalem Fast Facts

- 35 minutes (or 18 by train) from Israel's international airport, Ben Gurion
- One of the world's most secure airports, with direct flights between two and five hours from Europe and Russia
- International Convention Center with 27 halls, accommodating up to 10,000 people
- More than 17,500 hotel rooms spread across a variety of budgets
- Over 2,000 archaeological sites
- More than 70 museums and 90 cultural centres

START UP NATION

Jerusalem is ranked the fourth-most promising cultural destination around the world since it's chock-full of holy and historic sites (such as the Muslim Dome and Christian Church of the Sepulchr) all sitting within walking distance in the walled Old City. But the capital is quickly proving that despite a rich past, it takes investment in its future seriously.

The high-tech hub has rightfully earned the title as “*Start Up Nation*,” boasting the largest number of per-capita start ups and venture capital investments in the world. One of the

best examples of success sprouting from the city itself: in March, Intel acquired Mobileye for \$15 billion. The Israeli technology company, which develops vision technology for Advanced Driver Assistance Systems and autonomous driving, got its start in the halls at Hebrew University in Jerusalem. With this type of home-grown success, Jerusalem is showing the world its power as an innovation hub where delegates can learn from global pioneers at local institutions, working together to share medical and scientific knowledge.

ASSOCIATION SUCCESS IN THE CITY

In just a few hours on a direct flight from Europe, delegates can be exploring a city that's been the centre of culture, religion and history for thousands of years. Not only does Jerusalem offer delegates the chance to meet in the world's holiest city that's as rich in culture as it is in business, it gives them the opportunity to be part of a growing knowledge hub and build a legacy both for their association as well as for the dynamic city.

For associations who need financial assistance or are looking to boost delegate attendance, the Jerusalem Conventions & Visitors Bureau (JCVB) acts as a one-stop-shop and has helped the city host more international delegates than any other in Israel, assisting with everything from financial incentives of up to €50,000 to marketing and technological tools geared toward hotel and venue booking. While the bureau is only a few years old, it has learned from some of the best around the globe to develop the tools associations need in order to successfully plan and host congresses. In November this year, JCVB will host 25 key leading figures in medical and scientific associations for a three-day visit to show them first-hand the innovative and evolving spirit Jerusalem has to offer associations planning congresses in the city.

[More information
www.jerusalemcvb.com](http://www.jerusalemcvb.com)