

# TEL AVIV: STARTING UP IN THE STARTUP CITY

A guide for multinational corporations  
and international entrepreneurs

 תל אביב  
יפו



TEL AVIV NONSTOP CITY

# ABOUT THIS GUIDE

**Starting up in the Start-up City is a publication of Tel Aviv Global aimed at easing the process of setting up a business in the city. We offer you this step-by-step soft landing services guide and welcome you to contact us should you have additional questions. We'd be happy to walk you through the process of setting up an office in Tel Aviv.**

**Contact us at [econ@mail.tel-aviv.gov.il](mailto:econ@mail.tel-aviv.gov.il) or stop by our offices at 2 Tashach St. (111 Arlosoroff St.), Tel Aviv-Yafo. We'll be waiting for you with a smile and a cup of coffee!**

## Credits

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## Disclosure

The information in this brochure should not in any way negate information provided by the Ministry of Economy and the Israel Innovation Authority. Should there be a discrepancy between the information given here and that of the latter authorities, the information given by the authorities takes precedence. The information in this guide is valid for December 2019.

**You may find the following websites useful as you prepare to set-up your office in Tel Aviv:**

**Tel Aviv-Yafo Municipality:**  
[tel-aviv.gov.il/en](http://tel-aviv.gov.il/en)

**Department for Immigration Absorption, Tel Aviv-Yafo:**  
[tel-aviv.gov.il/en/Live/NewResidents](http://tel-aviv.gov.il/en/Live/NewResidents)

**Tel Aviv Official Tourism Website:**  
[visit.tel-aviv.gov.il](http://visit.tel-aviv.gov.il)

**Israel Innovation Authority:**  
[innovationisrael.org.il/en](http://innovationisrael.org.il/en)

**Israel Tax Authority:**  
[taxes.gov.il/english](http://taxes.gov.il/english)

**Population and Immigration Authority:**  
[gov.il/en/Departments/population\\_and\\_immigration\\_authority](http://gov.il/en/Departments/population_and_immigration_authority)

**Israel Ministry of Economy and Industry:**  
[investinisrael.gov.il](http://investinisrael.gov.il)

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### Shalom and welcome!

Over the past decade, our city has been experiencing a unique phenomenon: from a local economic hub, serving mainly the Israeli market, Tel Aviv has become an international hub, attracting talent and companies from all over the world with a clear focus on the creative and technology industries.

This trend has appeared as Israel itself has undergone an economic rebirth: from a poor country with scarce resources, Israel has managed to position itself as a Startup Nation – a global center of innovation and creativity. As is the case in many countries with a significant technology sector, many of the small startup companies are concentrated in the big cities. A massive investment in Tel Aviv's infrastructure, coupled with a clear policy to attract young people to the city, resulted in Tel Aviv becoming a center for innovative companies – the Startup City of the Startup Nation. Tel Aviv boasts today close to 2,000 startup companies, which is the highest density in the world per capita or per square kilometer. In addition, the city has seen the emergence of dozens of accelerators, more than 100 international R&D centers, and countless financial, legal and service companies catering specifically to technology companies. All of these players of the New Economy joined the many banks, law firms, insurance firms and financial institutions that are the backbone of Tel Aviv's economic centrality.

In recent years, alongside the growth of local Israeli companies, we have witnessed more and more global companies and entrepreneurs that wish to be part of our Startup City. These entrepreneurs face many challenges, similar to those that face any person who arrives in a new country. This publication will hopefully assist the newcomers in setting up shop in Tel Aviv.

I wish you success, and that you will feel at home very quickly.

Ron Huldai  
Mayor of Tel Aviv-Yafo



### Shalom!

In the past 5 years, Tel Aviv has been the #1 destination for immigration in Israel. Thousands of enthusiastic, motivated, and often extremely educated and globally-connected people have entered our city and economy charged with fantastic energetic zeal. With them, thousands more temporary residents have arrived here to spend a few years with a local company, seek opportunities and contribute to our growth.

Like every new resident, moving comes with many questions: where are the best areas in town to rent office space? How does one register children to our educational system? And what are the grants available for startup companies (answer: quite a few, if you qualify). All of these questions, and many more, are answered in the following pages.

This booklet is by no means a replacement of human interaction. The contrary is true: the dedicated team of Tel Aviv Global, the city's official international economic development agency, would be happy to take you by the hand – literally – through your first steps in the city. So whether you're considering setting up a branch in Tel Aviv, are seeking local talent, or just have questions – feel free to contact us at [econ@tel-aviv.gov.il](mailto:econ@tel-aviv.gov.il). Our team would be glad to assist!

Looking forward to seeing you soon in Tel Aviv!

Eytan Schwartz  
CEO  
Tel Aviv Global

# 10 REASONS TO SET UP A BUSINESS IN TEL AVIV

“Setting up a local entity and relocating to a new country at the same time was for sure a challenging experience, however I received so much support from locals in Israel that I immediately felt at home and was able to find solutions for everything.”

**Stephanie Vox** | Managing Director, Konnect – Volkswagen Group Campus, Tel Aviv

## 1. Be at the center of a world-leading tech hub

With one startup for every 290 residents, Tel Aviv is the city with the highest concentration of startups per capita in the world.

## 2. Take your pick of leading tech talent

Ranked 1st in the world in the number of engineers per capita<sup>1</sup> and ranked 3rd in global talent.<sup>2</sup>

## 3. Join leading world tech companies that already have R&D and innovation centers in the city

Amazon, Google, Alibaba, eBay, Facebook, Siemens, Booking.com, Citi, PayPal, Barclays, Volkswagen, SAP, Coca Cola, Bosch, Culture Trip, AOL and many more.

## 4. Benefit from competitive taxation and R&D grants

The Israeli government offers over 30 different grants and tax incentive programs for R&D activity.

## 5. Stay connected to the world

With over 250 daily flights from 200 direct destinations.<sup>3</sup>

<sup>1</sup> GCI report

<sup>2</sup> Compass 2015

<sup>3</sup> 2018 yearly report, Ben Gurion International Airport

## 6. Be part of a truly international business environment

English is a common working language in the Israeli high-tech sector.

## 7. Gain access to capital

Israel ranks 2nd in the world (after the US) in availability of venture capital.<sup>4</sup>

## 8. Discover the city that never sleeps

Tel Aviv is a young city and boasts a robust scene of theatre, art, festivals, cafes, restaurants, bars and pubs which together with the unrivaled vibrancy of its nightlife make it a city like no other.

## 9. Enjoy a high quality of life

With more than 300 days of sun a year, people are always outdoors, in cafes, meeting people and creating networks.

## 10. Be who you want to be

Tel Aviv is a pluralistic and tolerant city, opening its doors to all people, giving each of them countless possibilities.



<sup>4</sup> GCI 2018

### TEL AVIV IN NUMBERS

Founded in  
**1909**

By immigrant entrepreneurs on the outskirts of the ancient port city of Jaffa (Yafo)



The City of Tel Aviv-Yafo is a merger of the old city of Yafo and the new city of Tel Aviv



The city is very walkable - its size is only

**52 SQ.KM**

Tel Aviv draws  
**1 MILLION**  
daily commuters and

**2.3 MILLION**

annual international tourists



Tel Aviv-Yafo is home to close to  
**500,000**  
residents



One of the world's safest cities  
**9 OUT OF 10**  
on the personal safety score in the OECD's Regional Well-Being Index

The city's metro area is home to about  
**3.8 MILLION PEOPLE**  
(almost half of the country's population)



**14 KILOMETERS** of coastline

### AWARDS



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An introduction to building effective business relationships with Israelis

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# NAVIGATING ISRAELI BUSINESS CULTURE

Working in Tel Aviv is likely to be an exciting experience. There is a unique spirit and energy to the city that is contagious. To get the most out of this opportunity, it is important to familiarize yourself with the business culture in Israel.

Doing business in Israel is more informal than in other countries. Israelis are known to be straightforward and assertive. This straightforwardness is part of the overall cultural value of honesty that ensures both parties get the best results from a business relationship. While business is run at a fast pace in Israel, personal connections are of the utmost importance and add a sense of community.

## FLAT BUSINESS CULTURE

While Israeli companies are often structured hierarchically, they generally encourage an open, friendly working environment. It is common to refer to your superiors on a first-name basis. Employees are encouraged to speak their minds and voice any new ideas to higher management.

## WORKPLACE INTERACTIONS

An Israeli workplace can be quite open, friendly and, at times, subject to random bursts of lively conversation. Communication between colleagues is straightforward, like in business dealings. For example, you may find that your colleagues will interrupt you, not because of a lack of interest in what you are saying, but because of their enthusiasm to relate and share experiences.

## WORKING STYLE

Israeli employees highly value flexibility in work processes and problem solving. Innovation and initiative are traits your colleagues will respect and aspire to.

## DRESS CODE

Informality can also be observed in the dress code, which is usually business casual - a dress shirt and trousers, instead of a suit and a tie, is common for most meetings. This may also be attributed to Israel's warm climate.

## A TYPICAL WORK WEEK

The working week in Israel begins on Sunday and ends on Thursday with standard office hours ranging from 08:00 or 09:00 to 17:00 or 18:00. Sunday is a regular work day. Certain stores and businesses remain open on Fridays and close in the afternoon.

As Saturday ("Shabbat" in Hebrew) is a day of rest, from Friday afternoon until Saturday night many businesses close and most public transportation is not in service. It is also a day observed as a religious obligation by some. People who observe Shabbat will not answer the phone or their email, will not drive or fly, and will not do any kind of work.





## HOLIDAYS

Two important Israeli holidays are Passover and the Jewish New Year (Rosh Hashanah). During these two holidays, it is customary to give gifts to clients and employees.

Other holidays, such as Chanukah and Purim, are regular work days in the private sector but are school holidays, so parents may take some of these days off to spend time with their families.

Jewish holidays follow the Hebrew calendar, which is lunisolar as opposed to the Gregorian solar calendar, so holiday dates are not fixed from year to year.

Holiday	Time of Year	Additional Details
Purim	February or March	2 days
Pesach	March or April	7 days (only the first and last days of the festival are official holidays)
Shavuot	May or June	2 days
Rosh Hashanah (Jewish New Year)	September or October	3 days
Yom Kippur	September or October	2 days
Sukkot	September or October	8 days
Shmini Atzeret	October	Evening of Simchat Torah, the day after Sukkot
Simchat Torah	October	1 day
Chanukah	December	8 days

## PAYING SUPPLIERS

Checks are widely used to pay for a variety of services, such as suppliers, business partners, customers and so on. For smaller amounts, checks are more popular than bank transfers. The use of payment apps is becoming increasingly popular to pay suppliers.

“Few cities can match Tel Aviv for the number of startups set up there. A pioneering spirit, world-class universities and creative ideas – they’re all here. It’s just the right environment for groundbreaking innovations, and thus for Bosch as well.”

**Volkmar Denner** | CEO, Robert Bosch GmbH



# 03 FORMING A LEGAL ENTITY IN ISRAEL

This chapter will take you through the first steps of establishing a company or a business presence in Israel.

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# FORMING A LEGAL ENTITY IN ISRAEL

“Bosch’s presence in Tel Aviv grew with time while adopting different models: we had started from establishing a venture capital fund, moved to setting up a representative office, and in 2019 we have opened our first R&D center in Tel Aviv and Haifa. Growing gradually is a safe way to familiarize yourself with the local ecosystem before investing great sums in costly adventures.”

**David Abraham** | Managing Director, Robert Bosch Technologies Israel

> Choosing a Legal Entity

> Registration with the Registrar of Companies

> Opening an Israeli Bank Account

> Registration with the Tax Authorities (Income Tax, VAT)

> Automatic Registration with the National Insurance Institute

## CHOOSING A LEGAL ENTITY

Foreign companies setting up a presence in Israel can choose from a variety of options, namely three types of legal entities: (a) Subsidiary Company; (b) Branch Office or (c) Representative Office. The choice of entity depends on the company’s business plan and strategic goals.

### A. Subsidiary Company

A subsidiary company is a locally incorporated, private limited company owned and controlled by another company. Even if the only shareholder of the subsidiary company is a foreign company, the Israeli subsidiary is considered a separate entity and its liabilities are not extended to the parent company. The Israel Companies Law of 1999 requires the appointment of one or more directors for the subsidiary company. For taxation purposes, the subsidiary may be treated as an Israeli-based company and, as such, is eligible for the same tax exemptions and incentives available to local companies.

### B. Branch Office

An Israeli branch office is also a registered, private legal entity, however, unlike a subsidiary, it acts as a local extension of the foreign company. As a result, the head office (parent company) of the foreign company bears the ultimate responsibility for any and all liabilities arising from acts of delegation or omission from its local, Israeli branch office. According to the Israel Companies Law of 1999, a branch office must appoint an agent to accept services of processes and notices; this person should normally be an Israeli resident. A branch office is considered a non-resident entity and therefore not eligible for the tax exemptions and incentives available to local companies in Israel. A share of the branch office’s income which is determined to be for operations outside of Israel (or derived therefrom) is not subject to taxes; only earnings derived from operations in Israel are subject to local corporate tax rates.

### C. Representative Office

Foreign companies which simply wish to research the Israeli market or manage company affairs without conducting any business in-country may set up a representative office in Israel. A representative office is a temporary arrangement without any legal attributes, meaning the entity may not enter into contracts, engage in direct trade or on behalf of the foreign company, lease industrial space, issue invoices, or seek credit from financial institutions. A representative office in Israel may only conduct market research or create feasibility studies on behalf of its parent company and may not earn any income. The office may be run by a representative from the foreign company’s head office, or the company may hire a local representative, who will then hire some local support staff for non-revenue generating operations. Unlike a subsidiary company or branch office, a representative office does not need to register with the Registrar of Companies.

### Subsidiary vs. Branch

Given the choice between a subsidiary and branch office, foreign companies often prefer to establish a subsidiary office to conduct business in Israel. Registration of a foreign branch in Israel generally takes longer because of the need to certify and translate corporate documents, including charters. These delays could also extend to opening bank accounts and leasing office spaces.

## REGISTRATION WITH THE REGISTRAR OF COMPANIES

After the type of legal entity has been chosen, companies in Israel must register with the Registrar of Companies.

### Registration of an Israeli Subsidiary

The following documents must be submitted to incorporate an Israeli subsidiary:

1. Application Form
2. Copy of the Articles of Association
3. Declaration of initial shareholders
4. Declaration of initial directors
5. Registration fee

The signatures on all documents of incorporation submitted to the Registrar of Companies must be certified as follows:

- If in Israel – documents must be signed in the presence of an Israeli attorney and confirmed by such an attorney.
- If outside of Israel – documents must be signed in the presence of an Israeli Consul or the signature must be made in the presence of a notary public and then be apostilled.

To simplify the certification process, some law offices can incorporate companies with the law office serving in trust as the initial shareholder and the partner serving as the director. Following incorporation, shares can be transferred to nominated entity(ies) and the relevant director(s) appointed to replace the incorporating director. Following a recent reform at the Corporations Authority, some lawyers have been authorized to file applications online, simplifying the incorporation process even more.

## OPENING AN ISRAELI BUSINESS BANK ACCOUNT

After registering with the Registrar of Companies and before opening a tax file, companies must open an account with an Israeli commercial bank.

The process of opening a commercial bank account may require some patience on the company's side, especially when a foreign corporation is involved (in order to prevent money laundering). The procedure may vary, depending on multiple factors, including: company size, sector and the type of business entity registered.

Before opening an account, it is advisable to make sure that the chosen bank offers a full-service, English-language internet portal as well as an English-speaking point of contact.

Generally, you will need the following documents to open an account at a commercial bank. Note that specific details and requirements should be verified with the individual bank with which the company plans to open an account:

1. Certificate of Registration with the Registrar of Companies
2. Accountant or attorney's proof of signatory rights for the company
3. Copies of all the directors' passports, certified by a notary
4. Certified copies of the Corporate Charter and registration documents
5. Resolution(s) of the corporation's Board of Directors to open a corporate bank account at a specific bank and outlining authorization of signatory(ies) on the account
6. An Israeli attorney's confirmation of the Board of Directors resolutions
7. Standard anti-money laundering forms, with certifications by an Israeli attorney

## REGISTRATION WITH THE TAX AUTHORITIES

Once a company has been registered with the Registrar of Companies, it must then register with the Israel Tax Authority (VAT and Income Tax departments) and the National Insurance Institute to become an Israeli employer.

[taxes.gov.il/english/](https://taxes.gov.il/english/)

# Your Gate to Investing in Israel

The Foreign Investments and Industrial Cooperation Authority

**Invest in Israel, the Israeli Investment Promotion Agency (IPA), is an integrative body within the Ministry of Economy and Industry that serves as a one-stop shop for a wide range of potential and existing investors.**

We identify lucrative investment opportunities, maps potential obstacles and helps fast-track investment.

We serve a wide range of potential and existing investors, including multinational corporations, private investors, investment funds and foreign suppliers, with which we forge close business relationships and long-term local market activities.

We are here to serve you, offering end to end services for foreign investors or foreign companies in the following areas:

- **Foreign investment promotion** - forward-thinking conferences and delegations with key figures, businesses and government officials;
- **Investor guidance** - expert sector managers that lead potential investors from initial interest to successful investments;
- **Knowledge and research** - data, statistics, facts and figures that lead to knowledge-based decision-making;
- **Post-investment support** - providing ongoing assistance to overcome challenges, bureaucratic obstacles, expanding operations and promoting conducive environments for foreign investors.

**Israel is pro-business. YOUR business.**  
**Thinking of investing in Israel? We're here for you, to ensure that your investment is the right one.**

## 04 INCENTIVES & BENEFITS

The following chapter reviews the most relevant benefits for companies setting up in Tel Aviv\*

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**Website:** [InvestInIsrael.gov.il](http://InvestInIsrael.gov.il) **Phone:** 972-747-502550

**Twitter:** @InvestInIsrael **LinkedIn:** Invest in Israel

# TAXATION BENEFITS

Large multinational tech companies investing in Israel are entitled to a wide array of incentives, benefits and grants, making Tel Aviv a welcoming and attractive destination for foreign companies.

## BASIC DEFINITIONS

### Corporate Income Tax

The corporate income tax rate in Israel is 23%. Israeli resident companies are subject to tax on worldwide profits and gains. A non-resident company is subject to tax only on Israeli-sourced profits, which include, among other things, income derived from a permanent Israeli establishment or income accrued and generated in Israel.

### Tax on Dividends

#### A. Companies

Dividends payable to a company (foreign or Israeli) by an Israeli company, resulting from income generated or accrued in Israel, are exempt from tax. Dividends payable to Israeli companies from income generated or accrued from abroad, or dividends received from abroad, are subject to a 25% tax.

#### B. Shareholders

Dividends paid to shareholders who hold under 10% shareholding in the company are subject to a 25% withholding tax. Dividends paid to more significant shareholders who hold over 10% of the company (or who held over 10% shareholding in the company in the preceding year) are subject to a 30% withholding tax.

### VAT

The VAT rate in Israel is 17%.

### Intellectual Property Incentives

A company that creates IP assets in Israel, or is willing to transfer some IP to Israel, is entitled to significant benefits. Benefits include reduced tax in the following areas: income corporate tax (6%, 7.5% - 12%), dividend tax (up to 4%) and capital gains/exit tax (6%, 12% - over/under \$2.5B global turnover).

### Reduced Tax Rates for Priority and Technological Enterprises

A company is eligible for reduced tax rates if its enterprise is granted a 'Priority Enterprise', 'Special Priority Enterprise', 'Technological Enterprise' or 'Special Technological Enterprise' status. The law sets different tax benefit rates for enterprises in Israel's periphery compared to Israel's center. The sub-sections below describe the tax benefits for enterprises located in Tel Aviv and central Israel, their eligibility criteria and approval processes.

Technological Enterprise	Special Technological Enterprise
<ul style="list-style-type: none"> <li>Corporate tax rate: 12%</li> <li>Dividend tax rate: 20%</li> <li>Distribution of dividends to board of foreign residents: 4%</li> </ul>	<ul style="list-style-type: none"> <li>Corporate tax rate: 6%</li> <li>Dividend tax rate: 20%</li> <li>Distribution of dividends to board of foreign residents: 4%</li> </ul>
Priority Enterprise	Special Priority Enterprise
<ul style="list-style-type: none"> <li>Corporate tax rate: 16%</li> <li>Dividend tax rate: 20%</li> <li>Accelerated depreciation</li> </ul>	<ul style="list-style-type: none"> <li>Corporate tax rate: 8%</li> <li>Dividend tax rate (dividends for foreign parent company): 5%</li> <li>Accelerated depreciation</li> </ul>

### Technological Enterprise

This designation is granted mainly to companies performing R&D activities.

For a company to receive this status, it must comply with certain conditions regarding the scale of the R&D activity of the enterprise (in the three years preceding the tax year, the activity's expenses must either exceed 75 million NIS a year or be in a certain proportion to its sales) and also show certain scale and growth steadiness in terms of R&D employees, sales or funding. Alternately, the company may apply for the Innovation Authority's approval for Technological Enterprise designation.

In addition to the above conditions, the company must export more than 25% of its annual sales turnover and, if it belongs to a parent group, the total income of its parent group in the tax year must not exceed 10 billion NIS (\$2.75 billion).

### Special Technological Enterprise

This designation is reserved for large technological enterprises. Therefore, the eligibility criteria are identical to the Technological Enterprise designation, with one difference: the total income of the company's parent group must be 10 billion NIS or more (\$2.75 billion).

### Priority Enterprise and Special Priority Enterprise

This designation is granted mainly to companies which engage in manufacturing. In some cases, the company's R&D activity may be considered a form of manufacturing activity. Clause 20a of the Israeli Income Tax Ordinance allows companies to deduct research and development expenses in the year they were paid from their current income. To make this deduction, companies must receive the Innovation Authority's agreement that the expenses are research and development expenses.

### THE ANGEL'S LAW

This law provides tax benefits to single investors who invest in Israeli companies during their initial R&D stage (seed). The goal of the law is to increase the availability of financing sources for Israeli early-phase R&D-intensive companies. Investors who buy shares of startup companies, during their initial R&D stage, will be able to deduct the amount invested against each source of income at the time of the investment. Investors enjoy a de facto double benefit, both in terms of the timing of the recognition of the expense and in terms of the tax rate applied to the income against which the expense is deducted (marginal tax up to 48% instead of 25% - 30% on capital gains).

### EMPLOYMENT AID PROGRAMS

The Israeli Ministry of Economy operates several aid programs intended to encourage the integration of workers from different populations and regions into the workforce. The aid is given in the form of wage subsidies for new employees for a specific period of **up to several years** (depending on the specific program). **Subsidy rates** may range from **10% up to 40%** and **differ** in relation to the **employee's background** (students, workers from minority groups), and to the amount of time the employee has been already working in the position.

The different aid programs are facilitated by the Authority of Investments and Development of Industry and Economy in the Ministry of Economy.

### R&D GRANT PROGRAMS

The Innovation Authority designs and operates over 40 R&D grant programs for multinational companies, individual entrepreneurs, research institutions and NGOs, which further support Israeli R&D. The programs offer a unique, customized and comprehensive incentive "toolbox," such as the Innovation Labs programs, which offer up to a 50% deduction in R&D expenses for specific subsectors.

For additional information on available incentive programs, please contact:

Invest in Israel - [investinisrael.gov.il](http://investinisrael.gov.il)

Israel Innovation Authority - [innovationisrael.org.il/en/](http://innovationisrael.org.il/en/)

### LOWER MUNICIPAL TAX RATES FOR SOFTWARE COMPANIES - SPECIFICALLY

#### IN TEL AVIV

The Tel Aviv-Yafo Municipality is committed to supporting local innovation and offers up to a 50% reduction on property tax, according to the percentage of the R&D component of the company and regardless of the municipal tax zone the company is located in. Companies may apply online on the website of the Tel Aviv-Yafo municipality.

[tel-aviv.gov.il/en](http://tel-aviv.gov.il/en)

## TEL AVIV CONVENTION BUREAU

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Set your next tech conference in one of the leading startup ecosystems in the world

From software and security to medical and agricultural technology, as one of the leading startup ecosystems in the world, Tel Aviv consistently hosts various annual conferences, meet-ups and events dedicated to technological innovation. Events like the DLD Tel Aviv Conference, Forbes 30 Under 30 and Cybertech have become world-renowned conventions and attract thousands of international visitors and experts every year. As a company based in Tel Aviv, you may wish to consider hosting your own international event here or initiating incentive trips for your employees around the world to visit Tel Aviv.

The Tel Aviv Convention Bureau will work with you to ensure the financial and marketing support you need for your event. Formed by the Tel Aviv-Yafo Municipality, Expo Tel Aviv and the Tel Aviv Hotel Association, the Convention Bureau is ready to present an attractive offer on all aspects of event hosting, such as marketing support, financial aid, locating accommodations and more.

To plan your event, contact

The Tel Aviv Convention Bureau

Tel: +972-3-7248096 | [cvb@mail.tel-aviv.gov.il](mailto:cvb@mail.tel-aviv.gov.il)

# 05 SETTING UP AN OFFICE IN TEL AVIV

From flexible spaces for small teams to large multi-story buildings, Tel Aviv offers a spectacular range of options for office space. This section will survey the various options available when searching for an office in Tel Aviv.

**CHOOSING AN OFFICE SPACE**

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**CITYZONE – SANDBOX AND LIVING LAB FOR URBAN TECH**

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# CHOOSING AN OFFICE SPACE

One way to find an office is to retain the services of a real estate agent who will help you find an office that meets your needs. There are many agents available, so you may want to get a few quotes and ask around for recommendations. Prices are negotiable but standard commissions usually stand at 2% + VAT for office sales and the equivalent of a month's rent + VAT for a rental office. Different real estate agencies may have access to different properties in certain areas, depending on various exclusivity agreements with the property owners.

Real estate agents in Israel are licensed and you may ask to see your agent's license as proof of credibility. Please note that as is customary elsewhere, customers should commit to the first agent who introduced a particular office.

When renting an office, note that there may be additional costs and fees depending on what is or is not included within the specific contract, such as maintenance fees and parking.

Another option is to rent a space in one of the many co-working spaces in the city. Co-working spaces have several benefits: they are usually based on an all-inclusive plug-and-play model, eliminating the need for additional payments, utilities and bureaucracy. These spaces are fully equipped and furnished and offer immediate occupancy.



## OFFICE PRICING ACROSS TEL AVIV AND THE METROPOLITAN AREA<sup>5</sup>

Prices pertain to standard offices, not co-working spaces.

Name of Neighborhood	Cost of Rent
Ramat HaHayal	69-80 NIS/sqm
Begin Road (Sarona Area)	66-116 NIS/sqm
Rothschild Area	87-131 NIS/sqm
Yigal Alon Area	69-112 NIS/sqm
Shaul HaMelech Area	93-112 NIS/sqm

### Tel Aviv Metropolitan Area:

Name of City and Relevant Area	Cost of Rent
Ramat Gan (Diamond Exchange/"Bursa" Area)	67-98 NIS/sqm
Bney Brak	57-73 NIS/sqm
Petah Tikva	53-71 NIS/sqm
Herzliya Pituah	79-94 NIS/sqm
Around Ben-Gurion International Airport	61-70 NIS/sqm

<sup>5</sup> Data provided based on the Natam research report of the office and industrial sector performed in the first half of 2019, [www.natam.co.il/wp-content/uploads/2019/10/NATAM-FIRST-2019.pdf](http://www.natam.co.il/wp-content/uploads/2019/10/NATAM-FIRST-2019.pdf)

# A HISTORY OF HIGH-TECH REAL ESTATE IN TEL AVIV

Tel Aviv's high-tech scene emerged in the 1980s in one of the city's northern neighborhoods, Ramat HaHayal. In those years, the relatively young local high-tech industry focused on hardware, requiring large space offices. The industry later shifted focus to Internet programming and UX design, so companies needed less space and the high-tech industry moved to the city center. Many small Internet-based startups were founded, which offered young employees workplaces close to home and convenient transportation on foot or by bike, making car ownership less of a necessity. And so, Rothschild Boulevard became the heart of Tel Aviv's startup ecosystem, with local startups next to residential buildings and the R&D centers of giant multinationals like Facebook, Autodesk and PayPal.

In the past few years Tel Aviv has seen an unprecedented boom in the construction of luxury office towers on the Ayalon, Begin and Southeast roads, close to major transportation routes, as a result of the influx of international companies moving into the local high-tech market. These areas will serve as the epicenter of the innovation industry in the near future.



## ATIDIM PARK: YOUR NEXT OFFICE IN TEL AVIV



Atidim Park is located in northeast Tel Aviv, next to Ramat HaHayal. The park covers an area of about 20 acres and includes 11 buildings with a built-up area of about 250,000 square meters, designated for rent to leading high-tech, media and medical firms. Businesses in the area include Ness Technologies, TSG IT Advanced Systems, Citigroup, F5, Informatica, the Renault-Nissan-Mitsubishi Autonomous Vehicle Innovation Lab and many more. The park includes meeting rooms, gyms, restaurants, coffee shops, a post office, an ATM, a hairdresser, a kindergarten, a dental clinic and more.

## CITYZONE - SANDBOX AND LIVING LAB FOR URBAN TECH

CityZone is Tel Aviv's smart city and urban tech living lab, a collaboration between the Municipality, Tel Aviv University and Atidim Park, hosting startups, multinationals and policymakers, innovating in real-time, under real-city conditions. CityZone also partners with large corporates, who wish to get a peek into Israeli innovation in the smart city space.

The lab includes a real-life testing site, as well as an innovation program for early stage startups, enjoying access to data as well as mentorship from the Municipality, lead researchers and private sector experts. CityZone is situated at Atidim Park.

### Atidim Park

Tel: +972- 3-7690800

Email: [sales@atidim.co.il](mailto:sales@atidim.co.il)

Website: [atidim.co.il/en/](http://atidim.co.il/en/)

### CityZone

Email: [info@city-zone.co](mailto:info@city-zone.co)

Website: [city-zone.co](http://city-zone.co)

# 06 BUILDING YOUR TEAM

A thriving startup ecosystem with incredible talent is the prime reason companies choose to set up their business in Tel Aviv. To help you assemble the best team to tackle your next tech challenge, this chapter details key issues when relocating, recruiting and paying your team.

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# AVERAGE SALARIES IN THE TECH INDUSTRY

"Tel Aviv is the ultimate hub for automotive innovation and this is why we chose to set a joint venture there in cooperation with a local strong player, Champion Motors. With our dedicated local team working in Tel Aviv for ŠKODA AUTO DigiLab Israel, we are very well connected to the local ecosystem of mature startups and innovators, with the goal to bring new ideas and solutions."

**Jarmila Placha** | Head of ŠKODA AUTO DigiLab

The following chart outlines the average salaries for employees in the tech industry, sorted by profession and experience:

Field	Relevant Position	Total Gross Monthly Salary (in thousands of USD) <sup>6</sup>				
		0-1	2-4	5-8	9+	Management
Software	QA	2.8-4.2	4.5-5.6	5.6-7	7-7.8	7-9.2
	Java Developer	5-5.6	5.6-6.4	6.7-8.4	8.6-9.5	7.8-11.1
	Algorithm Engineer	5-6.1	6.1-7.5	7.8-8.9	9.8-11.1	9.5-13.4
Hardware	Board Design	4.7-5.9	6.1-8.4	8.4-9.8	9.8-11.1	7.8-10.6
IT	DevOps	4.5-5.3	5.6-7.2	7.2-8.4	8.4-9.8	7.8-11.1
Data	Data Scientist	5-6.1	6.1-7.5	7.8-9.5	8.9-10.6	11.7-13.1
Marketing	Marketing Manager	3.3-3.9	4.2-5	5-6.1	6.4-8.9	6.4-12.5

<sup>6</sup> USD to NIS conversion according to Bank of Israel annual average exchange rate for 2019 (1:3.5886)

Data provided based on the ethosia July 2019 salary report, [https://www.ethosia.co.il/salary\\_report](https://www.ethosia.co.il/salary_report)

# VISAS AND IMMIGRATION

When coming to work or establish a business in Israel there are several visa options to explore, depending on your situation and the needs of the hiring company.

Two types of visas enable their holders to work in Israel: a Residency Visa and an Expert Visa.

## 1. Residency Visa

The Residency Visa is granted to foreigners defined as Jews by the 'Law of Return' as well as to non-Jews whose lives are based in Israel: for example, people married to an Israeli citizen. Several visas in this category enable their holders to stay and work in Israel.

\***The A.1 visa** is designated for a Jewish man or woman considering settling in Israel. The A.1 visa grants its holder and their close relatives (spouse, minor children), up to 3 years of residency, following the first time the visa is approved, including the right to work in the country.

\***The A.2 visa** (foreign students' visa) enables its holder to work at a part-time job in the country.

\***The A.5 visa** is given to people whose lives are based in Israel. In most cases, this visa is granted to people in the process of acquiring Israeli citizenship or permanent residency (usually as a result of marriage to an Israeli citizen). The visa is given for a single year and allows its holder to work in the country. Visa applicants must prove the center of their life is in Israel by submitting relevant documents (such as household bills, payrolls, National Insurance documentation and additional papers).

## 2. Professional Expert Visa

The request for this visa (long- or short-term) may be submitted by any company registered in Israel, or by a company outside of Israel with a local representative who has power of attorney.

### \*Long-Term Work Visa

This work visa grants a work permit to foreign workers for up to 63 months. The visa can be granted according to two main criteria: either the visa applicant has specific expertise which is rare or does not exist in Israel, or the visa applicant's wage is at least double the average Israeli wage at the time (one or both of these conditions must be met). Once the employee obtains the work visa, they will be considered a non-permanent worker and will be permitted to stay in Israel for up to 63 months.

### \*Short-Term Work Visa

This work visa is valid for 45 days. It grants a work permit to an expert professional according to the following eligibility criteria:

1. The applicant is regarded as a foreign expert (according to the criteria listed previously).
2. The professional's expertise is needed for a temporary task (such as consulting, inspection, equipment repair, etc.).
3. The professional has a passport from a country whose citizens do not need a visa to enter Israel.

### \*Improved Expert Visa Terms for Expert Professionals in High-Tech and Cyber Companies

1. In addition to the long- and short-term expert visas, a new, experimental process for tech and cyber companies grants these companies improved visa terms. With these terms, companies will be eligible to apply for the following additional visas if they have received 'high-tech company' designation from the Israeli Innovation Authority:
2. Short-term work visa for an expert professional for 90 days (instead of 45);
3. One-year expert professional work visa via the short-term work visa procedure (with additional adjustments) and;
4. Work visas for foreign graduates, granted for up to one year.

For more information:

The Population and Immigration Authority

[gov.il/en/Departments/population\\_and\\_immigration\\_authority](http://gov.il/en/Departments/population_and_immigration_authority)

Tel: 1299 (Press 4 for English)

## \*Innovation Visas for Foreign Entrepreneurs (Pilot Program)

The innovation visa allows entrepreneurs from around the world to develop an innovative technological project in Israel for up to two years. The program aims to attract entrepreneurs who will bring new knowledge and experience to Israeli industry and eventually contribute employment and innovation to the local economy.

The innovation visa is granted for 24 months, during which time the visiting entrepreneurs will be hosted at a landing pad – a supportive framework and introduction to the Israeli ecosystem. Should the project evolve into a company, the foreign entrepreneur can file a request for support from the Innovation Authority and an expert visa to work at the company.

One available landing pad is Tel Aviv-Yafo Municipality's 'The Platform' – an international accelerator for social-urban entrepreneurship. The Platform connects local residents, social and tech entrepreneurs, and NGOs to tackle social challenges and allow the implementation of innovative solutions in municipal projects. The Platform offers co-working spaces, workshops, and entrepreneurial courses for those who would like to contribute to the quality of life in Tel Aviv and develop local entrepreneurship.

Address: 6 HaGalil Street, Tel Aviv

To apply for the Innovation Visa through the Platform landing pad, please write to:

[theplatform@mail.tel-aviv.gov.il](mailto:theplatform@mail.tel-aviv.gov.il)



# BECOMING AN ISRAELI EMPLOYER

When becoming an Israeli employer, one must be familiar with the legal regulations concerning the hiring process, employer-employee relations and Israeli workers' social rights.

## EMPLOYEES AND APPLICANT NOTIFICATION LAW

This law aims to defend the applicant's rights during the application process and imposes certain obligations on the recruiting company. Employers must notify candidates of updates to the recruitment process at least once every two months, and no later than two weeks after the position has been filled. If the hiring company employs less than 25 employees, or if the duration of the relevant position is less than 30 days, the employer is exempt from the above requirements.

## THE EQUAL OPPORTUNITIES LAW

According to the Israeli Employment (Equal Opportunities) Law (1988) it is prohibited to discriminate against employees based on the following criteria: gender, race, place of residence, religion, age, pregnancy, nationality, country of origin; political views, reserve military duty and several other factors. This prohibition affects the hiring process (as well as terms of employment, promotions, training and termination of employment). In the context of the hiring process, the prohibition mentioned above mainly affects job ads and interviews, where no mention of these criteria may be made.

## WORK HOURS

The Israeli workweek begins on Sunday and ends on Thursday with standard office hours ranging from 08:00 or 09:00 to 17:00 or 18:00. According to Israeli law, the number of regular work hours per week (not including overtime) should not exceed 42 hours.

## BASIC EMPLOYEE BENEFITS

Israeli law requires employers to contribute a fixed portion of the employee's salary to two major components – a pension fund and National Insurance. It is the employer's responsibility to allocate these funds prior to transferring the employee's salary.

## PENSION FUNDS

The amount deposited each month to the pension fund consists of two components – a percentage of the employee's salary (deducted directly by the employer) and a sum paid directly by the employer (calculated as a percentage of the employee's salary, but at the employer's expense). An additional component of pension insurance is "severance payment" – an additional sum, calculated as a percentage of the employee's salary, deposited monthly by the employer to be paid in case the employee is terminated.

## NATIONAL INSURANCE

National Insurance funds are also made up of two components – a certain percentage is deducted from the employee's salary while the other is paid by the employer. For a salary or part of a salary that is up to 60% of the average salary (6,164 NIS or approximately 1,751 USD) the employer is required to pay 3.45% of the salary. For the part of the wage that is over 60% of the average salary and below the maximum income subject to insurance fees (43,890 NIS or approximately 12,469 USD), the employer is required to pay 7.5% of the salary.

## SICK LEAVE

Employees are entitled to partial or full wages for missed work days due to sickness. For the first day of illness, employees are not entitled to any wages; for the second day and third day of sickness they are entitled to 50% of their pay, and they are entitled to full wages from the fourth day of illness onward. Periods of sickness to be deducted from the employee's quota are calculated differently for salaried workers and wage workers. Workers are entitled to one and a half sick leave days for every month they work for the employer. The overall number of sick leave days cannot exceed 90 days.

## MATERNITY AND PATERNITY LEAVE

An employee who is pregnant or gave birth is entitled to maternity leave. Employers may not dismiss workers on maternity leave. The maternity leave's length varies for partial or full maternity leaves.

An employee who has accumulated more than 12 months of employment at the same organization before maternity leave begins is entitled to full maternity leave. An employee is entitled to a total of 26 weeks' leave, of which 7 weeks may be used before the estimated date of birth.

An employee who has not accumulated more than 12 months of employment at the same job before maternity leave begins is entitled only to partial maternity leave. In that case, the worker is entitled to a total of 15 weeks' leave, of which 7 weeks may be taken before the estimated date of birth.

A male spouse can take paternity leave for part of his partner's maternity leave (i.e. the duration of paternity leave granted depends on how many weeks remain of the mother's leave). In any case, the combined maximum maternity leave for both parents is 26 weeks.

## RESERVE MILITARY DUTY

Employees may be required to perform reserve military duties during their period of employment. Reserve duty is obligatory for most men in Israel up to age 45. In addition to calling up reserve soldiers as reinforcements to the regular army in routine times (for qualification, training and operational employment), the IDF is also entitled to call up soldiers during emergencies or for urgent security needs.

Reserve military duty may not be subtracted from the employee's annual leave, and an employer is required by law to allow employees to attend such duties and may not dismiss an employee as a result of reserve duty.

## ADDITIONAL EMPLOYEE BENEFITS

Employees who commute to work are entitled to a travel allowance in addition to their basic salary. The maximum **travel allowance** per day is currently 22.60 NIS or approximately 6.45 USD.

Most employees in Israel who have worked for an employer for over a year are entitled to **recuperation pay**. Recuperation pay is calculated by the number of recuperation days the employee is entitled to, multiplied by the recuperation rate as determined by the Ministry of Economy: 378 NIS or 107 USD per day in the private sector.

## BETA - BE IN TEL AVIV - RELOCATION PROGRAM TO ISRAEL

A one-year (or longer) relocation program for senior tech talent – engineers, researchers and designers. The program allows foreign tech talent to 'beta test' Israel for several months. The BETA program is facilitated by an alliance of Israeli tech companies seeking to attract talent to Tel Aviv. Applicants can apply to more than one company at a time and do not need to be Jewish or have an Israeli passport to apply (though the program is not open to applicants who have lived in Israel in the past 3 years).

Companies that are part of the BETA will provide suitable applicants with a relocation package that includes:

- Streamlined work visa process
- Apartment-hunting assistance
- Housing for the first six weeks in Tel Aviv
- School and community matching assistance
- Hebrew tutor
- Help from an accountant familiar with international/Israeli tax law
- Up to \$20,000 relocation bonus
- Yearly round-trip flight home
- Paid cell phone

**For more information: [betelaviv.com](http://betelaviv.com)**

## BACK TO TECH PROGRAM

The Back to Tech program, run by the Israeli Innovation Authority, connects employers in Israel with Israelis returning from abroad who are interested in entering the high-tech industry. This can be useful for employers seeking highly-skilled Israeli experts with international work experience. Employers registered with the program can receive information from the Innovation Authority about potential returning employees.

**To register:**

**[innovationisrael.org.il/en/program/back-tech-program](http://innovationisrael.org.il/en/program/back-tech-program)**

# 07 ENJOYING CITY LIFE

Tel Aviv is one of the most vibrant and thrilling cities in the world. This chapter takes you through the best ways to find your new home in the city and provides some ideas of how to make the most of living in the city.

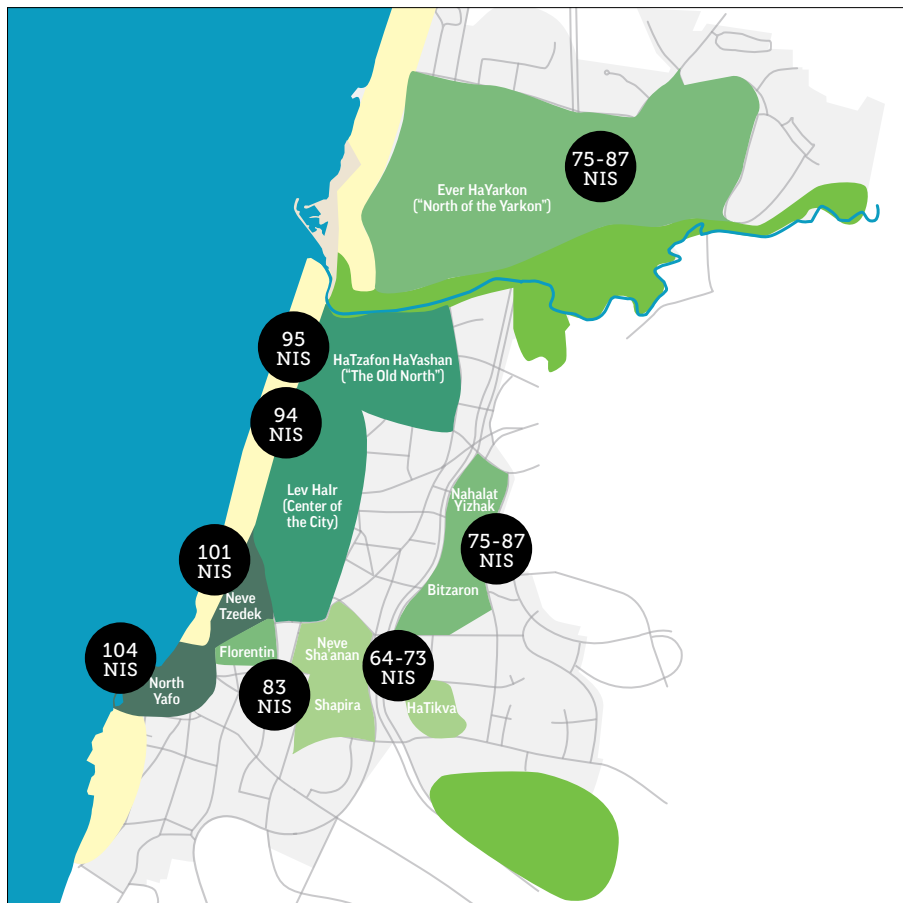
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# FINDING YOUR HOME

Tel Aviv is a relatively small city that can easily be explored on foot or by bike. Nevertheless, it encompasses a wide variety of neighborhoods offering a diverse range of accommodations, vibes, styles and costs. This neighborhood guide will help you make sense of the city's different districts, so you can choose the neighborhood that's right for you.



## HaTzafon HaYashan ("The Old North")

A large neighborhood in the center of the city bordered by the Yarkon River to the north, Bograshov St. to the south, the sea to the west, and Ibn Gabirol street to the east. It is home to many distinguished cultural and entertainment venues and popular with young families who want a high quality of life without compromising on the urban lifestyle.

## Lev HaIr (Center of the City)

This neighborhood lies at the very heart of the city and is known for its vibrant nightlife, excellent restaurants, bars and cafes, and many shopping options.

## Ever HaYarkon ("North of the Yarkon")

A quieter residential area on the northern side of the Yarkon River which is more upper-class and suburban. The residential area (composed of a few small neighborhoods) is close to Yarkon Park.

## North Yafo

North Yafo (Jaffa) is known for its nightlife, restaurants and bars. Yafo's old city, including its ancient port (one of the oldest in the world), is undoubtedly among the most attractive spots in the city for tourists. The Yafo flea market (Shuk HaPishpeshim) is a local highlight, with vendors selling anything you can imagine.

## Florentin

Known for its countless bars and booming nightlife, Florentin is the center of the alternative scene in Tel Aviv. The Levinsky market is located at the fringe of this neighborhood.

## Neve Tzedek

Neve Tzedek is located by the beach and in walking distance from Yafo and Carmel Market. As the first Jewish neighborhood built outside the walls of old Yafo at the end of the 19th century, it is one of the oldest districts. It is also one of the prettiest gems in the city, with picturesque single-story, red-roofed houses, narrow alleys and bright colors that create an atmosphere reminiscent of European villages. This harmonious neighborhood is a popular haven for tourists and locals alike.

## South of Tel Aviv – Shapira, Neve Sha'anana, HaTikva

Considered to be working-class neighborhoods, these southern neighborhoods are home to many recent immigrants and refugees, as well as young students attracted to affordable housing combined with a community feeling. As the residential area for many migrants, these neighborhoods also offer the largest variety of African, Southeast Asian, Chinese and Indian food and restaurants.

### East Neighborhoods – Bitzaron, Nahalat Yitzhak

Bitzaron is a relatively old neighborhood which was successfully rejuvenated and has recently enjoyed a resurgence of popularity among young families looking for a small village-like atmosphere.

Nahalat Yitzhak is located on the border of Tel Aviv and Givatayim. Its calm and cozy environment appeals to many young families. It is located within walking distance of central locations like the Shalom train station, the Sarona-Azrieli district and the Ayalon Highway.

#### SIGNING A RENTAL LEASE

Rental contracts are usually signed for one year. If you require a space for a shorter period, it is possible to sublet apartments. It is important to note that rental contracts usually include deposits and securities. The house owner is usually in charge of any maintenance required on the house during your tenancy. You may want to have a lawyer look through your contract before signing, especially if the contract is in Hebrew. A standard rental agreement recommended by the Tel Aviv-Yafo Municipality is available online. Rent is commonly paid by check; you may be asked to provide post-dated checks in advance for the beginning of each month.

[tel-aviv.gov.il/en/Live/NewResidents/Pages/rent.aspx](http://tel-aviv.gov.il/en/Live/NewResidents/Pages/rent.aspx)

#### ADDITIONAL PAYMENTS – WHAT BILLS TO EXPECT

Aside from the rent, there are additional services and payments to keep in mind, such as electricity, water and sewage, gas and Arnona (the municipal property tax). You may need to register or connect with the relevant suppliers. Note that services and bills are often in Hebrew, so it may be useful to consult with someone fluent in Hebrew.

#### Internet

There are several Internet service providers in Israel. Some leading companies include Bezeq Benleumi, HOT, Unlimited, Partner, Cellcom, Netvision, O12 Smile, Xphone and Triple C. The first five companies also provide Internet infrastructure, whereas with the other companies you will also need to sign with an infrastructure company.

#### Communication

Communication services are relatively cheap in Israel. You may be able to get a cell phone package that includes unlimited calls in Israel and abroad, text messages and data for under 50 NIS or 14.2 USD a month, depending on the operator. You can order a SIM card and register online via the operator's website.

# LEARNING HEBREW

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*“Starting to learn Hebrew from the very first day was a powerful key to better understand one’s mind and words. I cannot enough recommend that step.”*

**Alexandre Bonay** | Managing Partner, Siemens Dynamo, Tel Aviv

Learning Hebrew is a critical component of your integration process including finding a place to live, advancing in your career and building relationships with local Israelis. In addition, Hebrew courses often discuss Israeli politics and culture, and thus familiarize participants with Israeli society.

The traditional way to learn Hebrew is at an Ulpan (which literally means “studio”), a school for the intensive study of Hebrew. Ulpan courses are offered at different levels and intensities to accommodate different schedules. Each course takes place between two to five times a week, and students can choose from morning, afternoon or evening classes.

There are two Municipal Ulpan in Tel Aviv-Yafo in the city center: Ulpan Gordon and Ulpan Neve Tzedek. You may also consider other schools, such as Citizen Café TLV, This is Not an Ulpan, Ulpanoya, Ulpan Bayit, Ulpan La-Inyan, Berlitz and more.



# TRANSPORTATION

Tel Aviv enjoys relatively convenient and efficient public transportation. It's important to remember that in Israel public transportation does not operate on Shabbat (from Friday afternoon until Saturday evening), however some alternatives are available in Tel Aviv. This section will help you navigate your way with public transportation in the city.

## Buses

There are several bus operators in the city; two of the most prominent are Dan and Egged. You cannot pay with cash on buses, only the plastic Rav-Kav card or corresponding app.

Rav-Kav cards are available in two types: generic and personalized. Both of them can be loaded with credit but personalized cards may be loaded also with a daily, monthly or yearly pass. The personalized Rav-Kav is available free of charge and features the owner's photo. It ensures the amount loaded on the card will be refunded in case of theft or loss. The card may be issued at the three AI-Kav centers:

- 35 Ibn Gabirol St., corner of Ha'Neviim St.
- At Tel Aviv train stations
- Tel Aviv New Central Bus Station

A generic Rav-Kav (without a photo) costs 5 NIS or 1.35 USD and is available at major bus and train stations as well as dedicated points of sale like Ben-Gurion Airport and the Tourist Information Offices in Tel Aviv:

- Jaffa: 2 Marzuk and Azar St.
- Boardwalk: 46 Herbert Samuel St.
- Independence Trail: 11 Rothschild Blvd.
- Sarona: 11 Alluf Mandler St.

Your Rav-Kav must be loaded before you get on the bus. You can load your card via the website ([ravkavonline.co.il/en/](http://ravkavonline.co.il/en/)), the HopOn app, and at designated payment stations such as automatic self-service machines throughout the Tel Aviv metro area, train stations, Casponet ATMs and Tel-o-Fun stations, and in chain stores such as Super-Pharm, Cofix, Super Yuda, Tzomet Sfarim and more.

## Railway

A major method of transportation in Israel is the train network, operated by the Israel Railway Company. The railway runs between Tel Aviv and Israel's major cities like Jerusalem, Haifa, and Be'er Sheva, as well as smaller cities. There are four train stations in Tel Aviv: HaHagana, HaShalom, Savidor Center and Tel Aviv University. The Rav-Kav is also valid on trains.

A fast rail between Tel Aviv and Jerusalem, due to begin service during 2020, will shorten travel time between the two cities to just 30 minutes.

## Taxis

Taxis may be hailed throughout the city or ordered through dedicated apps. Most taxis will only accept payment by credit card if the order was made by app. By law, taxi drivers must operate a meter.

## "Sherut" Shared Taxis

These shared yellow minivans drive along common bus routes and are available on Shabbat and at night (fares are higher at these times). "Sherut" taxi lines are also available between Tel Aviv and other major cities like Jerusalem, Haifa, Netanya and more.

## AutoTel

A public carsharing service operated in Tel Aviv. Dedicated AutoTel parking spots are located across the city, so you don't need to hunt for parking. Users are billed per minute of driving (as well as a monthly fee, depending on your subscription plan). You can sign up for the service via the AutoTel website.

[autotel.co.il/en/](http://autotel.co.il/en/)

## Bicycles

Tel Aviv's flat topography and comfortable climate make it a great location for bicycle and scooter riding.

## Tel-O-Fun

Throughout the city, there are over 75 green Tel-O-Fun bike stations. This municipality-run bike sharing option enables riders to pick-up and drop-off a bicycle as needed. Yearly, monthly and daily subscriptions are available. There are also several private companies which offer bike and electric scooter sharing services throughout the city: "Telobike," "Mobike," "Bird," "Wind," "Lime" and "Bike."

[tel-o-fun.co.il/en/](http://tel-o-fun.co.il/en/)

## Light Rail System

The Tel Aviv Metropolitan Area Mass Transit System is the heart of a transport revolution that will drive economic, social and urban growth. The system is comprised of three light rail lines, parts of which will be underground. The Red Line will be the first to be launched in 2021 and will connect Tel Aviv-Yafo to other cities in the Metro area.

[nta.co.il/en/home](http://nta.co.il/en/home)

# EDUCATION

Whether you choose to live within Tel Aviv-Yafo or outside of it, the Tel Aviv Metro Area offers your children some of the best international schools in Israel.

The city of Tel Aviv-Yafo provides progressive educational services to all of Israel's sectors: Arabs, Jews, secular, religious, children, Israeli-born and new immigrants alike. The vast majority of children in Israel study in public schools whose language of instruction is Hebrew or Arabic, but some private schools offer education in other languages.

## International Schools

Name	Grades	Location	Languages
Tabeetha School	Elementary and High School	Tel Aviv-Yafo	English
Collège Français Marc Chagall - Tel Aviv	Preschool to High School	Tel Aviv-Yafo	French
Collège des Frères de Jaffa	Preschool to High School	Tel Aviv-Yafo	French
EMIS - Eastern Mediterranean International School	From 10th grade	HaKfar HaYarok	English
Walworth Barbour American International School in Israel (WBAIS)	Preschool to High School	Even Yehuda	English
TreeHouse International School	Preschool to High School	Herzliya Pituah	English

# FAMILIES IN THE CITY

Tel Aviv is considered one of the most family-friendly cities in Israel, with its residents enjoying a high sense of personal security. According to the OECD Regional Well-Being Index, Tel Aviv has one of the highest scores on personal safety, ranking 9/10 points in safety.<sup>7</sup>

Tel Aviv has excellent weather year round, receiving 318 days of sunshine. Families spend a considerable amount of time outdoors, with children enjoying the many playgrounds across the city, the sandy beaches and the many outdoor activities.

The Tel Aviv-Yafo Municipality emphasizes investment in and development of communities and neighborhoods throughout the city. Within this framework, numerous activities are organized at community centers, sports centers, public libraries, youth centers and more. These activities promote quality of life and environment, tolerance and acceptance of differences, development of life skills, partnerships, and quality cultural and recreational activities for all ages.

Activities in the community centers include:

- Daycare services and summer camps
- Recreational activities such as dance, theater, music lessons and performance
- Sports and physical activities
- Peer programs
- Volunteering programs
- Library services
- Single-parent family groups

**For more information about family-friendly activities and attractions in Tel Aviv please go to [visit.tel-aviv.gov.il](https://www.tel-aviv.gov.il)**

<sup>7</sup> OECD Regional Well-Being, Tel Aviv, <https://www.oecdregionalwellbeing.org/IL05.html>

### The Department for Immigration Absorption

The Department for Immigration Absorption at the Tel Aviv-Yafo Municipality is devoted to helping each new resident build his or her home and future in Tel Aviv-Yafo. Its unique team is fluent in English, French and Russian. The department offers a variety of services in key areas such as assistance with finding housing, employment and learning Hebrew.

#### For more information:

Department for Immigration Absorption, Tel Aviv -Yafo

Municipality

[tel-aviv.gov.il/en/Live/NewResidents](http://tel-aviv.gov.il/en/Live/NewResidents)

[Olim@mail.tel-aviv.gov.il](mailto:Olim@mail.tel-aviv.gov.il)



## EXPLORE THE CITY

Tel Aviv has a unique energy to it. The Non-Stop City was hailed as the “Mediterranean Capital of Cool” by the *New York Times* thanks to its vibrant nightlife and amazing culinary scene alongside miles of beautiful sandy beaches and unique Bauhaus architecture. The city combines culture and history together with a booming technology and innovation scene.

For more information: [visit.tel-aviv.gov.il](http://visit.tel-aviv.gov.il)

### Beaches

Very few cities in the world can offer both a bustling metropolitan hub and a beach. Tel Aviv offers exactly that – a truly dynamic, nonstop urban center located right by white sandy beaches with a true Mediterranean beach culture. The city’s small size means that no matter where you are, you are usually no more than a 15-minute walk from the beach. The city has 13 beaches, with top level beach facilities, restaurants and beach sports. All beaches are accessible, free of charge, and have Blue Flag status - a symbol of exemplary environmental standard.

### The “White City” – UNESCO World Heritage Site

Tel Aviv, which was founded just over a century ago, boasts the world’s largest concentration of buildings in International Style (popularly known as “Bauhaus”). This unique phenomenon drove UNESCO to declare the historic “White City” zone of Tel Aviv a World Culture Heritage Site. Tel Aviv’s unique architectural heritage and characteristics define its layout, making it a “human-scale” city – walkable, intimate, green and easy to navigate.

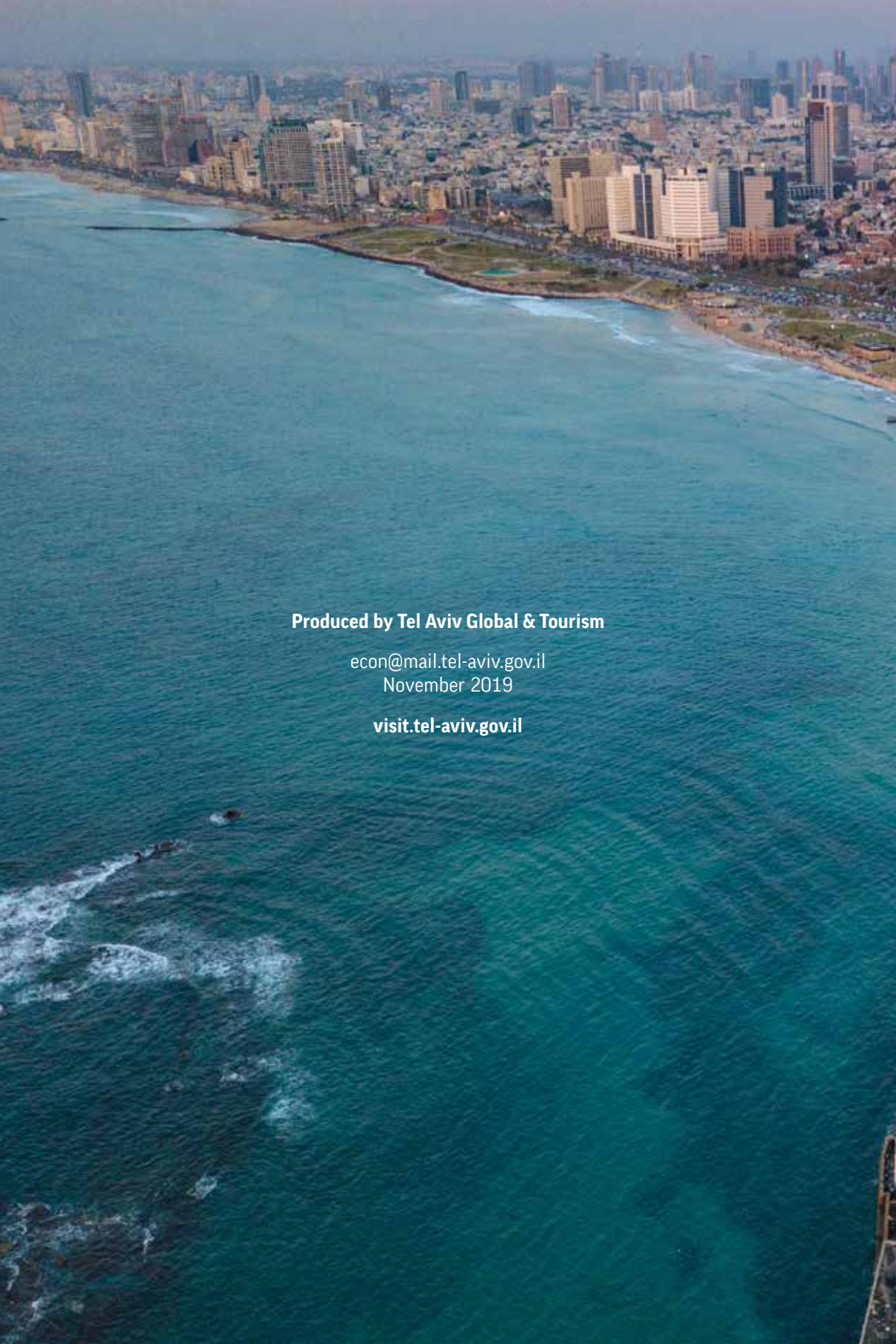
### Jaffa

The ancient city of Jaffa is full of historical sites, restaurants and intrigue. From attractions that backtrack through years of ancient history to a laid-back, yet vibrant nightlife, Jaffa offers a range of attractions including mosques and churches, ancient clock towers, artists’ studios, museums, trendy restaurants and the flea market; the list of things to do in this new-old city is never-ending.

### Nightlife

Tel Aviv is globally recognized as one of the world’s leading cities in terms of nightlife and foodie culture. Tel Aviv is home to some of the world’s most esteemed cocktail bars, nightclubs and new-style restaurants, on par with the world’s top cities.





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November 2019

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