

THE OFFICIAL GUIDE TO

# DOING BUSINESS IN TEL AVIV

INVEST . WORK . LIVE





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

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

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

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

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

Population and  
Immigration Authority:  
[gov.il/en/Departments/  
population\\_and\\_  
immigration\\_authority](https://gov.il/en/Departments/population_and_immigration_authority)

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



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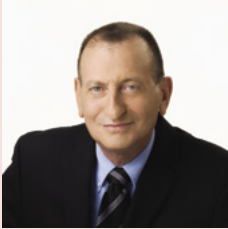
## ABOUT THIS GUIDE

The official guide to doing business in Tel Aviv Global & Tourism aims 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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**Design:** Studio Touch



## SHALOM AND WELCOME!

I am honored to invite you to Tel Aviv-Yafo, the economic and cultural center of the State of Israel, home to a skilled talent pool, unicorns, world renowned multi-national corporations, acclaimed academic institutions, and the Tel Aviv Stock Exchange.

Over the past decades, our city has transformed itself from a local economic hub primarily serving the Israeli market, into an international hub, attracting talent and companies from all over the world from creative to technology driven industries.

In recent years, the Tel Aviv-Yafo municipality has continued to invest in infrastructure that encourages economic development and ensures that our city will always be open for business. We strive to lead the digital revolution in municipal services and in Smart city initiatives by collaborating with local startups, and by fostering a young, vibrant, and tolerant environment that embraces innovation.

Today, Tel Aviv is about to reach 3,000 tech companies and startups in the city – 1 for every 154 city residents. There are more startups per capita in Tel Aviv than in any other city in the world. The city also has dozens of accelerators, over 115 international R&D centers, and countless financial, legal, and service companies that cater to the tech sector.

Israel spends more than any other country on R&D (4.3% OF GDP), ranking #1 in R&D intensity and #2 in research concentration by Bloomberg innovation index. Most foreign companies choose the Tel Aviv metropolis for their R&D headquarters in Israel.

I believe that we have a common desire to advance technology for the benefit of the world. Collaboration and shared interests will lead to exceptional ideas materializing into reality with an impact on a global scale. During the pandemic we witnessed how the Tel Aviv-Yafo tech sector strengthened the resilience of the city and improved the quality of daily life for our residents.

This publication serves to assist newcomers in setting up their business and to help them feel at home in the vibrant city that is Tel Aviv-Yafo.

Very truly yours,

**Ron Huldai**  
**Mayor of Tel Aviv-Yafo**



## WELCOME TO TEL AVIV!

We're excited to meet new entrepreneurs and visionaries that make our city more interesting, diverse, pluralistic and cosmopolitan. Tel Aviv's startup ecosystem is ranked #7 in the world and is considered to be a magnet for international investors and companies.

Tel Aviv, Israel's commercial, technological, and cultural center, located on the Mediterranean coastline, is the #1 destination in Israel for ex-pats and digital nomads. Many enthusiastic, motivated, highly educated and tech-savvy entrepreneurs have already joined settled in our ecosystem and contributed to its dynamic, vibrant, and global characteristics.

On a professional level, setting up a startup, branching out or opening an R&D center in a foreign country might seem challenging. What legal entity should you choose? What is the best location for your business? How to pick from the amazing talent pool in the city? Which incentives and benefits are you entitled to? (Answer: quite a few, if you qualify). On a personal level, like any new resident moving to a new city or country, you probably have many questions such as where should I live? What international schools could my children attend? What is the city like? Do I have to learn Hebrew? All of these questions, and more, will be answered in the following pages.

This booklet is the first tool to help you in your entrepreneurial journey in Israel and specifically Tel Aviv. The second, is our dedicated team at Tel Aviv Global & Tourism, the city's official international economic development agency.

We will be happy to assist you during your first steps here. So, whether you're considering setting up a branch in Tel Aviv, seeking local talent, or just have questions – please feel free to contact us at [econ@tel-aviv.gov.il](mailto:econ@tel-aviv.gov.il). Our team will gladly welcome you and help ensure that you have a soft landing on our sandy shores.

Looking forward to welcoming you in Tel Aviv!

**Sharon Landes-Fischer, CEO**  
**Tel Aviv Global & Tourism**





PHOTO: SHAI PAL

# 01

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## WHY TEL AVIV

Discover why leading multi-national corporations choose Tel Aviv



*Choosing the right location for your startup, branch or R&D center is vital for the success of your business. Many factors must be considered. So, why Tel Aviv? That's easy. Tel Aviv's innovation scene enjoys a highly educated talent pool, is considered a magnet for international investors, a place where ideas become unicorns, and so much more.*

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# 12 REASONS TO SET UP A BUSINESS IN TEL AVIV // // // // // // // //

## 1.

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### BE PART OF AN INNOVATIVE GLOBAL TECH HUB

With a startup for every 160 residents, Tel Aviv has the highest concentration of startups per capita in the world.

## 2.

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### ACCESS TOP TECH TALENT

Tel Aviv is ranked first in the world in engineers per capita<sup>1</sup> and third in global talent<sup>2</sup>.

## 3.

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### JOIN AN EXCLUSIVE GROUP OF TECH COMPANIES WITH R&D AND INNOVATION CENTERS IN THE CITY

Rub shoulders with Amazon, Google, Alibaba, eBay, Facebook, Siemens, Booking.com, Citi, PayPal, Barclays, Volkswagen, SAP, Coca-Cola, Bosch, Mastercard, and many more.

## 4.

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### BENEFIT FROM COMPETITIVE TAXATION AND R&D GRANTS

Israel offers over 30 different grants and tax incentive programs for R&D activity.

## 5.

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### CONNECT TO THE WORLD

Tel Aviv is well connected to major global hubs. Europe, Africa, the Persian Gulf, and key Asian centers are only hours away, with direct flights offered to many destinations.

## 6.

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### DISCOVER THE NONSTOP CITY

Tel Aviv is young and fun with a vibrant theater, art, and nightlife scene as well as festivals, cafes, restaurants, bars, and pubs.

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1 GCI REPORT

2 COMPASS REPORT



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# 7.

## BE PART OF AN INTERNATIONAL BUSINESS ENVIRONMENT

The Israeli hi-tech sector works in English but you'll also hear French, Arabic, Spanish, Russian, and other languages while at work and when you're out and about.

# 8.

## GAIN ACCESS TO CAPITAL

Israel ranks 2<sup>nd</sup> in the world (after the US) in venture capital availability<sup>3</sup>.

# 9.

## EMBRACE AN INCLUSIVE HI-TECH SECTOR

Israel was named the best place to be a female entrepreneur due to increased support and targeted funding<sup>4</sup>.

# 10.

## ENJOY A MEDITERRANEAN LIFESTYLE

With more than 300 days of sunshine a year and an unparalleled culinary scene, Tel Aviv is one of the world's most dynamic, multicultural, and safe urban centers.

# 11.

## ENJOY GRADE A REAL ESTATE

Tel Aviv offers a multitude of premium business sites and Grade A offices.

# 12.

## BE WHO YOU WANT TO BE

Tel Aviv is a pluralistic and tolerant city. Everyone is welcome and can dream big.

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<sup>3</sup> GCI

<sup>4</sup> The annual Mastercard Index

## TEL AVIV IN NUMBERS

Founded in  
**1909**

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



**65%** of residents proceed to higher education



Tel Aviv draws  
**1 MILLION** daily commuters



Annual international tourists



city size:

**52 SQ.KM**

fully accessible by foot or bike



home to  
**500,000** residents

Greater Tel Aviv is home to  
**3.8 MILLION** people



Tel Aviv's tech Ecosystem was ranked number  
**7**

Tech Ecosystem in the world by Startup Genome



One of the world's  
**SAFEST CITIES**

by OECD Regional Well-Being Index



**14 KILOMETERS** of white sandy beaches

# AWARDS







# 02

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## TEL AVIV'S BUSINESS CULTURE

How to build effective business relationships with Tel Avivians



*Working in Tel Aviv is exciting - the city has a contagious energy. Get to know Israel's unique business culture to make the most of what it has to offer. The business culture in Israel is more informal than many other countries, and Israelis tend to be assertive and "tell it like it is". This straightforwardness is part of the overall culture that values honesty, and the directness can help both parties get the best results from a business relationship. Personal connections are valued and contribute to a unique sense of community in the business arena.*

# NAVIGATING TEL AVIV'S BUSINESS CULTURE



## BUSINESS CULTURE



Although many Israeli companies have hierarchies, they generally encourage an open and friendly work environment. It is acceptable to refer to your superiors on a first-name basis. Employees at all levels are encouraged to speak their minds and voice their ideas, even to upper management.

## WORKPLACE INTERACTIONS



Israeli workplaces tend to be open, friendly, and subject to frequent bursts of lively conversation. Communication between colleagues is straightforward and informal, like in business dealings. For example, your colleagues may interrupt you, not due to a lack of respect, but because of their enthusiasm and desire to relate and share experiences.

## WORKING STYLE



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

## DRESS CODE



Israeli informality can also be observed in the dress code, which is usually business casual. A dress shirt and trousers/skirt are acceptable for most meetings—suits are rarely worn. This may also be attributed to Israel's warm climate.



**TIP** ///

ISRAELI EMPLOYEES ARE ENCOURAGED TO THINK BIG AND GO ABOVE AND BEYOND THEIR SPECIFIC JOB DESCRIPTION. IT ISN'T UNCOMMON FOR AN ENTRY-LEVEL WORKER TO SHARE A GREAT IDEA WITH THE CEO, CONTRIBUTING TO THE INNOVATIVE ATMOSPHERE.



## HOLIDAYS // // // // // // // // // // // // // // // //

With so many Jewish, Muslim and Christian holidays observed, it could seem as though there's some sort of celebration in Israel every month. The national calendar is based primarily on Jewish observance, with holidays beginning at sunset and ending at sundown the following evening. In Tel Aviv, city streets are often decorated for the holidays, and events and festivities are held for people of all ages.

Below is a list of the major national, Jewish, Muslim, and Christian holidays in Israel.

### TIP // // //

THE DATES OF MOST HOLIDAYS CHANGE EVERY YEAR IN ACCORDANCE WITH THE LUNAR CALENDAR.





ROSH HASHANA  
(Jewish New Year)



YOM KIPPUR  
(Day of Atonement)



SUKKOT  
(Festival of Booths)



SIMCHAT  
TORAH



HANUKKAH



CHRISTMAS



NEW YEARS



PURIM



EASTER



PESSACH  
(Passover)



HOLOCAUST  
REMEMBRANCE  
DAY



MEMORIAL  
DAY



INDEPENDENCE  
DAY



SHAVUOT



JERUSALEM  
DAY



RAMADAN



EID-EL-FITR



MAWLID  
AN-NABI





# 03

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## BUILDING YOUR TEAM

How to build your dream team



*What sets Tel Aviv's talent pool apart? Maybe it's the Israeli tendency to 'think outside the box', the perception of failure as a source of motivation rather than an obstacle, the mandatory military service, the aversion to taking no for an answer, or the carpe diem lifestyle. Whatever the reason, it's clear that the unorthodox way of doing things and the unique environment has been great for developing talent.*

*In addition to being home to a thriving home-grown innovation ecosystem, Tel Aviv also hosts over 115 multinational corporations (MNCs). The MNC's both contribute to and benefit from Tel Aviv's talent pool.*

# FINDING TALENT

## AVERAGE SALARIES IN THE TECH INDUSTRY

Below are the average salaries for employees in the tech industry, sorted by profession and experience:

Field	Relevant Position	Total Gross Monthly Salary (thousand ILS)				
		0-1	2-4	5-8	9+	Management
Software	QA	8-12	14-18	19-22	23-27	25-27
	Java Developer	17-20	21-24	25-30	31-35	28-40
	Algorithm Engineer	16-21	22-28	28-32	35-40	34-48
Hardware	Board Design	17-21	22-30	30-35	35-40	28-38
IT Design	DevOps	10-14	14-18	19-24	24-27	18-25
Data	Data Scientist	18-22	22-27	28-34	32-38	35-47
Marketing	Marketing Manager	12-14	15-18	18-22	23-32	23-45

\*Note that employer costs are generally 30% or more above the employee's gross monthly salary. See the **"Becoming an Israeli Employer"** section for details.

Data based on: [Ethosia's salary report](#)



PHOTO: KFIR SIVAN

## VISAS AND IMMIGRATION

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There are several visa options that can be relevant for non-citizens working or establishing a business in Israel.

Two types of visas allow holders to work in Israel: some residency visas and expert visas. Visas are approved by the IPA (Israeli Population Authority).

### 1.

#### RESIDENCY VISA

Residency visas are granted to persons eligible for immigration under the Israeli 'Law of Return' as well as to individuals with familial connections, for example, people married to Israeli citizens. These are not work visas; they are granted to people who wish to live in Israel for any reason. Some types of residency visas also enable their holder to work in the country.

For more information on residency visas, visit the [Israeli Ministry of Interior website](#).





## 2.

### WORK VISA

#### B1 PROFESSIONAL EXPERT VISA

Any company registered in Israel, or a company with a local representative who has power of attorney, can submit a request for a long or short-term professional expert visa.

##### 2a. Long-Term Work Visa

This visa grants a work permit to foreign workers for up to 63 months. The visa is granted according to two main criteria:

1. The applicant has unique expertise that 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.

##### 2b. 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 an expert (according to the criteria listed above).
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 HI-TECH AND CYBER COMPANIES

In addition to the long and short-term expert visas, a new and experimental process for tech and cyber companies grants these companies improved visa terms. Eligible companies can apply for the following special visas if they have been recognized as a hi-tech company by the Israeli Innovation Authority:

- Short-term work visa for an expert professional for 90 days (instead of 45)
- One-year expert professional work visa via the short-term work visa procedure (with adjustments)
- Work visas for foreign graduates, granted for up to one year

For more information: [The Population and Immigration Authority](#)

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## **INNOVATION VISAS FOR FOREIGN ENTREPRENEURS (PILOT PROGRAM)**

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

The innovation visa is granted for 24 months, during which time the visiting entrepreneurs are hosted at a landing pad – a supportive framework that introduces them into the Israeli ecosystem. Should the project evolve into a company, the entrepreneur can file a request for support from the Innovation Authority and an expert visa to continue his or her work at the company.

One available landing pad is Tel Aviv 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 supports innovative solutions in municipal projects. The Platform offers co-working spaces, workshops, and entrepreneurial training for people interested in contributing to the quality of life in Tel Aviv and developing local entrepreneurship.

To apply for an innovation visa through the Platform landing pad, please contact: [theplatform@mail.tel-aviv.gov.il](mailto:theplatform@mail.tel-aviv.gov.il)

# BECOMING AN ISRAELI EMPLOYER

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Learn the basics about regulations concerning the hiring process, employer-employee relations, and worker's rights in Israel.

## THE EQUAL OPPORTUNITIES LAW

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According to the Israeli Employment (Equal Opportunities) Law (1988), it is prohibited to discriminate against an employee based on the following: sex/gender, race, place of residence, religion, age, pregnancy, nationality, country of origin, political views, reserve military duty, and several other factors. This law can affect the hiring process as well as terms of employment, promotions, training, and termination of employment. In the context of the hiring process, the law affects job ads, where it is prohibited to mention any of these issues.

## WORK HOURS

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The Israeli workweek begins on Sunday and ends on Thursday, with standard office hours ranging from 8:00/9:00 to 17:00/18:00. A workday is defined as eight hours in places where employees work 6 days a week, and nine hours where employees work 5 days a week.

The Israeli weekend is Friday and Saturday. Shabbat, the Jewish day of rest, begins at sunset on Friday and ends at sundown on Saturday. Businesses, shops, and some restaurants close early on Friday afternoon and remain closed until Saturday night or Sunday morning. In Tel Aviv, where the culture is primarily secular, many businesses remain open; however, most public transportation does not operate.

## BASIC EMPLOYEE BENEFITS

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Israeli law requires employers to contribute a fixed portion of every employee's salary to both a personal pension fund and to national insurance (the Israeli equivalent of social security). It is the employer's responsibility to subtract these funds from the employee's salary and deposit them in the employee's chosen fund.

## PENSION FUNDS

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Part of the mandated monthly deposit in the employee pension fund is deducted from the employee's salary by the employer, and part is paid directly by the employer (calculated as a percentage of the employee's salary, but at the employer's expense).

Employers are also required to make monthly deposits into a severance fund, also calculated as a percentage of the employee's salary, that is paid out if the employee is terminated.

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## NATIONAL INSURANCE (SOCIAL SECURITY)

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Employers are required to make monthly payments to Israel's National Insurance (Social Security) for each employee. Part of the payment is deducted from the employee's salary and part is paid directly by the employer. The amount is calculated as a percentage of the employee's salary up to a ceiling, which is updated every year according to the consumer price index.

## SICK LEAVE

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Employees are entitled to partial or full wages for missed workdays due to illness. An employee who works full-time for a single employer is entitled to a minimum of 1.5 paid sick days per month (18 days a year). An employee who is absent from work due to illness or to care for an ill family member is entitled to payment beginning from the second day of absence.

Employees are not entitled to any wages for their first day of illness-related absence; for the second day and third days they are entitled to 50% of their pay, and they are entitled to full wages from the fourth day of absence on. Sick day calculations are different for salaried workers and hourly workers. Employees can accumulate sick leave up to a total of 90 days.

### **TIP** ///

SUPPLIERS ARE REQUIRED TO CHARGE VAT FOR ALL GOODS AND SERVICES AND TO PROVIDE WRITTEN OR DIGITAL RECEIPTS FOR ALL PAYMENTS RECEIVED.



## PARENTAL LEAVE

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An employee who has worked consecutively for at least one year for an employer or in the same place of employment is entitled to 26 weeks of parental leave, part of which is paid leave (funded by the Israeli National Insurance), and part of which is unpaid.

Employees who have worked for their current employer for less than 12 months are entitled to 15 weeks of parental leave (most or all of which is paid, in accordance with **the conditions for eligibility for a maternity allowance**).

Men **are entitled to split** parental leave with their spouse and are allowed to take one week of paternity leave that overlaps with their spouse's leave.

An employee's entitlement to receive **maternity allowance (maternity pay)** is calculated according to her/his contributions to National Insurance. **It is illegal for an employer** to prevent an employee from taking maternity leave or to terminate an employee while on leave or for 60 days after the employee returns to work.

## RESERVE MILITARY DUTY

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Employees may be required to do reserve military duty. Reserve duty is obligatory for most men in Israel until age 45. In addition to routine reserve duty for training and operations, employees may also be called up during emergencies or to address urgent security needs.

## ADDITIONAL EMPLOYEE BENEFITS

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Israeli labor laws require employers to reimburse employees for the cost of travel to and from work. The travel allowance rate is calculated either by the cost of bus travel to the place of work or to the cost of a monthly bus pass (Rav Kav).

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 a rate determined by the Ministry of Economy.

## PAYING SUPPLIERS

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Suppliers can be paid both through traditional methods such as cash, checks, or bank transfer, and digital platforms such as electronic debit, digital, and mobile payments.





PHOTO: DAN GOLD

# 04

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## SETTING UP A BUSINESS IN TEL AVIV

What are the first steps of establishing a company or a business presence in Tel Aviv



*“Setting up a local entity and relocating to a new country could be a challenging experience, but I received so much support from everyone in the local Israeli ecosystem that even as a foreigner, I immediately felt at home in this beautiful country.”*

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



1 Choosing a Legal Entity

2 Registration with the Registrar of Companies

3 Opening an Israeli Bank Account

# 1. CHOOSING THE TYPE OF LEGAL ENTITY

Foreign companies setting up a presence in Israel can choose to create one of three types of legal entities: (a) subsidiary company (b) branch office or (c) representative office, depending 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 sole shareholder of the subsidiary 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. While the directors do not need to be Israeli in order to open a company file with the VAT authorities, at least one representative must be an Israeli resident. The subsidiary may be treated as an Israeli company for taxation purposes, and therefore may be eligible for 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 its foreign parent 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, 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.

**4** Registration with the Tax Authorities (Income Tax, VAT)

**5** Automatic Registration with the National Insurance Institute

### C. REPRESENTATIVE OFFICE

Foreign companies looking to research the Israeli market or manage company affairs without conducting business in-country may set up a representative office in Israel. A representative office is a temporary arrangement that does not possess legal attributes, meaning the entity may not enter into contracts, engage in direct trade on behalf of the foreign company, lease industrial space, issue invoices, or seek credit from financial institutions in Israel. A representative office in Israel may only conduct market research or feasibility studies on behalf of its parent company and may not earn any income. The office may be run by a representative from the company's headquarters or by a local representative, who can then hire 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.

## TIP ///

### SUBSIDIARY VS. BRANCH

GIVEN THE CHOICE BETWEEN A SUBSIDIARY AND A 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. THE DELAYS COULD STALL KEY FUNCTIONS SUCH AS OPENING BANK ACCOUNTS AND LEASING OFFICE SPACE.

## 2. REGISTRATION WITH THE REGISTRAR OF COMPANIES // // // // //

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: 2,614 ILS (approximately \$750 USD), payable when submitting all documents of incorporation

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 the attorney.
- If outside of Israel – documents must be signed in the presence of an Israeli Consul or 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 entities and the relevant director(s) appointed to replace the incorporating director. Following a recent reform in the Corporations Authority, some lawyers have been authorized to file applications online, further simplifying the incorporation process.



PHOTO: CHEN MIZRACH

## 3. OPENING AN ISRAELI BUSINESS BANK ACCOUNT // // // // //

### TIP // // //

BEFORE OPENING A BANK ACCOUNT, MAKE SURE THAT YOUR 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 your chosen bank:**

- 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 The corporation's Board of Directors resolution(s) to open a corporate bank account at a specific bank and 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, certified by an Israeli attorney

## 4+5. REGISTRATION WITH TAX AUTHORITIES & THE NATIONAL INSURANCE INSTITUTE // // // // //

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

For more information: [Tax Authority](#)





# 05

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## INCENTIVES & BENEFITS

What are the most relevant benefits for companies launching a business in Tel Aviv



Israeli legislation encourages economic growth by offering supportive terms for companies seeking to invest in Israel. Among the numerous incentives are grants for capital investment, employment aid programs, support for R&D activity, reduced tax rates, tax exemptions, and other tax-related benefits.

*\* The information given in this chapter 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.*

# TAXATION

## BENEFITS

### BASIC DEFINITIONS

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#### VAT (VALUE ADDED TAX)

The VAT rate in Israel is 17%. VAT is applied to most goods and services in Israel, and suppliers generally add the VAT to their bill.

#### CORPORATE INCOME TAX

The corporate income tax rate in Israel is 23%. Israeli resident companies are subject to taxation on global profits and capital gains. A non-resident company is subject to taxation only on profits with an Israeli source, which include income derived from a permanent Israeli establishment or income accrued and generated in Israel.

### TAX ON DIVIDENDS

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#### 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 taxation at a rate of 25%.

#### B. Shareholders

Dividends paid to shareholders who hold less than 10% of the shares in the company are subject to a 25% withholding tax. Dividends paid to shareholders who hold over 10% of the shares in the company (or who held over 10% in the preceding year) are subject to a 30% withholding tax.

## INTELLECTUAL PROPERTY INCENTIVES

A company that creates IP assets in Israel or is willing to transfer IP to Israel, is entitled to significant benefits. Benefits include reduced taxation 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 Priority Enterprise, Special Priority Enterprise, Technological Enterprise, or Special Technological Enterprise status. There are also tax incentives for enterprises based in Israel's periphery. The sub-sections below describe the tax benefits for enterprises located in Tel Aviv and central Israel, their eligibility criteria, and approval processes.

	<b>Technological Enterprise</b>	<b>Special Technological Enterprise</b>
Corporate tax rate	12%	6%
Dividend tax rate	20%	20%
Distribution of dividends to board of foreign residents	4%	4%
	<b>Priority Enterprise</b>	<b>Special Priority Enterprise</b>
Corporate tax rate	16%	8%
Dividend tax rate	20%	15%
	Accelerated depreciation	

## TECHNOLOGICAL ENTERPRISE

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This designation is granted primarily to companies engaged in R&D activities.

In order for a company to receive this status, it must meet certain conditions regarding the scale of the company's R&D activity. For example, in the three years preceding the current tax year, the company's R&D activity expenses must either exceed 75 million ILS a year or meet a determined ratio when compared to sales. The company must also demonstrate scale and growth stability in terms of employees, sales, or funding.

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 ILS (\$2.75 billion).

Companies that do not meet these criteria may be eligible for the Innovation Authority's Technological Enterprise designation.

## SPECIAL TECHNOLOGICAL ENTERPRISE

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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 ILS or more (\$2.75 billion).

## PRIORITY ENTERPRISE AND SPECIAL PRIORITY ENTERPRISE

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This designation is granted mainly to companies that 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 from their income in the year in which the income was received. To be eligible for this deduction, the Innovation Authority must recognize the stated expenses as related to R&D.

“ IN ISRAEL, INNOVATION IS EVERYWHERE,  
LIKE WATER AND FOOD, IT'S SO NATURAL. ”

Jack Ma, Co-founder and Executive Chairman, Alibaba Group

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## ANGEL'S LAW

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This law provides tax benefits to single investors who invest in Israeli companies during the initial R&D stage (seed funding). The goal of the law is to increase the availability of financing sources for early-phase, R&D-intensive Israeli companies. Investors who buy shares of startup companies during the 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).

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## EMPLOYMENT AID PROGRAMS

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The Israeli Ministry of Economy operates several 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 time, up to several years (depending on the specific program). Subsidy rates range from 10% to 40% determined by the employee's background (students, workers from minority groups, etc.), and the amount of time the employee has been in the position.

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

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## R&D GRANT PROGRAMS

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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% reduction in R&D expenses for specific subsectors.

For additional information on available incentive programs, see Invest in Israel: [investinisrael.gov.il](https://investinisrael.gov.il) or the [Israel Innovation Authority](https://www.israelinnovation.gov.il/)

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## REDUCED MUNICIPAL TAX RATES FOR SOFTWARE COMPANIES

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The Tel Aviv-Yafo Municipality is committed to supporting local innovation and offers up to 50% discount on property tax (regardless of the municipal tax zone), calculated according to the R&D component in the company. Companies can apply for the discount on the [Tel Aviv-Yafo municipality website](https://www.telaviv.gov.il/).





# 06

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## OPENING AN OFFICE IN TEL AVIV

It's all about Location, Location, Location



From flexible spaces for small teams to large multi-story buildings, Tel Aviv offers a spectacular range of office space options. Rothschild Boulevard is the heart of Tel Aviv's startup ecosystem, with local startups next to residential buildings and the R&D centers of giant multinationals corporations like Facebook, Autodesk, and PayPal.





## OFFICE PRICING IN TEL AVIV AND THE METROPOLITAN AREA

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Prices pertain to standard offices, not co-working spaces

Average Asking Price Monthly rent costs in ILS per m2

Ramat HaHayal  
**72.5** ILS

Begin Corridor  
**111** ILS

Rothschild Blvd Area  
**123** ILS

Central Tel Aviv  
**114** ILS

Yigal Alon Area  
**111** ILS

Shaul HaMelech Area  
**105** ILS

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Data provided based on the [Natam research report](#) of the office and industrial sector performed in the second half of 2020.

PHOTO: YOAV AZIZ

## ATIDIM PARK TEL AVIV // // // // // // // // // // //

ATIDIM PARK TEL AVIV, THE CITY'S HI-TECH, BUSINESS, AND INNOVATION ARENA, OFFERS PRIME REAL ESTATE FOR YOUR ISRAEL OFFICES IN CLOSE PROXIMITY TO 70+ HI-TECH, BIOTECHNOLOGY, MEDICAL, AND SERVICES STARTUPS.

Encompassing ~20 acres in Tel Aviv's northern business belt, Atidim is owned by the Tel Aviv-Yafo Municipality and Tel Aviv University. Its eleven buildings and ~250,000 square meters include office spaces, two commercial centers, a wide variety of services, green boulevards, and plenty of parking. The park operates as a business and commercial real estate ecosystem for 70+ companies, including some of the leading companies in Israel. It is also home to one-of-a-kind global innovation and technology initiatives, including CityZone, Tel Aviv's innovation center for Smart City technologies, and the Renault Nissan Mitsubishi alliance's autonomous vehicle innovation lab.

The rich ecosystem at Atidim Park Tel Aviv, combines all of the services and experiences you need in one convenient location.

### ENJOY ALL THE ADVANTAGES:

- Attractive location in green surroundings
- Active assistance from the park management in creating business opportunities and contacts
- A variety of office options to meet your needs, including long-term leases
- Plenty of parking, including electric vehicle charge stations
- Services and amenities include restaurants and cafes, convenience stores, a post office, hairdresser, daycare, gyms, and more
- Luxurious conference rooms featuring cutting-edge technologies
- Accessible to public transportation and shared + private car options
- Exciting, year-round events including conferences and trade fairs

For more details and to schedule a tour of Atidim Park Tel Aviv please contact Gilad Rabiner: [gilad@atidim.co.il](mailto:gilad@atidim.co.il) | [www.atidim.co.il](http://www.atidim.co.il)



# CITIZONE

## AN URBAN TECH LIVING LAB

CITYZONE IS TEL AVIV'S SMART CITY INNOVATION CENTER.

A collaboration between Atidim Park Tel Aviv, the Tel Aviv-Yafo Municipality, and Tel Aviv University, it focuses on testing new urban technologies in the CityZone Living Lab, and advancing startups tackling the biggest challenges facing cities now and in the future. Startups in the CityZone program receive:

Access to the  
living lab

Tel Aviv-Yafo Municipality  
as a design partner

Academic support  
from the Tel Aviv University

The CityZone experts and professionals test solutions for an entire year, provide invaluable feedback, and connect entrepreneurs with business partners and cities in Israel and worldwide.

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For more details and to schedule a tour of CityZone please contact  
Gaby Kaminsky: [gaby@city-zone.co.il](mailto:gaby@city-zone.co.il), Website: [www.city-zone.co](http://www.city-zone.co)





PHOTO: DAN GOLD

# TEL AVIV CONVENTION BUREAU

YOUR NEXT TECH CONFERENCE IN A LEADING  
GLOBAL STARTUP ECOSYSTEM



From software and security to medical and agricultural technology, Tel Aviv's startup ecosystem is bustling with annual conferences, meet-ups, and events focusing on technology and innovation. Favorites include the DLD Tel Aviv Conference, Forbes 30 Under 30, and Cybertech have become world-renowned conventions that attract thousands of international visitors and experts every year.

**If you are based in Tel Aviv, consider hosting your own international event here or offering incentive trips for your employees around the world.**

The Tel Aviv Convention Bureau will work with you to provide 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 can provide an attractive offer for everything you need for a memorable event including marketing support, financial aid, accommodations, and more.

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**To plan your event, please contact Noa Sapir, head of the Tel Aviv Convention Bureau:**

Tel: +972-3-7248090

[sapir\\_n@tel-aviv.gov.il](mailto:sapir_n@tel-aviv.gov.il)





# 07

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## TEL AVIV LIFESTYLE

How to enjoy and make the most of what the city has to offer



Named as one of the best beach cities by National Geographic, the best gay travel destination by [gaycities.com](http://gaycities.com) and an outstanding culinary destination by Saveur Magazine, Tel Aviv is one of the most vibrant and thrilling cities in the world.





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# FINDING YOUR HOME // // // // // // // // // // // // // // // //

Tel Aviv is a relatively small city that can easily be explored by foot or bike. Nevertheless, it encompasses a wide variety of neighborhoods offering a diverse range of housing, 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")

This is 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 Gvirol street to the east. It is home to many distinguished cultural and entertainment venues and popular with young families looking for a high quality of life without compromising on urban lifestyle.

## LEV HA'IR (CITY CENTER)

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

## EVER HAYARKON

This quieter residential area on the northern side of the Yarkon River is close to the Yarkon Park and has a more suburban vibe. The residential areas in this district are family-oriented, offering a quiet, safe atmosphere not far from the bustling city center.

## NORTH JAFFA

Many foreign residents fall in love with North Yafo and the Old City, known for its nightlife, restaurants, and bars. Yafo's old city, including the ancient port - one of the oldest in the world and a major tourist draw, and the Yafo flea market (Shuk Hapishpishim) - a local highlight, with vendors selling everything from quirky antiques to vintage clothing.

## FLORENTIN

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



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## NEVE TZEDEK

Neve Tzedek is located by the beach and within walking distance from Yafo and the open-air Carmel Market. The first Jewish neighborhood built outside the walls of old Yafo at the end of the 19th century, this is one of Tel Aviv's oldest neighborhoods. It is also a city gem, with picturesque single-story, red-roofed houses, quaint alleys, and bright colors that create an atmosphere reminiscent of a European village in the middle of a bustling modern city. It is a popular haven for tourists and locals alike.

## SOUTH TEL AVIV – SHAPIRA, NEVE SHA'ANAN, HATIKVA

Considered working-class neighborhoods, these southern neighborhoods are home to many recent immigrants and refugees, as well as young students drawn to the affordable housing and sense of community. Home to many migrant workers, these neighborhoods also offer a variety of African, Southeast Asian, Chinese, and Indian restaurants.

## EAST TEL AVIV – BITZARON, NAHALAT YITZHAK

Bitzaron is an older neighborhood that has recently enjoyed a resurgence of popularity among young families looking for affordable real estate and a friendly neighborhood 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 from central locations like HaShalom train station, the Sarona-Azrieli district, and Ayalon Highway.

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## SIGNING A RENTAL LEASE

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Rental contracts are usually signed for one year. If you require housing for a shorter period, it is possible to sublet apartments. It is important to note that rental contracts usually include deposits and securities. The owner is usually responsible for any maintenance required on the property during your tenancy. You may want to have a lawyer review your contract before signing it, 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 of the rental term.

[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 rent, there are additional services and payments to keep in mind, such as electricity, water and sewage, gas, and municipal property tax (Arnona). You may need to register with the relevant utilities. Note that services and bills are often in Hebrew, so it may be useful to consult with someone fluent in Hebrew to set up online bill pay.

## INTERNET

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Internet service in Israel is diverse and all providers offer fast internet and service in English. Customers need to purchase two separate services: infrastructure for the internet connection and service through an internet service provider (ISP). Leading internet providers include Bezeq Benleumi, HOT, Unlimited, Partner, Cellcom, Netvision, 012 Smile, Xphone, and Triple C.

## CELLPHONES

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There are several mobile phone service providers in Israel, each offering a wide array of plans, either subscription-based or prepaid. Mobile plans are relatively inexpensive, and 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 ILS a month, depending on the operator. You can order a SIM card and register online via the operator's website.



## FREE WIFI

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Tel Aviv-Yafo offers free high-speed wireless network (WiFi) services at 80 different sites around the city, each access point providing bandwidth of 20 MB or more.

The sites include the Tel Aviv Promenade, main avenues in the city (Rothschild, Nordau, Ben Gurion), Florentin Neighborhood, HaTikva Market, Old Jaffa, and more.

## INTERNATIONAL BANKS // // // // // // // // // // //

Many international banks have branches in Tel Aviv including:

- Barclays Bank
- BNP Paribas Israel
- Citi Bank
- HSBC Bank
- State Bank of India



PHOTO: ANNA SYNYSYNA

# EDUCATION


Whether you choose to live within Tel Aviv or in its surrounding communities, the Tel Aviv Metro Area offers your children some of Israel's best international schools.

The city of Tel Aviv provides progressive educational services to all of Israel's sectors: Arabs, Jews, secular, religious, and new immigrants.

## INTERNATIONAL SCHOOLS IN GREATER TEL AVIV


### ENGLISH


#### TABEETHA SCHOOL

 Elementary and High School


 Tel Aviv-Yafo

#### EMIS - EASTERN MEDITERRANEAN INTERNATIONAL SCHOOL

 From 10th grade


 HaKfar HaYarok Youth Village

#### WALWORTH BARBOUR AMERICAN INTERNATIONAL SCHOOL IN ISRAEL (WBAIS)

 Preschool to High School

 Even Yehuda


#### TREEHOUSE INTERNATIONAL SCHOOL

 Preschool to High School

 Herzliya Pituah


### FRENCH

#### COLLÈGE FRANÇAIS MARC CHAGALL

 Preschool to High School

 Tel Aviv-Yafo


#### COLLÈGE DES FRÈRES DE JAFFA

 Preschool to High School

 Tel Aviv-Yafo

### ARABIC

#### TERRA SANCTA

 Elementary and Secondary

 Tel Aviv-Yafo

## HEALTHCARE // // // // // // // // // // // // // // //

Israel offers a world-class healthcare system—it has a 90% patient satisfaction rate at home, top-tier rankings by international health indicators, one of the lowest costs-per-patient and highest life expectancies in the world, and its highly developed primary care system has been praised by the OECD as “excellent”. Israel is a world leader in using digital health to reduce costs and complexity while improving patient service, satisfaction, and outcomes.

### DID YOU KNOW? // // //

1.

ISRAEL'S HEALTH CARE SYSTEM WAS RANKED **# 5 IN THE WORLD** BY THE BLOOMBERG HEALTH-EFFICIENCY INDEX IN 2020

2.

IN 2020, TEL AVIV'S SHEBA MEDICAL CENTER WAS NAMED THE WORLD'S **NINTH-BEST HOSPITAL** BY THE US MAGAZINE NEWSWEEK

## FAMILIES IN THE CITY // // // // // // // // // // // //







While Tel Aviv is perhaps best known as a global hub, the heart of the startup nation, or the Nonstop city, for over 430,000 residents, it's the place they and their families call home.

Tel Aviv residents enjoy 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. [5]

Tel Aviv has excellent weather year-round, with an average of 320 days of sunshine a year. Families spend a lot of time outdoors, with children enjoying the many city playgrounds, sandy beaches, and numerous outdoor activities.

The Tel Aviv-Yafo Municipality emphasizes investment in and development of communities and neighborhoods throughout the city, offering activities at community centers, sports centers, public libraries, youth centers, and more. These activities promote quality of life, sustainability, tolerance, life skills, partnerships, and quality cultural and recreational activities for all ages.

Tel Aviv's many community centers offer:

-  Daycare services and summer camps
-  Extracurricular activities such as dance, theater, music, and art
-  Sports and fitness
-  Volunteer programs
-  Library services
-  Single-parent family and other support groups

### 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 in finding housing, employment, and learning Hebrew.

For more information please contact the Department for Immigration Absorption, Tel Aviv -Yafo Municipality

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

 [Olim in Tel Aviv Yafo Exploring the City](#)

**TIP** ///

ALMOST EVERY HIGHWAY AND STREET SIGN IS WRITTEN IN ENGLISH AS WELL AS HEBREW AND ARABIC, AND ENGLISH NEWSPAPERS, MAGAZINES, AND BOOKS ARE AVAILABLE EVERYWHERE.



## EXPLORING THE CITY // // // // // // // // // // // //

Tel Aviv has a unique energy. The Nonstop city was named the “Mediterranean Capital of Cool” by the New York Times due to its vibrant nightlife and amazing culinary scene, as well as its miles of beautiful sandy beaches and unique Bauhaus architecture. The city combines culture and history with a booming technology and innovation scene.

### TOURIST INFORMATION CENTERS

Tel Aviv Promenade	Jaffa	Independence Trail	Sarona
Retsif Herbert Samuel St 46	Marzouk and Azar St 2	Rothschild Blvd 11	Aluf Albert Mendler St 14
+972-3-5166317	+972-3-6814466	+972-3-5166188	+972-3-6049634

### BEACHES

Very few cities in the world offer Tel Aviv's dynamic, nonstop urban center alongside white sandy beaches with the added benefit of Mediterranean beach culture. The city's small size means that no matter where you are, the beach is a short walking distance. The city has 13 beaches, with outstanding beach facilities, restaurants, and beach sports. All beaches are accessible, free, and offer Wi-Fi. The majority also have “Blue Flag” status for exemplary environmental conservation.

### 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 in 2003. Tel Aviv's unique architectural heritage and characteristics define its layout, making it a “human-scale” city – walkable, intimate, green, and easy to navigate. The centennial of the founding of the Bauhaus School of Design in Germany was celebrated worldwide in 2019, and Tel Aviv contributed by opening a new museum dedicated to the White City.



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## JAFFA

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The ancient port city of Jaffa, named after the biblical Noah's son Japheth, is considered to be the oldest port in the world. The city saw empires, from the Persians to the Ottomans, come and go before becoming part of Tel Aviv in 1950. The famous Ottoman clock tower overlooks the bohemian neighborhood and its multiple mosques and churches. The Great Mahmoudiye Mosque's minaret is visible from everywhere in Jaffa. Built from Roman relics taken from Ashkelon and Caesarea, the honey-colored stone and colorful tiles contrast spectacularly with the turquoise sea. Situated nearby is the 19th-century Baroque-style St Peter's Monastery.

The Jaffa Flea Market (Shuk Hapishpishim) is a local highlight with vendors selling everything under the sun, produced by Israel's multicultural population. An increase of visitors to the area, has brought a wave of cafés, boutiques, and art studios in addition to the traditional market shops. The flea market encompasses several streets, alleyways, and covered paths in Jaffa's Old City.

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## NIGHT LIFE

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Hailed by the New York Times as the "Mediterranean Capital of Cool", Tel Aviv is globally recognized as one of the world's leading cities in terms of nightlife and foodie culture.

With a bar, restaurant, café, or nightclub for every 239 residents, Tel Aviv is home to some of the world's best cocktail bars, nightclubs, and innovative restaurants.

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## MUSEUMS AND CULTURAL INSTITUTIONS

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Home to the world-renowned Tel Aviv Museum of Art, the Israeli Opera, the Israel Philharmonic Orchestra, Habima National Theater, and the world-famous Batsheva Dance Company, Tel Aviv has great art to show case year-round and is Israel's cultural center.

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## ANNUAL EVENTS IN TEL AVIV

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Tel Aviv hosts a rich array of annual festivals and events. There's something for everyone, and there's never a dull moment in the Nonstop City. Whether you're planning a visit next week or next year, find out what's happening in Tel Aviv during your stay at [visit.tel-aviv.gov.il](https://www.visit.tel-aviv.gov.il)

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## TRANSPORTATION

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

Central Tel Aviv is a 10-minute train ride from the Ben Gurion Airport or 25 minutes by car or taxi. High-speed trains also run frequently between Tel Aviv and Jerusalem throughout the week, including a brief stop at the airport.

Navigating around Tel Aviv is simple, with many opting to get around by foot, bike, or with public transportation. In welcome news for micro-mobility enthusiasts, the municipality aims to double the bike paths in the city from 140 km to 300 km by 2025. The Tel Aviv Light Rail is in its final stages of construction, promising to revolutionize transportation in the city.

Tel Aviv also offers its own homegrown transportation options including:

### **"SHERUT" SHARED TAXIS**

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These shared yellow minivans run along common bus routes including during times when busses do not run, like on the Jewish Sabbath and at night (fares are higher at these times). Shared taxis also run between Tel Aviv and other major cities like Jerusalem, Haifa, Netanya, and more.

### **AUTOTEL**

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AutoTel is a private car-sharing service operating in Tel Aviv. Dedicated AutoTel parking spots are located throughout the city, saving you the trouble of hunting for parking. Users are billed per driving minute (as well as a monthly fee, depending on the subscription plan). You can sign up for the service via the [AutoTel website](#).

### **BICYCLES AND SCOOTERS**

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Tel Aviv's flat topography and comfortable climate make it amenable to bicycles and scooters. Wind, Bird, and Lime are popular bicycle and scooter share apps in Tel Aviv.

### **BUBBLE**

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Bubble is a new smart, affordable, and easy way to get around the city. It is an on-demand, shared-ride service that picks up multiple passengers heading in the same direction, offering custom routes for little more than the cost of public transit.



**Produced by Tel Aviv Global & Tourism**

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2022

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