



“I have learned more in this trip than I would have in a regular semester and, for that, I am forever grateful.”

– Kylie Marsh, Rowe School of Business, Dalhousie University

Canada Israel Exchange August 2024

The 2024 Canada Israel Exchange presented by The Gerald Schwartz & Heather Reisman Foundation offers you:

- 2 weeks in Canada (Halifax and Toronto) and 2 weeks in Israel
- Meetings with Canadian and Israeli business leaders
- Education on Canadian and Israeli culture and business practices
- Airfare, hotel, ground transportation, and entrance fees fully covered
- An exciting chance to study abroad

If you are interested in meeting new people, experiencing a new culture, and visiting historical places, then the Canada Israel Exchange is for you.

You have the opportunity to stop at wineries in Nova Scotia, Ontario and Israel for wine tastings, visit popular Canadian and Israeli landmarks such as Niagara Falls and the Western Wall in Jerusalem, float in the Dead Sea, ride camels in the Judean desert, and visit the sites where Jesus performed some of His most well-known miracles.

Important Dates:

Israel Exchange Program (tentative): **August 2-25, 2024**

Application Deadline: **June 30, 2023**

Interviews between: **July 4-14, 2023**

Decision by: **July 21, 2023**

For more information, please contact the Israel Exchange Program Assistant, at srfexchangeprogram@dal.ca

Apply Online Now through Our Website: dal.ca/IsraelExchange

Be sure to select the field course (COMM 3405.03) Israel Exchange / Global Marketing within the application.



Frequently Asked Questions

Will this program interfere with either my work term or my school term?

No! The program will fit in the small window between students' work and school terms. It is tentatively scheduled to take place from August 2 to 25, 2024.

How much will the program cost me?

The program is almost fully funded by a donation from The Gerald Schwartz & Heather Reisman Foundation. Students will only pay a **CDN\$1500 registration fee** after acceptance into the program. Airfare, hotel, transportation, entrance fees to all of the events, tour guide fees, and selected meals will be covered by the donation.

Do I need travel insurance?

Yes, it is also mandatory to purchase Backpack when participating in an International Learning Experience. The plan will cover you for multiple *Dalhousie related trips* taken within a one-year period (not applicable for personal trips). The current cost is about \$150.00. More information is available [here](#).

Is the program part of a course?

Yes! The program will be embedded into the 3 credit-hour course COMM 3405 - Global Marketing. Students participating in the program will have to register and pay regular tuition for this specific course. It will be offered in summer 2024. The course will be delivered partly at Dalhousie University and partly at Tel Aviv University in Israel.

Who is eligible to participate in the program?

Any student registered in any undergraduate program offered in the Rowe School of Business who is a returning student to Dalhousie (not open to first-year students), who has not yet taken COMM 3405: Global Marketing, and who is in good standing with the university. Please note: COMM 2401: Introduction to Marketing is a pre-requisite for the course embedded in the program.



Do I have to major in marketing or international business to be part of the program?

No! The program is open to any Faculty of Management undergraduate students (Commerce or Management) independent of their chosen major.

How many Dalhousie students will be selected to be part of this program?

18 Dalhousie students will join the program in 2024.

Can international students apply for the program?

Yes! All Dalhousie Commerce and Management students are eligible to apply to the program.

When should I apply for the program?

Students are encouraged to apply by June 30, 2023.

How will students be selected to be part of the program?

Each applicant will be interviewed by the Program Director in the first two weeks of July 2023. Interviews are scheduled to take place via Microsoft Teams.

When should I expect to hear the results of the selection process?

Applicants will receive an email from the Program Assistant by the end of July 2023.

What will happen if Dalhousie University changes their International Travel Policy and the program gets suspended?

If for any reason the university decides to suspend international travel (e.g., due to a pandemic), students will receive a refund for their registration fee and any tuition paid. A virtual program may be offered as an alternative.



“It is so important for us here in Israel to be able to show the real side of Israel to outsiders. This would not be possible without this program.”

— Yehoshua Zlotogorski, Hebrew University