



**The Pinhas Sapir Center
for Development
Tel Aviv University**



**The Eitan Berglas
School of Economics
Tel-Aviv University**



Recanati
Business School
Tel Aviv University

THE 11TH WORKSHOP ON MEDIA ECONOMICS

TEL AVIV; 9-10 OCTOBER 2013

Hosted by

The Eitan Berglas School of Economics, Tel Aviv University
Recanati Business School, Tel Aviv University

Supported by

The Pinhas Sapir Center for Development, Tel Aviv University
Recanati Business School, Tel Aviv University

LOCAL INFORMATION

Venue

Berglas School of Economics – The Ofair Hall (room 010) and room 011.
Tel Aviv University
Ramat Aviv, Tel Aviv, 69978
Israel

Conference coordinator:

Nir Eilam

Tel: 972-52-6333792

Email: nir.eilam@gmail.com

Parking space will be available in the Smolarz public parking lot on Dr. George Wise Street.

Internet Connection

The network name is: <free-tau>. The username and password are also <free-tau>.

Accommodation

Reservations have been made at the following two hotels in Tel-Aviv:

The Park Plaza Orchid

79 Hayarkon St.
Tel Aviv 6343236
Tel: 972-3-5197111
Email: shani@orchidhotels.co.il
Official website: <http://www.orchid-plaza.co.il/en/>

The rate includes a full breakfast (served Sun-Fri 6:45 - 10:30, Sat 6:45 - 11:00), in room wi-fi connection and 24 hour business lounge access. Additional nights are possible at a special conference rate (575NIS per night for a single use and an addition of 85NIS per night for an accompanied person).

The hotel is located next to the beach, halfway between the Tel-Aviv port and Old Jaffa (around a 20 minute walk both ways). Both have numerous restaurants, cafes and bars.

The Maxim

86 Hayarkon St.
Tel Aviv 6343245
Tel: 972-3-5173721
Email: maxim@maxim-htl-ta.co.il
Official website: <http://www.telavivmaxim.com/>

The rate includes a full breakfast (served Sun-Fri 6:30 - 10:00, Sat 7:00 - 10:30) and in room wi-fi connection. Additional nights are possible at a special conference rate (445NIS per night for a single use and an addition of 110NIS per night for an accompanied person).

The hotel is located opposite the Park Plaza Orchid on Hayarkon st.

Directions

Airport to Hotel

Your best option is to take a taxi. The cost is 140-160 NIS, which is around \$40-\$45. The journey takes approximately 30 minutes. The Taxi company at Ben Gurion Airport is supervised by the Israel Airports Authority and its rates are regulated. The Taxi Station is located just outside the arrival hall in Terminal 3 (where you would arrive).

You can also take a train from the airport to either Tel-Aviv Hashalom station or Tel-Aviv Centre – Savidor station (see the Israeli Railways English website - <http://www.rail.co.il/EN/Pages/HomePage.aspx> for an up-to-date timetable). The train station is located on Level S on Terminal 3 (the lowest floor). Tickets can be purchased at the automatic machines located on Level G. A ticket costs 15 NIS (around \$4).

From the train station you need to take a taxi to the hotel, which would cost around 30 NIS (around \$8).

Hotel to Conference Venue and Return

A shuttle bus from the hotel to the conference venue and back will be available daily. The bus would depart at 08:30 on Wednesday 9/10 and on 08:45 on Thursday 10/10 from the Park Plaza Orchid Hotel. **Guests at the Maxim hotel are asked to wait in front of the Park Plaza Orchid hotel (opposite the Maxim).**

Please arrive ahead of time to avoid delays.

It is also possible to travel between the hotel and the conference venue with a taxi at a cost of around 30-35 NIS (around \$10).

Meals

Breakfast will be served at the hotel. Lunch and coffee breaks will be provided during the days of the conference (see the program for details).

Conference dinner

Dinner will be held at Yona restaurant on Wed. Oct 9th at 19:00. The restaurant is located at the Old Jaffa Port on the Pier: <http://www.yona.be/en/> .

After the final talk (18:00), a bus will depart from the conference venue to Old Jaffa.

Complimentary Tour

On Friday Oct 11th we plan a day trip to some interesting place in Israel. Details about the tour will be provided later.

Tel Aviv Restaurants

Here is a selective list of some excellent restaurants in Tel Aviv. All restaurants could be easily reached by taxi from the hotel (links to some restaurant reviews are provided below)

Restaurant	Cuisine	Website	Address
Raphael	Bistro, Chef restaurant	http://raphaeltlv.co.il/	Hayarkon 87
Brasserie	French	http://www.brasserie.co.il/menus/	Ibn Gvirol 70
Coffee Bar	Italian-tinged American Bistro	http://www.coffeebar.co.il/en/	Yad Harutzim 13
Mata Ray	Seafood	http://www.mantaray.co.il/	Alma Beach
Mizlala	Chef restaurant	http://mizlala.co.il/en	Nahalat Binyamin 57
The Dining Hall	Israeli multi-cultural restaurant	http://www.thedininghall.rest-e.co.il/	Shaul Hamelech Blvd. 23
Moses	American	http://www.mosesrest.co.il/english/Moses%2BRestaurant	Rotschild Blvd. 35
Kimel	Country French Israeli	http://www.rest.co.il/sites/default.asp?txtRestID=1325&txtNavID=3&txtItemID=533067	Hashahar 6
Herbert Samuel	Mediterranean	http://www.herbertsamuel.co.il/	Keufman 6
Elba		https://www.facebook.com/ELBA.RESTAURANT	Ibn Gvirol 36

Local Contacts

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Conference coordinator: Nir Eilam

Tel: 972-52-6333792

Email: nir.eilam@gmail.com

Useful Web links

Tel Aviv Restaurants	http://www.restaurants.co.il/ http://www.fodors.com/world/africa-and-middle-east/israel/tel-aviv/restaurants-nam_alpha:a.html
Tel Aviv tourism websites	http://www.visit-tlv.com/ (Tel-Aviv official tourism agency) http://www.telavivguide.net/ http://www.telavivcity.com/eng/
Israel tourism websites	http://www.goisrael.com/tourism_eng (Israel official tourism agency) http://www.frommers.com/destinations/israel/ http://www.tripadvisor.com/Attractions-g293977-Activities-Israel.html

Map of the Conference Venue:
<http://www2.tau.ac.il/map/unimable1.asp>

