Israel at NRF 2024

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📍 Level 1, booth no. 458

Contents

The Israel Export & International Cooperation Institute (IEICI)

The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century.

Whatever your field is, IEICI offers access to relevant businesses and government resources. IEICI will provide the information you need to connect, negotiate and do business all over the world.

Digital Media Technologies Sector

IEICI is committed to advancing the Israeli digital media industry by bringing together Israeli companies and leading companies from around the world. They are active in retail and e-commerce, broadcasting, sports tech, travel and hospitality tech, ad tech and consumer electronics.

The RetailTech ecosystem is growing and rapidly becoming one of the hottest hubs for commerce technologies, with over 250 startups operating across the board from logistics to in-store. These companies are leveraging Israeli's expertise in deep-tech like the use of computer vision for self-checkout or the application of artificial intelligence for visual search.

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Foreign Trade Administration at the Ministry of Economy

The Foreign Trade Administration at the Ministry of Economy and Industry is responsible for managing and directing the international trade policy of the State of Israel. The administration's main fields of activity include promotion of trade, agreements investments, and creating strategic cooperation with foreign companies.

The main goal is to assist Israeli companies in creating business opportunities and long-lasting commercial relations with the American companies and authorities. Our teams can assist in identifying adequate.

Israel Economic Mission to the USA – East Coast

The Israel Economic Mission to the East Coast, based in New York, operates as part of the Foreign Trade Administration within the Israeli Ministry of Economy. Our primary objective is to facilitate and enhance trade and investment activities between Israel and the United States, with a specific focus on advancing Israeli industries in the East Coast region.

The Mission actively encourages collaboration between Israeli and U.S. companies across a diverse range of sectors. These include Retail Tech, Sports Tech, Cyber, Investment, Fintech, Digital Health, Life Sciences, Wine, Smart Cities, Clean Energy, Homeland Security, Software, IT, Food & Beverage, Consumer Goods, and Water Technology.

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buywith_

Transforming your e-commerce into a dynamic LIVE shopping machine, enabling you to host creator-led One-to-Many and One-to-One Live Shopping events directly on your website and re-use the video content to drive sales across multiple channels.

Product Category: Retail Tech, Omnichannel, eCommerce, Frictionless Shopping, Customer experience

buywith is pioneering the Livestream Shopping landscape while serving as a thriving creator marketplace. buywith enhances brand potential, by delivering an unparalleled shopping experience, bridging the gap between offline and online shopping. Our cutting-edge patented technology seamlessly integrates into any e-commerce site, providing a unique "Shop With Me" experience. buywith empowers retailers and brands to cultivate meaningful connections and boost sales through influencer-led One-to-Many and One-to-One Live Shopping sessions, complemented by multi-streaming on social media and enticing shoppable video sessions and snippets that turn your website into a 24/7 Live Shopping channel. Trusted by Fortune 500 brands, buywith is the key to delivering exceptional value and revolutionizing video shopping on your e-commerce website.

BYOND**XR**

ByondXR, a leading retail-tech company, has developed an immersive commerce platform enabling top brands and retailers to create unique virtual customer experiences and shoppable 3D environments, amplifying pivotal KPIs.

Product Category: Retail-Tech

The ByondXR's immersive user engagement platform empowers brands to revolutionize customer interaction by creating high-fidelity virtual experiences. We offer an innovative solution that not only captivates but also retains customers. Our platform is designed to enhance customer engagement, deepen brand loyalty, and drive revenue growth, setting a new standard in digital customer experience. Featuring a robust system with seamless integrations, ByondXR offers advanced features like AI avatars, AR, VR, and a diverse app marketplace. These elements work in unison to foster deeply personalized and interactive shopping journeys. ByondXR stands out in the market for its ability to transform traditional eCommerce into immersive, memorable experiences, catering effectively to both B2C and B2B sectors.

corsight

Corsight AI's Facial Intelligence provides businesses and law enforcement agencies with unique insights and real-time alerts to recognize persons of interest and behavior patterns.

Product Category: Retail Tech, Loss Prevention Technology, Customer experience, AI

Hidden within standard video footage is valuable intelligence. Corsight AI's technology unveils unique, contextual insights to stop threats and seize opportunities. Corsight is used to identify persons of interest on suspect watch lists or customized criteria such as VIP customers or self-excluders; authenticate employees & customers; control access to restricted areas; flag suspicious behavior patterns & anomalies; detect fraud; recognize interactions between persons of interest, and many other scenarios to identify those who pose a risk while providing a positive experience for everyone else. These insights shared in real-time foster collaborative intelligence across teams and locations.

DEEYOOK

Deeyook is a software company delivering Touchless Tracking, a patented precise Location as a Service (LaaS) for both indoor and outdoor asset location.

Product Category: Supply Chain Tech, Location Technology, Logistic & Last mile, Loss Prevention Technology, Retail Automation.

Deeyook delivers Touchless Tracking, a patented, precise Location as a Service (LaaS), for both indoor and outdoor asset tracking.

The low-power solution, cloud native or on-prem, enables companies to touchless track their assets, passively, using an already existing infrastructure for deployment, with sub-meter accuracy via the 8.5+ billion global install bases of Wi-Fi access points. A low TCO drives rapid ROI and simple APIs allow integration into enterprise systems of choice.
Its broad IP portfolio is a technological breakthrough based on interferometry and AI-based physical model.

Flow

Autonomous checkout with drastically reduced shrinkage, friction & intervention

Product Category: Retail Tech, AI & Computer Vision, Frictionless Shopping, Loss Prevention Technology, In-store Tech

Flow's AI-based Machine Vision is designed for extreme classification. It is capable of accurately identifying products within the full complexity of crowded retail stores with tens of thousand product types of possibly similar packaging and size. This technology retrofits any standard shopping cart and any self-checkout device, enabling autonomous checkout with drastically reduced friction, shrinkage and intervention. Flow's Machine Vision can further be used to monitor live shopping activities across the store, and to optimize the store's operations and sales.

Flow's technology and products are already installed in some of the world's leading retail chains. Flow is backed up by renowned entrepreneurs with a successful track record in building technology startups and bringing advanced technologies to market acceptance.

iRomaScents®

iRomaScents introduces a modern and innovative digitized way to purchase fragrances and scented items, supported by AI wizard

Product Category: Customer Experience, Secured Self Shopping, Retail Tech, In Store Marketing, Customer experience AI for marketing

iRomaScents improves the shopping experience, and increases the conversion ratio when purchasing fragrances and scented items.

The device introduces a modern, innovative and digitized way of selling this kind of items, by using dedicated, fast (less than 2 minutes), user friendly and easy to use AI Wizard. iRomaScents helps both the buyer and the seller to find, fast, precisely, and objectively the most suitable item for the buyers, based on their answers to a structural, short questionnaire, which is analyzed by AI Wizard. Same device is used as a platform for other applications: scented movies and video games, commercial ads, education, etc.

RETURN**GO**

The world's leading sustainable returns management platform.

Product Category: Supply Chain Tech, Retail Automation, Retail Tech, Loyalty & personalization, Customer experience

ReturnGO's innovative technology is at the forefront of the evolving returns management market as the first open post-purchase platform for sustainable eCommerce, helping businesses increase profits while reducing waste.
While partnering with leading logistic companies like HappyReturns, Amazon MCF, and more, ReturnGO has grown to serve more than 2700 brands.

SAGΛRMΛTHΛ

Superior Personalization

Product Category: Data & Analytics, Omnichannel, Customer Experience AI for Marketing, Loyalty & personalization, Customer experience

Sagarmatha revolutionizes the world of retail by delivering personalized shopping experiences at scale and invaluable strategic decision support BI platform. Our proven Machine Learning-based software solutions empower global retailers and CPGs to consistently enhance their effectiveness year after year.

SELECTIKA

The first AI platform using a unique auto-tagging capability powered by computer vision and deep learning to dramatically increase sales and decrease returns and overstock.

Product Category: Loyalty & personalization, Frictionless Shopping, In-store Tech, Customer experience , AI & Computer Vision

Selectika is an end-to-end platform with 7 products to solve the biggest challenges of ecommerce. What is it that we are doing differently and is so unique and better? our AUTO TAGGING SYSTEM powered by computer vision and generative AI that replaces a manual process and saves hours. By auto-tagging ALL inventory with an EXTENSIVE list of tags (neckline, sleeve shape, print, style etc.), we're able to power a much deeper understanding of the customer - and generate insights to PERSONALIZE the experience and dramatically REDUCE RETURNS.

We are already working with some of the leading brands like JD Sports, Nautica, Timberland. Our solution has proven to enable brands and retailers to increase profit by 27% and Reduce returns by 5% - 13%.

wasteless

Grocery retailers increase margins and revenues, as markdowns are optimized by Wasteless' reinforcement learning, preventing food waste and automating shelf management

Product Category: Supply chain, Retail Tech, AI & Computer Vision, Loss prevention technology, in-store Tech

Wasteless helps retailers unlock fresh food's considerable untapped value, by marking down perishables at the right moment and the optimal price – within the existing store operations, to improve margins and revenues, by preventing waste.

AI finds the optimal price point, that will be automatically applied, if and when an item with a shorter expiration date is likely to expire on the shelf. To prove your business case, this can be live in hours. Retailers modularly expand to completely automate the markdown process, reducing labor and reaching peak performance in terms of margins, revenues and shrink prevention.
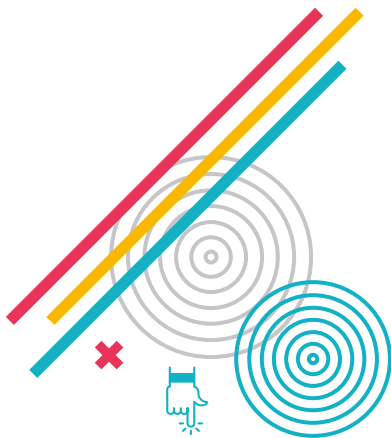
watchful

Watchful.ai is a powerful product intelligence tool that measures product activity and digital changes at scale, providing businesses with the insights they need to stay ahead of the competition.

Product Category: Retail Tech, Data & Analytics, AI, Customer Experience, AI for Marketing

Watchful.ai is an AI-enhanced, competitive data platform that is changing the way teams access, consume & act on digital competitive insights. Watchful's continuous & automated deep-tech discoveries provide unprecedented insights into competitors' digital assets and strategy, leapfrogging teams to optimal data-backed decisions.