ISRAEL
Inspired by *innovation*

THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE

Ministry of Economy and Industry
Foreign Trade Administration

Israel at NRF 2025

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⊙ Level 1, booth no. 2214

Contents

The Israel Export & International Cooperation Institute (IEICI)

The Israel Export and International Cooperation Institute, supported by member firms, private sector bodies and the government of Israel, advances business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, the Institute helps build successful joint ventures, strategic alliances and trade partnerships.

Retail and e-Commerce Technology Sector

IEICI is committed to featuring Israeli solutions for retail and e-commerce by bringing together our start-ups and leading companies from around the world.

With over 250 start-ups operating in a variety of areas, from logistics to in-store technologies, 3D visualization, pricing, customer journey and payment, our RetailTech ecosystem addresses many of the challenges faced by retailers and brands around the world. These companies leverage Israeli expertise in deep technologies, such as the use of computer vision for self-checkouts or the application of AI for visual search.

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Foreign Trade Administration at the Ministry of Economy

The Israeli Foreign Trade Administration at the Ministry of Economy manages and supports Israel's international trade and trade policy. Through our headquarters in Jerusalem together with over 45 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide. Israel's economic and trade missions are at the forefront of the Israeli government's efforts to boost our industries in foreign markets. Our team of highly experienced economic representatives and business consultants provides a wide range of services to Israeli companies and to the international business community.

Ministry of Economy and Industry
Foreign Trade Administration

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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brightinsights | by Bright Data

Bright Insights: Turning vast public web data into AI-driven e-commerce and retail insights for brands, marketplaces, and retailers.

Product Category: Retail Tech; Data & Analytics; AI; Omnichannel; eCommerce; Digital Marketing

Bright Insights offers a comprehensive solution for e-commerce and retail brands to make precise, data-driven decisions with actionable intelligence. Leveraging Bright Data's industry-leading web data infrastructure, we provide insights across pricing, assortment, promotion response, competitive analysis, and market benchmarks. Our unique value lies in transforming vast public data into real-time intelligence, enabling brands to optimize pricing, stock high-demand products, respond swiftly to competitor promotions, and track category growth. Enhanced by Sales and Market Share Intelligence, Bright Insights empowers brands to refine sales strategies, capitalize on trends, and leverage data for a competitive edge in an ever-evolving market landscape.

corsight

Corsight AI is dedicated to creating industry-leading facial recognition technology with unrivaled speed, accuracy and privacy. The technology is powered by Autonomous AI®, the most advanced artificial intelligence system developed by top AI researchers and backed by more than 250 patents.

Product Category: AI; Loss Prevention Technology; Retail Tech; Digitalization of Physical Stores; Data & Analytics

Retailers face the dual challenge of preventing theft and improving customer experiences, all while maintaining high service standards. Corsight AI's Facial Intelligence technology helps address these issues by identifying individuals on watchlists or recognizing patterns of shoplifting, enabling proactive loss prevention. Beyond security, it also offers insights into customer demographics–such as age, gender, and visit frequency–helping retailers make data-driven decisions. This combination of security and analytics allows for better asset protection and more informed customer engagement, ultimately supporting profitability.

cymbio

Marketplace and dropship automation platform for brands.

Product Category: eCommerce; Omnichannel; Returns; Supply Chain Tech; AI; Retail Automation

Cymbio's Marketplacing™ platform enables brands to manage marketplaces, drop ship programs and social commerce sales and operations – with the power of AI and automation.

From integration and data set-up to the daily feed management of product, images, pricing, inventory, orders, returns, billing and all operational needs, Cymbio has you covered.

Cymbio enables digital sales growth for brands and acts as the technology bridge between brands like New Balance and LaCoste and over 1,000 global retailers, marketplaces and social commerce apps including TikTok, Nordstrom, Kohl's, Macy's, Saks, Urban Outfitters, Amazon and more.

iRomaScents introduces a modern and innovative digitized way of shopping fragrances and scented items, supported by our AI Wizard, at the store and at your home!

Product Category: Retail Tech; AI; eCommerce; Customer Experience; In-store Tech

iRomaScents enhances 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 our dedicated, fast (1-2 minutes), user friendly and easy to use AI Wizard. iRomaScents finds, objectively, the most suitable item for the shopper, based on their answers to a structural, short questionnaire, which is analyzed by AI Wizard, either at the shop, or at home. The same device is being used as a platform for further applications: scented movies and video games, commercial ads, education, etc.

Kahoona

Using AI, Kahoona enables hyper-personalization in a cookieless world, allowing brands and online retailers to turn the 96% of website visitors who remain unidentified into high-intent buyers.

Product Category: eCommerce; AI; Loyalty & Personalization; Customer Experience; Digital Marketing

After a few moments of user interaction, Kahoona's AI predicts an anonymous user's purchase probability, pricing level, demographics and other metrics previously obscured. Kahoona takes the AI predictive approach to hyper-personalization for marketing, on-site personalization, retail media, CDP and analytics.

Pairzon

Pairzon is an AI marketing platform that utilizes in-store and online transactional data creating precise targeting and multiplies Return on Ad Spend.

Product Category: Retail Tech; AI; Digital Marketing; In-store Marketing

Pairzon transforms the landscape of digital marketing by seamlessly integrating in-store and online first-party data. By linking, tracking, and converting this data, Pairzon accurately predicts hyper-targeted audiences in real time. This advanced targeting multiplies marketing Return on Ad Spend (ROAS), generating actionable insights that drive campaign success. Additionally, Pairzon optimizes all critical KPIs for retailers, ensuring a holistic improvement in marketing performance and efficiency.

AI-driven inventory optimization at the store and SKU level, helping retailers boost revenue and reduce out-of-stock situations across all locations.

Product Category: Supply Chain Tech; Retail Automation; Retail Tech; AI; Data & Analytics

Predictoos offers AI-driven inventory optimization tailored for retailers, focusing on both store and SKU levels. Our advanced algorithms analyze real-time data to predict demand, helping retailers maximize revenue while minimizing out-of-stock and overstock situations across all locations. Unlike traditional solutions, Predictoos integrates seamlessly with existing systems, requiring no major infrastructure changes. Our platform's unique capability lies in its precision and adaptability, ensuring inventory decisions are store-specific and data-backed. Retailers benefit from increased product availability, reduced waste, and improved profit margins, all through an easy-to-deploy, scalable solution that enhances the efficiency of existing supply chain operations.

pretty damn quick

PrettyDamnQuick empowers eCommerce brands to deliver personalized, high-converting checkout experiences that maximize profits.

Product Category: Data & Analytics; Logistics & Last Mile; eCommerce; Loyalty & Personalization; Customer Experience

PrettyDamnQuick turns eCommerce into a predictable profit engine by segmenting customers and conducting A/B testing to unlock each customer's optimal checkout experience. PDQ's Delivery Workspace then ensures every order arrives on time at the lowest available shipping rate. The platform powers over 25 million checkouts each month for 250+ fast-growing brands like UnderOutfit, Levain Bakery, Jones Road Beauty, Jeni's, Tushy, EasyPlant, and many more.

RETURN**GO**

Booth No. 2217

www.returngo.ai

ReturnGO is a cutting-edge post-purchase platform for eCommerce stores that simplifies workflows while boosting revenue and sustainability.

Product Category: Supply Chain Tech; Retail Automation; Retail Tech; Loyalty & Personalization; Customer Experience

ReturnGO empowers stores to offer customers a self-service experience that builds loyalty, reduces waste, and increases sales. Trusted by close to 3000 stores worldwide, including industry giants like Decathlon and Tupperware, ReturnGO is a must-have solution for eCommerce merchants looking to stand out in the competitive online retail landscape.

SAGARMATHA

Sagarmatha provides global retailers and suppliers with personalized shopping experiences and strategic decision support through advanced Machine Learning (ML) solutions.

Product Category: Retail Tech; Loyalty & Personalization; Customer Experience; Data & Analytics

SAGPersonalize: Our ML-driven technology deeply understands shopper behavior, enabling retailers to effectively guide customer journeys. We deliver personalized, optimized marketing that integrates store, stock, and loyalty data, ensuring the right product reaches the right customer at the perfect time. SAGAnalyze: By harnessing millions of shopper data points, Sagarmatha transforms insights into commercial opportunities. Our SaaS BI modules, powered by consumer behavior algorithms, enhance data monetization, shopper marketing, and assortment management.

Tasq.ai Powers The Entire AI/LLM/GenAI Lifecycle.

Product Category: Retail Tech; AI; eCommerce; Data & Analytics; Computer Vision

Tasq.ai is a comprehensive AI platform that offers data labeling, model evaluation, and fine-tuning solutions, ensuring AI systems are trained with precision and continually optimized. Combining advanced automation with human-in-the-loop validation, Tasq.ai helps retailers improve conversion rates, optimize product recommendations, and manage inventory effectively. Our platform enhances retail operations by refining models based on real-time data, enabling frictionless checkouts, advanced shelf management, and personalized customer experiences across global markets.
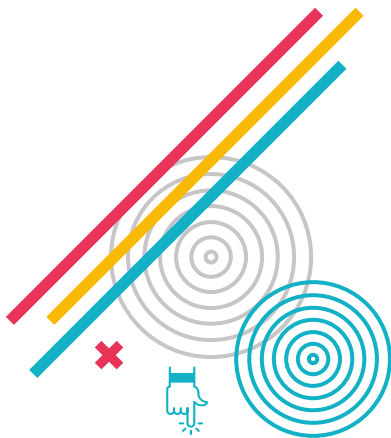
Tymely
Replacing Human Reps

Transform customer support from a cost center to a profit center.

Product Category: Retail Automation; Retail Tech; eCommerce; Customer Experience; Customer Service & Chatbox

We help companies like Underoutfit and others transform customer support from a Cost center into a Profit center. By automating 60-80% of your customer inquiries with high customer satisfaction rates, we can help streamline operations while enhancing upselling and cross-selling opportunities. Additionally, we effectively manage returns and cancellations.