



Israel  
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## 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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Ministry of Economy and Industry  
Foreign Trade Administration



## 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.



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, is part of the Foreign Trade Administration at the Israeli Ministry of Economy. Our goal is to promote trade and investment between Israel and the United States, particularly to boost Israeli's industries in the East Coast region of the US.

The Mission promotes collaboration between Israeli and U.S. companies in a variety of sectors, including 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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Booth No. 456  
[www.chainlane.io](http://www.chainlane.io)

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**Chainlane is the supply chain transparency platform  
unlocking true visibility for every enterprise**

**Product Category:** Data & Analytics, Retail Automation, Supply Chain Tech, AI & Voice Recognition


Chainlane's supply chain intelligence platform helps companies see more and sell more. Our cloud-based solution allows for accurate inventory management, data-driven insights, and operational efficiency through greater visibility and control across the entire supply chain.

We are easily deployed, highly customizable, and combine online, offline, & in-store data to enhance and streamline workflows in different verticals such as retail, logistics, manufacturing, food & beverage and more.

With Chainlane, companies have proven to increase sales, reduce costs, and improve customer experience as well as allow for greater innovation and adoption of changing market trends.





 Booth No. 460  
[www.deeyook.com](http://www.deeyook.com)

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## Deeyook Touchless Tracking and Asset Location – locate everything, anywhere, anytime

**Product Category:** Supply chain tech, Retail Automation, Mobility, Location Technology


Deeyook Location Technologies is a software company delivering precise Location as a Service (Laas) for both indoor and outdoor asset tracking as sought by the world's leading manufacturing, supply chain and logistics companies.

Our solution enables companies to locate their assets with sub-meter accuracy (~10cm) both indoors and outdoors. This is accomplished passively via the existing 2+ Billion WiFi access points worldwide. With no overlay or underlay networks required for implementation, the cost and time of deployment is greatly reduced, driving rapid ROI.

Its broad IP portfolio is a technological breakthrough based on interferometry and AI-based physical model.





A collection of decorative icons in the top right corner, including a hand cursor, a red 'X' over a diagonal line, and several concentric circles in grey and blue.

Booth No. 562  
[www.hexa3d.io](http://www.hexa3d.io)

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## 3D Commerce Shaped for You

**Product Category:** VR/AR, 3D Commerce, Digital Twins, Synthetic Content

Hexa is a technology company that provides a 3D visualization platform to create, manage, distribute, and analyze 3D models, 360-viewing, and AR experiences. With digital twins and synthetic data, Hexa's platform offers a sustainable option for eCommerce companies and brands partaking in the metaverse or seeking to thrive in a digital environment. Serving Fortune 500 companies like Amazon, Macy's, Walmart, and more, Hexa's powerful infrastructure empowers the 3D commerce journey from start to finish.





Booth No. 359  
[www.invendiv.com](http://www.invendiv.com)

**Invendiv provides automated shopping solutions to brick & mortar retailers, brands and wholesalers, optimizing the performance of challenging & high-theft product categories – improving convenience, boosting sale, reducing friction & operation costs.**

**Product Category: Retail Automation, Automated Shopping & Merchandising, Loss Prevention Technology**

Safesale is our automated shopping system, that can merchandise, and dispense all types of products.

Retailers and wholesalers use SafeSale to sell complex, high theft product categories in a secure, focused way, provide a unique shopping experience, improve sales, and save worker's time

SafeSale and the supported categories can be managed and operated by the retailer, or as a store-within-a-store model.

SafeSale is versatile, smart, and managed remotely. It can be connected to the retailers IT systems, to be an integral part of their processes and a new customer facing channel.





**iRomaScents®**



Booth No. 363

[www.iromascents.com](http://www.iromascents.com)

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**iRomaScents introduces the next generation of scented movies & commercials, as well as digitized purchasing of fragrances, supported by an AI wizard.**

**Product Category: AR & VR, Consumer Technologies, Retail Automation, Scented Shopping**

The medium of visual entertainment has steadily evolved over the past century. But what happens when we come to a gap in our evolutionary path, that can only be bridged and linked with a missing sense?

Charles Darwin stated that evolution occurs through small variations, to assist with our ability to compete and survive. Sadly, despite its great potential, the sense of smell is hardly used in the entertainment arena. iRomaScents bridges this gap.

iRomaScents Digital Scent Generator adds a new sensory dimension to cinema, shopping, and home media.





# KANDU AI



Booth No. 360

[www.kanduai.com](http://www.kanduai.com)

## Edge AI computer vision

### Product Category: Retail automation

Powered by our edge optimized ML training and inference engine we provide state of the art Edge AI computer vision solutions to retailers worldwide without any need for servers, GPU or cloud processing.

Our applications include

- Automatic produce recognition for POS, self-checkout machines and self-service scales
- Self-checkout scan avoidance and ticket switching detection
- Barcodeless express checkout

We provide unmatched accuracy without a need for extra hardware.

Our edge computing is agnostic to the processing unit or the specific camera which means our client can be up and running with their existing infrastructure with no extra capex investments





# onebeat

Booth No. 362

[www.1beat.com](http://www.1beat.com)

**Onebeat created an AI-driven retail technology that uses short-term predictions to translate customer behavior into real-time day-to-day actions that maximize sell-through and overall sales.**

**Product Category:** Supply Chain Tech, Data & Analytics, Retail Automation

Onebeat is a retail-tech company that applies AI to optimize inventory within the season. Onebeat uses short-term predictions to translate demand trends into day-to-day actions for the retailer. Using Onebeat, retailers see an increase in full-price sell-through while using less inventory.

Onebeat's short term prediction algorithms transform forecast limitations into revenue opportunities by reducing inventory, boosting availability, improving sell-through, and increasing overall sales.

By breaking the product into basic attributes, Onebeat adjusts the amount of inventory and variety of products for each store and each channel on a daily basis.





Booth No. 457

[www.orient.me](http://www.orient.me)

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## Accurate In-store location made simple

**Product Category:** AR & VR, Data & Analytics, Retail Automation, In-store navigation

Accurate in-store location without hardware – no beacons, no Wi-Fi.

Oriient IndoorGPS embeds easily into retailers' mobile apps, enhancing the physical store journey.

Offering direct navigation to products recovers lost revenues due to unfound items, and using proximity promotions increases basket size.





Booth No. 558  
[www.pairzon.com](http://www.pairzon.com)

**Pairzon is a Customer Data Platform designed for retail marketers. By consolidating all fragmented data sources into a unified dashboard, our AI-powered platform converts omnichannel transactions into optimized digital audiences that increase retention, reduce CAC and boost ROI.**

**Product Category: Customer Data Platform, Omnichannel Marketing, Marketing Analytics, Data Intelligence**

Pairzon is a leading AI-powered customer data platform for physical retailers designed to help marketers unify omnichannel first-party data (offline & online) to dramatically boost sales, retention, and customer engagement.

Pairzon's data intelligence platform provides unparalleled measurement and audience segmentation capabilities, enabling physical retailers to optimize their marketing activities, drive revenue from previously-anonymous customers and significantly improve their ROI.

With a rapidly expanding customer base across different sectors such as groceries, apparel and fashion, beauty and cosmetics, drugstores and consumer electronics – Pairzon is a disruptive force in the retail market, delivering proven results and increasing ROI for physical retailers.





# Placer.ai



Booth No. 463

[www.placer.ai](http://www.placer.ai)

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**Unprecedented visibility into any location.**

## Product Category: Data & Analytics

Placer.ai is the most advanced foot traffic analytics platform allowing anyone with a stake in the physical world to instantly generate insights into any property for a deeper understanding of the factors that drive success.

Placer.ai is the first platform that fully empowers professionals in retail, commercial real estate, hospitality, economic development, and more to truly understand and maximize their offline activities.


Placer.ai provides a range of easily accessible reports on-demand including market and chain level analysis, targeted search, demand planning and deep retailer analysis.







# RETURNGO

 Booth No. 556  
[www.returngo.ai](http://www.returngo.ai)

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## AI-Driven return management platform

**Product Category:** Data & Analytics, Retail Automation, Supply Chain Tech


ReturnGO is an Israeli technology company tackling the ecommerce industry challenges on returns, and is building an AI driven return management platform that puts Merchant profitability at the forefront. ReturnGO improves Merchant's bottom line by positively impacting customer retention, average order value, and reverse logistics costs.

Online product returns are a significant industry challenge, with refunds in particular negatively impacting Merchant's profitability.





# SAGARMATHA

 Booth No. 560  
[www.sag121.com](http://www.sag121.com)

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## Leading Personalized Marketing to the Top

### Product Category: Personalization AI technology

Sagarmatha provides a supplier-retailer alignment and a personally relevant shopping experience through our AI based personalization and optimization software solutions. Embedding shoppers' insights in every interaction to help retailers grow sales and increase loyalty, while improving campaign effectiveness and reducing promotional costs, year over year.

Our personalization engine segmentizes shoppers by behaviors and categories, according to desired outcomes definitions, once retailer-supplier offers alignment has been automatically embedded, a campaign is launched, communicating the right offers to every individual shopper at the right channel. By continuously optimizing and analyzing, our technology provides transparency and visibility, maximizing cost to both retailer and supplier, providing shoppers with an ultimate shopping experience that is just right for them and drives engagement.



Booth No. 459  
[www.selectika.com](http://www.selectika.com)

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**The only AI platform specifically designed for fashion eCommerce powered by image recognition and deep learning.**

**Product Category:** ecommerce, retail automation, data analytics, AI & Computer Vision, Loyalty & personalization

The only AI platform specifically designed for Fashion eCommerce. Using Computer Vision and Deep Learning technology, we extract rich product attributes from retailer's catalog (sleeve shape, neckline, fit, style, etc.)


We enable brands and retailers to unlock the power of product data and shopper preferences to optimize personalization, improve sustainability and reduce returns. We're working with leading brands such as Bonobos, Nautica, Timberland and more. Our solution has proven to enable brands and retailers to :

Increase profit by 27%

Reduce returns by 5% - 13%

We built the first recommendation platform that is specially designed for fashion eCommerce.





Booth No. 36 1  
[www.tracki.com](http://www.tracki.com)

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**Tracki is the leading smart GPS tracker brand in the US with over 1,000,000 devices sold around the world and a longstanding best-seller on Amazon.com.**

**Product Category:** Commerce, Wearable, IoT, Consumer Electronics

Tracki provides affordable solutions without compromising on quality with our range of smart GPS trackers designed for pets, vehicles, valuables, loved ones and everything in between. Our flagship product, the Tracki, is labeled as an 'Amazon's Choice' product, and has been positively reviewed over 30K times.

Our designated app allows users to personalize their experience and receive various alerts including location updates, speed & movement, Geo-Safe zones, low-battery, SOS and more.

The built-in SIM connects via 4G networks (which means they are not dependent on smartphone proximity for feeding the data such as other devices on the market) and the service & connectivity subscription includes international roaming. Tracki serves as Trackimo's consumer facing brand. Trusted by global giants including Vodafone and Paramount.



**wasteless**



Booth No. 358

[www.wasteless.com](http://www.wasteless.com)

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**Wasteless helps food retailers slash food waste and boost the bottom line, through AI driven real-time markdown optimization of perishable products.**

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

Wasteless is a software company, creating and deploying cutting edge technology for retailers, aimed at dramatically improving business results while delighting customers.

Our core product is an AI powered dynamic markdown engine – designed to increase margins and reduce waste across all fresh product categories. The solution is fully automated, continuously self-improving, and easily scalable.

Our technology has been widely tested and proven to reduce waste by up to 90% and reduce markdown costs by 50%, generating a 5-7x ROI for customers. We offer the only fully automated, easily scalable, and profitable solution generating a win-win-win situation for the consumer, the retailer, and the environment.



Booth No. 461

[www.wisesense.com](http://www.wisesense.com)

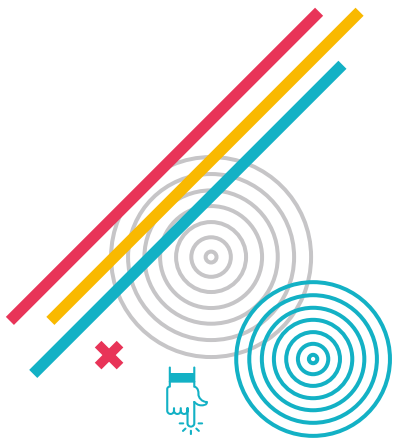
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**WiseSense's proprietary technology enables secured mobile self-shopping for fashion & apparel.**

**Product Category:** Retail Automation, Supply Chain Tech  
Secured Self Shopping

WiseTag brings online DIGITIZATION into store and helps retailers to improve shopping experience & optimize operations, without compromising on security. WiseTag real-time active technology supports: secured self-shopping, automatic live location inventory visibility, in-store analytics, and enhanced e-commerce functionality.

WiseTag – the Brain of the Store.



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