



Israeli Companies
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**THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE**

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 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

Israel's Foreign Trade Administration at the Ministry of Economy is responsible for managing and directing the international trade policy of the State of Israel.

The Foreign Trade Administration operates over 45 economic missions in countries all over the world.

Each of the missions has a team that is dedicated to fostering trade and investment between local companies and Israeli companies.

Israeli Economic & Trade Mission to Madrid, Spain

The Economic & Trade Mission in Madrid is the representative of the Israeli Ministry of Economy and Industry. Its primary mission is the promotion of business relations between Israel and Spain, facilitating trade, economic cooperation, investments and R&D collaboration.

The team is located in Madrid, assists Israeli companies and organizations, in opening doors, matchmaking and providing market information to facilitate successful long term relationships.

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The Ministry of Tourism

The Ministry of Tourism is an economic ministry whose primary aim is to increase the scope of economic activity in Israel. The ministry is involved in the development of public tourism infrastructures through a national development company and regional development companies. The ministry also assists in establishing commercial tourism projects (attractions, hotels) throughout the country by providing grants in accordance with the Encouragement of Capital Investments Law and the procedures of the Israel Investment Center.

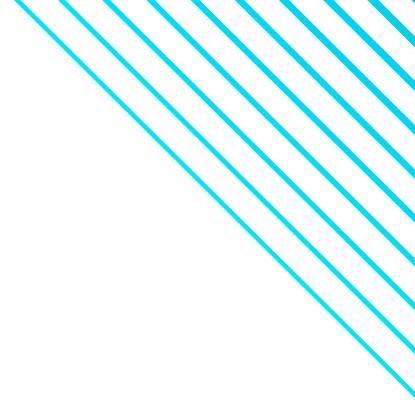
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The Fairs and Exhibitions Department

The fairs and exhibitions department at the Israeli Ministry of Tourism is responsible for Israel's participation at International Tourism Fairs around the world.

We build stands which presents Israel and its Touristic Attractions, emphasizing its unique cities and locations by exposing the recent advertising campaigns of the ministry of tourism.

The Israeli stands, are an important marketing tool as well as a platform for the tourism travel industry, in which are, Tour operators, hoteliers and regional offices, to making business with their counterparts abroad.



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Hall 8, Booth No. F13A

www.air-dr.com

Air Doctor connects international travelers with local doctors all around the globe.

Category

Health Tech

Travel Services

Solution at a Glance

Air Doctor's mission is to provide instant medical accessibility to any tourist traveling abroad their home town without lowering any standards of quality or service they are used to.

Air Doctor provides an online platform which connects travelers with licensed and vetted local specialized practitioners all over the world, free of charge for users and practitioners alike.

With thousands of verified and trusted practitioners ranging in all specialties, we are the only business in the world which offers international travelers the ability to find a doctor and book a visit within a few minutes, from one simple to use online platform.

Unique Selling Points and Differentiators

In addition to offering end users an awesome and free service when they need it most, we present doctors and clinics with the possibility to expand their web presence, grow their clientele and increase revenue for no monthly or annual fee.

To top it all off, insurance companies partnering with us gain an incredible extra service to offer their clients while at the same time save significantly off their annual expenses by reducing operational costs and channeling travelers from inpatient to outpatient services.

Our Offering

Air Doctor facilitates the process of finding a trusted doctor and booking a visit by offering a very intuitive and quick way to do so from one easy to use app. Moreover, they can take the receipt back to their insurance provider and receive reimbursement without any hassle whatsoever.

Company References and Strategic Partners:

The Phoenix
Axa Insurance

COOL COUSIN

www.coolcousin.com

Cool Cousin allows any business to deliver best-in-the-world travel recommendations to its customers for the goal of optimising traveller upselling & satisfaction

Category

Engagement

Revenues

Solution at a Glance

Cool Cousin allows any business to deliver best-in-the-world travel recommendations to its customers for the goal of optimising traveller upselling & satisfaction. Backed by the world's top local contributors and operating in every communication channel (Emails, SMS, FB Messenger and many more), Cool Cousin perfects the art of delighting travellers throughout their travel journey.

Unique Selling Points and Differentiators

1. Cool Cousin is the first-ever traveller journey optimisation solution - a platform that allows businesses to own the whole travel experience of each of its customers from start to finish.
2. Our robust community of vetted local contributors generates top notch, always up-to-date content that travellers cherish.
3. We help brands build a longer, more meaningful customer journey and then allow to monetize it and enjoy new revenue streams.
4. Crowned by the New York Times as a "must service for travellers" Cool Cousin has a proven track record for engaging with travellers in the Airbnb era.

Our Offering

Cool Cousin is the travellers engagement platform brands use to boost satisfaction and drive new revenues. Our solutions for personalized travel recommendations before, during and after the trip allow brands to enrich customers' journey, elevate their travel experience and offer upsales that convert significantly better.

Company References and Strategic Partners:

Official partners:

City of New Orleans

Leonardo Hotels

Brown Hotels Group

Issta Lines - Tourism company

FORNOVA

www.fornova.com

Helping Hotels to sell every room through the best channel, every time.

Category

Data & Analytics

Solution at a Glance

Fornova Distribution Management System enables hotels to proactively optimise their entire distribution mix – across both direct & indirect channels.

Fornova Distribution Intelligence continuously monitors and benchmarks your distribution health based on rate integrity, availability and visibility across both direct and indirect channels. It enables you to maintain alignment with your revenue plan and distribution strategy.

Fornova eCommerce Optimiser enables you to boost your direct bookings by automatically shifting your eCommerce campaign inventory and budgets dynamically. As market conditions change, you can respond quickly to adapt your campaigns, enabling you to maximise your net RevPAR.

Unique Selling Points and Differentiators

- Most comprehensive point-of-sale and channel coverage
- Tailored chain and hotel-level views
- Screenshots for evidence of distribution issues
- Automatically identify and classify issues
- Monitor OTA Member rates
- Compare brand.com prices
- Scan mobile sites and apps

Our Offering

Fornova's patented technology helps hoteliers maximise revenue and profit by continuously optimising their distribution mix across ALL channels – to sell every room through the best channel, every time.

Founded in 2010, Fornova has grown to over 130 employees with offices in London, New York, Israel and Amsterdam, providing market-leading distribution solutions for more than 15,000 hotels globally.

Find out more at www.fornova.com



Howazit is an automated Pro-Active customer care platform that enables organizations to engage interactively with their customers throughout their entire customer journey.

Category

Engagement

Customer service

Solution at a Glance

We believe in conversation between brands and consumer.

We believe that simple two-way communication improves consumer satisfaction and brand loyalty.

The way we enable the communication is by making our platform easy to use and fun to engage with.

Howazit is an automated Pro-Active customer care platform that enables organizations to engage interactively with their customers throughout their entire customer journey.

Unlike the usual re-active customer care approach, Howazit platform will pro-actively reach all customers to engage with them, learn about their needs and satisfaction and also identify new opportunities and threats in real time.

Unique Selling Points and Differentiators

Howazit adds an instant technology boost to business that increases sales, engages with customers on a whole new level and significantly reduces operating costs. We help you make sure you deliver your brand's promise while improving customer relationships and focusing your operational efforts by providing valuable insight into what makes your customers tick.

Howazit ML engine allows brands to predict the customer satisfaction even before the customer has responded, which allows the brand to take the relevant actions.

Our Offering

We are helping businesses communicate more effectively with their customers, using a proprietary Act-Bots to manage bite-size conversations pro-actively and in real-time. The SLA Act-Bots better understand and elevate every customer's interaction to make sure that all was delivered according to the company brand promise and according to the highest customer satisfaction.

Company References and Strategic Partners:

Howazit has over 500 existing brands with more than 2,000 locations in 24 countries. Among our customers there are: Hotel Chains, Apartments, Tour Operators, Online Travel Agencies, Travel Agencies, Car Rental companies, Attractions and more.



Pruvo gets you the exact same room you ALREADY booked for a lower price.

Category

Booking engines

Revenue

Solution at a Glance

Hotel prices tend to drop after reservations are made.

Pruvo is an automatic online service that takes an existing hotel reservation from any booking website (or travel agency), tracks its price 24/7 and gets you the exact same room for a lower price.

Unique Selling Points and Differentiators

- Pruvo saves in average 10% on hotel reservations (and up to 82%)
- Cross platform price comparison (both OTAs & Wholesalers)
- B2B/2C modules that helps travel companies generate new revenues from their lost customers (customers who preferred to book the hotel somewhere else)
- Over 250 media mention in the last year in major channels such as CNN, FOX, NBC and more.

Our Offering

We offer revenue making solutions to airlines, OTA's & travel agencies to recuperate lost revenue from their "flight only" customers who but book hotels elsewhere.

We also offer solutions to car rentals and travel apps which have difficulty to upsale hotels due to their location in the "travel funnel"

Company References and Strategic Partners:

- Daka90 – one of the biggest travel agencies in Israel
- Exploradores de Viajes – Largest Flight Deal newsletter in Costa Rica
- Large number of small collaborations around the world

Refundit is revolutionizing the tax-free shopping scheme through digitalization

Category

Data&analytics

Traveltech

Fintech

Solution at a Glance

Refundit has developed a unique end-to-end digital system covering the entire VAT Refund cycle, via an app for the tourist and a Customs Management System for the authorities. The solution is user-friendly and seamless for the tourist and allows big-data and fraud-control capabilities for the authorities.

Unique Selling Points and Differentiators

Refundit provides a huge added value for all stakeholders involved. For the tourists: a dedicated app with the ability to get VAT refunds at all stores in the country, bigger refunds and no lines or paperwork. For the authorities: a digital system that provides big data analytics, better fraud prevention, claims history, bigger tourism spending, and interconnectivity between EU customs. For retailers: enables all retailers to provide tax-free shopping for their shoppers (compared with only ~ 15% of shops today) with no need to train the staff or bookkeeping.

Our Offering

Refundit is a tax-free shopping management tool that provides a dedicated app for the tourists and a management system for customs to control the process.

Company References and Strategic Partners:

Refundit strategic partners would be: EU tax authorities, merchants, airline companies and credit card companies.

SeeVoov is the first & only interactive, social, video-based trip planning platform.

Category

Tours & Activities

Booking engines

Revenue

Tracking & Navigation

Engagement

Data & Analytics

Trip Planning

Social Interactive

Solution at a Glance

SeeVoov is the first and only end-to-end video based travel planning platform, offering a unique visual-based approach to digital travel. The company aims to change the way people all around the world address their trip experiences, from planning, through executing, to post-trip sharing. SeeVoov offers a social, interactive, video based trip planner, enabling people with the opportunity to start enjoying their trip experience right from the planning process. SeeVoov is changing the entire perception of the planning cycle from a lonely, tedious task, into a fun, exciting and time effective activity one can do together with family and friends!

Unique Selling Points and Differentiators

With such a plethora of digital travel sites and apps, and user attention-span getting shorter by the minute – creating a real differentiation is becoming challenging. Price it is no longer enough to obtain user loyalty, and long-term engagement is a struggle. In this crowded arena of offerings, even user experiences titled “Hassle-Free”, “Effortless”, “Uncomplicated” – are not enough. SeeVoov enables companies to turn the entire cycle, from planning, through booking, to navigating and post-trip experience sharing – into FUN, EXCITING, and COMMUNAL activities. Our platform tackles the most tedious aspects of trip-planning and traveling, and creates a unique video-based interactive experience.

Our Offering

Our offering encompasses both a user facing end-to-end interface (B2C), as well as unique B2B cooperation with airlines, cruise-lines and OTA’s, integrating the platform (white labeled) into their own business offering (website, apps, on-board screens, smart TV’s) targeted to expand their product & service offering, enhancing customer engagement & loyalty, provide valuable user data and additional revenue streams.

Company References and Strategic Partners:

Affiliation with Skyscanner and Booking.com

Several partnerships (OTA’s, airline and governmental agencies)



Hall 4, Booth No. D04

www.wishtrip.com

Be as SMART as your Visitors

Category

Tours & Activities

Tracking & Navigation

Engagement

Data & Analytics

Solution at a Glance

WishTrip is a SMART TOURISM solution that combines a B2B Business Platform for destinations with a B2C Social Network for visitors:

- Destinations shape and influence visitors' experiences, increase number of visits, improve information & communicate, boost the local economy, engage the local community, and help promote and enhance social exposure.
- Visitors find destinations and find what to do there, search, explore, navigate, create and share visit experiences. WishTrip supports 14 languages so visitors feel at home and safe anywhere on the globe.

WishTrip was recently selected as one of top 20 TravelTech companies by the UNWTO.

Unique Selling Points and Differentiators

WishTrip's innovation:

- The approach – Linking all stakeholders that influence the in-destination experience under a single platform and providing each with an end-to-end solution, thus creating a powerful and effective tourism ecosystem
- Innovative product concepts deployed specifically for the purpose – Social networking, crowd sourcing & rating, the sharing economy, innovative social marketing, promotion & communication models
- Use of Innovative technologies – Mobile technology, navigation & exploration, location-based, social media & networking, big data & analytics, proprietary algorithms, SMART TOURISM, SMART CITY connectivity
- Modern economic models – Ecommerce, online / mobile, enabling technology for SMEs
- Solutions for the new traveler – FITs, millennials, city and adventure travelers

Our Offering

WishTrip empowers destinations, tourist attractions and businesses that serve tourists to play an active role in shaping the tourist experience for the benefit of the tourists and the local community. This creates more positive outcomes from tourism which fosters promotion opportunities, longer tourist visits and more activity for local businesses.

Company References and Strategic Partners:

Cities: Jerusalem, Haifa

Regional municipalities: Golan Heights, Western Galili, Eilat

National parks: Timna, Caesarea

Adventure companies: Pinguin (Morzin)

Attractions: Safari Ramat Gan, Yarkon Park

This publication is for informational purposes only. While every effort has been made to ensure that the presented information is correct, The Israel Export & International Cooperation Institute assumes no responsibility for damages, financial or otherwise, caused by the information herein.

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