



מכון היצוא  
ISRAEL EXPORT  
INSTITUTE



Ministry of Economy and Industry  
Foreign Trade Administration

# NRF2026

Israeli National Pavilion



**NRF**<sup>®</sup>  
NATIONAL RETAIL FEDERATION<sup>®</sup>

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THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE

# THE ISRAEL EXPORT & INTERNATIONAL COOPERATION INSTITUTE (IEICI)

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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

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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, retail media, 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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- [www.export.gov.il](http://www.export.gov.il)



Ministry of Economy and Industry  
Foreign Trade Administration

# FOREIGN TRADE ADMINISTRATION AT THE MINISTRY OF ECONOMY

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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.

## ISRAEL ECONOMIC MISSION TO THE USA-EAST COAST

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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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## Bright Data

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

**bright** data

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### categories:

- AI
  - Data Analytics
- 

### **Ecommerce competitive intelligence for retailers, brands, marketplaces, and ISVs.**

Bright Data is the leading web data infrastructure company, trusted by over 20,000 organizations to ethically access and collect public web data at scale. Bright Data's platform supports teams across AI, eCommerce, retail, finance, travel, marketing and other markets with the performance, reliability, and compliance standards needed for large-scale data operations.

Built on top of Bright Data's infrastructure, Bright Insights is an AI-powered eCommerce competitive intelligence solution for retailers, brands, marketplaces, and ISVs (independent software vendors). It delivers fully-managed dashboards and self healing data feeds of harmonized, enriched data - covering pricing and promotions, digital shelf/SKU tracking, market share analysis, reviews, ratings, retail media share, and search rank analysis - across any number of domains, categories, and geographies.



## Corsight AI

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



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### categories:

- AI
  - Loss Prevention Technology
- 

**Corsight AI empowers retailers to operate smarter and safer with real-time Face Intelligence, detecting fraud, enhancing trust, and protecting every transaction with built-in privacy.**

Corsight AI: Advanced Facial Intelligence for Proactive Retail Loss Prevention  
Corsight AI is a global leader in Facial Intelligence technology, delivering real-time, privacy-first solutions that empower enterprises to protect assets, optimize operations, and build trust. Powered by patented Autonomous AI® and trusted across government, security, and enterprise sectors, Corsight transforms how organizations detect risks and understand activity within their environments. For retailers, our technology goes beyond traditional surveillance, enabling the detection of fraudulent behaviors such as sweethearting, refund scams, and unauthorized discounts by linking facial recognition insights with POS data. The result is a powerful, ethical tool that safeguards revenue, ensures compliance, and enhances both staff accountability and customer experience. Built for real-world conditions and compliant with the strictest global privacy standards, Corsight AI helps retailers maintain integrity, efficiency, and trust across every store.



# Cymbio

[www.cym.bio](http://www.cym.bio)



## categories:

- eCommerce
- AI
- Retail Automation

## Multi-channel Automation platform for agentic commerce, marketplaces, and dropship

Cymbio's Multi-Channel Automation platform enables brands to sell on agentic commerce (like ChatGPT and Perplexity), dropship retailers and marketplaces like Nordstrom, Macy's, Farfetch, and TikTok. We eliminate ongoing manual work, complex integrations, and reduce time to live from months to days. Brands like Balmain, New Balance, and Fabletics rely on Cymbio to automate and syndicate data flows across products, imagery, orders, billing and returns, across 800+ marketplaces globally.



**emaze.ai**

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



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**categories:**

- Retail Tech
  - Customer experience
  - AI
  - Customer experience AI for marketing
  - Loyalty & Personalization
- 

**Emaze used by leading global brands, marketplaces, and Fortune 50 retailers, emaze.ai turns generic customer interactions into hyper-personalized, on-brand visuals - helping retailers increase conversion on any interaction by celebrating their products - not just selling them!**

emaze.ai is a B2B AI platform that transforms everyday customer touchpoints - emails, SMS, CRM messages, chatbot conversations, post-purchase confirmations, and promotions - into hyper-personalized, visually rich experiences that drive real business results.

Instead of sending plain text or static images, retailers use emaze.ai to automatically create on-brand visuals for every customer, powered by real data and behavior. The result: higher engagement, reactivation, and conversion - for any customer interaction - at scale, across millions of interactions.

emaze.ai integrates seamlessly with leading CRMs and CDPs, becoming the visual output layer for customer communication.

# Kahoona

[www.kahoona.io](http://www.kahoona.io)



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## categories:

- Retail Tech, eCommerce
  - Customer experience
  - AI
  - Customer experience AI for marketing
  - Data & Analytics
  - Loyalty & Personalization
- 

**Kahoona enables real-time AI-predictive segmentation of anonymous visitors, identifying intent-based personas before they sign in or purchase, such as: Bargain Hunters, Holiday Shoppers, Impulsive Buyers, Gifters, Loyal Customers and much more.**

Using “digital body language” signals like scroll speed, pinch gestures, and tap dynamics, Kahoona predicts user intent in seconds.

These predictive segments integrate seamlessly with your existing CRO stack: A/B Testing Tools, Personalization Platforms, Advertising Platforms, CDPs, Analytics Platforms and more.

This results in powering hyper-personalization, proper experiences, sharper targeting, and measurable lifts in CVR, AOV, and revenue.

By focusing on how people interact, Kahoona captures 15X more behavioral touchpoints. Our proprietary AI models transform these interactions into predictive segments that convert anonymous visitors into high-intent buyers, driving higher conversions and lower acquisition costs.

Pairzon

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



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**categories:**

- In Store Marketing
  - AI
  - Retail Tech
  - Loyalty & Personalization
  - Data & Analytics
- 

**Pairzon is an AI-powered marketing and retail media platform designed to help retailers and brands unlock the full value of their in-store and online transactional data to drive real, measurable growth— especially where it matters most: in-store - resulting in a multiplication of Return on Advertisement Spend (ROAS).**

**How it works?** Audience Prediction based on actual Shopper behavior  
Pairzon's proprietary AI models get to work immediately—analyzing actual purchase data and behavioral patterns (not based on views or likes) to predict which shoppers are most likely to buy next.

**Laser-Targeted Re-engagement at scale** - These high-intent audiences are then re-engaged through personalized, data-driven campaigns that are designed to scale effectively and efficiently.

**True In-Store Attribution** - Pairzon goes beyond impressions and clicks by delivering full visibility into which campaigns actually drive foot traffic and sales—closing the loop on marketing performance.

## Radix Technologies

[www.radix-int.com](http://www.radix-int.com)

# Radix

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### categories:

- Retail Tech
  - Customer experience
  - AI
  - Data & Analytics
- 

### We Turn MDM into AI-Powered Device Operations

Radix delivers intelligent device management that simplifies digital signage operations across retail environments. Our cloud-based platform enables seamless delivery of media, web content, and messaging across entire signage networks, from single-store boutiques to enterprise retailers managing thousands of endpoints globally. We address the core challenges at scale: managing displays across multiple locations, ensuring consistent content delivery, maintaining device health and uptime, and gathering actionable analytics to optimize engagement and ROI.

Our solution integrates with existing retail systems and supports diverse use cases, dynamic promotional displays, interactive product kiosks, wayfinding, and digital menu boards. With remote management capabilities, retailers monitor content performance, obtain real-time analytics, and ensure reliable operations without manual intervention. By combining robust device management with intelligent monitoring and proactive maintenance, Radix reduces operational costs while maximizing digital signage impact. Built for how you work, adapted to your ecosystem.

# SensePass

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



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## categories:

- Retail Tech
  - Omnichannel
  - In-Store Tech
  - Customer experience
  - eCommerce
  - Payments
- 

**The world's largest payment orchestration platform — connecting payments, platforms, devices globally.**

In today's fragmented payment landscape, merchants struggle to support countless payment methods across multiple platforms and devices - each with its own integrations, hardware, and user experience. This complexity slows innovation, increases costs, and creates friction at checkout.

SensePass solves this by providing the world's largest payment orchestration layer, seamlessly connecting any payment method to any platform, device, or environment. With one unified API, businesses can instantly activate and accept over 100+ payment options in-store and online - including Venmo, PayPal, Amazon Pay, WeChat, Alipay, Klarna, Sezzle, Splitit, and even crypto.

SensePass eliminates the need for multiple integrations and costly hardware, empowering merchants to deliver a truly frictionless, omnichannel payment experience that meets every customer where they are.

# Shopic

[www.shopic.co/home](http://www.shopic.co/home)



# Shopic

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## categories:

- Retail Tech
- Customer experience
- Loss Prevention Technology
- AI
- Frictionless Shopping
- AI & Computer Vision
- Secured Self Shopping
- Data & Analytics
- In-Store Tech

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**Shopic delivers computer-vision loss prevention for self-checkout, powered by true item-level recognition.**

Shopic protects retailers from shrink at self-checkout by using true item-level recognition to identify the exact product in view; adding product certainty beyond gesture/weight checks. In real time, Shopic detects missed scans, barcode switching, produce mislabeling, items staged to bagging, and left-in-cart. Alerts are context-aware, so staff step in only when it matters and shoppers keep moving.

Edge-deployed and integrated with existing SCO software, Shopic provides auditable events and analytics, delivering tighter front-end control and measurable shrink reduction without slowing lanes.

# SparkBeyond

SPARK  BEYOND

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

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## categories:

- Retail Tech
  - AI
  - Data & Analytics
  - Loyalty & Personalization
- 

**SparkBeyond "Always Optimized" technology allows you to optimize retail performance, 24x7, using LLMs.**

We believe that in the future all retailers will have an AI which deeply understands what drives key business KPIs & which proposes / implements changes to optimize business performance.

However, LLMs are not built to monitor large amounts of operational data (e.g. CRM, ERP, IOT etc) and discover business insights which can drive real operational improvements.

SparkBeyond's "Always-Optimized" platform gives LLMs easy access to the performance driving insights hidden in operational data. This transforms your LLM into your own internal 'retail consulting firm' which monitors your data 24x7, explains what is driving trends in key KPIs (e.g. churn, cross-sell, demand forecasting, hyper-personalized marketing etc) & recommends changes.

## STOREE.AI

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



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### categories:

- Retail Tech
  - AI
  - In-Store Tech
  - Retail Automation
- 

**STOREE.AI is the first AI messenger built for retail. It reads every message, understands context, and transforms communication into clear, data-driven action - helping managers lead with focus and confidence.**

STOREE.AI is an AI communication platform designed for retail operations. It replaces fragmented dashboards and chat tools with one intelligent feed that reads every message, understands priorities, and manages communication for you. The system connects to POS, ERP, and workforce data to interpret what's really happening in stores - then turns those insights into clear, timely messages that tell managers what to focus on, who needs to act, and when. It's not another messenger.

STOREE is communication that leads. It organizes, motivates, and drives action across chains of any size, ensuring that every store knows exactly what matters most - in real time.

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