

Agenda:

Sunday, 25/11

14:00

Opening Cocktail

15:00

First Session: Tomorrow, Here & Now

How Am I the First to Think of This?

How does one spot trends in the now? What is the most effective way to trend spot? What constitutes the main consumption trends of Israel and the world? And how does trend spotting encourage product innovation?

Adi Yoffi, Business Futurist

Let's Talk About 'New' Consumerism

How to engage in dialogue with consumers in an age where advertising is no longer conventional.

Ariella Danielli, Digital Business Development Manager, Tnuva

Someone's Watching You...

How to track consumers' purchasing intentions - without their knowledge of it.

Yael Meiro, Retail and Consumer Sector, Facebook Israel

I'm Sorry - Do We Work for You?

How to turn customers into authentic brand ambassadors that will best-tell stories that stay true to brand.

Imi Eiron, CEO & Founder, Saloona.co.il

Instagram Meets Retail: A One-on-One Discussion

How did retailers manage to harness the power of Instagram in order to lead an online revolution in a world where brick-and-mortar shopping reigns supreme? A look into Instagram's ability to influence in the retail-sphere.

Moshik Galamin, home stylist, host, entrepreneur, and owner of 'Instablock' &

Adi Ronen, Founder of Adika and IT MOMZ

Couch Sessions, with Generation Z

A panel discussion with influential teens on how Generation Z is changing the name of the retail game.

Yaniv Weitzman, Founder & CEO of TeenK

17:00

Innovation spotlight | In collaboration with "retail innovation club"

Shopping, Psychology, and Artificial Intelligence

A deep-dive by the man behind Twiggle – one of the most promising startups in the AI field – into smart shopping on a smarter world-wide-web that knows exactly what you're looking for.

Dr. Amir Konigsberg, Co-Founder & CEO, Twiggle

Trying on Clothes is Old-Fashioned

On the technology that replaces traditional fitting rooms with a virtual alternative, and on its recent collaboration with retail-legend Rebecca Minkoff.

Yael Vizel, CEO & Co-Founder, Zeekit

A Frequent Flyer...for Fashion

On the Israeli startup that helped launch Tommy Hilfiger's first 'smart' clothing collection, and is leading a revolution in brand loyalty programs.

Liron Slonimsky, Founder & CEO, Awear

Tailor My Dress!

On the startup that will change the way consume apparel – transforming the industry standard from off-the-shelf to design-by-order.

Adili Cohen, Founder & CEO, Anywear

18:00

Second Session: The Sun Shall Rise in the East

China Shines in Red

A look into how China is leading the global retail revolution.

Yuval Atad, CEO, Pharm Express

Keynote speech -Shaping the future of retail

How to best communicate with over 1 billion Chinese consumers in a world of personalization and ecommerce.

Arthur R. Hagopian, Senior Director, Global Strategy/Digital, SPRG Beijing

20:30

Dinner

IMC Opening Event

21:30

A world-class performance by mentalist **Lior Suchard**, and into-the-night dancing to the beat of **Andre Butler & the Concept Band**.

Monday, 26/11

8:00

Breakfast

10:30

Third Session: Shopping in Israel

“The Main Edition” with Sivan Klingbail

Likud MK Yoav Kish, Chair of the House Committee, Zionist Union MK Ayelet Nahmias-Verbin, Chair of the Blue and White Lobby, Kulanu MK Meirav Ben-Ari, journalists, and executives from the retail sector

Industry leaders, MK's, and journalists discuss hot trends in retail and pertinent topics such as: Taxing in ecommerce, new and old regulation, the penetration of giant online retailers into the Israeli market, the open sky reform, and more.

12:00

Fourth Session: The Mall and the Big City

Five-Star Shopping Malls

On the new government initiative to integrate hotels into shopping centers.

Amir Halevi, Director General, Ministry of Tourism

Mixed-Use Development: A Panel

Moderated by Dror Marmom, Editor at Mercaz Hanadlan and ex-real estate editor of “Globes”.

What lies behind the success of London's Camden Market? How did it turn into an international success story? And, how are consumers today shaping the way that urban shopping centers are planned?

Keynote speech - Creating a strong sense of place

What lies behind the success of London's Camden Market? How did it turn into an international success story? And, how are consumers today shaping the way that urban shopping centers are planned?

Mark Alper, Founder, Marsfields

They Key to a Winning Commercial Center

A case study on 'Shaffa': the Jaffa-based barbershop that transformed into a bar and revitalized the city's sleepy flea market, turning it into a culinary and commercial hotspot.

Uri Gottlieb, Actor, owner of 'Shaffa Bar' and 'Asia' in Jaffa's Flea Market

13:40

Lunch

14:30

Fifth Session: Blue & White Retail

Israeli Love

What lies behind the success of Israel's leading and most loved brands? And does taking a public stance on matters strengthen or harm a brand??

Ran Rahav, Director of Ran Rahav Communications & PR

Israeli Pride - That's for Sure!

Started from the bottom, now we're here! The inspirational story behind Dr. Fischer, and how he nurtured a single Bnei Brak factory into an international empire.

Dr. Eli Fischer, President, Dr. Fischer

Making the Impossible, Possible

How an Israeli diva from Bat-Yam earned the trust of Hollywood superstars (Melanie Griffith, Sylvester Stallone, and more), and built an internationally recognized cosmetics empire responsible for the development of a revolutionary wrinkle-eliminating cream.

Hava Zingboim, Founder of Hava Zingboim Cosmetics

The Age of Storytelling

Why would a man clueless about the fashion industry choose to revive a fashion house that shut its doors 30 years prior? An exploration of the role that storytelling plays in shaping brand perception

Shahar Segal, Entrepreneur, Actor, and Director

16:00

Innovation spotlight | In collaboration with "retail innovation club"

Mirror, Mirror, On the Wall

On the Artificial Intelligence and Augmented Reality technologies changing the retail experience at point of sale.

Ofer Saban, Co-Founder & CTO, Memoni

The Know-it-All Shelf

On the smart shelves that automatically monitor and manage inventory.

Shalom Nakdimon, Co-Founder & CEO, WiseShelf

16:30

Sixth Session: On the Runway

Keynote speech - The next breakthrough in retail

An exploration of India's retail industry and of opportunities for Israeli brands in the Indian market.

Shivani Lorai, Business Management Consultant in India

Change Begins From Without

Is fashion and design a subjective matter based on personal sense of style? Or is it of a mathematical and scientific essence? Is the old trade on the verge of a revolution?

Orly Shay, Styling Expert, TEDxTel Aviv speaker

I AM the Brand

A discussion on the nature of brand relationships with brand ambassadors, and on how such relations can be truly life-changing

Panel moderated by Zevik Dror, CEO of Zevik Dror PR

18:00

Seventh Session: Retail Tech Nation

Retail Tech, with a Touch of Hutzpah

The man who brought Walmart's CEO to Israel speaks of Israeli retail technologies and of their projected influence on the global retail industry in coming years.

Ohad Finkelstein, Managing Partner, DanliCapital

Retail Sharks

Our take on the primetime hit, 'Shark Tank'

Three startups (Supersmart, Synapp, & Bikeplace) take on our retail sharks. Who will convince Israel's leading retailers to adopt their breakthrough technology

20:00

Dinner

IMC Party

21:30

Featuring a show by Israel Katorza, followed by a dance party with DJ Lady L

Tuesday, 27/11



09:45

Breakfast

Eighth Session: Changing the Rules of Retail

The Change that will Shake Up the Retail Industry

International retail giants long ago internalized that traditional retail needs to undergo fundamental change and have already invested tens of millions of dollars in its anticipation. Can you guess what it is? We'll give you a hint: It's not ecommerce.

Eran Gefen, Founder, Gefen Team

From the Shopper's Perspective

A behind-the-scenes look into the ordinary customer journey: How do our shoppers really view products? And, what can we do to optimize the customer journey and secure brand loyalty amongst shoppers?

Boaz Yariv, Co-Founder, SEBO fx

10:45

Ninth Session: A Touch of Current Events

Fauda: Sleeping with the Enemy

Goosebump-inducing accounts of an Israeli journalist in the West Bank and behind-the-scenes stories from the hit-series 'Fauda' reveal the complicated nature of the relationships between Israel and the PA, the Hamas and Fatah, and the Hamas and Israel.

Avi Issacharoff, Journalist and Co-Author of Fauda

Closing Time: An Eyebrow Raising Show by Yair Nitzani

A humorous exploration of family, fatherhood, intimacy, child-raising, and career-building in modern-day Israel. Yair Nitzani forces us all to look in the mirror and whole-heartedly accept the natural roughness of being Israeli.
