



## PRESS RELEASE

### Israeli Retail Technology Delegation to Visit Australia

Israel has long been at the forefront of providing innovative technological solutions to the retail industry such as IT platforms designed around Point Of Sale (POS), supply chain management, loss prevention, data security, and enterprise management solutions. Many success stories have emerged from Israel, such as Retailix and Verifone, which have all greatly enhanced how the Retail Sector conducts business in the 21<sup>st</sup> century.

Israel is an open global economy with a highly educated work force and a flourishing start-up company culture. Israel is ranked 1<sup>st</sup> in the world for the number of start-ups per capita and provides the ideal environment to nurture and help stimulate innovation. Well known Israeli innovations include a long list of market firsts such as disk-on-key technology, IP telephony, ZIP compression, the ingestible pill-size camera, ICQ instant messenger, and many more.

A stronger Australian retail sector has coupled with mining and government investment to lift business confidence levels to the highest in seven years. These factors indicate that retail is recovering from the global financial crisis and providing an opportunity for retail technology companies to enter into the local market.

From **Tues 1<sup>st</sup> June** to **Fri 4<sup>th</sup> June 2010** the Israel Trade Commission ([ITC](#)), together with IBM Australia, the Israel Export Institute ([IEIIC](#)), and the Australia Israel Chamber of Commerce ([AICC](#)), will be leading a trade delegation to Australia made up of major Israeli companies from the retail technology sector. These companies include:

- [Verint Systems](#)
- [EyeClick](#)
- [Radware](#)
- [Retailix](#)
- [NICE](#)
- [Safend](#)
- [VeriFone](#)
- [EZ Face](#)

The delegation will be visiting several major Australian retailers, as well as presenting at major industry functions being held at IBM's offices in Sydney and Melbourne. The details of these industry events are:

#### **Sydney Function**

**Date:** 1<sup>st</sup> June 2010

**Time:** 9am – 12pm

**Venue:** IBM Centre, Level 13  
Seminar Room

**Location:** 601 Pacific Highway  
St Leonards, NSW 2065

#### **Melbourne Function**

**Date:** 4th June 2010

**Time:** 9am – 12pm

**Venue:** IBM Centre, Podium Level Seminar Room

**Location:** 60 City Road,  
Southbank, Vic 3006

To find out more about the Israeli Retail Technology Delegation please contact the Israel Trade Commission on (02) 9388 0382 or [josh.wermut@israeltrade.org.au](mailto:josh.wermut@israeltrade.org.au) or visit us on [www.Israeltrade.org.au](http://www.Israeltrade.org.au) .

**Israel Trade Commission** - The Israel Trade Commission (ITC) in Australia is a professional unit of the [Foreign Trade Administration](#) under the Israel's Ministry of Industry, Trade and Labor. The Israel Trade Commission in Sydney is a branch of the [Embassy of Israel in Canberra](#). Our goal is to promote, enhance and facilitate trade, investments and industrial R&D between Australia and Israel.