

THE PROCUREMENT & FINANCE INNOVATION SUMMIT 2026

LEVERAGING PROCUREMENT INNOVATION TO ACHIEVE BUSINESS RESULTS

 **FEBRUARY 16–17, 2026**  **ELMA HOTEL, ZICHRON YAAKOV**

Monday | February 16, 2026

09:00–09:30	Morning Gathering & Visit to the Innovation Exhibition
09:30–11:30	Central Plenary: The 10x Procurement Value
09:30–09:45	How Is the Digital Revolution Increasing the Value of Organizational Procurement? Speaker: Erez Levy, CEO, The Israeli Procurement Center
09:45–10:10	How Do 200 Smart Bots Connect Procurement, Finance & Suppliers? Moderator: Eyal Rosenberg, CEO, Nipendo
10:10–10:30	How AppsFlyer Uses Automation & AI to Solve Procurement Challenges Moderator: Asaf Kadmon, Cadmon Systems Speakers: Irina Polyakov, Global Procurement Director, AppsFlyer Lior Tal, Financial Systems Analyst, AppsFlyer Daniel Zerost, Value Engineer, Make
10:30–10:45	Operational Transformation with AI Agents in Procurement & Finance Adir Oren, CEO, SoluGen AI Avi Edri, Owner & CEO, Cinema City Netanela Amir, CIO, Cinema City
10:45–11:00	Turning Benefits into Strategy: Centralized Management that Reduces Costs and Increases Value Meital Shaham, VP Marketing & Product, Cibus Shai Malka, Procurement Manager, Bank Hapoalim
11:00–11:15	Break & Exhibition Visit
11:15–11:30	Spotlight Session: Bridging Procurement & Marketing – A Win-Win Model Between Business Agility and Budget Control Erez Levy, CEO, The Israeli Procurement Center Claude Nahon, CEO, ALTAVIA Israel
11:30–13:00	Business Collaboration Between Procurement & Finance FinOps processes, project budgeting, P2P solutions, services procurement, and generating exponential organizational value.
11:30–11:50	The FinTech Revolution in Procurement: Savings You Didn't Know Existed Speaker: Nadav Tamam, Enterprise Activity Manager, Airwallex
11:50–12:05	The Value of Procurement Involvement in Insurance Processes Itay Ashkenazi, CEO, Gil Vardi Insurance Agency Meir Ben Yeshaya, Procurement Director, Playtika
12:05–12:25	Financial Resilience in the Supply Chain – Structured Finance–Procurement Integration Zeev Hadar, CEO, ARBELIS Daniel Algor, MYC Fund Manager
12:25–13:00	Executive Panel: Procurement–Finance Partnership Moderator: Ariela Lachman, Procurement Manager, JFrog Panelists: Amir Sandetz, Head of Financial & Management Information Division, Bank Hapoalim Eran Hamo, CFO, AppsFlyer Michael Shamrock, Senior Director of Treasury & Collections, JFrog
13:00–14:00	Roundtables: Technologies Matchmaking
14:00–15:00	Lunch (Voucher Required) Exhibition Tour & Networking
15:00–15:20	Orchestrating the Cloud War: How Procurement Leads Post-Merger Transformation Shahar Barak, Sr. Cloud Economics Director, Teads Roi Basidan, Sr. Azure Specialist, Microsoft
15:20–15:40	Cloud Contract Management – Customer Story Speaker: Eli Mansour, Cloud Procurement Consultant, OskaQ
15:40–16:00	AWS Marketplace – Cloud Technology Procurement Or Zilcha, Director of Procurement, Deel Roi Tzur, EMEA Marketplace Specialist, AWS
16:00–17:00	IPC Awards 2026 – Procurement & Finance Innovation Excellence
19:00	Dinner
20:30	Evening Networking Event

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09:00–09:30	Morning Gathering & Exhibition Visit
09:30–11:45	Central Plenary: The AI Value Multiplier
09:30–09:45	From Operational Efficiency to Business Value – AI Speaker: Erez Levy, CEO, The Israeli Procurement Center
09:45–10:05	How AI Makes Procurement & Finance Smarter, More Accurate and Faster Eyal Rosenberg, CEO, Nipendo Alon Finkelstein, COO, Nipendo
10:05–10:25	AI Agents for Procurement & Supply Chain – From Tactical to Strategic Moderator: Noam Shkori, CEO, Evolving Yochai Malka, COO, Egged Erika Abelis, Import & Export Procurement Manager, RH Group
10:25–10:45	Purchasing Agents – Working for You Michael Gabai, CEO, Gain Eyal Nevo, VP Procurement, Tempo
10:45–11:05	From Prototype to Scale: How AI Transforms Procurement Or Yaakovovitz, VP Sales, SOURCIX Yosef Shor, Mechanical Engineering Manager, Ramon.Space
11:05–11:25	Workplace Excellence – Turning Real Estate into a Strategic Growth Engine Niv Levy, Business Development Director, CBRE Israel Yuval Levy, Country Procurement Head Israel, Teva Pharmaceuticals
11:25–11:45	From Data to Decision – Practical AI in Construction Bid Analysis Shai Malka, Procurement Manager, Bank Hapoalim Sagiv Primark, Data & AI Platforms, Bank Hapoalim
11:45–12:00	Break
12:00–12:30	Executive Panel: The Algorithm of Success Is Written in Failures Moderator: Noga Sharabani, Global Procurement Director, Claroty
12:30–12:45	Procurement & IT – Creating Business & Technological Value Merav Ben Rechav, VP Purchasing, COGNYTE Yaniv Nitzan, CIO, COGNYTE
12:45–13:00	Quick Suite – Your AI Teammate for Productivity Speaker: Eyal Doron, Principal Solutions Architect, AWS
13:00–13:45	Lunch & Networking
13:45–15:00	AI Hackathon for Procurement & Finance Interactive innovation sessions led by senior procurement executives: Autonomous Revolution in Supplier Management Moderator: Shai Malka, Bank Hapoalim Global Financial Optimization Moderator: Noga Sharabani, Claroty Procurement as a Smart Service Platform Moderator: Irina Polyakov, AppsFlyer Budget Management Multiplier Moderator: Yigal Feldberg, Claroty AI Automation in the Supply Chain Moderator: Pini Shnir, ZEROPORT Agentic AI in Service of Procurement Moderator: Merav Ben Rechav, Cognyte Sourcing Precision Moderator: Shlomi Yaniv
15:00–15:45	Smarter. Faster. AI-Driven – Redefining the Future of Procurement Speaker: Doron Azran, VP Supply Chain, SK Pharma
15:45–16:00	Closing & Raffle

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