



FINTECH JUNCTION

Organized by



LYNX

People & Computers

2025

17 June 2025 • Hilton Tel Aviv

**ISRAEL'S BIGGEST
FINTECH CONFERENCE**

Since 2017



Join the Ecosystem at FinTech Junction 2025

Dive into fintech's core at FinTech Junction 2025, Tel Aviv's tech hub.

This industry flagship conference unites global tech and finance leaders, brands, startups, founders and investors, shaping the future of finance, technology, digital transactions and commerce.

Gain exclusive access to a high-caliber audience of industry influencers and decision-makers. Boost your brand visibility, showcase innovations, and forge partnerships that drive tangible growth.

FinTech Junction 2025 provides a powerful platform to:

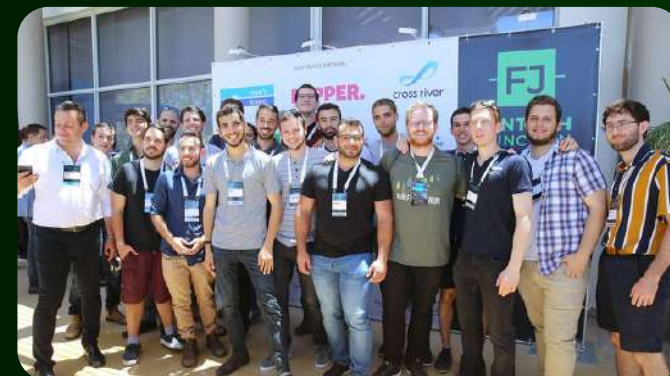
- Connect with key players in Israel's dynamic tech scene.
- Demonstrate your innovation commitment in a thriving market.
- Position your brand at finance's cutting edge.

Secure your place at Israel's most pivotal event and unlock your brand's potential. Contact us now to explore opportunities!



Since 2017, FinTech Junction has been Israel's premier conference focused on the evolving landscape of financial technology. Our events are renowned as the must-attend gatherings for the FinTech community

We gather the most influential figures in finance, technology, and investment to facilitate partnerships, inspire groundbreaking solutions, and shape the future of fintech.



Expert **Keynote** Speakers | Six Dedicated **Tracks** | **Networking** Opportunities
 Interactive Panel **Discussions** | **B2B Meetings** | **Startup Competition**

08:00	<i>Check in & Networking Breakfast</i>		
09:00	OPENING KEYNOTE		
	CYBERSECURITY TRACK	AI & DATA TRACK	CLOUD & IT TRACK
	COMPLIANCE & RISK MANAGEMENT TRACK	PAYMENTS & RETAIL TECH TRACK	BLOCKCHAIN & CRYPTO TRACK
16:00	Closing Sessions & Happy Hour		

EXHIBITION

- Solutions Showcase
-
- Interactive Demos
-
- Startup Pavilion
-
- Raffles & Attractions
-
- Networking & Mingling

MEETING LOUNGE

- 1 on 1 Meetings
-
- B2B Meetings
-
- Prescheduled via The Event App

CYBERSECURITY



Digital Security: Threats, Defenses and Opportunities

AI & DATA



The AI Revolution: Driving Business Forward

CLOUD & IT



Optimizing Performance, Reducing Costs & Fueling Innovation

RISK, COMPLIANCE & REGULATION



Navigating the New Era: Compliance and Innovation

PAYMENTS & RETAIL TECH



Seamless, Secure, Instant: Innovating Payments & eCommerce

BLOCKCHAIN & CRYPTO



Decentralizing the Future: Beyond Traditional Boundaries

Key Milestone Dates

We're working hard to curate an exceptional agenda for the FinTech Junction 2025!

Here are the important dates to keep in mind if you're interested in speaking or simply want to stay informed:

- **Conference Date:** 17 June 2025
- **Date of Publishing the Agenda:** May 27
- **Deadline for Proposals:** April 27

These dates allows the content team adequate time to review proposals, make selections, and coordinate with speakers.

Please make sure to submit your propales on time.

For reference, this was our last year's agenda

08:00	REGISTRATION & NETWORKING BREAKFAST: Registration, mingling and morning fuel to kickstart the conference	
09:00	WELCOME TO FINTECH JUNCTION 2023 ANNUAL SUMMIT <ul style="list-style-type: none"> Elliott Gotkine, Journalist & FinTech Junction MC Ben Pelled, Founder & CEO @ FinTech Junction by Lynx 	10:10 FOSTERING SYNERGY: THE INTERSECTION OF VENTURE CAPITAL, FINTECH-BANK COLLABORATION, AND GLOBAL EXPANSION STRATEGIES FOR STARTUPS
09:10	WHY LATVIA? FINTECH ECOSYSTEM IN EUROPEAN UNION <ul style="list-style-type: none"> Kaspars Rožkalns, Director General @ Investment and Development Agency of Latvia Marine Krasovska, Head of FinTech Supervision Department @ Bank of Latvia 	<p>This panel explores the dynamic relationship between venture capital, fintech-bank collaboration, and global expansion strategies, highlighting the crucial role they play in fostering synergy for startups. Experts will discuss how VC investment fuels innovation in fintech, the benefits and challenges of collaboration between fintech firms, traditional banks and key investors, and the strategic considerations for startups seeking global expansion opportunities in the evolving financial landscape. Attendees will gain valuable insights into harnessing the power of these intersecting forces to drive growth and success in the startup ecosystem.</p>
09:25	TEMENOS, A GLOBAL LEADER IN ENTERPRISE SOFTWARE FOR BANKS AND FINANCIAL SERVICES John Schlesinger, Chief Enterprise Architect @ Temenos	<p><i>Moderator: Elliott Gotkine, Journalist & FinTech Junction Conference MC</i></p>
09:40	NEXT WAVE OF PAYMENT INNOVATION Annie Degani, Director of Business Development @ FinSec Innovation Lab, Startup Accelerator by Mastercard & Enel X	<ul style="list-style-type: none"> Neeraj Makin, Senior EVP, Group Head, Strategy, Analytics & Venture Capital @ Emirates NBD Bruce Taragin, Managing Director @ Blumberg Capital Eynat Guez, Co-Founder & CEO @ Papaya Global Hadar Siterman Norris, Partner @ Team8 Capital Ido Shomrony, Partner @ Shibolet & Co.
09:50	GENERATIVE AI: A CRITICAL INGREDIENT TOWARDS POWERING PROSPERITY Dr. Hisham Abdulhalim, AI & Data Chief of Staff @ Intuit Israel	
11:00	COFFEE BREAK	

For reference, this was our last year's agenda

BANKING & FINANCE ARENA		AI, DEFI & STARTUP STUDIO		CYBERSECURITY & CODE LAB		BRELLA MEETING HUB	
11:30	FUTURE OF BANKING TRACK Banking Transformed	11:30	AI & GLOBAL SCALING TRACK 2023: AI at an inflection point	11:30	FINANCE CYBERSECURITY TRACK Navigating Threats & Solutions	10:00 - 15:00	PRESCCHEDULED MEETINGS
TRACK LEADER	ELLIOTT GOTKINE, JOURNALIST & FINTECH JUNCTION MC	TRACK LEADER	ASAF CHARNILAS, INVESTOR, TEAM8 CAPITAL	TRACK LEADER	EYAL ASILA, FOUNDER & CEO @ CYBERLION	<p>one week before the conference all registered attendees will get an email with their personal invitation to our event meeintg app by Brella.</p> <p>Make sure to find that email, download the app, sign up and set your user profile. then you can start sending and receiving meeting invitations.</p> <p>Meetings will be scheduled in advance, make sure to book your meetings in advance!</p> <p>Register by June 18 to get your invite to the event app</p>	
11:30	MONDAY.COM AS A DIGITAL TRANSFORMATION TOOL Zlata Kukker, Account Executive @ Entrypoint	11:30	ON THIN ICE: CAN CRYPTOCURRENCY WITHSTAND THE CHALLENGES AHEAD? Saul Adereth, Partner @ Shibolet & Co	11:30	THE EARLY BIRD CATCHES THE WORM: WHY SAAS COMPANIES NEED SOC 2 YESTERDAY Meiran Galis, CEO & Founder @ Scytale		
11:40	FINANCIAL SERVICE PROVIDERS OF THE FUTURE Oded Salomy, Head of Payment Systems and Member of Management @ Bank of Israel	11:40	WELCOME TO FINTECH LAND Lahav Savir, CTO & Founder @ AllCloud	11:45	UNLEASHING THE POWER OF CYBER & AI: UNLOCKING LIMITLESS POTENTIAL Eyal Asila, Founder & CEO @ CyberLion Former Global Head, Cyber Consulting @ Atos		
11:50	HARNESSING THE POWER OF CLOUD FOR FINANCIAL SERVICES: BUILDING AN IMPACTFUL FINTECH ECOSYSTEM Oran Aish, Public Cloud Country Leader @ IBM Israel & Ariel Assaraf, Co-Founder & CEO, Coralogix	11:50	FINTECH OPPORTUNITIES IN BAHRAIN Anat Ronen, Director, Israel @ Bahrain EDB	12:00 Panel	SECURING THE PAYMENT CHAIN Industry experts discuss cutting-edge strategies and technologies to enhance security in the payment ecosystem, exploring topics such as encryption, fraud prevention, compliance, and emerging solutions, ensuring secure and trustworthy digital transactions. <i>Moderator: Dan Sarig, CTO, FinSec Innovation Lab - Startup Accelerator by Mastercard & Enel X</i> <ul style="list-style-type: none"> Rahav Shalom Revivo, Head of Financial-Cyber Innovation, Israel Ministry of Finance Steve Lev, Economist, Bank of Israel Yaniv Kimchi, CEO, EMV association Israel Nir Netzer, Venture Partner @ Tenity 1 		
12:00 Panel	THE BANK OF THE FUTURE Industry experts explore the cutting-edge landscape of banking, envisioning the transformative potential of technology and innovation. This thought-provoking panel delves into open banking, digital payments, AI-driven innovation, and the evolving banking ecosystem. <i>Moderator: Elliott Gotkine, Journalist & Conference MC</i> <ul style="list-style-type: none"> Lior Georgi, CIO, Bank of Israel Inbal Polak, Director, Investment Department, Israel Securities Authority Stephane Meslet, Product Commercial Director SaaS, Temenos Noam Inbar, Partner, Viola FinTech 	12:00 Panel	UNLOCKING GLOBAL MARKETS: GROWTH AND SCALING OPPORTUNITIES FOR ISRAELI STARTUPS Explore the boundless possibilities that await you, leveraging your strengths, navigating cultural nuances, and seizing international opportunities to expand your reach. <i>Moderator: Sharon Zarfati, Director of Operations, FinSec Innovation Lab - Startup Accelerator by Mastercard & Enel X</i> <ul style="list-style-type: none"> Marine Krasovska, Head of FinTech Supervision Department, Bank of Latvia Anna Zeitlin, Legal Director, Head of Fintech, PwC ME Roe Stoler, Country Head, Israel @ Abu Dhabi Investment Office Danit Lavie Sannikov, ICT Standardization Project Manager, The Standards Institution of Israel 	12:30 Panel	LEVERAGING AI FOR INCIDENT RESPONSE AND THREAT INTELLIGENCE IN FINANCIAL INSTITUTIONS Dive into proactive strategies, real-time threat detection, effective incident response, and collaborative intelligence sharing to combat cyber threats in the finance sector. <i>Moderator: Eyal Asila, Founder & CEO, CyberLion</i> <ul style="list-style-type: none"> Marine Krasovska, Head of FinTech Supervision Department, Bank of Latvia Roy Binderman, CEO, GoSystems, Entrypoint Group Rubi Aronashvili, Founder & CEO, CYE Danit Leybovich Shati, Founder & CEO, Alpha Forensics Reut Menashe, Founder & CEO, Tetrisponse.io 		
12:30 Panel	THE RISE OF NEOBANKS Discover how innovative digital banks are reshaping the financial industry. This panel delves into the disruptive force of neobanks, exploring their customer-centric approach, agile operations, and the impact on traditional banking models. <i>Moderator: Sarah Milam, Global Finance Partner, Dechert LLP</i> <ul style="list-style-type: none"> Amalia Avramov, President, Financial Services, Amdocs Arik Chicotay, COO & CBO, ONE ZERO Eytan Shain, Financial Services Industry Lead, Israel & Middle East, AWS 	12:30 Panel	GENERATIVE AI, ETHICS, AND FINTECH: SYNERGIES AND CHALLENGES FOR A RESPONSIBLE FUTURE Harness generative AI's potential, address ethical considerations in fintech's dynamic landscape, and shape an innovative, responsible future with integrity. <i>Moderator: Asaf Charnilas, Investor, Team8 Capital</i> <ul style="list-style-type: none"> Anna Cates, Senior Product Designer, Intuit Maya Hawlasewicz, Principal, Pitango Daniel Marcous, Co-founder & CTO, April Shila Ofek-Koifman, Director, Language Technologies, IBM Research AI 	13:00	NETWORKING LUNCH		

For reference, this was our last year's agenda

BANKING & FINANCE ARENA		AI, DEFI & STARTUP STUDIO		CYBERSECURITY & CODE LAB		BRELLA MEETING HUB	
14:00	CFO, PAYMENTS & ECOMMERCE TRACK Payments, Payroll, Compliance & eCom	14:00	DEFI, WEB3 & CRYPTO TRACK 2023: AI at an inflection point	14:00	CALL FOR CODE TRACK Empowering Innovation Through Coding	10:00 - 15:00	PRESCCHEDULED MEETINGS
TRACK LEADER	MEIRAV HAREL, FINTECH & DIGITAL FUTURIST	TRACK LEADER	YOAV TZUKER, CMO @ COLLIDER	TRACK LEADER	RONEN SIMAN-TOV, CTO, CALL FOR CODE @ IBM	<p>one week before the conference all registered attendees will get an email with their personal invitation to our event meeintg app by Brella.</p> <p>Make sure to find that email, download the app, sign up and set your user profile. then you can start sending and receiving meeting invitations.</p> <p>Meetings will be scheduled in advance, make sure to book your meetings in advance!</p> <p>Register by June 18 to get your invite to the event app</p>	
14:00	BUILDING YOUR U.S. BUSINESS: OUR LESSONS LEARNED GROWING 12X IN 12 MONTHS Zack Levine, VP, Head of Revenue, North America @ Checkout.com	14:00 Panel	HOW WEB3 IS DISRUPTING THE FINANCE INDUSTRY & ENHANCING SECURITY WITH BLOCKCHAIN Discover the potential of decentralized finance, its transformative impact, and the innovative possibilities for participants in this dynamic and rapidly evolving landscape. <i>Moderator: Yoav Tzucker, CMO, Collider</i> <ul style="list-style-type: none"> • Dr. Milly Perry, Head of Innovation, Fintech-IL • Shira Brezis, CEO, Redefine • Or Dadosh, Co-Founder & CEO, Ironblocks • Omri Lahav, Co-Founder & CEO, Blockfence 	14:00	BEYOND THE SPAGHETTI CODE - HOW TO HACK YOUR MIND Danna Nave, Consciousness Developer		
14:10	ENTERING THE US MARKET? BE MINDFUL OF YOUR SALES TAX OBLIGATIONS Tal Bar David, CEO & Founder @ Complyt	14:30 Panel	OVERCOMING BARRIERS TO WEB3 ADOPTION Industry experts discuss challenges impeding Web3 adoption, explore regulations, technical hurdles, and offer strategies for integrating decentralized apps and systems. <i>Moderator: Hernan Arber, CEO, Arber Tech</i> <ul style="list-style-type: none"> • Ronen Assia, Managing Partner, Team8 • Natalie Lubelchick, CEO & Co-Founder, Aware • Solomon Ashok, Founder & CEO @ Kazh.com • Tomer Weiss, Product, Hypernative 	14:15	DEVEX IN 2025: THE FUTURE OF SOFTWARE DEVELOPMENT Dan Leshem, CTO @ Fine		
14:20	EMBRACING THE FINTECH REVOLUTION: PIONEERING THE FUTURE OF FINANCE Dr. Gal Aviv, CEO @ Blender Financial Technologies	15:10 Panel	CENTRALIZED AND DECENTRALIZED BANKING: THE FUTURE IS HYBRID Explore the future of banking where centralized and decentralized models converge. This insightful panel discusses the hybrid approach, examining the benefits and challenges of integrating traditional banking with decentralized finance to shape the financial landscape. <i>Moderator: David Shoham Sachs, Growth Catalyst</i> <ul style="list-style-type: none"> • Otni Oron, Innovation & Corporate BizDev, Bank Hapoalim • Elad Burshtein, CEO, Excellence Nessuah • Lahav Savir, CTO & Founder, AllCloud • Alex Amster, GM Israel & Head of Global Staffing, ALLSTARSIT • Marissa Posner, Founder & CEO, ChainBrain 	14:30	<p>DATA & AI WORKSHOP <i>*Bring your own laptop*</i> <i>Moderator: Avi Vizel, Developer Advocate @ IBM Israel</i></p> <p>This workshop will introduce you to the Data & AI Environment of IBM Cloud Pak for Data.</p> <p>The workshop is intended for anyone with an interest in data and AI (data analysts, data scientists, and data engineers). No coding will be required.</p> <p>We will showcase Watson Studio and demonstrate Data Collection, Refinery, AI and infuse processes. Watson Studio provides a unified solution for Data Science, Analysis, Engineering and AI professionals at every stage of their work.</p> <p>Access to Watson Studio in the workshop will be provided through the IBM Cloud.</p> <p>Participants are required to register for an IBM Cloud account in advance here > ibm.biz/FinTechIL</p>		
14:30 Panel	RISK MITIGATION AND ADVANCEMENTS IN FRAUD PREVENTION AND DETECTION Discover cutting-edge technologies, data-driven approaches, and proactive strategies to safeguard financial institutions from evolving threats and fraudulent activities. <i>Moderator: Alona Stein, Co-CEO, ReBlonde</i> <ul style="list-style-type: none"> • Noam Izhaki, Co-Founder and CEO, Ballerine • Ofer Golan, Director, Payments Risk & Compliance, KMPG 						
15:10 Panel	TRANSFORMING FINANCE: THE INTERPLAY OF AI, BLOCKCHAIN, AND CUTTING-EDGE INNOVATIONS IN PAYMENTS, INVESTMENTS AND INSURANCE Exploring AI's impact on payment systems, investigating innovative advancements and disruptions reshaping financial transactions. <i>Moderator: Meirav Harel, FinTech & Digital Futurist</i> <ul style="list-style-type: none"> • Akshay Chopra, VP, Head of Innovation & Design, CEMEA, Visa and Board Member, MENA FinTech Association • Omri Wislizki, Startup Growth & Crypto, Stripe • Limor Grobglas, Head of Clearing Houses Division, Bank of Israel 						
16:00	CLOSING REMARKS						

AI WORKSHOP! ↑ Bring your own laptop

Ready to become part of FinTech Junction 2025?

Connect with our team to discuss sponsorship opportunities, tailor-made packages, and how we can help you achieve your goals at the #1 FinTech event



BEN PELLED

Conference
Founder



AMIR KARLIN

Marketing &
Speaker Relations



YOSSI DUANI

Sponsorship
Sales



GAL BENKIN

Sponsorship
Sales



NETA MOR

Production

Get your sponsorship offer today
Email us at events@lynx.co