AWS EXPERIENCE TEL AVIV ON FLOOR28

AWS Gen AI Loft Tel Aviv

November 11 - 19 | Derech Menachem Begin 121, Azrieli Sarona Tower on Floor28, Tel Aviv

Explore Days & Book Sessions

Everything you need to start building your next innovation

Welcome to AWS Gen AI Pop Up Loft Tel Aviv, a dedicated space offering intensive hands-on learning and collaboration opportunities as part of the AWS global Gen AI Loft series. Our rich program includes leaders' insights, local use cases, customer stories, partner demonstrations, interactive workshops, and a daily Gen AI Tech Track that takes you from zero to Gen AI hero. The Loft content is tailored to address local customer needs - from startups and enterprises to public sector organizations, bringing together developers, investors, and industry experts under one roof.

Explore our 7-day program! Select any day below to discover featured content, community events, hands-on workshops, and demos. Register for your favorite sessions and save your spot - spaces are limited!

Day 1

Leaders Insights & Gen AI in Action

Tuesday November 11

09:00-13:00
Leadership Track: Gen AI Leaders Unfiltered
- AWS Gen AI: The Road Ahead
- NVIDIA Keynote
- The Gen AI Value Equation: Insights & CTO Panel
- Multi Agents: Trade-Offs & Dilemmas
- What Your Developers Really Want (From GenAI)

13:30-18:00
Zero-to-Hero Track: Gen AI Foundations
- Gen AI Fundamentals
- Prompt Engineering Basics
- Amazon Bedrock Deep Dive
- Nova Multi-Modal Technologies

13:30-18:00
Demo Track: AI Security & Development Fundamentals

18:30-21:00
Community Track: LangTalks Meetup

Day 2

RAG & Data Intelligence

Wednesday November 12

09:00-13:00
Leadership Track: Gen AI Challenges - Training, Evaluation & Inference
- Featuring: AI21 Labs, Bria.AI, NVIDIA

09:00-13:00
Workshop Track: RAG & Semantic Search by NVIDIA

13:30-18:00
Zero-to-Hero Track: RAG Deep Dive
- Advanced RAG techniques
- Evaluation methodologies
- End-to-end implementation
- roduction case studies

13:30-18:00
Demo Track: Data Integration & Advanced Tooling

18:30-21:00
Community Event

Day 3

AI Agents & Application Development

Thursday November 13

09:00-13:00
Leadership Track: Shift Happens 3.0 with Grove Ventures
- Driving Software Infrastructure Innovation in the Gen AI Era

09:00-13:00
Workshop Track: Gen AI Building Blocks

09:00-12:30
Partner Track: The AI Advantage – Executive Round Table By AllCloud

13:30-18:00
Zero-to-Hero Track: AI Agents Fundamentals
- Bedrock Agents introduction
- MCP server development
- Strands SDK
- Agent evaluation

13:30–18:00
Demo Track: Application Development & Migration

18:30–21:00
Community Track: Generative AI Israel Meetup – Agents in Production

Day 4

Multi-Agent Systems

Sunday November 16

09:00–13:00
Leadership Track: Gen AI In Production
- Featuring: Cato Networks, CloudZone, Wiz, CommIT, Almog Baku (AWS Gen AI Superstar)

09:00–13:00
Workshop Track: RAG Deep Dive

09:00–15:00
Partner Track: RAG your Own Data – Workshop by Automat-it

13:30–18:00
Zero-to-to-Hero Track: AgentCore & Multi-Agent Systems
- Bedrock AgentCore deep dive
- Multi-agent applications
- Production implementation
- Security with ActiveFence

13:30–18:00
Demo Track: Business Integration & AI Innovation

18:30–21:00
Community Track: GenAI Israel Meetup

Day 5

Gen AI Operations

Monday November 17

09:00-13:00
Leadership Track: AWS Founders Breakfast Club
- Gen AI Unpacked: What Founders Need to Know
- Featuring: Ran Ribenzaft, Co-Founder at Harmony; Or Hiltch, Co-Founder & CTO at Skyline; Noa Zilberman, Tech entrepreneur, investor, creator

09:00-13:00
Workshop Track: Agentic AI

09:30-15:00
Partner Track: Build a Network of Smart Agents that Work for You – Workshop By CloudZone

13:30-18:00
Zero-to-Hero Track: GenAI Operations
- LLMOps best practices
- Security implementations
- Observability
- Cost management

13:30-18:00
Demo Track: Advanced AI Architecture & Scaling

18:30-21:00
Community Track: AWS TLV User Group

Day 6

Agents & Vibe Coding

Tuesday November 18

09:00-13:00
Leadership Track: Agentic AI for Business
- Featuring: GuardDoc, AllCloud, AutomatIT, Yuval Avidani (AWS Gen AI Superstar)

09:00-13:00
Workshop Track: Agentic Coding in IDEs

09:30-13:30
Partner Track: Getting Started on AgentCore – Workshop by CommIT

13:30-18:00
Zero-to-Hero Track: Advanced Prompt Engineering & Tools
- Advanced prompt engineering
- Q Developer hands-on
- Kiro IDE exploration
- Spec-driven development

13:30-18:00
Demo Track: Autonomous Operations & Workflows

18:30-21:00
Community Track: Opensearch Community Meetup

Day 7

Hackathon

Wednesday November 19

09:00-19:00
Special Hackathon Day: Build and Win
- Gen AI application development competition
- Project evaluation
- Final round presentations
- Awards ceremony

Partner Sponsorships

Diamond Partner

Gold Partners

Create an AWS account

Learn About AWS   +