



## ITALIAN TRADE AGENCY AT SMART CITY 2025

SMART CITY | 4 - 6 NOV 2025  
EXPO WORLD CONGRESS

FIRA BARCELONA  
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## **ITALIAN TRADE AGENCY**

PAVILION 2 - C161

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ITA - Italian Trade Agency is the government agency, part of the Ministry of Foreign Affairs and International Cooperation, that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and an extensive network of 87 offices in 74 countries, ITA provides information to foreign companies wishing to establish business relations with Italian partners.

In the framework of the Italian industrial system, the technologies applicable to the development of smart cities are characterized by their innovation: ideas and experiences to be reproduced in order to create a network of subjects that can promote innovation in the territories, energy efficiency, sustainable mobility, digital agenda, social innovation, urban governance. The Italian Trade Agency has always been on the side of Italian companies, organizing Italian pavilions at the most important international trade fairs, business visits to Italy, workshops and seminars abroad to present Italian technologies and ideas.

ITA also provides assistance, advice, promotion and training to Italian small and medium-sized enterprises. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. Our Madrid office is the ideal gateway to the Spanish and Portuguese markets.

At Smart City, Italy is represented by 41 companies, 8 of which in collaboration with Sardegna Ricerche, and to highlight their participation, we have defined a detailed activity plan, including this brochure, which aims to provide visitors with an easy reference tool to identify the exhibiting companies and provide useful information for future reference.

On this occasion, I wish you a fruitful visit to our pavilion, confident that Smart City will be the best opportunity to further develop and strengthen the relationship between you and the Italian companies of the Smart City technology sector.

Giovanni Bifulco  
Director of ICE Madrid Office

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ICE, Agencia italiana para el Comercio Exterior, es una organización gubernamental que promueve la internacionalización de las empresas italianas, de acuerdo con las líneas estratégicas del Ministerio de Asuntos Exteriores y Cooperación Internacional.

La Agencia italiana para el Comercio Exterior facilita, desarrolla y promueve las relaciones comerciales y de negocios entre Italia y los mercados extranjeros – prestando una especial atención a las necesidades de las Pymes, sus consorcios y asociaciones – y apoya la exportación de bienes y servicios “Made in Italy” a los mercados internacionales.

La red ITA, a través de su sede central en Roma, una oficina en Milán y una red mundial vinculada a Embajadas y Consulados, ofrece información, asesoramiento, promoción, formación y cooperación en los sectores de la industria, bienes de consumo y servicios.

La Agencia italiana para el Comercio Exterior colabora con las Regiones italianas, Cámaras de Comercio, Asociaciones industriales y de Comercio y con otras organizaciones públicas y privadas. Las empresas extranjeras que deseen más información sobre productos, servicios o empresas italianas pueden visitar: [www.ice.it/it/mercati/spagna/madrid](http://www.ice.it/it/mercati/spagna/madrid).

Cada año, la red mundial de oficinas ICE lleva a cabo cientos de proyectos promocionales y ofrece servicios personalizados y asesoramiento a miles de empresas italianas. La Agencia italiana para el Comercio Exterior también ayuda a las empresas extranjeras que deseen establecer o ampliar negocios y relaciones comerciales con empresas italianas o invertir en Italia.

Los principales servicios que ofrece la Agencia italiana para el Comercio Exterior a las empresas italianas para incrementar el flujo de exportaciones e inversiones entre Italia y el resto del mundo son:

- Información y asesoramiento;
  - Estudios de mercado y de sectores;
  - Búsqueda de socios comerciales;
  - Visitas a ferias internacionales y distritos industriales;
  - Apoyo a las inversiones en Italia y en el extranjero.
-





REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

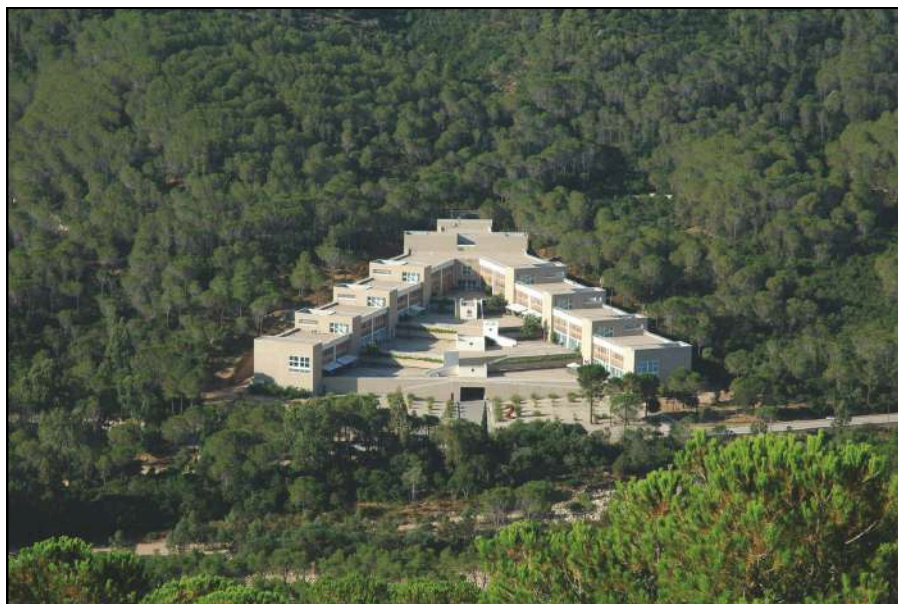


**SARDIGNA CHIRCAS**  
**SARDEGNA RICERCHE**

Sardegna Ricerche is the regional agency for innovation and research in Sardinia, Italy. It is the founder and managing body of the Science and Technology Park of Sardinia and it supports the development of startups and innovative enterprises by providing funding, technical assistance, and access to research infrastructures.

The agency plays a key role in nurturing Sardinia's innovation ecosystem through startup grants, incubation services, mentoring, and connections to universities, research centers, and investors. It offers tailored programs to help early-stage companies validate their business models, develop prototypes, and access national and EU funding opportunities.

With a strong focus on sectors such as ICT, life sciences, cleantech, and agritech, Sardegna Ricerche has helped launch and grow hundreds of high-tech startups across the region. By bridging science, entrepreneurship, and policy, it drives sustainable innovation and contributes to the economic transformation of Sardinia.





**REGIONE AUTÒNOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**



**SARDIGNA CHIRCAS**  
**SARDEGNA RICERCHE**

A Warm Welcome to Smart City Expo World Congress 2025!

Sardinia's innovation journey is accelerating toward a greener, more connected future – and Sardegna Ricerche is proud to help lead the way. As the regional agency for research and innovation, we work at the intersection of public policy, tech transfer, and entrepreneurship to turn ideas into solutions for resilient, people-centric cities.

Our commitment to sustainability runs deep. Through the Renewable Energy Platform – based in the industrial area of Cagliari – we support open collaboration between companies, universities, and public bodies, with shared labs and expertise spanning smart and micro-grids, energy storage, and integration of renewables into industrial and urban systems.

Here in Barcelona, we're accompanying a curated delegation of 8 Sardinian startups and innovative SMEs focused on smart-city challenges – energy efficiency and flexibility, sustainable mobility, urban data platforms, public-services digitization, circular economy, and climate adaptation. Our goal is simple: connect Sardinia's capabilities with global partners to pilot solutions, scale faster, and create long-term value for cities and citizens.

We invite you to meet our teams, explore collaboration opportunities, and discover why Sardinia is an emerging hub for deep tech, clean energy, and digital innovation. Let's design livable, low-carbon cities – together.

See you at Smart City Expo World Congress 2025!

Director General of Sardegna Ricerche  
Dr. Carmen Atzori



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***The companies participating with***



**REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA**



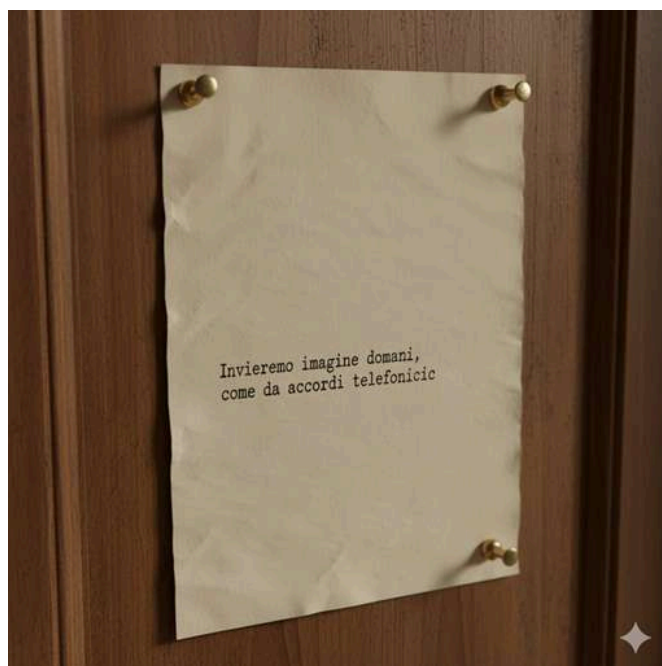
**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**

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The world, digitally twinned

Introducing the Scanfly, the 3DT's compact high-performance mapper. Engineered for excellence, this multi-platform LiDAR solution performs with no compromises even in the most challenging GNSS conditions, from tunnels to dense urban canyons. When unprecedented accuracy meets the unmatched versatility. 3DT Scanfly | The world digitally twinned.



### 3D TARGET SRL

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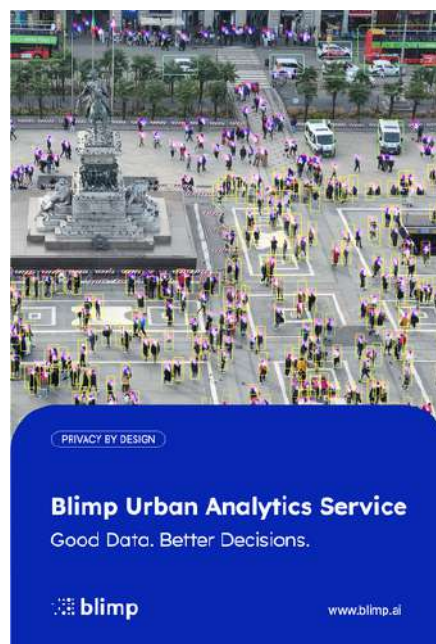
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Sales Director





Blimp was founded to measure people's mobility patterns in urban spaces, both outdoor and indoor, operating across sectors such as OOH advertising, retail, and Smart City. Through proprietary optical sensors with integrated artificial intelligence, it analyzes pedestrian and vehicle flows, generating accurate insights on the physical world that help optimize strategies in different fields, always in full compliance with privacy regulations.

In the Smart City segment, the Blimp Analytics platform provides real-time data on urban mobility, classifying pedestrian and vehicle traffic and delivering additional insights depending on the use case. This information is essential for municipalities and partner companies, as it enables cost reduction, improved services and quality of life, and the development of new solutions for citizens.



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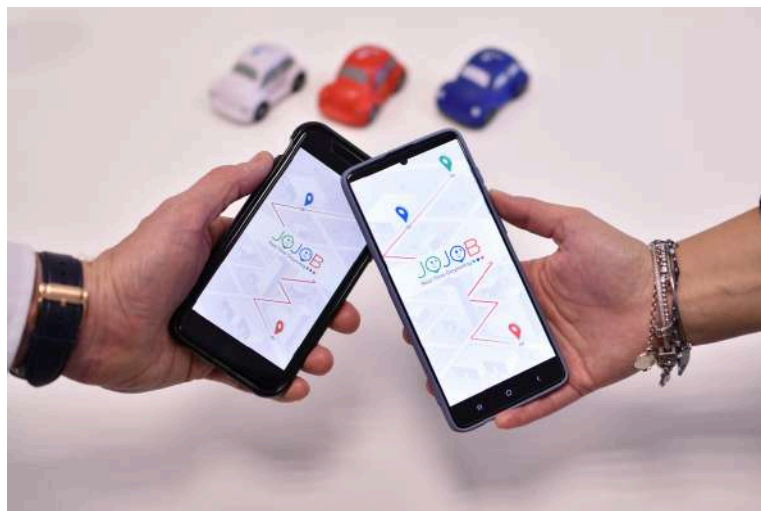
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**Alex Buzzetti**  
Smart City Market Lead





Jojob Real Time Carpooling is the Italian market leader in commuter carpooling. With over 1,700 company locations served and over 370,000 employees involved, Jojob is the service that ensures the rapid development of sustainable mobility policies for companies.

It is also active in several municipalities, including the Metropolitan Cities of Turin and Florence, Brescia, and Lecce.



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*Ceo & Founder*







Bilanciarsi has been a trusted partner for over two decades, supporting organizations in their journey toward transparency, regulatory compliance, and sustainable growth. With a tailored approach, Bilanciarsi empowers companies to integrate ESG principles into their core strategies, enabling effective risk management and long-term value creation.

Through bespoke ESG strategies, rigorous ESG Check-up assessments, authoritative Sustainability Reports, and recognized EcoVadis guidance, Bilanciarsi helps businesses align with the highest global standards while remaining responsive to local market dynamics. Its comprehensive service offering also includes Carbon Footprint assessments and certifications such as SA8000 Social Accountability, ISO 37001 Anti-Bribery Management Systems, ISO 30415 Diversity and Inclusion, and ISO 20121 Sustainable Event Management, ensuring that sustainability is embedded across all dimensions of corporate governance and operations.

Each solution is designed not merely as a compliance exercise, but as a strategic lever to enhance corporate reputation, unlock privileged access to capital, and strengthen competitive positioning across international markets.

With a multidisciplinary team and a client-centric philosophy, Bilanciarsi continues to shape the future of responsible business, turning sustainability into a strategic advantage.



**BRSI S.r.l.**

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CEO





CapTop provides Power Storage systems based on the most advanced technologies, high power solutions: Supercap (SC) and Lithium Titanate (LTO), and high capacity: Lithium Iron Phosphate (LFP).

In our Italian SC production line, we made modules up to 108V. These are the "Power Bricks" of racks, and bigger systems that are realized on demand up to 2.5 kV and tens of MW.

These solutions are suitable when large power is needed for short time. When large power and long autonomy is needed, CapTop offers integrated solutions, namely hybrid SCs and battery storage.

Few examples of applications are electrical grid quality, UPS for critical structures, KERS, e-mobility (marine, rail, air, shuttles), fusion nuclear energy.

CapTop got two patents for a new sustainable electrolyte and for a SC fuelled city bus. We collaborate, on continuous base, with European Universities and Research Centres.



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Ceo



# checkup

OBJECTS WITH LIFE INSIDE

Check-up is an Italian company who designs and manufactures solutions for measuring environmental parameters such as CO, NO2, O3, SO2, H2S and NH3, from the OEM boards to complete stations.

Our electronics expertise and sensor knowledge allow us to optimally support our customers in defining the best solution for their needs. Our focus is on developing sustainable, low-consumption technologies that can work in energy harvesting and we take care not only of acquiring the data with high accuracy, but also of being able to transmit it in all possible modalities, from NB-Iot, to 4G LTE, LoRaWAN and Low-Orbit Satellites.



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City Green Light S.r.l. is an Energy Service Company (ESCo) specializing in energy savings and efficiency, with extensive experience in public lighting. Backed by leading national and international investment funds, the company sees public lighting not only as a vital service for urban safety and quality of life but also as a strategic tool for environmental sustainability and digital city transformation.

Today, City Green Light is Italy's leading private public lighting operator, managing over 1 million light points, serving more than 5 million residents, and maintaining a broad presence across 330 municipalities in 16 regions. Combining technological and managerial expertise, the company delivers solutions that make cities safer, more efficient, and sustainable.



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Marketing & Communication Specialist





Scale your business in sharing mobility.

Hopon Mobility is the IoT platform that revolutionizes light vehicle fleet management and promotes AI-powered land discovery. With advanced features, you optimize operations, reduce costs and maximize profits.



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**Nadia Mangiavacchi**

Ceo







ENERGY2GO aims to provide a solar energy recharge solution for low tension devices, typically smartphones. Thanks to its embedded battery pack sun energy can be stocked when the station is not in use and provided both during daylight and at night. Product innovation is its electronic advanced control of energy storage and distribution together with the personalization of the wooden sun station in both logo and color in just 7kgs weight.



**Energy2go Srl**

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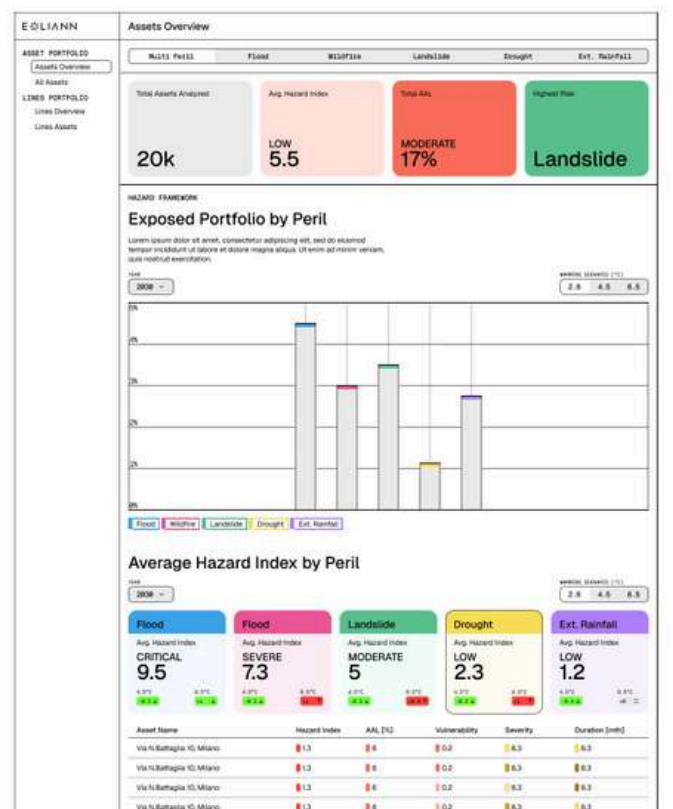
[www.energy2go.it](http://www.energy2go.it)

Contact  
**Enrico Caradonna**  
CEO & Founder





Eoliann is a climate tech company that combines satellite data and AI to quantify the impact of extreme climate events. We work primarily with infrastructure companies, helping them evaluate the resilience of existing or planned assets across multiple time horizons and climate scenarios. By transforming complex climate science into actionable risk indicators, Eoliann enables decision-makers to strengthen resilience strategies and plan sustainable investments.



### Eoliann s.r.l. Società Benefit

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Product Manager



Pin Bike is an urban cycling reward system that promotes sustainable commuting through certified tracking and economic incentives. Already implemented in over 30 European cities—including Trento, Bergamo, Bari, Florence, Bologna, Istanbul, Tallinn, Stockholm, Lisbon –it engages citizens by rewarding bike-to-work and school trips. Earned incentives are redeemable only at registered local shops, thus directly supporting the local economy. The Pin Bike app tracks real trips via patented anti-fraud hardware technology and provides municipalities with real-time dashboards and heatmaps for data-driven planning. All trip data is publicly accessible in full compliance with Open Data and Fair Use principles ( [web.pin.bike/open/all](http://web.pin.bike/open/all) ), ensuring transparency and replicability. With over 10 million km tracked, 1 million kg of CO<sub>2</sub> saved, and over €2 million distributed in incentives, Pin Bike is reshaping urban mobility—one ride, one receipt, one city at a time.



**FB Innovation srls**

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Sales Manager



# FINDMYLOST

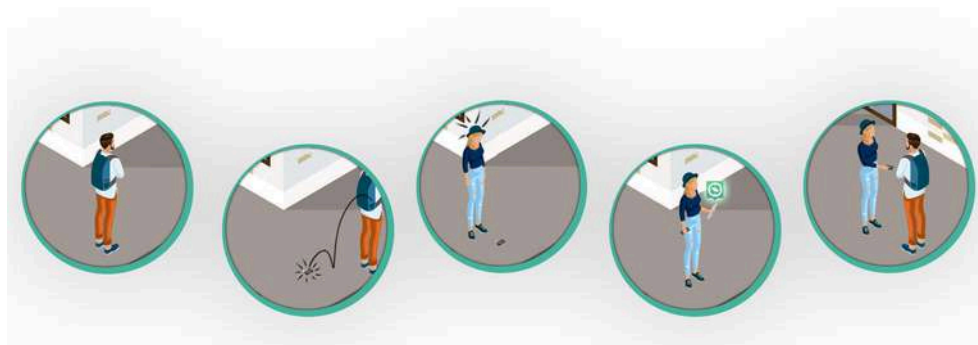
FindMyLost is the first platform dedicated to lost property management, available 24/7 for public transport operators, municipalities, and smart mobility providers.

The solution replaces fragmented, manual processes with a seamless digital system that connects citizens who lost an item with those who found it, through a secure, branded interface.

For transport operators and municipalities, FindMyLost provides a centralized database, automated matching, integrated shipping and payments, and real-time reporting, reducing calls, in person visits and emails while improving efficiency.

For citizens, it enhances the overall user experience, turning the frustration of losing an item into a transparent and easy-to-solve process. For Municipalities/Transport operators, it transforms a cost center into a potential revenues center.

By combining technology, customer care, and sustainability, FindMyLost supports smarter, more inclusive cities.



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Ceo & Founder





# HexErgy

The blockchain platform to design, create, manage and promote energy communities, saving 75% of time and turning social impact into reality.



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The Technology Cluster for Smart Communities (SmartCommunitiesTech) represents a network of more than 200 cities, companies and research organizations that collaborate to develop innovation projects and initiatives for urban, rural and territorial development, enhancing quality of life and sustainability.

Created in 2012 by the Italian Ministry of University and Research as part of the national specialization strategy and today supported by 11 Italian Regions, the Cluster aims to strengthen Italy's research and innovation capabilities in: smart and collaborative mobility (intelligent mobility of goods and people), smart and secure living (urban safety and security, critical infrastructures, cybersecurity), smart government and data economy (PA processes, service management, citizens participation and inclusion).

Within its national network, it is a contact point for networking and exploring collaborations and opportunities with Italian Smart City and Communities stakeholders.



#### Italian Technology Cluster for Smart Communities

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**Silvana Sanfeliu**  
Cluster Manager





LabKey, developed by Business Research Srl, is an innovative IoT solution for smart access control and building automation. Business Research Srl is a dynamic software company with over 20 years of expertise in cloud technologies, specializing in creating advanced software and services for the IT sector.

LabKey is designed to meet the needs of facilities requiring secure and efficient access control management. With state-of-the-art encryption, it enables safe key generation and reliable monitoring of entry points. The system integrates easily with existing software solutions, improving their capabilities through intuitive, user-friendly interfaces.

Our mission is to provide the best solutions to clients, technicians, and end-users, ensuring maximum security and compliance with international standards, including CE marking and European regulations.



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OpenMove provides ITS and MaaS solutions that connect public transport, shared mobility and emerging services into one digital platform. We provide intelligent solutions that simplify urban travel, enhance citizen experience and support sustainable city growth.

Our platform combines Account-Based Ticketing, Demand-Responsive Transit, Real-Time Passenger Information and MaaS integration into one ecosystem. Cities can manage on-demand services, optimize vehicle routing, deliver accurate real-time updates and ensure seamless intermodal journeys.

With OpenMove, municipalities gain a powerful tool to digitize mobility, foster interoperability among services and create a direct communication channel with citizens.

By integrating ticketing, booking and passenger information into a single platform, OpenMove helps cities build greener, smarter and more connected mobility systems.

Please visit our website [www.openmove.com](http://www.openmove.com) to find out more.



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CEO



# BIKE FACILITIES

*keep on moving*

Bike Facilities is your ideal partner to make cities, companies, and tourist facilities more sustainable, innovative, and bike-friendly. Since 2015, we have been designing and delivering smart solutions for cycling and e-mobility: charging and repair stations for e-bikes, modular bike racks, secure storage boxes, solar canopies, and integrated systems that turn any area into a cyclist-friendly hub. Our products are durable, customizable, and compliant with Minimum Environmental Criteria (CAM), making them the perfect choice for public administrations, hotels, campsites, and businesses aiming to invest in innovation and sustainability. With Bike Facilities, every stop becomes a safe and pleasant experience: parking, charging, and maintaining a bike is simple and accessible. We combine design, functionality, and eco-innovation to promote active tourism and green mobility, helping create more livable cities and more attractive destinations.



## **MANLU SRL**

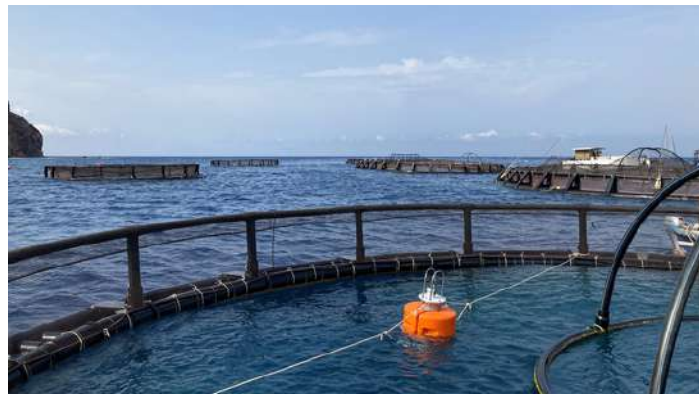
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Mathclick is a startup at the frontier of AI-driven remote sensing. By uniting disruptive sensor technologies with cutting-edge data processing, we unlock unprecedented capabilities for monitoring, analysis, and decision-making across land, sea, air and space.



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CEO







MyMoney is a patented biometric, device-free payment system that transforms the way people pay. By enabling transactions through fingerprint, face, or palm recognition, it eliminates the need for cards, phones, or cash, delivering speed, security, and simplicity. Unlike traditional methods, MyMoney prevents fraud at its root by ensuring that only the rightful owner can authorize a transaction, protecting consumers and businesses from stolen or misused identities. At the same time, it fosters true financial inclusion, making payments accessible to everyone, regardless of age or device ownership. Scalable and versatile, MyMoney applies across retail, hospitality, healthcare, transport, and public services. By combining cutting-edge biometrics with universal usability, MyMoney redefines payments, offering a frictionless, inclusive, and future-ready solution.



#### **MYMONEY**

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Over the Reality is a technology platform specialized in the integration of Augmented Reality (AR), Digital Twins, and advanced Artificial Intelligence.

The solution enables the creation of photorealistic 3D models of physical spaces, accessible through mobile devices, AR/VR headsets, and smart glasses. Its goal is to unlock high-value applications across sectors such as Smart Cities, digital tourism, industrial training, retail, and public services.

The platform supports digital transformation processes by enhancing the usability of urban spaces, operational efficiency, and accessibility to content. By combining AR and Blockchain technologies, Over the Reality provides a scalable and secure infrastructure for persistently anchoring digital data and content to the physical world.

The strategic vision is to drive the development of the Citiverse: an ecosystem of interconnected digital cities that redefines the interaction between individuals, businesses, and institutions.



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PARK SMART provides an innovative solution for both reducing time wasted in the car by drivers and an innovative management system for parking companies.

The infrastructure of the system is based on cameras, some of which already exist in the area for security reasons, and thanks to innovative artificial intelligence software the system is able to recognise, at any time, the availability of roadside parking spaces within the field of view of the video sensor.



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**Carlo Sciuto**  
CMO





Pradella Sistemi Srl is a leading company in the field of Smart City technologies and sustainable mobility. With over 3,500 installations completed, we stand out for our expertise in designing and developing innovative solutions aimed at improving the quality of urban life and promoting more efficient and environmentally friendly mobility.



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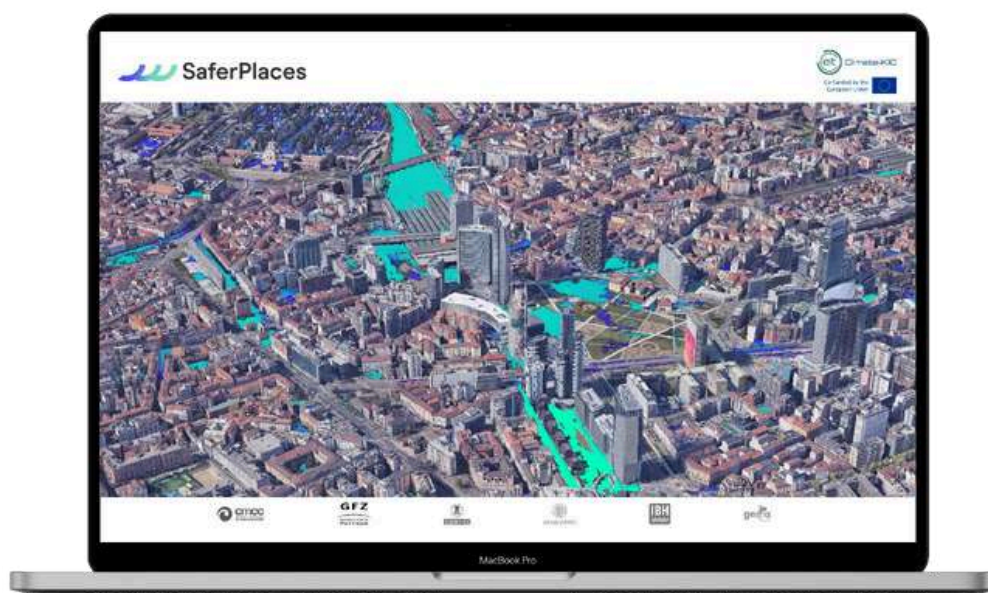




SaferPlaces: Global Platform

AI-based Digital Twin Solution for Flood Risk Intelligence

Geospatial, Satellite, Climate Data and AI-based models combined into a cloud computing environment provides incredible insights in terms of flood risk intelligence.



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Sis.Ter srl SB brings innovation through consultancy and services within the city landscape, particularly in spatial computing applications, data management and data visualization.

The company offers consulting, design, research and development services in the field of geomatics and Decision Support Systems. Sis.Ter targets problems related to knowledge management mainly applied to assets management and territorial analyses. Innovation and integration of skills led to the foundation of GeoSmart.Lab (Research Laboratory on Geographical Sciences and Technologies and Smart Cities), R&D hub accredited to the Emilia-Romagna High Technology Network.

Sis.Ter is ISO 9001, ISO/IEC 27001, 27017 and 27018 certified.



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Technical sales account







SMARTLYENG.COM

Smartly Engineering is a research-driven venture at the intersection of computer science, digital platforms, and innovation. Its mission is to design and implement advanced technological solutions that address real-world challenges in both agrifood systems and cultural heritage (AI/ML, IoT and cybersecurity). Leveraging methods from artificial intelligence, data analytics, and human-computer interaction, the company develops scalable tools that transform traditional practices into digitally empowered ecosystems. In agrifood, Smartly Engineering enhances the competitiveness of artisans and small producers by enabling smart marketplace integration and data-driven business services. In parallel, through the NextGen Guides project, it advances next-generation multimedia platforms for cultural heritage, where expert knowledge is translated into immersive and accessible experiences via digital storytelling. By uniting research excellence with applied innovation, Smartly Engineering demonstrates how computer science can generate tangible societal value and support sustainable growth across diverse sectors.

**An innovative framework for new sales systems**  
Flexible, Customizable, Modern, Integrable Marketplaces

**What Oliveru offers:**  
Oliveru provides support to small manufacturers who otherwise would not be able to sell their products effectively on the Internet. It allows manufacturers to be together on a single platform that is not only virtual but also physical.  
Oliveru also provides logistics and services. All of this is integrated into a dedicated administration panel for the producer who then easily accesses the services of Oliveru and its partners.  
Oliveru allows customers to save money by purchasing directly from each individual manufacturer, bypassing middlemen from multiple manufacturers with a single shipment.  
The integration of services, distributed logistics, a flexible and customized platform in every aspect make Oliveru an innovative tool.

**The Oliveru framework:**  
Oliveru's source code is written to last, grow and be scalable like a tree: it is flexible, customizable, modern and integrable framework.  
We used the best technologies, redesigned the platform from the ground up, developing and integrating services, search engines, smart shopping cart, payment and billing systems. We spent a lot of time to control every aspect of the search, purchase and other sales services process.  
Oliveru Framework leverages money in our next core in modern and flexible language. Our databases are scalable and performant, but also cost-effective. We were on the cloud but do not depend on any specific cloud providers.

Contact us! [www.oliveru.com](http://www.oliveru.com) @oliveru.it info@oliveru.com

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WiseTown is a technological platform designed to make cities more efficient and sustainable, while also fostering active citizen participation.

Through the platform, local authorities are empowered to make informed decisions on crucial issues such as urban regeneration, environmental resource management, and the enhancement of public services.

By integrating data from diverse sources – including sensors, IoT devices, Open Data, and datasets from public administrations – WiseTown provides a comprehensive and constantly updated overview of the territory. The collected data is processed using artificial intelligence and machine learning algorithms, delivering strategic insights to support urban planning and the management of public services.



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Brand Manager



Welcome to Industry 5.0—let's shape the Smart Cities of tomorrow!

2025 is the year of smarter, safer, and eco-sustainable cities.

At the Smart City Expo, we proudly introduce M.O.V.I.D.A., our Plug&Play solution designed to make urban life safer, greener, and more efficient. This versatile device monitors noise and air quality, tracks crowd movement, provides video surveillance, hotspot connectivity, alerts, and an SOS button. It can also detect ambulance sirens and connect with traffic lights to improve safety and support emergency vehicles, helping cities respond faster when it matters most.

Since 2001, Tecnojest has been transforming technology into practical solutions for Retail, Healthcare, Smart Cities, and Telecommunications. Powered by ultra-low-energy FOG and DEW devices, our OOIP platform ensures smarter, eco-sustainable, and more connected urban environments.

Step into Industry 5.0. Step into 2025.



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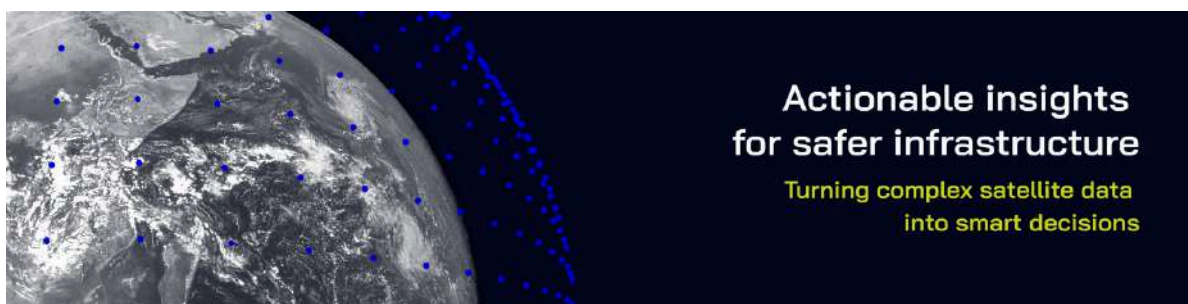
**Roberta Mancin**

Marketing Manager



# TITAN4

Titan4 is an innovative company in the Aerospace sector, focused on Earth Observation and downstream applications. Its platform enables the monitoring of public and private infrastructures, large-scale land stability, soil deformations, and seismic areas. The system integrates an automatic InSAR data processing tool that delivers near real-time results with millimetric accuracy. It also provides data fusion, historical reports, trend analysis, and alert notifications in case of critical deformations, offering valuable insights for risk prevention and decision-making.



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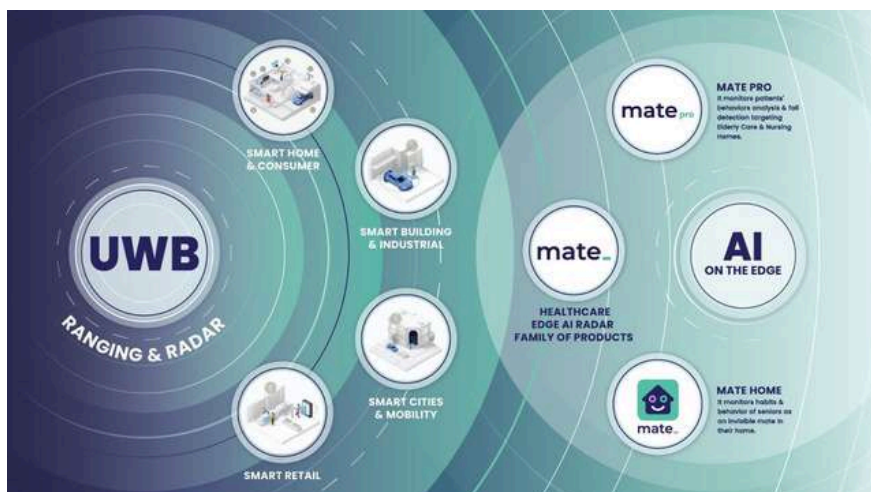




TrueSense is a leading provider of platforms focused on Ultra Wideband (UWB) Ranging & Radar applications, Edge AI and innovative IoT software

Unique in the development of TinyML SW and thanks to the collaboration with partners such as NXP and the POLITECNICO of Milan, we transform complex technologies into concrete solutions for our customers

Products and Applications ranging from Smart Mobility, Smart Home & Industry related to security, access, localization, tracking of people and assets (RTLS), to HealthCare with Radar platforms for monitoring the well-being and health of the elderly



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Part of DigitalPlatforms Group, UMPI has been designing and delivering Italian-made intelligent systems for more than 40 years.

From the early adoption of plc (powerline communication) to today's integration with Wireless and Narrow Band technologies, UMPI has consistently turned traditional infrastructures into smart, connected networks. Its solutions transform existing power grids into smart grids, enabling cities, companies and public entities to optimize energy use, lower costs, and improve the quality and efficiency of services.

UMPI's expertise spans from remote management of public lighting and tunnels, to the development of innovative smart city services. Recognized internationally as a leader in powerline technology, UMPI combines its heritage with cutting-edge wireless systems, ensuring reliable, sustainable, and future-proof solutions for urban and industrial environments.

With UMPI, infrastructures evolve into intelligent platforms that shape the cities of tomorrow.



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Willeasy is a digital ecosystem that turns accessibility into actionable data. We connect people with specific needs to venues, events and services through objective surveys and a clear compatibility score. Our platform also structures and publishes open data on accessibility for public transport operators and public administrations, enabling smarter planning, transparent information and inclusive mobility. Cities and businesses use Willeasy to map assets, close data gaps and highlight what is already usable today while longer upgrades progress. Users create personal profiles, discover suitable places and share feedback that continually improves datasets. Organisations integrate our datasets via API and adopt common data models, making accessibility information comparable across territories. Willeasy doesn't judge; it simply provides reliable, standardised data so everyone can choose with confidence. Build better customer journeys, boost participation, and make inclusivity measurable with Willeasy for citizens and visitors alike.



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Witty powers the future of electric mobility fleets with smart, game-changing solutions. Our ecosystem combines hardware and software to boost efficiency, cut costs, and drive sustainability. At its core: a next-gen smart cabinet that optimizes charging schedules and monitors battery State of Health (SoH), making every charge smarter and every battery last longer.

On the vehicle, our in-app Smart Range Filter eliminates range anxiety by predicting real energy needs, so drivers focus on moving, not worrying. From last-mile delivery to sharing services and corporate fleets, Witty transforms EV operations into a lean, reliable, and scalable business asset. With actionable insights and real-time data, we put fleet managers in control, unlocking performance and confidence at every step.

Witty isn't just about charging vehicles, it's about charging the future of mobility, one fleet at a time.



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Founded in 2017, YAPE develops autonomous driving solutions through the YAPE Autonomy Platform, a modular, vehicle-agnostic technology that can be integrated into different types of vehicles. Originally created to revolutionize urban logistics, YAPE now applies its expertise to the agricultural and off-highway sectors as well, working with strategic partners.

With advanced sensors, connectivity, and artificial intelligence, the platform makes autonomy more accessible, efficient, and scalable, contributing to the technological transformation of global industries.



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***The companies participating with***



**REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA**



**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**

PAVILION 3 - B93



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**

Sardegna Ricerche is the regional agency for innovation and research in Sardinia, Italy. It is the founder and managing body of the Science and Technology Park of Sardinia and it supports the development of startups and innovative enterprises by providing funding, technical assistance, and access to research infrastructures.

The agency plays a key role in nurturing Sardinia's innovation ecosystem through startup grants, incubation services, mentoring, and connections to universities, research centers, and investors. It offers tailored programs to help early-stage companies validate their business models, develop prototypes, and access national and EU funding opportunities.

With a strong focus on sectors such as ICT, life sciences, cleantech, and agritech, Sardegna Ricerche has helped launch and grow hundreds of high-tech startups across the region. By bridging science, entrepreneurship, and policy, it drives sustainable innovation and contributes to the economic transformation of Sardinia.



bloom LABS



**entando**  
the composable way.



**VENTO**  
NON CONFORMAL THINKING

**WiData**



MOBYS is not just a prototype platform: it's an innovative ecosystem for urban mobility, designed to make it more efficient, sustainable, and accessible. Thanks to the integration of Artificial Intelligence and Big Data, it optimizes both public and private transportation, anticipating citizens' needs and offering smart solutions. The platform suggests the most advantageous route, integrating public transport (buses, trams, trains) and private solutions (car sharing, bike sharing, scooters, rental cars). Through an intuitive app, it enables real-time booking of vehicles and parking spaces. MOBYS also provides advanced tools for: - transport companies, improving demand management and operational efficiency; - public administrations, supporting data analysis to optimize infrastructure and reduce urban traffic.



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Bloom LABS focuses on indoor farming in the floriculture sector, proposing innovative solutions through the development of AI algorithms, through which it is possible to control environmental parameters and set the conditions for plant growth and development, so as to optimize production, reducing the time needed for the plant to complete the flowering cycle and the costs related to the energy consumed. Algorithms set the appropriate climatic conditions and dynamically modify them based on the needs of the plant being grown, also taking advantage of computer vision techniques.



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Chief Marketing Officer





Elianto is an innovative SME founded in 2007 as a spin-off of the CRS4 research center. It is active in the development and commercialization of concentrated solar technologies for the sustainable generation of heat, cooling, and electricity, with applications for both industry and the civil sector.

The collector product is based on linear Fresnel reflectors with high-efficiency evacuated receivers, a packed bed thermal storage system, and a flexible architecture for the generation of steam, hot water, or chilled water. Looking ahead, Elianto intends to expand its offering to include cogeneration/trigeneration solutions.

Aware of the typical difficulties involved in adopting emerging technologies, Elianto has defined a business model geared towards maximum usability for the end customer. Moving beyond the traditional EPC approach, the company plans to operate as an ESCO in the future, offering Build-Own-Operate-Transfer contracts or agreements Heat Purchase Agreement.



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**Piero Pili**  
CEO



# entando

the composable way.

Entando: The ACP for Your Smart City Public administrations need to deliver impactful new digital services faster, more frequently, and with higher impact than ever before. Still, they often face the challenge of vendor lock-in and a lack of governance. Entando is the leading Intelligent Application Composition Platform designed to give public administrations full digital sovereignty. Our cloud-native platform acts as the control room, empowering cities to build and manage digital services with unparalleled governance and without vendor lock-in. By using a catalog of reusable digital components, municipalities can rapidly assemble intelligent applications, from citizen-centric portals to integrated public services. This approach dramatically reduces delivery times while ensuring agility and efficiency, while upholding strict governance standards and compliance with critical EU regulations. As proven by the municipality of Cagliari, Entando provides the essential backbone for smart city ecosystems that are efficient, secure, and truly in the control of the public administration.



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Chief Marketing Officer





HandyRent is an intelligent virtual assistant designed for vehicle and boat rental companies. Powered by artificial intelligence, it operates like a real human collaborator, autonomously managing bookings, contracts, customers, fleet, and maintenance. It automates every operational step, minimizing errors and reducing bureaucracy, allowing rental operators to focus on growing their business. With advanced features such as online self check-in, ID document data extraction, GPS tracking, and real-time statistical analysis, HandyRent enables rental companies to deliver a fast, secure, and fully digital customer experience. Integrated with insurance providers, mechanical workshops, and external sales platforms, it serves as a complete hub that streamlines processes and helps rental businesses save both time and money. HandyRent is not just software, it's a true partner in making rental operations more efficient, sustainable, and ready for the future of smart mobility.

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Ceo & Co-Founder





Poseidon HyPerEs is an innovative redox flow battery designed for Long Duration Energy Storage (LDES), capable of maintaining energy for over 8 hours. The system uses only safe, non-toxic materials—salt water and zinc—eliminating fire and explosion risks while ensuring a complete EU supply chain.

Key advantages include flexible installation (even underground), no need for heating, cooling, or ventilation, and exceptional 15-20 year lifespan with zero material recycling requirements. The technology combines zinc's high energy density (1370 Wh/kg) with hydrogen peroxide's excellent oxidizing properties, both generated through electrochemical reactions.

Poseidon transforms traditional heavy industry technology into a nearly food-grade solution, offering affordable materials, simplified maintenance, and competitive operational costs. The system operates passively with no auxiliary energy consumption, making it ideal for space-optimized, sustainable energy storage applications.



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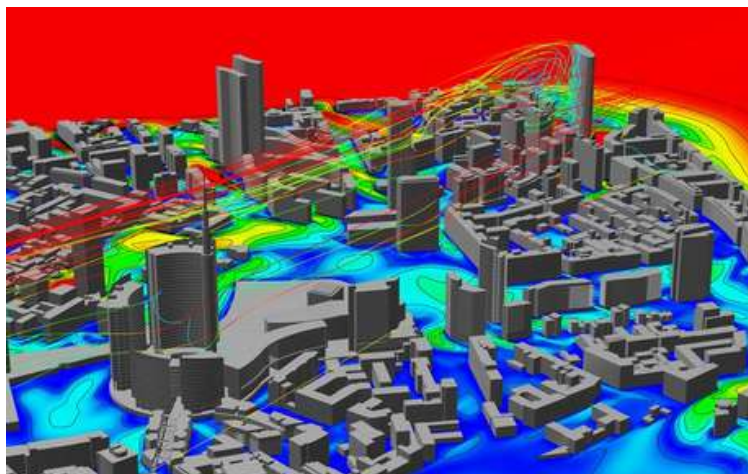
*Co-Founder, Head of Strategy and Business Development*







Vento CFD srl, is a company that offers services and software in the field of computational fluid dynamics (CFD), aimed at AEC professionals (architects, engineers and builders). Founded by experts with over 50 years of experience in the field of engineering and software development, Vento is distinguished by its high level of technical expertise, innovation and the quality of its services. CFD, or Computational Fluid Dynamics, plays a role in smart cities by using digital simulation to predict fluid behavior and optimize city systems like ventilation, urban mobility, and public spaces for efficiency and sustainability. It's a tool for building digital twins of cities to simulate scenarios, manage resources, and improve decision-making through integration with real-world data.



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WiData delivers urban analytics for smart cities, turning IoT data on crowds, mobility, and environment into actionable insights.



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Ministero degli Affari Esteri  
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