EXPAND NORTH STAR | Hosted by DUBAI CHAMBER DIGITAL × GITEX GLOBAL | 13 - 16 OCT 2024 DUBAI HARBOUR

Sustainability is

SustainabITALY

discover it at

EXPAND NORTH STAR 2024

Hall 8 - B 140 | DUBAI HARBOUR

madeinitaly.gov.it

Ministry of Foreign Affairs and International Cooperation

ITA ITALIAN TRADE AGENCY

ITALIAN STARTUP

We are thrilled to present the Expand North Star Exhibition catalogue, featuring 24 exceptional companies dedicated to innovation and excellence. Each of these organizations embodies the spirit of collaboration and growth, driving progress in their respective fields.

We are proud to highlight Italy's vibrant participation at Expand North Star, showcasing a diverse array of innovative companies that reflect the country's rich heritage of craftsmanship, creativity, and technological advancement. Their presence underscores Italy's commitment to fostering global partnerships and driving forward-thinking collaborations.

During the three-day fair, visitors can meet with Italian startups, innovative companies to explore the finest of Italian Innovation.
We warmly invite you to explore our Pavilion and encourage you to reach out to our team, who will be delighted to assist you in establishing partnerships to meet your business needs.

Valerio Soldani

Director
Italian Trade Agency
Dubai Office

Sustainability is **SustainabITALY**

From reducing energy consumption to carbon neutral production, Italy is focusing on transforming its processes and plants across the country to become greener and more sustainable.

Sustainability is a crucial issue and sits high on the ITALY's agenda. Startups play a key role in moving forward towards more sustainable practices and methodologies in all sectors, many times thanks to the use of innovative technologies.

To support Startups, the Italian Government has launched the Smart & Start Italia program, which is the incentive that supports the birth and growth of innovative startups. It finances projects ranging between € 100,000 and € 1.5 million. The application is presented only online on the Invitalia platform.

In recent years Italy has seen a huge increase in the number of startups, with over 15,000 registered as of 2023. In the global ecosystem, Italian startups are characterized by a high degree of innovation and are often led by a team of young founders. Although the majority of innovative startups 76.7%, provide services to businesses, we see also 15.1% innovate in manufacturing (manufacturing of machinery: 2.8%; manufacturing of computers and electronic and optical products: 2.2%), and 3.1% work in commerce.

Italian Trade Agency - ITA

ITA
ITALIAN TRADE AGENCY

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

FIND YOUR ITALIAN PARTNER

ITA - Italian Trade Agency supports the business development of Italian companies abroad, increases business opportunities, improves the image of 'Made in Italy', promotes industrial collaboration and foreign investment in Italy. Find your Italian partner is a business directory with virtual showcases of Made in Italy companies. We offer you an overview of Italian businesses, including company profiles, products images and details, website, business proposals and contact information. Foreign companies or agent interested in Italian products or looking for partnership with Italian companies, can access the database with the profiles, searchable by sector or product, and find a business partner.

Register here: ice.it/en/my-home/login

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www.ice.it

Floor Plan

Hall 8 - B 140
DUBAI HARBOUR

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221E

221e srl is a leading global supplier of intelligent precision sensing solutions for smart devices.
Our AI-powered sensor fusion algorithms provide exceptional accuracy and results alongside significant cost advantages.

Since 2012, we have delivered innovative sensing solutions to power a wide variety of products, including wearable devices, sports equipment and smart PPE.

For over a decade of field testing and scientific research, 221e's advanced sensing technologies have been continuously refined for the most demanding applications.

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221e∞

 221e

ALTILIA AI

altilia.ai

Altilia is an Italian scale-up specializing in AI-driven applications for text and document analysis and process automation. The company develops an advanced Intelligent Document Processing (IDP) platform that leverages Large Language Models (LLMs) and generative AI. This enables the creation of AI agents capable of automating document reading, comprehension, and data extraction tasks, transforming unstructured data into key business information and actionable insights.

Altilia Intelligent Automation (AIA) is a no-code IPaaS platform that streamlines Intelligent Document Processing (IDP). It allows for easy creation of custom AI assistants and AI robots to handle any complex operational and knowledge management task with unparalleled accuracy. Altilia turns your unstructured documents and data into an intelligent knowledge base with advanced Gen AI capabilities for question answering, content summarization, and report generation.

Unlike hyperscalers' "copilots," which are designed for personal productivity but not equipped to handle different sources, formats, and various aspects of your business operations, Altilia's platform is specifically designed for enterprise-level tasks.

ALTILIA
intelligent automation

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BIOVITAE - NEXTSENSE

Nextsense is a science-based company investigating the health benefits of visible light wavelengths, focusing on the Infection Prevention and Control (IPC).

Nextsense aims to pioneer the Life-Centric Lighting sector: microbicidal and sustainable solutions in harmony with nature, for the well-being of all living beings.n 2016, Nextsense patented BIOVITAE, a UV-free LED lighting system that efficiently controls microbial loads, ensuring biosafety in various environments.

BIOVITAE was the first visible light device tested against SARS-CoV-2. Nextsense is developing and patenting new BIOVITAE applications for integration into various objects and environments, such as PATCHLED, white goods, trains, and cars.

BIOVITAE

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BXT.AI

Bxt.Ai is a leading innovator in the fintech industry, dedicated to transforming the landscape of investment and trading through cutting-edge artificial intelligence solutions. Our flagship product, "Penelope," is an advanced AI-driven investment and trading advisor designed to empower both retail and institutional investors. By leveraging the speed and precision of sophisticated AI models, Penelope aims to enhance investment performance and streamline trading processes.

Mission: Our mission at Bxt.Ai is to democratize access to high-quality investment and trading tools, enabling investors of all sizes to achieve superior financial outcomes. We believe in the power of artificial intelligence to revolutionize the way people invest and trade, making financial markets more accessible, efficient, and profitable.

Penelope: The AI Investment and Trading Advisor
Penelope is the centerpiece of our innovation. This AI-powered platform provides comprehensive investment advice and automated trading capabilities, tailored to meet the diverse needs of both retail and institutional investors.

BxT S.r.l.
Via Federico Faruffini, 40
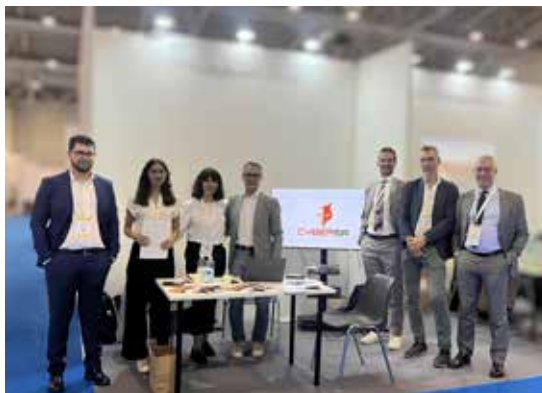20149, Milano (MI) - ITALY

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CYBERSA

CyberSA is an innovative startup based in Rome. We are presenting Cyber Smart Assistant (CSA) our brand-new solution based on Language Learning Model technology, capable of offering immediate consultancy to manage security, compliance, and awareness aspects by quickly identifying and mitigating threats.

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CYBERSA

in CyberSA Srl

FIFTH INGENIUM

FifthIngenium is a company focused on developing eXtended Reality solutions for the Education and Dentistry industries.

The extensive experience gained in 8+ years working with top firms such as Ferrari, Lamborghini, Leonardo, Unicredit, Vodafone and several other companies and educational institutions, has been transferred to the XRV eXtended Reality platform, which powers vertical solutions such as BraIND 4.0 (Manufacturing), TINALP (Education), ART (Cultural Heritage) and HoloDoctor (Healthcare).
These solutions are widely used across 3 continents and are available for a demo at FifthIngenium's booth.

FifthIngenium is also an esteemed partner of companies such as Intel, Magic Leap, Microsoft, HTC, Pico, Qualcomm and more.

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FREEAXS

Our company merges deep expertise and innovation in software development to create cutting-edge solutions that simplify physical access to spaces like homes, offices, and events. We've developed a platform that seamlessly integrates hardware and software to offer fast, secure, and inclusive access, with a strong emphasis on accessibility for people with disabilities.
Our mission is to eliminate barriers and shape a future where access is universal and effortless for everyone.

FreeAXS is a revolutionary system that transforms access to public and private buildings, turnstiles, parking lots, and events through an integrated hardware and software platform powered by AI technology. With FreeAXS, you can enter and exit ""hands-free,"" providing a seamless and secure experience.

Designed to enhance convenience for all, especially those with disabilities, FreeAXS removes the need for keys, badges or buttons, utilising a proprietary security algorithm and advanced biometric technology. Suitable for a wide range of environments—from residences and hospitals to smart cities and public transportation—FreeAXS makes access simpler and safer than ever before.

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GANIGA INNOVATION

Ganiga Innovation is revolutionising urban waste management with hoooly!, an intelligent bin that utilises Artificial Intelligence and Gen AI to instantly sort waste autonomously. Additionally, we offer a software as a service for image recognition powered by AI and Gen AI.

This innovative solution optimises waste management, reducing costs, CO_2 emissions, and time. Through the hoooly! platform, citizens are connected to the bins and incentivized with cashback for sustainable practices.

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in Ganiga

GCUBE

gCube is a Digital Company that offers highly specialized services through a consultative and strategic approach. We bring together professionals with vertical skills in their respective sectors, ensuring that strategic consultancy is our distinctive trait. Each project begins with an assessment aimed at identifying the client's needs and designing a tailor-made solution that aligns with their goals.

With over a decade of experience, gCube provides integrated ecommerce strategies, IT platforms, and UX/UI, managing all aspects of international ecommerce. We assist businesses with strategic marketplace integration.

Our value is generated through:

- Strategy: Identifying opportunities and creating customized digital strategies that leverage the potential of digital.
- Execution: Developing and enhancing products that meet real business needs.
- Technology: Offering a technology-agnostic, immersive approach to business development, helping companies identify essential resources and activities.
- Finance: Providing innovative solutions to help businesses access financial incentives and funding for growth.

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INNOVA

INNOVA is a company specialising in Digital Transformation, with a focus on Artificial Intelligence and Cybersecurity. Its mission is to turn digital challenges into opportunities by providing tailored solutions that automate processes, enhance customer experience, and ensure data security. INNOVA supports businesses on their innovation journey, fostering cultural and organisational transformation that promotes agility and sustainable growth.

With a team of experts, INNOVA guides clients through every step of the process, from strategy development to practical implementation. The solutions offered aim to unlock the full digital potential of businesses, ensuring a secure and innovative future capable of meeting the challenges of the modern technological era.

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iNNOVA
Disruptive Innovation

f Innova   in iNNOVA

INTELLISYNC

Founded in 2017, Intellisync offers Cybersecurity-as-a-Service (CaaS), safeguarding assets from internal threats and external intrusions. The company specializes in hardening **IT and OT systems and processes**, while providing dedicated Network and Security Operation Centers (**NOC/SOC**) for defence (e.g. Italian air force) and other various industries, including energy, transportation, telecommunications, finance, insurance, retail, and healthcare. Their team includes legal experts, enabling seamless compliance with regulatory frameworks and risk assessments such as **GDPR**, **NIS2** for IT, and **IEC 62443** for OT.

Its mission is to drive digital transformation by designing smart and innovative technologies and services for cybersecurity, ensuring high quality and business continuity for our clients. Our team of multilingual engineers, analysts, and technical operators supports the digitization of public and private organizations with end-to-end solutions, including marketing, project design and management. We hold quality certifications, including ISO 9001 and ISO 27001, which guarantee excellence in software solution design, service integration, and network infrastructure monitoring.

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intellisync
DIGITAL INTELLIGENCE & DEFENSE

Intellisync　　Intellisync_srl　　IntelliSync

IT & DIGITAL INNOVATIONS

Welcome to NS12, where digital innovation meets cutting-edge technology. As a leading IT company, our mission is to revolutionize the way businesses operate through innovative products and services that drive efficiency, enhance customer experiences, and foster growth.

We specialize in leveraging Internet of Things (IoT) and blockchain technology to deliver transformative solutions across diverse industries, including automotive, sports, fintech, health, and art.
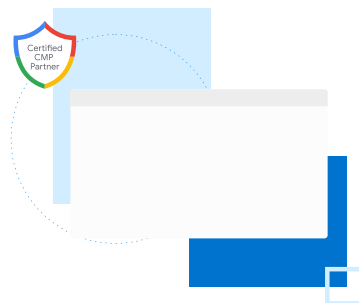
With a deep commitment to innovation, NS12 empowers businesses to thrive in an increasingly connected and digital world. Together, we can turn visionary ideas into reality and set new standards for innovation.

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IUBENDA

iubenda has been a pioneer in global privacy compliance for over a decade. We've brought together reliability, global expertise, and innovative technology to build a 360° compliance solution packed into one easy-to-manage platform.

A comprehensive database of clauses crafted by our international legal team helps empower digital compliance for more than 130,000 customers all across the globe. From small business to large-scale enterprise, anyone can benefit from tools like iubenda's Policy Generator, Privacy Controls, Whistleblowing Management, Consent Database, and more.

Meet us to explore how we can help boost your business's compliance, user trust and legal security.

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iubenda

iubenda

K•HERO

Empowering humanity with med-tech solutions, where cutting-edge innovation meets the healing.

DROP DIGITAL HEALTH is an innovative startup, born in 2023, focused on the Digital Health field.

We solve important health challenges with technology, developing med-tech solutions able to improve patient's quality of life and help clinicians in daily practice.

We work closer with important KOLs, universities and scientific companies, to make evidence based med-tech solutions.

DDH has been recently chosen as most innovative Med-Tech company for Innovative program in Silicon Valley, thanks to K•HERO, a self-made product for physiotherapy, empowered by a patented AI technology.

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MAMMMÀ MADE OF PIEZZ 'E CORE

In 2024, FRA.GI., an innovative startup, started an ambitious internationalisation process to strengthen its presence in strategic global markets, focusing on Saudi Arabia and the United Arab Emirates.
These Middle Eastern countries, known for their demand for high quality food and openness to innovative solutions, are receptive to alcohol-free options such as FRA.GI.'s "NATU BABBÀ", the world's first alcohol-free Neapolitan baba.

The product is the result of an innovative technological process that maintains the traditional dome shape and soft texture while excluding rum. This makes it accessible to a wider audience, including children and those who avoid alcohol for cultural or religious reasons. "NATU BABBÀ" was developed after two years of market research at the University of Naples Federico II to meet the growing demand in the "NO-ALCOHOL" sector, which has expanded considerably in recent years.

FRA.GI.'s expansion in the Gulf region included a partnership with Kelmer Group, a company specialising in business support and the identification of local strategic partners. This collaboration enabled FRA.GI. to establish targeted contacts with distributors in Saudi Arabia and the United Arab Emirates to build a strong sales network. In addition, FRA.GI. has taken several steps to consolidate its presence in the Saudi Arabia area.

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MYMONEY

Introducing My-Money, our patented, innovative payment system that not only transcends the need for devices but also embodies the essence of inclusivity. By harnessing the power of AI and biometrics, we have crafted a payment solution that is unrivalled in security, simplicity, and speed.

My-Money prioritises your security. By utilising unique biometric data, our system eradicates the threat of fraud. But our vision extends beyond security. We've designed My-Money to be an inclusive platform, accessible to everyone, regardless of their technological prowess, financial status, country of origin, or age. In effect, we're eliminating the digital divide, making it a system that everyone, everywhere, can use with ease.

My-Money is not just a payment system; it's a revolutionary step towards financial inclusivity.
With MyMoney, your identity is the only currency you need.

MyMoney
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in My-Money biometric, device-free payments

NOTARIFY

Notarify is the Universal System for "Digital Certainty." It uses Blockchain and AI with the mission of protecting citizens, businesses, and government organizations worldwide from digital risks. Specifically, we specialize in NOTARIZATION and AUTOMATION of document processes.

This means that we transform any digital data into a "DIGITAL ORIGINAL," authenticated and with a certified timestamp, which safeguards against non-compliance with agreements, counterfeiting of contracts and other corporate documents, and theft of intellectual property, trade secrets, and know-how.

We also handle supply chain certification, which often involves issuing digital product passports—an electronic document that collects and tracks all informations related to the production, composition, origin, and lifecycle of a product, ensuring transparency and traceability.

Our services and platforms are adopted in various sectors: financial, insurance, automotive, agri-food, pharmaceutical, real estate, energy, and many others.
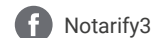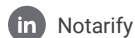
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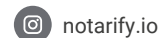
NOVAC

Novac is an innovative company specialising in the development of advanced energy storage solutions, with a focus on shapeable, solid-state supercapacitors.

Founded in 2020 and based in Modena, Novac integrates its cutting-edge technology into composite materials like carbon fibre, optimising space and reducing weight. These supercapacitors are designed to meet the high-performance demands of industries such as automotive, aerospace, and maritime, where efficient, lightweight, and safe energy storage is critical.

Novac's technology delivers rapid energy bursts and is ideal for applications requiring high power output, enhanced safety, and long life cycles. The use of a solid-state electrolyte eliminates the risks of leaks and fires, ensuring a more reliable and secure energy storage solution. With a strong commitment to sustainability, Novac's supercapacitors help extend battery life spans, reduce energy consumption, and contribute to greener, more efficient technologies.

Through ongoing R&D and collaboration with industry leaders, Novac is driving the evolution of energy storage solutions, bringing innovative and efficient technologies to market while addressing the growing demand for sustainable energy systems in high-performance sectors.

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SNAPALL

SnapAll is a real-time construction site monitoring software based on AI that can be integrated with any existing camera connected to the internet, allowing to monitor progress of work remotely, receive alerts, all through a user-friendly web app.

TimelapseLab produces also the industrial plug and play devices which take photos and we have developed also Avacam for remote monitoring of landslides.
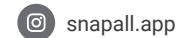
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TOD SYSTEM

TOD System, an innovative startup founded in 2018 by two academic software engineers, is highly dedicated to digitally revolutionizing business and industrial operations through **cutting-edge robotics and artificial intelligence solutions** (AI & ML).

The core business is to provide tailored, innovative solutions that seamlessly integrate advanced state of the art **collaborative and adaptive robots - cobots - by crafting Industry 5.0 applications** that align perfectly with our Customers unique needs.

Our team of skilled engineers and researchers continually pushes the boundaries of technological innovation **to deliver Human-Robot Interaction (HRI) solutions and Robotics as a Service (RaaS) that drive efficiency, productivity and growth with steady ROI**.

TOD SYSTEM | Robotic Applications

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todsystem_   TOD System

TRAVEL VERSE

Travel Verse is a Travel Tech that has developed artificial intelligence solutions for the tourism sector, supporting the b2b and b2c world.

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Travel Verse

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WEAR

weAR, founded in Italy in 2014, leads the digital transformation of Industry 4.0/5.0 by integrating extended realities (VR, AR, MR) into advanced human-machine interactions. A key element of this transformation is augmented reality (AR), allowing workers to view and interact with digital information overlaid on their real-world environment. This proves essential in complex settings where fast learning and adaptation are required.

As industries grow more complex, workers must quickly adapt to evolving physical-digital ecosystems, such as smart factories. AR provides real-time digital overlays that assist workers in tasks, display relevant information, and simulate scenarios for better training and operations.

weAR emphasizes the potential of extended realities to support this digital transition while keeping humans at the center of Industry 5.0, not just automating but enhancing human capabilities and decision-making by bridging the physical and digital worlds.

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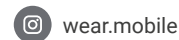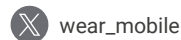
WUVDAY

MLR is the company behind WuvDay, an innovative platform that revolutionises how information is verified and shared within the media and information industry. WuvDay empowers anyone with a smartphone to become a potential reporter, contributing verified, real-time content to the platform. This approach not only democratises content creation but also enhances the platform's ability to combat fake news by ensuring all content is subjected to verification processes.

WuvDay offers powerful tools such as content verification systems and real-time content visualisation, enabling media organisations and journalists to ensure the authenticity of information before it reaches the public. The platform's user-friendly interface supports both professional reporters and everyday users, ensuring that trustworthy, timely information is shared across the globe.

Our mission is to address the challenges of fake news by providing a secure and reliable space for content acquisition and distribution. By leveraging the power of a global community of contributors, WuvDay delivers trusted, real-time updates, ensuring transparency and credibility in the information ecosystem.

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in MLR srl   wuvday

XENIA SOFTWARE SOLUTIONS

Xenia Progetti through DigitalHealth Division offers specialized solutions in the Digital Healthcare sector with the aim of improving the quality of Emergency Services in Health Care, to guarantee a reduction in rescue times and timely administration of the necessary care.

SISTO (Territorial Operational Health Information System) is the solution that allows to manage all phases of a rescue intervention. The application, by promoting real-time communication between all operators involved in first aid (doctors, paramedics, operations center and hospital facilities).

DAE Track (Automatic External Defibrillators Track) is the solution for the management of automatic and semi-automatic external defibrillators for public use. The system allows to visualize the distribution of AEDs in the area facilitating their localization.

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