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Ministry of Foreign Affairs
and International Cooperation



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy



GLOBAL **MBLTY** CALL

ITALY AT

GLOBAL MOBILITY CALL 2023

Sustainable Mobility World Congress & Expo

IFEMA – FERIA DE MADRID, 24 – 26 OCTOBER

STAND 14E25 – PAVILION 14



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

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ITALIAN TRADE AGENCY

ICE - Agencia Italiana para el Comercio Exterior
Oficina de la Embajada de Italia
para la promoción del intercambio comercial

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Director
Giovanni Bifulco



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 79 office in 65 countries, ITA provides information, to foreign companies willing to establish business relationships with Italian partners. Italian Trade Agency operates under the authority and supervision of the Ministry of Foreign Affairs and International Cooperation (MAECI).

In the framework of the Italian industrial system, the technologies applicable to the development of sustainable mobility are characterized by their innovation: ideas and experiences to be reproduced to create a network of subjects that can promote innovation in the territories, energy efficiency, social innovation, urban governance. The Italian Trade Agency has always been at the side of the Italian companies organizing Italian pavilions at the main international trade shows, visits to Italy by businessmen, workshops and seminars abroad presenting Italian

technologies and ideas.

ITA also provides assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multichannel 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 Spanish and Portuguese marketplaces.

At Global Mobility Call, Italy is represented by eight companies and, in order to emphasize their participation, we have defined a detailed activity plan, including this brochure whose purpose is to give visitors 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 stand, being certain that Global Mobility Call will be the best opportunity to further develop and enhance the relationship between you and the Italian companies of the sustainable mobility sector.

Giovanni Bifulco

Director of ICE Madrid Office



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

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.



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Asymmetrica is an innovative startup operating in the field of artificial intelligence and Big Data applied to the development of smart cities and technology transfer

On the topic of sustainable mobility, we present "Urban TechScape" smart street furniture system made of recycled plastic mainly from the sea: it is an innovative solution that combines modern urban design, environmental sustainability and smart functionality.

Urban furniture can be used as infrastructure to promote sustainable mobility.

It can be used to provide charging facilities for electric vehicles, bicycle parking, and stations for public bicycle rentals.

The project is being carried out with the collaboration of Pin Bike is the patented system certifying, monitoring, and gamifying urban sustainable mobility. This allows smart cities to nudge travel behavioral change by rewarding cycling citizens with economic incentives to spend in local shops.



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BusForFun is the first mobility company that organizes and manages business with a community model based on experience, data and sustainability.

The business branches include: BusForFun B2C, dedicated to transportation for major music, cultural and sports events; Integrated Event Management, the B2B mobility and accommodation service dedicated to guests, athletes, staff and media; BusForFun Business, the corporate transportation service for companies; BusRapido, the chauffeur-driven bus rental service; FlexyMob, the new platform that combines mobility services to reach and move around the location; and WeTheFun, the transport service dedicated to groups, born to attract young people to the world of sports.





CapTop S.r.l.

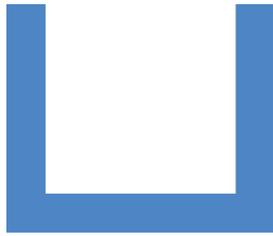
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CapTop was founded in 2017 as innovative startup and spinoff of the University of Naples. It is among the few in the world to offer 3V supercap (SC) cells, their modules and systems. Our products are tailor-made, ready to use, and user-friendly. CapTop realized a semi-automated production line of supercap modules, thanks to the support of the Campania Region. Within 2023, the line will made also LTO batteries, thus CapTop can provide a wide range of storage systems, including hybrid battery-SC ones. Our team includes highly qualified experts, scientists, as well as two industrial partners, OCIMA and SPSCAP Europe, relevant players in Italy and worldwide in the market of industrial automation and SCs.

CapTop carries out research on three SC sectors: 1) new and extremely performing graphene-based electrodes; 2) new active balancing card; 3) new electrolytes with a patented solvent made from bio-waste, eco-sustainable, and cheap. One of the strategic areas in which we operate is e-Mobility. In particular, we developed the "Opportunity Charging System" solution. It is an ultra-fast charging system for sustainable public line transport and for all vehicles that make frequent, repetitive, and/or short distance journeys. The main innovation element of this technology is that charging can take place automatically, frequently and in a few seconds.



ISCLEANAIR®
B R E A T H E Y O U R L I F E

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ISCLEANAIR is a business in roll-out since April 2017, which pursues the technological development and IPRs (intellectual property rights) transfer models, the industrialization and commercialization of innovative solutions based on the versatile, flexible, and scalable APA – Air Pollution Abatement technology. APA is filter-less, based on simple water and mechanical processes, operates in a distributed manner both indoors and outdoors, and eliminates up to 99% Particulate Matters and a wide range of other chemical and gaseous pollutants as well as microorganism in the ambient air we all breathe. Also, independent tests and third-party validations have proven that APA technology can sequester/absorb up to 20% CO₂ directly from the air while removing other pollutants.

Recently, we have also introduced and won a competitive call for implementing the new concept of “NeZAPoB - Nearly Zero Air Pollution Buildings”, in which the integration of APA technology with Heating, Ventilation and Air Conditioning system (HVAC) serving buildings will reduce energy consumption (due to HVAC’s filters obstruction) of over 20% and the need to replace and maintain HVAC’s filters. This, in addition to the APA “clean air service” and the reduction of energy consumption (around 20-25%) will provide additional benefits in terms of reduced CO₂ emissions from the less energy consumed. ISCLEANAIR was recently classified as a Global Leader in Technology and Solutions (GLeTS), based on already acquired and widely proven large systems’ implementations, qualifications and certifications, demonstrating through the years its clear positioning and technological superiority in the ambient air cleaning sector.

The filterless, chemical-free APA technology has been strongly certified also for the ability to remove even nanoparticles, as low as 20 nm (smaller dimensions than Sars Cov 2 – Coronavirus), and unique in the world to directly and cheaply test for indoor virus presence, hence effective in making indoor spaces not only cleaner but also healthier and safer.

Our “CLEAN AIR global business model” is a concrete combination of services and solutions (also enabling energy efficiency and energy cycles improvement) modulated and set up to respond to the new stakeholders’ and markets’ needs and requirements, providing healthier and safer spaces everywhere we live and work, supporting ESG and Circular Economy goals and generating awareness of this new social service we propose for the benefits of the people and the environment: “Clean air for all, everywhere”.



Noitech.net

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Noitech is an innovative SME that accompanies companies in digital transformation processes, creating highly innovative solutions, capable of guaranteeing process optimization to increase market competitiveness.

Thanks to a highly professional and reliable team, Noitech offers solutions aimed at digital presence on the web and transforms business processes to align with the new paradigm of Transition 5.0.

Present from the first to the last phase of a project, the Noitech team has developed skills with the main "enabling technologies" in a digital key, such as: Artificial Intelligence, Machine Learning, Big Data, Cloud Computing, Cybersecurity, Blockchain, Internet of Things , Digital Twins, 3D Printing, Advanced Robotics. Whether they are freelancers or micro, small, medium and large enterprises, Noitech can provide the tools to better project themselves into the market of the future, increasingly influenced by web dynamics and corporate efficiency. Noitech offers a complete 360° support, with the advantage, for our customers, of having a single qualified interlocutor in all phases of a digitization project.



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QuestIT is an Italian company, with 40 employees, specialized in the development of proprietary Artificial Intelligence technologies.

We create Virtual Assistant who knows user's needs, learns and memorizes customers' buying habits like a human employee on an empathic basis. Our product Algho is the first 'Conversational AI platform', API based and low code, designed to handle augmented multimodal conversations. Digital Human customizes the answers to customers taking into consideration 3 aspects of communication: verbal (using natural language, vocal or text); non-verbal (accompanying what was said with appropriate expressions and gestures); para-verbal (analyzing the state of mind of the person with whom he is talking, his expressions to adapt the answer to the context).

We create Digital Humans, 3D Avatars, that take on the appearance and voice of a real person. Algho offers different types of support: omnichannel (for example boost your contact center, your clients will open an assistance ticket simply using their voice), multilingual (over 10 different languages), 100% integrable with more than 380 software (CRM, ERP, etc); adaptable to all sectors. We develop in Europe the first avatar able to understand and produce Italian Sign Language, this capability improves the digital accessibility, mentioned by Gartner Analyst. We build a new era of relationship between companies and customers through phygital and metaverse experience.



Reshaping **LOG**istics aiming for **3P**
People, Planet, Prosperity

ReLOG3P S.r.l.

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ReLOG3P is a fast-growth Startup based in Italy offering innovative, new-to-market products and services that provide support for the Global freight Logistics, Supply Chains, Mobility and Transport industries (end-to-end, including Smart Cities) to contribute, among others, achieving the UN Agenda 2030 and its Sustainable Development Goals as well as the EU objectives set by the Green Deal, Fit for 55% Package, Sustainable and Smart Mobility Strategy, Digital Strategy.

ReLOG3P's manifesto is the development of "Innovation 4 Good", Responsible & Ethical, Values & Purpose-Based, Trustworthy, Democratic, Agnostic, Agile, Modular and Scalable, (cyber) Secure & Privacy principles, by default and by design, of the technologies typical of the 4th Industrial Revolution (AI, Data Science, Blockchain, quantum computing, etc.), naturally embracing The New European Bauhaus initiative, working to imagine and build together an enriching, sustainable and inclusive present and future that is, at the same time, functional and beautiful for our eyes, minds, and souls.

For the purpose of reaching the above-mentioned targets, ReLOG3P has built ReACT (<https://react.relog3p.com>), which is presently the first and only SLaaS (Sustainable Logistics as a Platform) middleware platform providing a simple, seamless, 360-degree, complete Journey Towards Sustainability via a set of 5 online tools (services).

SARDEGNA



REGIONE AUTÓNOMA DE SARDIGNA
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The Service for policies for the development of productive activity, industrial research and technological innovation of the Department of Industry of the Autonomous Region of Sardinia, with the collaboration of ITA - Italian Trade Agency, is present at Global Mobility Call with a delegation of 6 companies wishing to approach the dynamic Spanish market.

These companies are:

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