



Sustainability is SustainabITALY

EXPAND NORTH STAR 2023

15-18 October 2023 - Hall 9 - DUBAI HARBOUR - UAE



Hosted by:

دولة دبي
DUBAI CHAMBER
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Ministry of Foreign Affairs
and International Cooperation



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Sustainability is SustainabITALY

From energy consumption to carbon-neutral production, Italy is witnessing a significant transformation on sustainability to become greener and ecological across various sectors.

The National Recovery and Resilience Plan focuses on two critical pillars: the green transition and digital transformation. Over €18 billion has been allocated to boost R&D,

innovation, investments, startup of the new companies. To facilitate these transitions, a further €62 billion have been earmarked for smart mobility programs, and infrastructures.

Startups have become pivotal to deliver the nation's sustainable agenda, often leveraging on innovative technologies. Thus, propelling the government to invest in its startup ecosystem. Over €1 billion investment has been allocated to create opportunities, foster innovations, and drive crucial national economic growth. The Smart & Start campaign was established to propel Italy's entrepreneur network with facilitated programs that support innovation in emerging fields. Originated to drive Digital Economy, Artificial Intelligence, Blockchain and Internet of Things, Smart & Start campaign also emphasizes on women entrepreneurship; efforts that continue to dominate its agenda.

The nation's ambition is to stimulate technological and digital transformation of organizations; a conversion critical for overcoming economic challenges posed by the pandemic crisis and direct investment recovery towards a more strategic position for competitive and sustainable growth.

Frequently led by young and forward-thinking founders, Italy has experienced a remarkable surge in startups with over 14,000 registered as of March 2023, many characterized by their ambitions to dominate innovation and technological solutions.

ITALIAN TRADE AGENCY - ITA



ITALIAN TRADE AGENCY

TRADE AND INVESTMENT

OPEN DOORS TO 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 multichannel 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

ITA - Dubai Office



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Italian Trade Agency



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Floor Plan



Hall 9 Stand C40



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PIEMONTE, NORTHWESTERN ITALIAN REGION AT NORTH STAR 2023

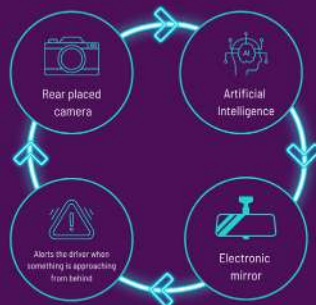
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Collision Alert System

based on "real-world" video analysis



TO.TEM EYE



AITEM is an Artificial Intelligence spin-off of PUNCH GROUP founded in 2020 which owns 3 patents pending and 2 trade marks. We specialize in developing cutting-edge solutions for the veterinary, industrial, and medical industries. Our main product, LAIKA, is a veterinary platform that helps diagnose and treat animals more effectively. We also provide industrial solutions to optimize production processes, such as defect analysis and predictive maintenance, medical products that assist with accurate and rapid disease diagnosis, and engineering solutions that use advanced analytics to analyze complex datasets.



LAIKA is a digital service for vets that uses AI to interpret lab results and forecast diagnoses based on over 100 pathologies.



LAIKA helps vets **diagnose faster and accurately**



LAIKA gives vets **secure access to patient data** from anywhere and any device.



Have access to the **medical history of each patient**

Via Pier Carlo Boggio, 59

10138- Torino (TO)

ITALY

Tel: +39 340 566 26 64

Massimiliano Melis

Email: Massimiliano.melis@aitemolutions.com

www.aitemolutions.com



<https://www.linkedin.com/company/aitemolutions/>



<https://www.linkedin.com/showcase/laikaveterinary/?originalSubdomain=it>

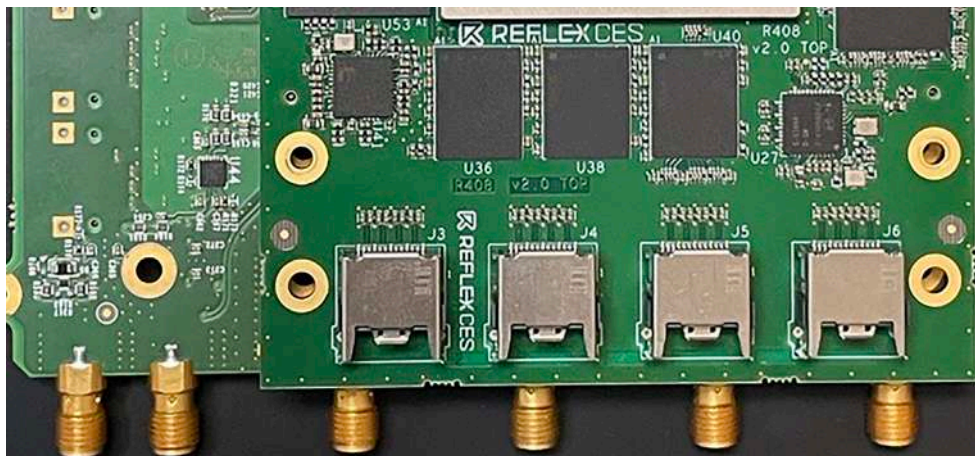


@aitemolutions



AITEM

ARTIFICIAL INTELLIGENCE SOLUTIONS



Established in 2003, ARESYS supports its customers in designing and implementing innovative solutions in the field of Earth Observation (Optical and Radar satellites) and Remote Sensing systems.



Via Flumendosa, 16
20132- MILANO
ITALY

Tel: +39 0287244800

Fabio Gerace

Email: fabio.gerace@aresys.it

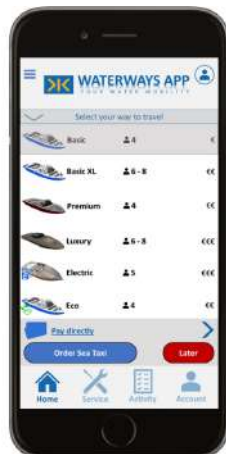
info@aresys.it | www.aresys.it

 <https://www.linkedin.com/company/aresys-srl/>

 **aresys**
Advancing remote sensing

BOATSANDGO SRLs

Plurisetoriale, beni a tecnologia avanzata, Turismo, Mobilità.



Introducing the WATERWAYS APP by BOATSANDGO, a groundbreaking solution reshaping urban mobility along waterways globally. Modeled after ride-sharing services like Uber, Waterways offers a cutting-edge platform for enhancing transport options in water-rich cities such as Dubai, New York, and more.

The heart of this concept lies in a dynamic partnership with premium and luxury boats, revolutionizing waterborne travel. The fully enclosed design ensures comfort and protection against seawater, prioritizing accessibility for all passengers. From iconic small crafts to luxury tenders and historical boats, the selection caters to diverse preferences.

An integrated AI system manages tasks with personalized responses, making pricing, advertising, and coordination seamless. The app not only simplifies transport but also acts as a tender service for convenient disembarkation. This initiative aligns with environmental responsibility by reducing urban carbon footprints and traffic congestion, promoting a sustainable sharing economy.

Via Di Giura, 54
85100- Potenza (PZ)
ITALY

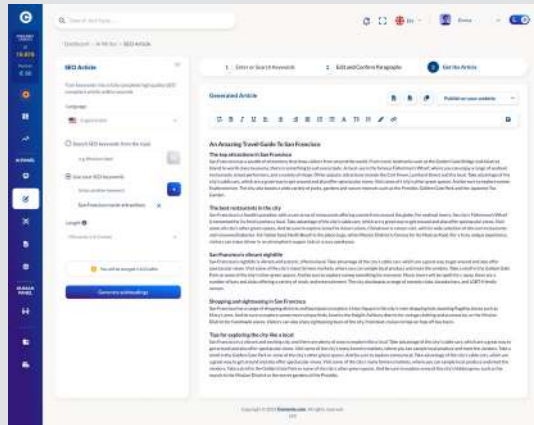
Antonio Amendola
Tel: +39 3470547214
info@boatsandgo.com | <https://boatsandgo.com/en/>

 <https://www.linkedin.com/company/boatsandgo/>

 @boatsandgo  @boatsandgo_official



Click, compare, sail.



We help businesses to create quality content through Generative AI tools and customized solutions.

**Sede Legale: Via Paolo da Cannobio 9,
20122- Milano**
**Sede Amministrativa: Via Gian Galeazzo 3,
20139- Milano**

Sara Brianzoni
Email: entiredigital@pec.it
billing@contents.com / sbrianzoni@contents.com
www.contents.com



<https://www.linkedin.com/company/contentsdotcom/>



@contents_com



@contentsdotcom_

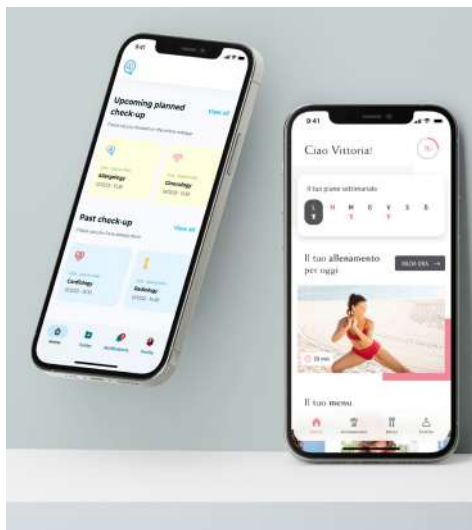


DuckMa is the ideal partner for visionary entrepreneurs, providing advanced digital expertise to create tailor-made solutions: Mobile, Cloud, IoT, and related technologies.

For over a decade, we have been supporting entrepreneurs and businesses in optimizing their digital investments, transforming ideas into solutions and creating successful digital products. DuckMa offers analysis and Development of Digital Products: for companies aiming to develop, test, and validate a digital product.


We listen and guide businesses in achieving their goals providing expertise in strategy, software development and design.

So why us? Because we offer guaranteed budgets and timelines, micro-contract engagement, and a consultative approach. With hundreds of satisfied clients, we are the perfect partner for all those companies looking to develop digital products for the consumer market.



Via Naviglio, 17
25086- Rezzato (BS)
ITALY

Matteo Gazzarelli
Tel: +39 030 2591722
info@duckma.com | www.duckma.com

 <https://www.linkedin.com/company/duckma/>

 duckma  @duckma  @duckma

 @_DuckMa



FIFTH INGENIUM SRLs

Technology
Information



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.



Viale Carlo III di Borbone, 8
81100-Caserta (CE)
ITALY

Tel: + 39 338 1323139

Roberto Mangano

Email: roberto.mangano@fifthingenium.com

www.fifthingenium.com



<https://www.linkedin.com/company/fifth-ingenium-s-r-l/>



@fifthingenium



fifthingenium



Incomedia is an Italian software provider, designing website and e-commerce building solution for SMEs.

The core product is WebSite X5 a software tool allowing the most unexperienced users to develop e-commerce stores, websites and blogs.

WebSite X5 (available in 19 languages) is an easy and intuitive software that allows anyone to independently create small or medium-sized websites, blogs, and online stores.

WebSite X5 is perfect for those who don't have programming knowledge and prefer to work visually, without having to struggle with code.

More than 100 templates and lots of content will help you get started right away.

WebSite X5 stands out from traditional website builders because it is a versatile wizard that is both easy to use as well as complete.

There are no fees or commissions: the license includes hosting and allows you to create all the sites you want, for yourself or for others.

Via Burolo, 22
10015- Ivrea (TO)
ITALY


Tel: +39 0125253491

Federico Ranfagni

Email: federico.r@incomedia.eu

www.incomedia.eu | www.websitex5.com

 <https://www.linkedin.com/company/incomedia/>

 @Incomedia





iNNOVA presents the great opportunities that Digital Transformation can offer and help his customers and other companies to develop a useful path to find the best strategy to implement mandatory change in an era of globalization.

The application created by iNNOVA are designed with passion, Commitment and professionalism to be used in HEALTH, TOURISM & CULTURE, TRAINING and SMART CITIES sector.

His latest innovative projects are:


- CheckMED® (Remote Care and Telemedicine solution)
- ARViTech® (Enhanced interactive virtual tours with information hotspots to better illustrate Places, Point of Interest, Products and services).
- WaterCHECK® (Digitalization of the cities water network)
- DefiTrustCapital (revolutionary investment platform specializing in the emerging sector of decentralized finance)
- InSmartMirror® (Smart mirror that recognizes the clothes worn and describes their characteristics and provides the user with advice using AI)



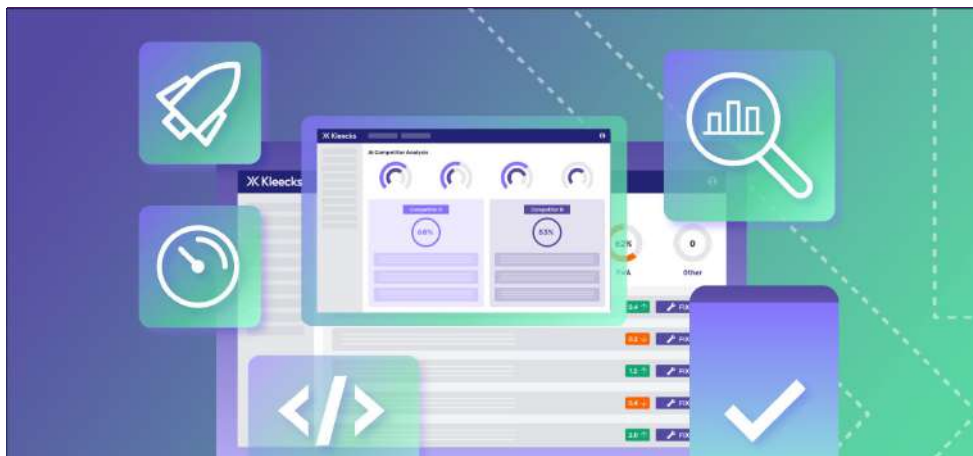
Via Colonnello Bertè, 100
98057- Milazzo (ME)
ITALY
Tel: +39 02 82197958

Ing. Giuseppe Giorgianni
Tel: +39 3282680331
info@innovame.it | www.innovame.it

 <https://www.linkedin.com/company/innovame/about/>

 @INNOVAME.IT

iNNOVA
Disruptive Innovation



Kleecks is a next-generation software-as-a-service based on the reverse proxy concept. Kleecks combines reverse proxy mechanisms with machine learning engines and automation processes to accelerate the implementation and maintenance of eCommerce and web sites.

No installation is required: Kleecks is configured and activated as a service.

Kleecks can control and change the front-end code (SEO, UX/UI, new pages and landing, ...) of every website in real time, solve tech issues and optimise SEO, CRO, speed & Web Vital and more.

- First Customer in 2019
- Offices in London and Milan (Paris to come)
- 150+ projects worldwide
- Innovative AI based Enterprise Platform that contextually optimises any web site in real-time
- Delivers highest quality, in a very short timeframe and at a very low cost
- Helps Brands, Agencies and Vendors to accelerate on-line performance by leveraging smart technologies



Viale Abruzzi, 66
20131- Milano (MI)
ITALY

Armando Janigro
hello@kleecks.com | www.kleecks.com



<https://www.linkedin.com/company/kleecks/>



@kleeckseo



@kleeckseo

X Kleecks



inPiazza is the innovative, AI-based platform to gather data regarding user behaviour in physical spaces and to create new digital touchpoints engaging users along the whole customer journey. By exploiting Video, WiFi, BLE sensors and LiDAR, inPiazza collects and combines useful data to take business decisions and to obtain a one-to-one communication achieving true relationship marketing. inPiazza perfectly fits in the omnichannel strategy of stores and facilities to shape a frictionless phygital user experience.

In order to create value for the customer and the venue owner, the platform:

- Combines the potential of digital with the physical world by creating a relationship between the brand and the user;
- Engages users with conversational marketing tools (e.g. WhatsApp Business) such as locationbased messages, profiled notifications, and customer satisfaction surveys; - enhances the customer experience with indoor digital navigation tools.




Via Benigno Crespi, 57
20159- Milano (MI)
ITALY
Tel: +39 02 706 333 54



Stefano Napoli, Maria Rosa Bergandi
marketing@inpiazza.cloud | <https://inpiazza.cloud/>

 <https://www.linkedin.com/company/mobimeshinpiazza/>

 @mobimesh7164

Help desk e gestione delle risorse



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.

Our ultimate asset for improving customer experience and ticket management is Noidesk software, which simplifies customer support and enterprise resource management, improving operational efficiency and customer satisfaction.

From the first to the last phase of a project, 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. Noitech can provide to all realities 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.

I trav. Viale Cassiodoro, 6 –
88060- Davoli (CZ)
ITALY

Danilo Piccolo
Tel: +39 3883742900
info@noitech.net | www.noitech.net

 <https://www.linkedin.com/company/noitech-net/>

 @noitech_srl  @noitech.net

 **Noitech.net**



My-Money is a patented and revolutionary payment system, completely biometric and device- free. Secure: no more frauds thanks to biometrics. Easy: everyone will be able to use it. No more barriers due to the technological misalignment, to the wealth or poverty of a Country, or to the age of the user. Fast: paying using your finger is a natural gesture, it will take 1 sec.

From today, you will no longer have with you a credit card, cash, or your phone to have access to your money.

My-Money prioritizes your security. By utilizing 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.



**Corso Vittorio Emanuele II, 116
35123- Padua (PD)
ITALY**

Mara Vendramin
Tel: +39 3278961778
Mara.vendramin@my-money.it | <https://my-money.it>



 <https://www.linkedin.com/company/my-money-payments/>



Powando is a digital startup that has revolutionized the world of electric mobility with a new innovative sharing economy model. Powandgo is the first charge sharing service that will change the way to charge all electric vehicle, saving money in charging costs and allowing private people and commercial activities to monetize their charging points.

Users will enjoy a unique experience and, in addition to earn and save money, they will have the opportunity to interact, meet, and engage with all members of the community. Thanks to Powandgo, you will be part of the first sharing economy model in the field of electric mobility for a cleaner, greener, and less polluted future.



VIA ORZINUOVI. 20
25125 - BRESCIA (BS)
ITALY

Alessio Troilo - Fabio De Nardi
Tel: +39 329 068 1591
info@powandgo.com | www.powandgo.com





SlideWorld is an innovative startup that designs disruptive audience engagement and enhancement strategies. To do this we have created SLIDEDOOR, the portal.

SLIDEDOOR is a digital portal that allows interconnections in the domains of augmented and virtual reality, connecting live audio-video, geographically distant places, and the users who animate them, in full size. Through the SlideDoors it is possible to virtually meet people located in different places of the world, and interact with them, in real-time, as if it were done live, with perfect proxemics of the 1:1 figure.

- Slidedoor is a Stargate
 - Life-size connections unite geographically distant places.
 - Experiential marketing events
 - Multimedia content-advertising-info in real format
 - Automatic connection check
 - AI – ML
 - Reports
 - Software sets
 - Infinity of switching, tailored networking
- SlidetheWorld srl has a registered trademark.



Via falcone, 198
80127- Napoli (NAP)
ITALY

Carlo Maria Martirani
Tel: +39 333 1068855
info@slideworld.it | www.slideworld.it

 <https://www.linkedin.com/company/slide-world/>

 @slide__world

SLIDEWORLD

SNAPALL BY TIMELAPSELAB

IT & Communications
– Data acquisition

Catch
Magic
with
All



SnapAll is a software solution that integrates with any existing surveillance system, no extra hardware required. Designed with the world of construction in mind, our AI-powered solution seamlessly identifies and interprets various site challenges: from tracking daily progress to spotting potential threats, SnapAll provides a comprehensive real-time view of your sites' evolution in the palm of your hand.

Our software is trained to detect essential protective equipment like helmets and high-visibility jackets while respecting the individual's privacy and local privacy regulations.

SnapAll offers detailed insights and actively monitors the building site progression: from spotting new constructs like windows or pillars to gathering statistics on manpower and machinery, all organized in clean and easy-to-read reports seamlessly integrated with BIM/Digital Twin technology.

In addition to these features, we've integrated enhanced marketing and timelapse video capabilities, enabling anyone to create their own timelapse videos and showcase days or months of progress in just a couple of minutes. Say goodbye to external software or third-party agencies.



SnapAll

Via Solferino e San Martino, 14
46100- Mantova (MN)
ITALY
Tel: +39 0376 1811478

Damiano Bauce
Tel: +39 347 8247830
info@snapall.io | Snapall.io



<https://www.linkedin.com/company/snapall/about/>



SnapAll



@SnapAll-app



@snapall.app



Techinnova S.p.A was founded in 2007 on Riccardo Roggeri's 20 years of experience and it is a certified startup incubator of the Italian Ministry of Economic Development. Since then, through state-of-the-art technologies and innovative management models, Techinnova has been assisting the process of creation of R&D projects, optimization of production sectors, networking and commercialization of high-tech companies (both Italian and international).

During the participation in North Star in Dubai, Techinnova S.p.A. presents its cutting-edge projects as well as the most innovative ones. In particular, the ROG and MYPONIC projects are shown. The ROG project aims to provide a new innovative and technological tool with the goal of early identification of heart disease.

The MYPONIC project is an automated aquaponic system for residential purposes that uses a combination of biological and artificial systems to help improve a person's physical and psychological state.



Via Giovanni Durando, 38
20158- Milano (MI)
ITALY
Tel: +39 351 7866600

Riccardo Roggeri
b2b@techinnova.eu | <https://techinnova.eu/en/home-en/>

 <https://www.linkedin.com/company/techinnova-spa/>

 @Techinnova.eu





TO.TEM is a spin-off company that manufactures Made in EU micro-mobility vehicles and provides various engineering solutions for micro-mobility applications.

Our flagship product is LYNX an innovative 3 wheel electric scooter that is designed to be more stable and safer to ride. Provided with a rear camera and a collision alert, it is the perfect mean of urban transportation for all kinds of users. We also offer services such as design, sourcing, assembly and production for OEMs who want to add to their product portfolio high quality micro-mobility vehicles (such as escooters, ebikes, e-mopeds).

Via Pier Carlo Boggio, 59
10138- Torino (TO)
ITALY
Tel: +39 3428618638

David Morrone
Email: david.morrone@totemev.com
info@totemev.com | www.totemev.com

 <https://www.linkedin.com/company/totemev/>

 @TotemEV  @totem_ev





Travel Verse is a tech company that applies the concept of Metaverse to the travel industry. We give to travel agencies the chance to represent their offerings in an innovative way: not only with photos and videos, but with true immersive experiences in Virtual Reality.

We recreate physical structures like hotels or monuments, more extensive settings like islands or oases, experiences like diving or hiking, and so on. Travel packages are turned into immersive experiences with gamification elements, users can explore tourist locations and facilities and get a preview of their future trips.

Currently we are working on a POC for the Winter Olympics Milano-Cortina 2026: users will have the opportunity to explore the main venues and become athletes. We are also working on reproducing the Sforza Castle of Milan by recreating it as it was in the 15th century and using it within an island in the videogame Fortnite.



Olympic Games 2026 Milano - Cortina
VR reconstruction of the main venues and sports

Vicolo dell'Assunta, 5
21052- Busto Arsizio (VA)
ITALY
Tel: +39 3489230576

Ivan Giovanni Allevi
info@travelverse.it | <https://www.travelverse.it/>



<https://www.linkedin.com/company/travelverse/>

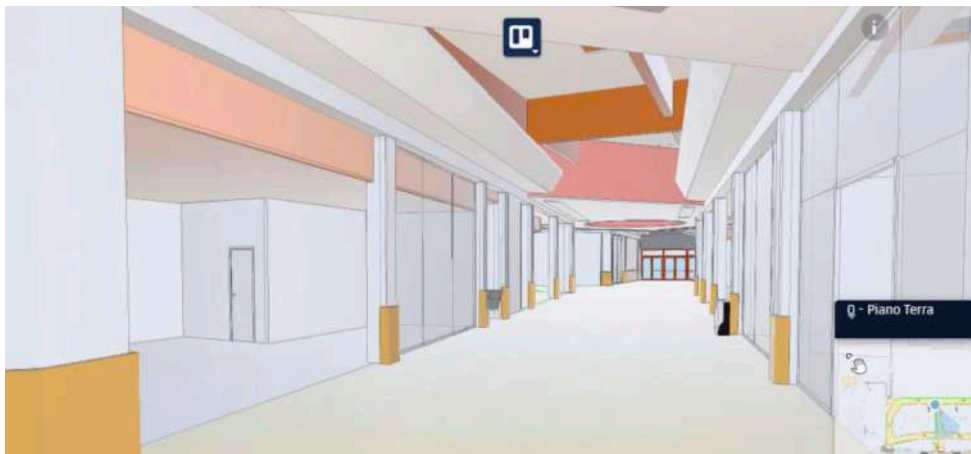


@Travel-Verse



@travelverse.it

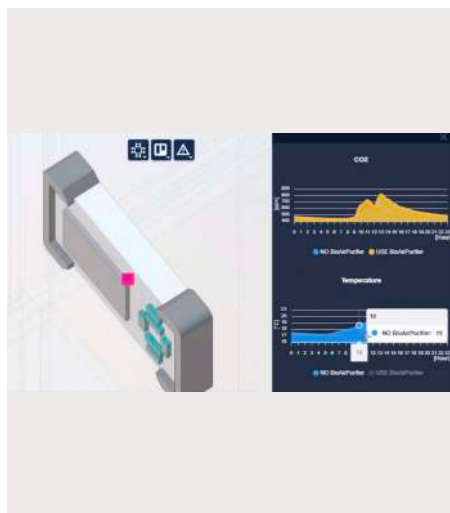




UTwin is a proptech company empowering buildings and infrastructures data through digital twins. UTwin is a digital twin based-software supporting building owners and asset operators to manage data in a smarter and collaborative way, starting from a “twin”, a digital replica of a building or infrastructure.

Through UTwin, buildings are managed in a unique and centralized way, allowing owners to make data-led decisions, and reducing operating costs.

We are a technology company offering solutions to global customers, with active operations in Europe and MENA region.



Via Davide Bertolotti, 7
Torino (TO)
ITALY
Tel: +39 3459013797

Roberto Demarchi
info@utwin.it www.utwin.it



https://www.linkedin.com/company/utwin/?trk=public_profile_experience-group-header&originalSubdomain=ae



@utwin_srl

ARTIFICIAL INTELLIGENCE FOR INDUSTRIAL SCENARIOS



COMPUTER
VISION



MACHINE
LEARNING



AUGMENTED
REALITY



MIXED
REALITY



FIRST PERSON
VISION

Xenia Progetti is an Innovative SME that doesn't just follow the new technology trends but provides competence/solutions to set them on any specific needs.

Our mastery of AI, AR and VR ensures perfect alignment with the unique requirements of specific industry. A bridge that connects our customers' operations with the power of technology.

Some of our solutions:

SISTO Integrated Ambulance Platform establishes real-time connectivity between the emergency center, ambulance and hospital. This innovative system cuts communication times by a staggering 50% by streamlining the transmission of critical data information. **SISTO** completely eliminates the passage of information on paper.

SMART INDOOR NAVIGATION Navigate effortlessly in busy interior spaces such as hospitals, airports, shopping malls and offices while accessing real-time information. **VALUE** uses Image Based Localization (IBL) to provide real time support to visitors in a cultural site (museum, archaeological site, etc.). **OIL&GAS**: from asset management to operation control.



Via Acicastello, 71
95021- Aci Castello (CT)
ITALY
Tel: +39 095 885546

Luigi Corletti
Tel: +971 585401906
info@xeniaprogetti.it | www.xeniaprogetti.it

xenia®
SOFTWARE SOLUTIONS



<https://www.linkedin.com/company/xenia-progetti-srl/>



EXPAND NORTH STAR 2023

15-18 October 2023 - Hall 9 - DUBAI HARBOUR - UAE



co-finanziato da



Gestito da



PIEMONTE, NORTHWESTERN ITALIAN REGION AT NORTH STAR 2023



Piemonte region, in North-West Italy, is strategically positioned at the heart of the European development system.

The participation in NORTH STAR is organized within the Integrated Supply Chain Project "Automotive & Transportation" a special project promoted by the Regione Piemonte (Regional Government), co-financed by 2000-2020 Development and Cohesion Fund and managed by the Piemonte Agency, providing international players a free preferential channel to meet and start business with top class technological and innovative companies from Piemonte.

The project Team's assistance is supply chain focused and completely free of charge for international players. It ascertains their outsourcing needs and arranges b2b meetings according to their technical requirements with the most suitable partners - in Piemonte or on their premises -, visits to local companies to discover the region's automotive sector, participation to international events and trade missions to connect demand and supply.

Via Nizza 262, (interno 56)
10126- Torino
ITALY

Tel.: +39 011 6700 557
www.centroestero.org
digital@centroestero.org

Rosanna Viola | Division Manager Industrial & Technological Goods Transportation, Mechatronics, Cleantech, ICT
rosanna.viola@centroestero.org

Osjon Osja | Business Development and Event Specialist
osjon.osja@centroestero.org


Leonardo Piani | Project Manager Investment Promotion
investment@centroestero.org



 CEIPIEMONTE s.c.p.a.

 Ceipiemonte Scpa

 @Ceipiemonte

 @ceipiemonte7611

PIEMONTE: THE PLACE TO INVEST

ITALY
PIEMONTE
THE PLACE TO INVEST



Piemonte is an investment destination chosen by more than 1,300 multinationals: a total of over 4,000 local units, €11.8 billion in added value and €46.2 billion in turnover, which represents around 20% of the regional share.

Among these multinationals, it is worth mentioning the recent opening of the new Google Cloud region in Torino which will help accelerate the digitization of local companies, public administrations and global organizations. More foreign investment success cases in Piemonte in the ICT sector are, to name but a few, those by DXC Technology (USA), MSC Technology (Switzerland), Capgemini (France), Cisco (USA).

Investing in Piemonte means meeting a future-oriented business environment plenty of unique features: top economy; manufacturing; top-class sectors; strategic logistic hubs; highly skilled workforce; R&D and innovation; openness to FDI; pro-investment incentives; public support to investors; great quality of life.

On behalf of its partners, Piemonte Agency guarantees complete assistance to foreign companies, supporting them in all phases of the investment project in Piemonte. The Agency also supports foreign companies already present in Piemonte to strengthen their growth in the territory. These services are free, personalized and confidential.

Via Nizza 262, (interno 56)
10126- Torino
ITALY


Tel.: +39 011 6700 557
www.centroestero.org
digital@centroestero.org

ITALY
PIEMONTE
THE PLACE TO INVEST

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PIEMONTE, HOME TO THE ITALIAN AUTOMOTIVE INDUSTRY



Piemonte and its capital city Torino, birthplace of Fiat, now Stellantis, is a leading cluster in the global automotive & transportation sector due to the presence of national and international key players, a complete and competitive supply chain, R&D centres, and a network of institutions, R&D centres, labs, business incubators and top universities, including a world renowned engineering academy. Altogether they develop and refine innovative systems and production processes to improve transport efficiency.

Piemonte is the forerunner in Italy in terms of automotive components and accounts for around 45% of the national automotive sector's revenue:

- More than 730 automotive components companies
- 33.5% of the Italian automotive components industry is in Piemonte
- 35.8% of the Italian automotive components turnover is in Piemonte
- More than 56,600 employees

Piemonte's automotive & transportation production comprises the entire supply chain from the upstream phases to the final products, offering business and know-how from the concept of the vehicle till its delivery: project planning, prototyping, styling, robotics and automation, components and mass production, industrialization of the product and driving test.

Companies are developing more and more distinctive technologies and solutions in the fields of electrification, connectivity, autonomous driving, sustainable and sharing mobility, Big Data and software-designed vehicles, projecting the whole territory towards new challenges and new consumer markets.

It is possible to find in Piemonte the necessary know-how for electric vehicle development, integration, production and all the solutions and services needed for full electrical mobility, including energy storage and distribution.

In addition, Piemonte companies are working on innovative smart mobility concepts integrating vehicles and infrastructure through the application of advanced digital technology.

When dealing with mobility experimentation, Torino offers exceptional possibilities. Torino is in fact one of the first cities in Italy allowing the testing of connected and autonomous vehicles on its public roPIEMONTEads and not only in areas closed to traffic. The city offers, at simplified conditions, 35 kms of dedicated roads and telematics infrastructures for the testing of innovative solutions for urban living in real contexts.

Via Nizza 262, (interno 56)
10126- Torino
ITALY

Tel.: +39 011 6700 557
www.centroestero.org
digital@centroestero.org



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DISCOVER PIEMONTE'S DIGITAL TECHNOLOGIES AND SOLUTIONS



Digital technologies and solutions are among Piemonte's leading excellences. The region is the Italian birthplace of cinema, television, telephone and computer industries, MP3 as well as of major companies like Olivetti and still is in a leading position in the development of Information Communication Technology.

Piemonte region is home to important companies, research centers, universities and top national and international key players: this is a highly competitive hub supplying an extensive offer, guarantee of flexibility, quality and reliability.

Piemonte is the first Italian region for number of employees in the ICT sector, an industry area with over 7,000 companies employing over 33,000 employees.

The variety of solutions provided covers all segments of the regional manufacture constantly developing new ideas and products according to the latest markets trends in the following fields: automotive & transportation, industrial automation, aerospace, energy, building, energy efficiency, home automation, digital health, agrifood, oil & gas, banking & finance, retail, e-commerce, ERP.

In Piemonte new challenges in the digital technologies field are reality every day. Here the solid combination between manufacturing and innovation makes it possible to embrace digitalization and new trends to be an international leading region in:

- AI, blockchain, Big Data, Fintech, Cybersecurity
- IOT, connectivity-5G, cloud computing
- Multimedia & digital animation, computer graphics, music consulting services, 2D/3D animation, digital cinema, special effects and postproduction services
- Immersive reality, gaming and VFX.

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@Ceipiemonte



@ceipiemonte7611



ROME HEADQUARTERS

Ufficio Tecnologia Industriale, Energia e Ambiente
Via Liszt, 21
00144- Roma (RM)
Email: tecnologia.industriale@ice.it
Tel.: +39 06 5992 9388

DUBAI OFFICE

Dubai Internet City, Sheikh Zayed Road
ARENCO Tower 5th Floor, Office #506 & 508
Tel.: +971 4 434 5280
Email: dubai@ice.it

