

14 - 16 APRIL 2025
MARRAKECH-MOROCCO

ITALY AT GITEX 2025

3 rd edition
GITEX AFRICA MOROCCO

Stand N° 20C-50



ITA - Italian Trade Agency is the Governmental agency 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 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.

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES

ICE-Agence italienne pour le Commerce Extérieur est l'Organisme italien pour la promotion à l'international des entreprises italiennes, à travers lequel le Gouvernement italien soutient le renforcement et le développement économique et commercial des entreprises italiennes sur les marchés internationaux. ICE-Agence italienne pour le Commerce Extérieur Intervient aussi en tant que sujet de la promotion et de l'attraction des investissements étrangers en Italie.

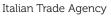
Dotée d'une organisation dynamique, motivée et moderne et d'un vaste réseau de bureaux à l'étranger, ICE développe une activité d'information, accompagnement, conseil, promotion et formation pour les PME italiennes. Grâce à la mise en œuvre des outils de promotion et de communication multicanale les plus modernes, ICE agit pour affirmer les excellences du Made in Italy dans le monde.



ROME HEADQUARTERS
Via Liszt, 21 - 00144 Roma
Tel. +39 06 59921
urp@ice.it
startup@ice.it

www.ice.it

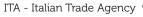


















Italian Exhibitors

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20C-68	BXT	www.bxt.ai	7
20B-94	EPITOMEA	www.librarymed.com	8
20C-84	FINAPP srl	www.finapptech.com	9
20B-88	GGG SRL SB	www.gcube.digital	10
20C-60	ICARUS SRL	www.icarustechnology.it	11
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20C-74	KOALA SRL SB	www.koalacompany.it	13
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Floor Plan



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INCOMEDIA Srl	My-Money SRL	RESI Informatica S.p.A.	MLR s.r.l.	ICARUS SRL
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FINAPP srl	KOALA SRL SB	221E	TIMELAPSE Lab	BXT

ITALIAN
TRADE AGENCY

Stand N° 20B-90



Our company develops Management Software for companies of any size and sector.

Our management software is completely customizable and has the best quality/price ratio on the market.

They are available with local or cloud installation and guarantee maximum data security.

1C-ERP

Via Circonvalazione 58
Bellinzago Novarese (NO)
Tel: +39 0287176840
mb@1c-erp.it
Michele Brustia - Owner

www.1c-erp.it





221e°

221E srl is a leading global supplier of intelligent precision sensing solutions for smart devices. Our Al-powered sensor fusion algorithms provide exceptional accuracy & consistent 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 & smart PPE.

221E's advanced sensing technologies have been continuously refined to meet the accuracy requirements of the most demanding applications.

Our renowned interdisciplinary support team helps our customers to gain real value right away following a plug and play installation.

221E designs low power, miniaturized, wireless multi-sensor hardware platforms, incorporating state-of-the-art sensing and processing technology.

We integrate inertial, biosignal and environmental sensors with on-board flash storage, wireless connectivity, automated on/off functions and regulated rechargeable power.

The resulting system is one that is decidedly versatile, hewed for data acquisition in a multipurpose fashion.

221E

Cesare Battisti 43 35020 Albignasego (PD) Tel: +39 0495013451 lemrua.samuel@221e.com Lemrua Samuel – Marketing

www.221e.com







BXT.AI is a pioneering fintech company redefining the investment landscape through cutting-edge AI technology. At the core of its innovation is Penelope, an AI-powered investment advisor tailored for swing trading. BXT.AI's technology enables Penelope to provide clear, daily market signals—bullish or bearish—for short-term timeframes (1-5 days).

Seamlessly integrating with online brokers via APIs, Penelope empowers users with actionable insights for smarter, more profitable investment decisions.

For brokers, **BXT.Al's** solution drives client retention and satisfaction by boosting financial outcomes. **BXT.Al** and Penelope are transforming trading into a smarter, more intuitive experience.

Penelope is a cutting-edge AI investment advisor designed for swing traders and online brokers. It provides clear, daily market signals — bullish or bearish — focused on short-term timeframes (1-5 days).

Fully API-integrated, Penelope connects seamlessly with online brokers, offering users actionable insights to optimize investment decisions while improving financial outcomes. For brokers, it boosts client retention and satisfaction by enhancing trading performance.

Currently accessible by invitation, Penelope combines advanced AI, data-driven strategies, and user-friendly design to revolutionize the trading experience for both individual investors and financial institutions.

BXT

Via Federico Faruffini 40 20149 Milano Tel: +39 3936876000 mauro@bxt.ai Mauro Carosso – CEO

www.bxt.ai





Stand N° 20B-94



- Platform for automatic medical papers review.
- Library Med

EPITOMEA

via Tessare 5 Verona Tel: +39 3497433704

181: +39 349 / 433 / 04

maurizio.murino@epitomea.com

Maurizio Murino - CEO

www.librarymed.com





Stand N° 20C-84



Finapp, founded in 2019 as a spin-off from the University of Padova, is an innovative startup specializing in using cosmic ray technology for measuring water content in soil and snow. Finapp's technology was repurposed to address environmental sustainability.

The patented CRNS (Cosmic Ray Neutron Sensing) probes provide unique, real-time insights into water content in soil and snow (for smart agriculture, pre-locating water leaks, environmental monitoring, and snow water equivalent), with no contact required. Recognized with the European Innovation Council award in June 2023, Finapp has expanded rapidly, now operating two production units in Italy and France.

Finapp has patented the new generation of CRNS probes to measure water contactlessly, in-depth, and continuously.

We offer solutions for agriculture, leak pre-location, and environmental monitoring.

Some key features of our technology include:

- Smart Agriculture: (Fin4Crop) Enhancing irrigation management and water efficiency >> increasing crop production by 22% and decreasing water consumption by 23%.
- Water-leak pre-location: (Fin4Leaks) Our system can monitor up to 100 km per day, quickly detecting leaks in water networks.
- Environmental monitoring: (Fin4Earth) Site-specific soil moisture monitoring covers 5-10 ha. The probe is easy to install, even in remote and inaccessible areas.
- Snow water equivalent: (Fin4Snow) Measurement of the amount of water contained in snowpack.

FINAPP SRL

Via Del Commercio, 27 35036 Montegrotto Terme (PD) Tel: +39 3518526767

1el: +39 35 18526767

grandino@finapptech.com

Eduardo Grandino - Head of Business Development France & North Africa









gCube is a Digital Company whose mission is to offer increasingly specialized services, starting from a consultative and strategic approach.

In fact, we have brought together in a single structure, professional figures with vertical skills in their respective sectors and who make strategic consultancy their distinctive character.

Each of our projects starts from an initial assessment, aimed at identifying the customer's needs and putting together a tailor-made solution that takes into account its characteristics and objectives.

gCube provides integrated ecommerce strategies, IT platforms, and UX/UI, managing all aspects and assisting businesses with strategic marketplace integration.

The service that will be presented generates value to our customers 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.

GGG SRL SB

Via Modigliani 23 60019 Senigallia (AN) Tel: +39 3297657850 gbizzarri@gcube.digital Giacomo Bizzarri – CEO

www.gcube.digital





Stand N° 20C-60



Icarus technology is an Al-powered voice assistant designed to support general practitioners and medical centers in managing patient interactions.

It addresses a widespread issue: doctors and clinics spend hours each week handling repetitive calls, especially for prescription renewals and appointment-related queries. This administrative overload limits care quality, slows down processes, and increases patient dissatisfaction.

Icarus automates these routine interactions via voice, collecting relevant data and routing it securely to the doctor's platform.

The service is already active for handling prescription requests, freeing up time for medical staff while offering patients a fast, guided, and accessible experience—24/7 and without relying on the secretarial team. The system is quick to set up, requires no technical training, and works fully offline to ensure maximum privacy and reliability, even in low-connectivity contexts.

Our business model is B2B SaaS (Software as a Service), targeting clinics, private practices, and group networks.

The product is sold through monthly subscription plans with optional setup fees, based on volume, integration needs, and service channels (voice/WhatsApp). Custom packages are available depending on clinic size and usage volume.

Next steps include:

- Scaling commercial rollout of the prescription module across Italy
- Expanding into Al-powered appointment booking and post-visit follow-up
- Developing integrations with the most common clinical management systems
- Opening pilot programs with public and private healthcare institutions
- Positioning Icarus as the digital backbone of outpatient care in Europe

ICARUS SRL

Via Dalmazia 22 09127 Cagliari (CA) Tel: +39 3409781011 carlousai@icarustechnology.it Carlo Usai - CSO

www.icarustechnology.it







Incomedia, headquartered in Italy, has established itself as a prominent software provider specializing in website and e-commerce creation solutions tailored for Small and Medium-sized Enterprises (SMEs).

At the heart of Incomedia's offerings is WebSite X5, a powerful software tool that empowers even the least experienced users to effortlessly design and develop e-commerce stores, websites, and blogs.

This user-friendly solution is particularly advantageous for SMEs, providing them with a versatile platform to establish and enhance their online presence even using Artificial Intelligence features.

WebSite X5 by **Incomedia** is a powerful and user-friendly website building software designed for individuals and businesses. With its intuitive interface, even those with limited technical expertise can effortlessly create professional-looking websites, blogs, and e-commerce stores.

Offering advanced features such as artificial intelligence and robust e-commerce capabilities, WebSite X5 enables users to tailor their online presence to specific needs.

INCOMEDIA SRL

Via Burolo 22 A 10015 Ivrea – Torino (TO) Tel: +39 0125253491 f.ranfagni@incomedia.eu Federico Ranfagni - CEO / President









KOALA is an innovative start-up based in Benevento that promotes the decentralization and democratization of the energy sector through digital solutions that enable a more direct exchange of energy between small and medium users.

KOALA presents an innovative Community Energy Management System that empowers local communities to share and trade energy seamlessly.

Our platform focuses on governance, social engagement, and smart energy transactions to foster decentralized energy ecosystems.

At GITEX Africa, we showcase our first operational version, featuring:

- Governance & Community Tools Manage relationships, events, and shared decisions.
- Smart P2P Energy Trading A direct, digital marketplace where small and medium producers sell energy without intermediaries, ensuring fair, efficient, and transparent transactions.

KOALA SRL SB

Piazza San Giuseppe Moscati 1, Apollosa (BN) 82030 Tel: +39 3888286297 massimo.capaldo@koalacompany.it Massimo CAPALDO Co-founder

www.koalacompany.it







MLR is the developer of WuvDay, a digital platform addressing the growing global challenges of disinformation and deepfakes through certified multimedia content.

Tailored specifically for publishers, broadcasters, and institutions, the platform revolutionizes content acquisition and verification processes, placing trust and security at its core.

By offering certified, tamper-proof photos and videos, WuvDay ensures content authenticity across its entire lifecycle—from capture to broadcast—helping organizations secure reliable and trustworthy news materials.

WuvDay reinforces trust in digital media, safeguarding information integrity worldwide.

MLR S.R.L

Via Filippo Corridoni 8, 76123 Andria (BT) Tel: +39 0883883147 ing.g.carapellese@mlr.srl Giuseppe Carapellese - CEO & Co founder

www.mlr.srl







My-Money enables biometric, device-free payments, allowing seamless, secure transactions without cards, phones, or PINs—just your biometrics.

My-Money is a pioneering fintech company revolutionizing digital payments with biometric, device-free transactions. By eliminating the need for cards, mobile phones, or PINs, **My-Money** ensures seamless, secure, and frictionless payments using only biometric authentication.

Designed to support all types of payments, it ensures maximum accessibility—even for those who are less familiar with technology or traditional digital payment systems. At the same time, it helps prevent fraud by securely linking each transaction to the user's unique biometric identity.

My-Money promotes financial inclusion, offering a universal and intuitive solution that empowers individuals of all backgrounds to transact effortlessly, fostering a more inclusive and connected digital economy.

With no need for expensive smartphones and built-in anti-fraud protection, **My-Money** offers a safe, accessible, and future-ready alternative to conventional payment systems.

Paying has never been easier—just yourself, no cards, no phones, no hassle.

MY-MONEY SRL

Corso Vittorio Emanuele II Padova 35123 (PD) Tel: +39 3278961778 mara.vendramin@my-money.it Mara Vendramin - CEO

www.my-money.it





Stand N° 20B-96



Net Zero Srl SB, also known as Net Zero Benefit Corporation, is an innovative startup and Benefit Corporation with offices in Milan, Turin, and Monaco. It is the only Italian company incubated at MonacoTech and selected as a strategic greentech development technology for the Principality of Monaco.

We developed NEZEDI Analytics, the first software platform designed to measure CO₂e emissions from digital properties and corporate websites. Unlike traditional tools, it operates continuously and autonomously, leveraging proprietary AI and automation to monitor over 300 sustainability indicators without requiring client input.

NEZEDI is currently the only solution in the world with third-party certified emissions data, providing real-time, verifiable metrics that support transparent ESG reporting and compliance with SCI standards.

As the demand for sustainable digital infrastructure grows, the market opportunity in GreenIT is immense. Every company will soon need reliable tools to measure and reduce the environmental impact of their digital assets. For this reason, we are actively seeking international distributors and strategic partners to scale globally and accelerate the adoption of measurable, actionable sustainability in the digital space.

NET ZERO SRL SB

Via Avogadro 12/A Torino Tel: +32 76952279

alessandro.carta@nezedi.com

Alessandro Carta

www.nezedi.com







Nextflag is the first travel platform that combines Al and personal networks to deliver trusted, personalized recommendations.

Our Al-powered recommendation engine, enhanced by sentiment analysis and social data, scores locations and matches users with the best destinations, eliminating fake reviews and generic advice.

With an intuitive interface, wishlists, and travel partner integrations, **Nextflag** makes trip planning effortless, fast, and truly tailored.

We'll present Nextflag's Al-powered recommendation engine, designed to be unsupervised and self-improving. Using sentiment analysis, social data, and user behavior, our Al scores destinations based on key attributes (over 2000 cumulated).

The system learns dynamically, refining its accuracy with every interaction to deliver hyper-personalized, trust-based travel recommendations, eliminating fake reviews and information overload.

NEXTFLAG

Via Guido Rossa 26 50023 Impruneta (FI) Tel: +39 3397751726 gherardo@nextflag.app Giuseppe Carapellese - CEO & Co founder









With over thirty-five years as a technology partner to leading Service Providers, **RESI** excels in tailored solutions driven by continuous innovation.

Specializing in 5G/4G packet core and fixed mobile convergent network, our company leverages robust engineering expertise and ongoing R&D investments.

We deliver cutting-edge Service Assurance solutions with proprietary Deep Packet Inspection technology for both private and public enterprises, ensuring a superior level of user experience for domestic public network and international roaming.

GEMINI-NET™ is a comprehensive network traffic analysis tool that identifies thousands of protocols and applications across IP, SS7, ISDN, 3G, 4G, and 5G networks. Its advanced classification engine monitors over 4,000 protocols, enabling detailed IMS core and access network analysis.

The platform provides real-time metrics like Round Trip Delay, packet loss, and congestion, helping identify bandwidth constraints and traffic trends. With a user-friendly web-based interface, it visualizes critical data on dashboards for tracking application impact, traffic volume, and performance trends, ensuring optimal network and service delivery.

RESI INFORMATICA S.P.A.

Via delle Giuliana 82 00195 Roma Tel: +39 3351222479 g.abatini@resi.it

Gaia Abatini - Marketing Specialist

www.resi.it







TimelapseLab produces smart industrial devices for remote construction site monitoring paired with an innovative software based on Al.

Thanks to a wide range of customizable products and services, we produce industrial devices that take high-definition images, resistant to all critical issues and without need of maintenance for long period, with a functional platform for remote control of work development.

The software is based on AI and neural networks, which allows to detect and blur faces, bodies, vehicles, plates or entire areas. We can send also alerts for workers' safety (ex. lack of helmets).

Via Solferino E San Martino 14 46100 Mantova +39 03761811478 Damiano Bauce - CEO & Founder

www.timelapselab.com







www.ice.it

CASABLANCA

21 Avenue Hassan Souktani Casablanca – Maroc Tel: +212 522 22 49 9 2/94/95/96

Fax: +212 522 27 49 45

casablanca@ice.it

M. Francesco Pagnini - Directeur www.ice.it/en/markets/morocco

Italian Trade Agency



@ITAtradeagency







