



Ministry of Foreign Affairs
and International Cooperation



ITALY AT GITEX 2026

4th edition
GITEX AFRICA MOROCCO

07 - 09 APRIL 2026
MARRAKECH - MOROCCO



ITALIAN TRADE AGENCY


 Stand N° 20B-35

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



ITALIAN TRADE AGENCY

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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.



Italian Trade Agency



@ITAttradeagency



ITA - Italian Trade Agency



@itatradeagency





ITALIAN TRADE AGENCY

ICE - Agence Italienne pour le commerce extérieur
Section pour la Promotion des Echanges de l'Ambassade d'Italie

Stand N° 20B-35

Join us at the Italian Pavilion - Stand 20 B -35

The Italian Trade Agency will be participating at the 4th edition of GITEX AFRICA 2026 with a delegation of 15 innovative Italian startups and SMEs in an exhibition space area of 160 sqm.

The services provided by the Italian companies will be covering the following areas: Cutting-Edge solutions notably for Blockchain / Crypto, Artificial Intelligence, Data Centers, Telecommunications, Cyber Security, Agri-Tech, Mobility, Network Infrastructure, Fintech solutions for Banking and Finance, Cloud Software Solutions, Health-Tech, Smart Cities.

**Join us at the Italian conference "Tech Talk"
on Thursday, April 09th, 2026 from 11:20 to 11:40 - Hall 18**

For any further information, please do not hesitate to contact us!

**ICE - Agence italienne pour le commerce extérieur
Section pour la promotion des échanges de l'Ambassade d'Italie**

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www.ice.it/en/markets/morocco



Italian Exhibitors



BIO PHARMA

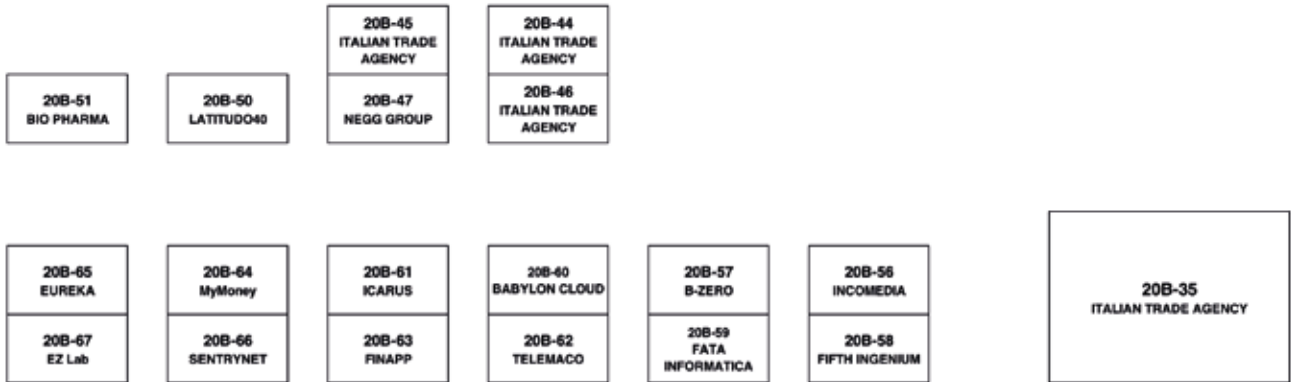


Italian Exhibitors

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20B-57	B-ZERO	www.notarify.io	10
20B-65	EUREKA	www.eurekaautomotive.com/en/	11
20B-67	EZ LAB	www.ezlab.it/en/	12
20B-59	FATA INFORMATICA	www.cybersecurityup.com	13
20B-58	FIFTH INGENIUM	www.fifthingenium.com	14
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Floor Plan




Stand N° 20B-60

We enable ICT players to deliver cloud services to their customers without the need to build their own infrastructure. We do not sell at small customers today, we target large organizations which can resell to the wider market.

Babylon Cloud is a proprietary technology, developed in Rome, Italy. Our technology is a full-stack object storage integrated with final services to users. We also designed a specific, optimized server-side hardware, which a partner assembles for us.

Our largest customers today are TLC multinational groups Vodafone, Swisscom and Hutchison."



Babylon Cloud SPA

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Stand N° 20B-51

BIO PHARMA

Bio Pharma Srl is an Italian healthcare innovation company focused on research valorization, digital health, and technology transfer. It develops and implements advanced telemedicine and predictive care solutions in collaboration with universities, hospitals, and private enterprises.

Through its proprietary BPredictive Care platform, Bio Pharma enables remote monitoring, risk stratification, and data-driven clinical decision support.

The company promotes a preventive, patient-centered healthcare model, integrating digital tools and validated scientific methodologies to improve outcomes and operational efficiency.

BIO PHARMA S.r.l

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Francesco Dessolet





NOTARIFY
DIGITAL CERTAINTY

Stand N° 20B-57

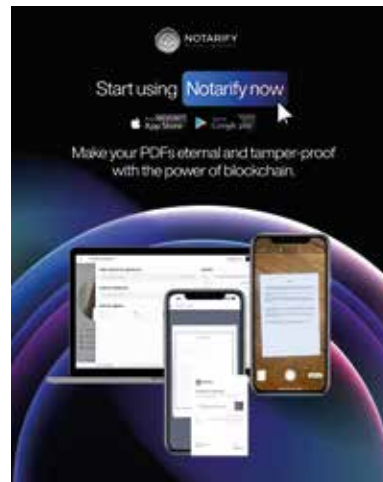
Notarify – Digital Certainty

Notarify is a certification platform solving document fraud and product compliance across Africa and Europe. With 10M+ notarizations, 100+ enterprise clients and Tier 1 partners like Capgemini and SGS, we deliver legally valid, tamper-proof digital certification at \$0.00001 per transaction — powered by NotariChain, our proprietary Layer 2 on Solana.

At GITEX Africa we bring three solutions:

- **Certified academic credentials** (100K+ diplomas authenticated, 78% fraud reduction — plug-and-play for universities and governments);
- **Digital Product Passports** for African manufacturers exporting to the EU under ESPR compliance (2027 deadline);
- **NotariCoin**, the utility token powering our certification ecosystem — presale is open.

Accelerated by Techstars. CNBC Top 200 Fintech (twice).



B-ZERO S.r.l

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Stand N° 20B-65

Eureka Automotive is a strategic technology partner driving digital transformation in the mobility sector.

With years of IT expertise, the company specializes in Big Data management, advanced diagnostics, and connected car solutions.

Guided by the motto "We simply innovate," Eureka bridges the gap between complex automotive engineering and high-level software development.

Their modular platforms leverage AI and IoT to provide real-time insights for OEMs, fleet managers, and dealers, turning raw vehicle data into actionable business value.

From remote monitoring to EV integration, Eureka simplifies the complexity of the modern automotive landscape.



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Stand N° 20B-67

Turning compliance into a competitive advantage with Digital Product Passport, AI & Blockchain

EZ Lab powers the Digital Product Passport through its proprietary platform, DPP Studio, tailored to each industry and supported by technical specialists and legal experts to ensure compliance with EU regulations. Trusted by 100+ clients, EZ Lab enables 200+ million tokenised products across 10+ sectors, including fashion, footwear, furniture, toys, cosmetics and agrifood.

By turning regulatory requirements into actionable insights, our solution helps optimise supply chains, cut costs and strengthen market positioning. AI further enhances the user experience by making product information clearer and easier to access, while safeguarding company know-how.



EZ Lab S.r.l

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Stand N° 20B-59

Fata Informatica is an Italian cybersecurity company operating since 1994.

At this fair, we present our specialized cybersecurity training programs, proprietary Cyber Range for hands-on skill development, and international certifications accredited under ISO/IEC 17024 – personnel certification recognized worldwide, designed to validate real operational competence in mission-critical environments.

CyberUp security

From Simulation to Certification

Real-world CyberAttack Training based on MITRE ATT&CK

+50
Cybercriminals group modeled

+200
Real world scenarios

The poster features a dark background with a person wearing a black hood and a red headset. The person's face is partially visible, looking towards the right. The background is filled with abstract digital elements, including glowing red and blue lines and icons representing various cyber threats and security concepts.

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Stand N° 20B-58

FifthIngenium is an Italian immersive-experiences enterprise driving digital innovation through eXtended Reality (XR), Artificial Intelligence (AI) and 3D system integration.

With a multidisciplinary team and over a decade of expertise, FifthIngenium designs and deploys immersive solutions — from education and manufacturing to healthcare and cultural experiences — that transform learning, streamline operations and elevate engagement.

Founded in Italy, FifthIngenium leverages the latest devices and platforms to enable organisations to turn advanced technology into simple, impactful tools.



FIFTH INGENIUM S.r.l.s.

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Stand N° 20B-63

Finapp is an innovative SME founded in 2019 as a spin-off of the University of Padova, rooted in Applied Nuclear Physics.

The company develops and manufactures advanced Cosmic Ray Neutron Sensing (CRNS) technology to measure water content in soil, snow, and other environmental systems.

Finapp's solutions provide accurate, large-scale, real-time, in-depth and non-invasive measurements, helping agriculture, water management, and environmental sectors make better, data-driven decisions.

The company operates internationally, with installations in more than 25 countries, and supports customers with reliable, easy-to-use monitoring systems designed to improve sustainability and resource efficiency.



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Stand N° 20B-61

Icarus S.r.l. is an Italian healthtech company developing AI-powered conversational assistants focused on phone-first service automation.

The company enables healthcare and service organizations to manage high volumes of interactions through advanced natural language understanding, dynamic multi-agent workflows, and human-in-the-loop supervision.

Icarus integrates seamlessly into existing processes, ensuring GDPR compliance, operational efficiency, and measurable improvements in service quality and accessibility.



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Stand N° 20B-56



Incomedia is an Italian software company specialized in easy to use digital creation tools.

We develop no code and AI powered solutions that allow SMEs, schools and organizations to create professional websites and e commerce projects quickly and independently.

Our flagship product, WebSite X5, combines artificial intelligence with an intuitive interface to reduce technical complexity, time and costs of going online, helping businesses and institutions accelerate their digital transformation worldwide.



WebSite X5 is the leading software for creating websites and e-commerce also with AI.

Pay Once. Use it forever | Trusted by 2 Million users

INCOMEDIA S.r.l

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www.websitex5.com




Stand N° 20B-50
LATITUDO 40[®]

Latitudo 40 is an Italian deep-tech company that turns satellite data, AI, and geospatial analytics into actionable insights for cities, businesses, and public institutions.

Through its EarthDataInsights SaaS platform, the company helps assess climate risks, monitor urban environments, identify priority areas for intervention, and simulate mitigation strategies, including future climate scenarios.

Founded in Naples, Latitudo 40 supports smarter, data-driven decisions for urban resilience, sustainability, and climate adaptation.

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Gaetano Volpe

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Stand N° 20B-64

MM is a fully biometric payment system that authenticates users and authorizes transactions using biometric recognition only.

By replacing passwords, cards, and traditional credentials with secure biometric authentication, MM eliminates fraud, eradicate identity theft, and simplifies the payment experience.

The system is designed to make transactions safer, faster, and more inclusive, enabling secure access to payments through a person's unique biometric identity.



MyMoney

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Stand N° 20B-47

negg® Group is a leading Italian software house and research-driven company focused on cyber intelligence and cyber security products and services.

We strongly believe that innovation and safety are the two key drivers of the future business market.

Our company provides high-quality products and solutions to enterprises and institutions worldwide through leading ICT innovation.

We develop and commercialize proprietary dual-use software solutions. Our technologies are built to address complex intelligence and cyber security challenges while maintaining a firm commitment to the responsible and ethical use of technology.

Our commitment to shaping a better future, begins with fostering our dynamic and young workforce.



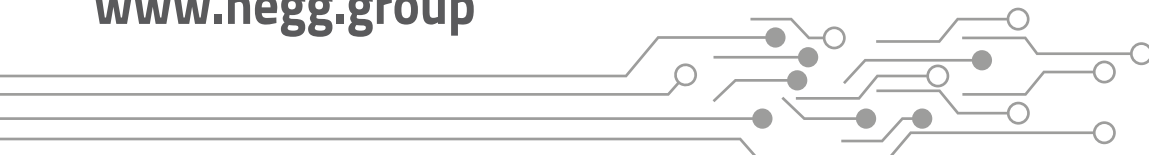
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Stand N° 20B-66

Sentrynet is a cybersecurity company specialized in advanced mobile device protection.

With over 20 years of experience in offensive security and government consulting, it developed ****Hidden Trace (HT)****, a proprietary AI-powered system that analyzes network traffic and detects hidden threats without installing software on devices .

HT leverages machine learning, OSINT, and TLS metadata analysis to identify spyware, RATs, and 0-day exploits, delivering predictive detection, reduced false positives, and full privacy protection.

Available as B2B SaaS and on-premise for enterprises and regulated sectors.



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Stand N° 20B-62

Founded in Florence in 1995, Telemaco Srl has established itself as a premier web agency and software house specializing in innovative digital solutions that seamlessly integrate technology, marketing, and strategic consulting. With a highly qualified in-house team, the company supports its partners through the entire lifecycle of digital transformation, offering advanced expertise in creating cloud platforms, CRM systems, Artificial Intelligence applications, and cutting-edge IoT solutions.

Telemaco's approach combines the technical solidity of web and mobile development with the creativity of multichannel marketing, ensuring the management of complex ecosystems for global brands across the automotive, luxury, and industrial sectors. Beyond its presence in the private market, Telemaco boasts extensive experience in managing European and National projects, overseeing every phase from initial design to dissemination through multimedia platforms and strategic campaigns. Driven by a vision that unites quality, security, and confidentiality, the company transforms technological challenges into concrete business opportunities, solidifying its reputation as a benchmark for international digital innovation.

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