



LONDON
20TH MARCH 2025
Italy RestartsUp in London



In collaboration with:



madeinitaly.gov.it

In partnership with:



Ministero delle Imprese
e del Made in Italy

Meet the Made in Italy Innovation

Layout

Protagonists

Programme



PROTEIN STUDIOS SHOREDITCH
31 New Inn Yard - London, England, EC2A 3EY



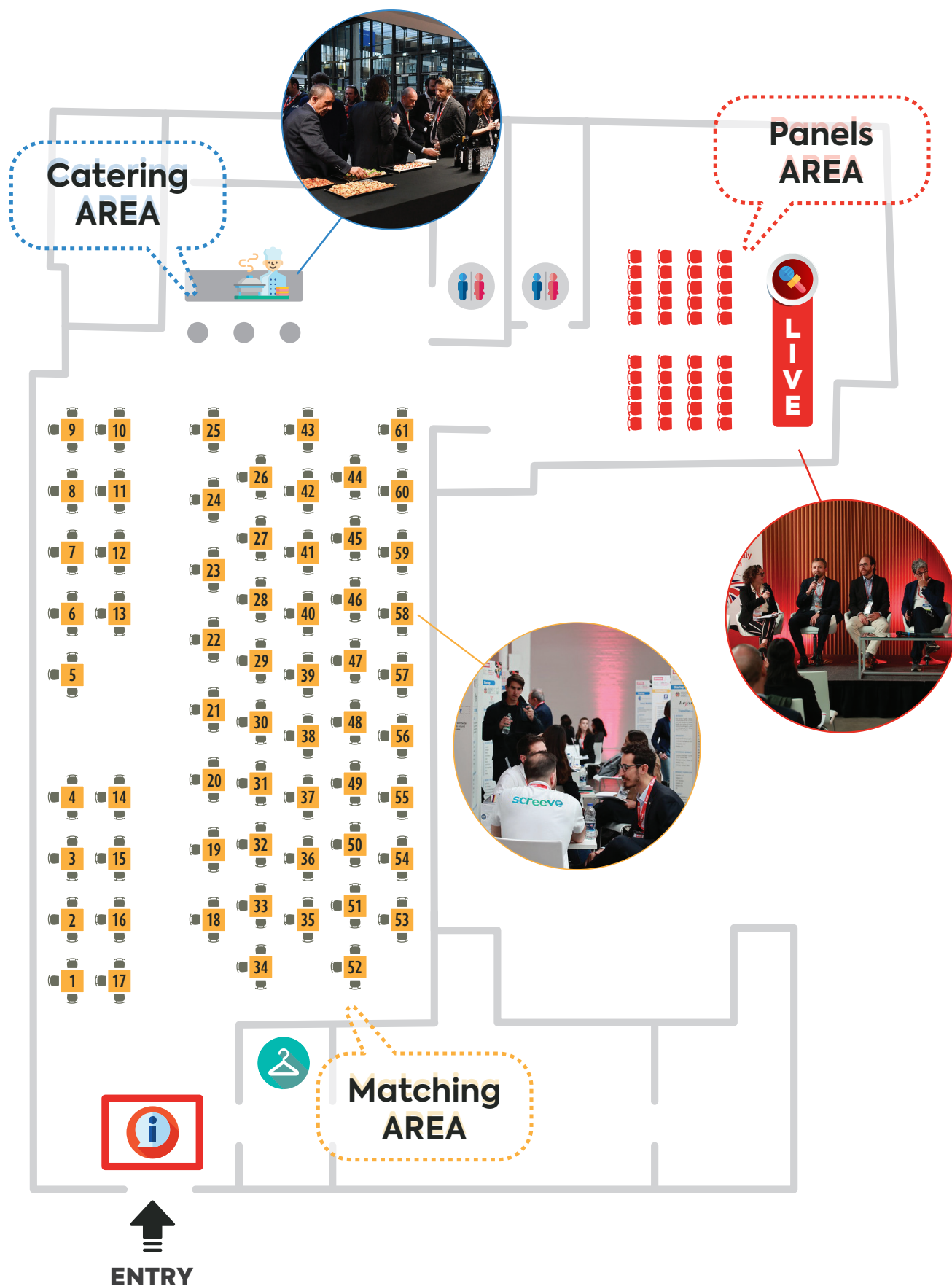
info@smau.it



www.smau.it/london

Layout

Meet the representatives of the **Italian innovation ecosystem**: a selection of **Startups**, **Corporates** and **Institutions** interested in interfacing the UK innovation system





Organization

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Organization

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Organization

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11	YouAddict

Programme



Driving Growth through the creation of **New Ecosystems**

🕒 10.00 – 11.00 AM

Moderator: Luigi Meschini, Pre-Series A Lead at VenturePath & Partner at Unfold Tomorrow Ventures

Speakers:

- Yavuz Çingitaş, Country Manager & Ventures Turkey Director **GOOINN**
- Leonardo Ambrosi, Group Innovation Officer **Italgas**
- Alberto Castronovo, Cabinet of the Minister – Head of the internationalisation unit **MIMIT – Ministry of Enterprises and Made in Italy**
- Benedetta Squittieri, Councillor for Innovation, Circular Economy and Economic Development **Prato House of Emerging Technologies PRISMA**
- Francesco Perticarari, General Partner **Silicon Roundabout Ventures**
- Mattia Palazzi, Innovation Specialist **Siram Veolia**

gooinn

IG Italgas

Ministero delle Imprese
e del Made in Italy

HOUSES OF EMERGING
TECHNOLOGIES

comune di PRATO | PRISMA

Silicon
Roundabout.
Ventures()

SIRAM VEOLIA



Digitalisation and New Technologies: what the future holds

🕒 11.30 AM – 12.30 PM

Moderator: Alessandro Allocca, Journalist

Speakers:

- Antonio Curci, Global Director **Amplifon X**
- Karla Richards, Senior Project Manager at Health Innovation Network and NHS Navigator **Digital Health London**
- Pietro Urbano Mimmo, Head of Strategic Marketing & Innovation **Italtel**
- Andrea Ballatore, Senior Lecturer in Cultural Data Science **King's College**
- Francesca Arese Lucini, Head of Data and Insights **Tech Nation**

amplifon^x

Digital Health.
London

Italtel

KING'S
College
LONDON

TECH
NATION



Shaping the future: innovation for a **Smarter and Sustainable World**

🕒 1.30 – 2.30 PM

Moderator: Luigi Meschini, Pre-Series A Lead at VenturePath & Partner at Unfold Tomorrow Ventures

Speakers:

- Krithika Ramesh, Senior Project Manager **Connected Places Catapult**
- Anna Perazzo, Open Innovation & Venture Capital **Edison**
- Leonardo Tognotti, Professor in Chemical Engineering at Pisa University **Fondazione NEST – Network for Energy Sustainable Transition**
- Ezio Marinato, Innovation Ecosystem & Partnership Lead **Terna**

CATAPULT
Connected Places


EDISON

NEST
NETWORK FOR ENERGY SUSTAINABLE TRANSITION

Event schedule where you will find: Startup's pitching session, an overview of the Italian innovation, SMAU Live Show with both British and Italian experiences about innovation, One-to-one meetings



Breaking Barriers: strategies and opportunities for **Startups and Corporate's Success**

 3.00 – 4.00 PM


Moderator: Alessandro Allocca, Journalist

Speakers:

- Joel Wallington, CEO **Co:cubed**
- Nicolas Ambrosioni, Head of Venture Capital **EDF Energy**
- Antonio Baccari, Partner & CFO **Feel Venture**
- Karen Zhang, Fintech Lead & VC Partnerships **Google Cloud UKI**
- Stefano Bruzzi, Head of Innovation Network Development **Intesa Sanpaolo Innovation Center**
- Matteo Vacchetti, Coordinator of Corporate Venture Capital program **Iren**



Boundless innovation for the **Cities of the Future**

 4.30 – 5.30 PM


Moderator: Alessandro Allocca, Journalist

Speakers:

- Simone Rinaldi, Strategic Engagement and Operations **City of London Corporation**
- Julia Zanghieri, Director **Imperial College**
- Silvia Celani, Head of Innovation **Open Fiber**
- Davide Miceli, Administration Officer and Project Manager **Turin House of Emerging Technologies CTE NEXT**
- Stephen Cowan, Leader of the London Borough of Hammersmith & Fulham **White City Innovation District**



Venture Capital: Accelerating Growth in Italy and Beyond

 6.00 – 7.00 PM

Moderator: Massimo Canelos, MAECI – Ministry of Foreign Affairs and International Cooperation

Speakers:

- Andrea Casasco, Co-founder & Partner **2100 VC**
- Stefano Molino, Senior Partner, Head of Accelerator Fund **CDP Venture Capital**
- Davide Fioranelli, General Partner **Lumen Ventures**
- Maria Chiara di Benedetto, Internationalization Office **MIMIT – Ministry of Enterprises and Made in Italy**

In collaboration with: MAECI – Ministry of Foreign Affairs and International Cooperation, MIMIT – Ministry of Enterprises and Made in Italy, ITA – Italian Trade Agency, CDP VC



Protagonists

2SMArtEST Srl

Table 51

Our core business consists in the development and industrialization of novel smart leak tight pipe-coupling systems based on shape memory alloys (SMAs) for ultra-high vacuum or high pressure applications.



Agenzia di Sviluppo – Agenzia Speciale della Camera di Commercio Chieti Pescara

Table 44

Agenzia di Sviluppo (ASVI) is the special agency of Chamber of Commerce Chieti Pescara. Our target are SMEs (about 140 thousand regional enterprises registered) startups (over 300) and would be entrepreneurs.



AGENZIA DI SVILUPPO
AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO
CHIETI PESCARA



Alteredu

Table 53

To offer online certified learning for companies and public entities to comply with regulations and enhance professionals skills, boosted with AI.



AmplifonX

Table 19

AmplifonX is Amplifon's R&D Department, created to revolutionize hearing care through advanced digital technologies.



Art-Er

Table 46

Attractiveness Research Territory is the Emilia-Romagna Joint Stock Consortium fostering the region's sustainable growth by developing innovation, knowledge, attractiveness and internationalisation of the territory.



Aspidia

Table 42

ASPIDIA pioneers biotech solutions for PFAS removal, ensuring safe water through innovative TriClean & DEHA enzyme bioremediation.



B4Tech Srl

Table 36

B4Tech transforms business processes with Hyperautomation, making them digital, automated, scalable, and predictive.



Banca Mediolanum

Table 20

Banca Mediolanum is one of the leading players in the banking and asset management markets in Italy and Europe with a network of over 6,000 Family Bankers—financial advisors who have always been close to their clients.



Dabohn Srl

Table 58

An Hybrid Operating System that addresses skill shortage, featuring a self-learning AI that turns industrial machines into autonomous system.



Deix

Table 48

Deix revolutionizes digital transformation through Mathematical Intelligence, combining Mathematical Modeling and Artificial Intelligence.



DemaSystem – Sistema Protezione Salute

Table 47

Impact the Muscle-Skeletal Disorders in the Workplaces through an Edu-Assessment E-learning Platform.



























Edison

Table 21

Edison is a leading energy company, with 140 years of history and records that make it Europe's oldest operator in the sector. The Group is at the forefront of the energy transition challenge.



You will meet a selection of innovators active in the Italian economy strategic fields: from Agrifood to Health, from Smart Community & Energy transitions to Smart Manufacturing and from Sustainability to Mobility

Email Genius <p>Transform email marketing with AI, delivering truly 1:1, personalized emails that engage, convert, and build real connections.</p> <p> </p>	Table 61	Feedel Ventures Srl <p>Feedel Ventures is a startup studio that creates innovation programs for corporates and SMEs, supporting them in their growth path through venture building and technological innovation solutions.</p> <p> </p>	Table 46	FNM <p>FNM is the leading integrated Group in sustainable mobility in Lombardy. With over a century of activity, we are the first hub in Italy that combines the management of railway infrastructures with road mobility.</p> <p> </p>	Table 22
Fondazione NEST <p>NEST – Network 4 Energy Sustainable Transition is the extended partnership promoted by the Ministry of University and Research (MUR), dedicated to the “Energy Scenarios of the Future”.</p> <p> </p>	Table 9	FuturAI Srls <p>FuturAI uses Blockchain and AI to ensure full traceability, data security and sustainability for composite component production.</p> <p> </p>	Table 7	G2Q Computing <p>G2Q is a deep tech company specializing in the development of quantum-enabled software solutions to help companies reduce costs, time and get better results.</p> <p> </p>	Table 37
gCube <p>Enhancing cultural heritage through immersive digital experiences for tourism and education.</p> <p> </p>	Table 13	Green Vehicles Srl <p>Our mission is to redefine mobility by making it more sustainable and efficient, combining it also with renewable energy. We believe in a future where innovation and respect for the environment travel together, reducing environmental impact.</p> <p> </p>	Table 5	Houses of Emerging Technologies <p>The Houses of Emerging Technologies are research, experimentation and technology transfer hubs funded by the Italian Ministry of Enterprises and Made in Italy.</p> <p> </p>	Table 10
i²d <p>Empowering companies to create customer-centric products faster by turning real user feedback into actionable insights.</p> <p> </p>	Table 38	Ineo <p>INEO provides advanced digital solutions for customer identification, e-signatures, document management and KYC/AML compliance.</p> <p> </p>	Table 1	InSimili <p>InSimili recreates the real human body microenvironment in vitro, enabling better decisions in pre-clinical studies and reducing in vivo testing. Helping develop new therapies more efficiently and safely.</p> <p> </p>	Table 59

Protagonists

Inspectiondrone Srl

Table 27

Inspectiondrone's mission is to make inspections safer, faster, more detailed and cheaper through Drones & Artificial Intelligence.

INSPECTION DRONE



Intellico

Table 55

We build, optimize, and scale Explainable AI-enabled solutions to accelerate product development and bring products closer to customer needs.

intellico
From data to sustainable value



Intesa Sanpaolo Innovation Center

Table 24

The Intesa Sanpaolo Group company dedicated to the frontiers of innovation. It explores future scenarios and trends, develops multidisciplinary applied research projects, supports startups, accelerates the business transformation of companies.

INTESA SANPAOLO INNOVATION CENTER



iotilize.me

Table 2

Optimise waste management logistics with smart monitoring devices, reducing costs and environmental impact through IoT and AI.

iotilize.me
TO TRACK YOUR WASTE



Iren

Table 23

Iren is the leading multi-utility in the Northwest and one of Italy's leading operators, active in electricity, gas, district heating, integrated water and environmental services management, and integrated solutions.

iren



ITA - Italian Trade Agency

Table 18

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.

ITA
ITALIAN TRADE AGENCY



Italgas

Table 25

Italgas is a Network Tech Company, a leader in the gas, water, energy efficiency, and IT sectors.

Italgas



Italtel

Table 34

Italtel is a multinational ICT group specializing in creating and implementing innovative and sustainable technology solutions for medium and large companies and government organizations.

Italtel



Keplera

Table 56

Legal service provider that integrates specialized legal consulting with innovative legal tech solutions. By combining legal expertise with cutting-edge technology, Keplera helps corporates and businesses digitize their legal processes.

KEPLERA



Lazio Innova

Table 15

Lazio Innova is a "in house" company of the Lazio Region, operating in planning and managing actions for economic growth, access to credit, territorial development and support for innovation.

LAZIO INNOVA



Loki

Table 54

Improve road safety through artificial intelligence.

LOKI



Loto Biotech Platform


















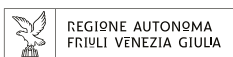







Table 60

We accelerate the development of drugs for rare genetic diseases using advanced siRNA technology and machine learning.

LOTO



You will meet a selection of innovators active in the Italian economy strategic fields: from Agrifood to Health, from Smart Community & Energy transitions to Smart Manufacturing and from Sustainability to Mobility

Mathclick Table 49 <p>Leading the AI revolution in remote sensing</p>  	MUG - Emil Banca Credito Cooperativo Table 46 <p>A project by Emil Banca Credito Cooperativo in the city of Bologna: a space composed of highly technological multipurpose environments, coworking stations, meeting rooms and workshops of various sizes.</p>   	NestArt Table 41 <p>We create art and design furniture by upcycling discarded steel, investing in the circular economy, for a greener, more sustainable future.</p>  
Open Fiber Table 33 <p>Open Fiber was established to build ultra-broadband (BUL) FTTH (Fiber To The Home) fiber-optic network infrastructure in all Italian regions.</p>  	Popup Srl Table 43 <p>Popup supports retail and businesses in delivering unique customer experiences through QR, NFC, and artificial intelligence.</p>  	Pragmatica.ai Table 57 <p>Smart AI for Hospitality. We democratize AI: accessible, user-friendly, and cost-effective. Unlock data's power, automate, and drive results!</p>  
Rafla Tech Table 6 <p>Revolutionizing industries with autonomous robotics for monitoring, inspection, security, and precision agriculture. Efficient & AI-driven.</p>  	Regione Abruzzo Table 44 <p>The Abruzzo production system is seventh in Italy for industrial specialization, seventh for exports as a percentage of GDP, sixth for trade surplus and second for trade value, a system that has one of the highest rates of diversity in Italy.</p>  	Regione Autonoma Friuli Venezia Giulia Table 39 <p>Friuli Venezia Giulia, the first Italian region classified as a 'Strong Innovator' by the European Commission's Regional Innovation Scoreboard, has an excellent innovation ecosystem that makes it dynamic and innovative.</p>  
Regione Calabria Table 52 <p>The participation in SMAU aims to develop international business relations, industrial and financial partnerships, open innovation projects, and co-innovation activities.</p>  	Regione Emilia-Romagna Table 46 <p>The Emilia-Romagna Region anticipates the future thanks to the regional ecosystem for research and innovation, which acts as a "multiplier" for opportunities, ideas, collaborations and services.</p>  	Regione Lazio Table 15 <p>Lazio Region is the Capital Region of Rome. It boasts a geopolitical position of global importance: in the heart of Europe and at the centre of the Mediterranean region, a crossroad with the Middle East and South-East Asia.</p>  

Protagonists

Regione Marche

Table 12

In order to support research and innovation, development and employment opportunities, the Marche region aims at strengthening the capacity of the regional system by attracting resource.



Select Friuli Venezia Giulia Agency

Table 39

Agenzia Select Friuli Venezia Giulia is the agency of the Friuli Venezia Giulia Region dedicated to attracting investments. It promotes business opportunities in Friuli Venezia Giulia.



SevenData

Table 28

We support our customers in growing revenues and preventing credit and compliance risk with Big Data and AI-based technologies.



Siram Veolia

Table 32

Siram Veolia is a leading company in Italy specializing in energy efficiency, sustainable resource management, and integrated facility solutions.



Skillgym - AI Role Play

Table 26

Empower people's soft skills with AI Role Plays through immersive practice, real-time feedback, and neuroscience-based learning



Space 11

Table 17

We help Industries turn complex data in quick and effective decisions in order to eliminate industrial inefficiencies and improve HSEQ standards



Suprema

Table 4

Production at scale of High Temperature Superconductors (HTS) Tapes, the critical component of Nuclear Fusion Reactors, the next generation Electric Grid and many other applications



Syeew

Table 8

KNOW NUMBERS.. WITH NO NUMBERS. Syeew's mission is to make data analysis simple and intuitive, supporting companies' daily decisions.



TAC - Touch and Contact

Table 3

Our mission is to revolutionize business networking, making it innovative and fast through cutting-edge technologies.



Terna

Table 31

The Terna group is the owner of the Italian national transmission grid for high and extra-high voltage electricity, and is the largest independent electricity transmission system operator in Europe.



Tiledesk

Table 50

Build AI agents with drag & drop




















Tinental

Table 40

Setting a new benchmark for Industrial operational efficiency. Reducing energy use up to 60% with AI & IoT, turning machinery into intelligent, autonomous assets



You will meet a selection of innovators active in the Italian economy strategic fields: from Agrifood to Health, from Smart Community & Energy transitions to Smart Manufacturing and from Sustainability to Mobility

TradeOnChain Table 14 Revolutionizing global trade with blockchain: secure, transparent, and automated contracts for faster, smarter, and trusted commerce.  	Trenord Table 30 Founded in 2011 by FNM and Trenitalia, Trenord is among the most important local public railway transport companies at the European level.  	Urban Hub Piacenza Table 46 We include a coworking, an event space, a maker lab for digital manufacturing, a tech educational center, a startup infopoint and the Startupiaccenza Incubator and Accelerator of tech startups.  
Viblio Table 29 Viblio guides employees to find the best content to growth in their job roles. Our goal is to make learning easier and faster for customers to find pertinent learning contents in a personalized way.  	Weagle Srl Table 35 Our mission is to ensure the safety and confidentiality of all web AI activities conducted by employees of large enterprises.  	Wegoo Table 16 Wegoo connects event lovers through shared mobility, reducing carbon emissions and making travel more economic and fun.  
Xoots Table 45 We transform Hiring with AI, removing manual tasks so recruiters and HR teams can hire faster, fairer, and smarter.  	YouAddict Table 11 AI-powered personal styling services to optimize the shopping experience by maximizing the utilization of the current closet  	<p>Discover all the protagonists on www.smau.it/london/exhibitors</p> 



A tour among the Italian startups, designed for your business

The Startup Safari is the experiential tour which will give your company a first-hand insight into the proposals of 40 Italian startups and innovative companies, built around the topics of your interest. Discover the companies best suited to your needs and experience the adventure of innovation in a new way!

To organise your personalized Startup Safari, ask to the reception!

Some of the key players in the innovation ecosystem that you will find at the event:



AGENZIA DI SVILUPPO
AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO
CHIETI PESCARA



Blue Lake



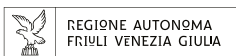
CDP Venture Capital Sgr



Digital Health
London



la vita in movimento



Don't miss the opportunity to share
the benchmark event for innovation! #SMAU

