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ITALIAN TRADE AGENCY AT SMART CITY 2023

SMART CITY | 7-9 NOV
EXPO WORLD CONGRESS

FIRA BARCELONA
GRAN VIA, 15



ITALIAN TRADE AGENCY

**ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy**

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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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ITA - Italian Trade Agency is the Governmental agency part of The Ministry of Foreign Affairs and International Cooperation that supports the business development of Italian companies abroad and promotes the attraction of foreign investments in Italy.

With a motivated and modern organization and a widespread network of 79 offices in 65 countries, ITA provides information to foreign companies willing to establish business relationships with Italian partners.

In the framework of the Italian industrial system, the technologies applicable to the development of the smart cities are characterized by their innovation: ideas and experiences to be reproduced in order to create a network of subjects that can promote innovation in the territories, energy efficiency, sustainable mobility, digital agenda, social innovation, urban governance. The Italian Trade Agency has always been on 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 Smart City, Italy is represented by 38 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 pavilion being certain that Smart City will be the best opportunity to further develop and enhance the relationship between you and the Italian companies of the smart city technology 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/madrid

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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A.I. Tech is a company that designs and realizes video analytics solutions based on the cutting-edge technologies of artificial intelligence for intrusion detection, traffic management, business intelligence, smart cities environmental and people safety and security. The company has more than ten years experience in the realization and commercialization of video analytics application; it has more than 20 video analytics solutions that are distributed in more than 50 countries thanks to its technological partners like Hanwha, i-Pro, Azena and Mobotix, having the applications of A.I. Tech directly on their price list, and local distributors and system integrators.

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Co-Owner





Adambì is the Adgenera division specialized in the design and production of IoT solutions for the Waste Management sector.

Adambì's solution ecosystem, designed to enable more efficient, cost-effective and sustainable waste collection, consists of:

- RML: the family of sensors for monitoring and predicting container filling levels and optimising collection paths
- RMQ: the most advanced waste quantification system for the application of point pricing
- RMA: the electronic lock for the control and monitoring of access to containers

All Adambì solutions are designed and industrialized in-house (from electronic boards to all the components that make up the sensor, up to monitoring and management software) and are compatible with all containers of any manufacturer, size, shape and material.

Adgenera is one of the first companies in Europe (first in Italy) to have obtained the Smart Systems Integrated® label for its waste management products.

ADAMBÌ - ADGENERA S.R.L

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Contact

Roberto Casazza Sales

Director





Allix offers highly advanced remote control and remote management systems using its own native data communication platform that goes beyond the normal Cloud. Using technologies such as MQTT and ZeroTier, combined with proprietary Allix technologies, it is possible to manage peripheral networks as a single global network.

Recently Allix has developed the innovative Luma platform, a system composed of field devices that can be installed on lamps in order to remotely control their light intensity and have accurate diagnostics. Luma can be retrofitted on a city's lighting points and was created to be integrated into the smart city context with the aim of enhancing its infrastructure at the technological level. The implementation of the Luma platform brings numerous benefits in terms of cost reduction and especially with regard to the containment of consumption and reduction of CO2 emissions.

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Contact
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CEO





ASYMMETRICA

SMART INNOVATION FOR FUTURE

Asymmetrica is an innovative start-up whose main activity is concept, design, and development of new electronic and informatic systems in the Internet of Things (IoT), Smart City, Smart Building, Smart Industry, and Smart Agriculture sectors.

ASYMMETRICA S.R.L

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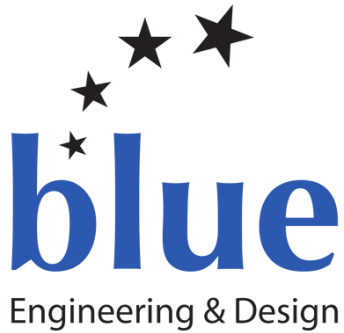
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Contact

Marco Capani

CEO



BLUE ENGINEERING SRL, a design and engineering company specialised in Automotive, Aerospace, Railway, Naval, ICT and R&D, here presents the "BLUE Trolley Bus", a BEV vehicle for the "last mile connection" in smart cities. The most important innovations concern the L3 autonomous driving system, wireless charging, the flexible dynamic joint, and a natural air quality filtering system composed of living plants.

BLUE ENGINEERING S.R.L

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Vice President Marketing and Business Development





CityZ is an innovative startup leading the way in urban mobility solutions, revolutionizing parking management with our innovative adhesive smart parking sensors. Our cutting-edge technology provides real-time parking availability data, reducing traffic congestion and enhancing the overall parking experience for drivers.

In addition to our sensors, we offer a comprehensive Parking as a Service (PaaS) solution, encompassing both hardware and software, streamlining parking operations for municipalities and operators. Our data seamlessly integrates with navigation and payment apps, allowing drivers to easily locate available parking spots on their maps. This not only benefits drivers but also boosts revenue for municipalities.

CityZ is committed to shaping smarter, more sustainable cities by leveraging technology, and we're eager to collaborate and expand our impact.

CITYZ S.R.L.

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Contact

Andrea Francesco Buri

CEO

Alessandro Rivalta

Design Manager

Fernando Vito Falcone

CTO





Communities of public and private subjects (research centers, companies, training institutions) that share ideas, skills, tools, resources to support the competitiveness of the most important production systems of Emilia-Romagna in the fields of building and construction - from cultural heritage management to safety infrastructure, through smart cities and communities:

- Develop collaborative projects with a supply chain impact
- Support participation in European research and innovation programs
- Encourage the formation of high skills consistent with the demands of companies.

CLUST-ER EDILIZIA E COSTRUZIONI

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Direttore Tecnico





Ditech was founded in 2006 as an Italian distributor for a Korean manufacturing company known for “On Street” and “Off Street” parking systems. The demands of the Italian market create difficulties for the sales of the Korean products, designed for a less demanding market, therefore Ditech begins the in-house design of an innovative parking meter with unique characteristics: TICKER, presented during Intertraffic 2010. The continuous pursuit of perfection and the know-how gained over the years has helped us realize the first 100% European product with unique features. In addition to manufacturing, Ditech has a department that deals exclusively with the “post sales” service to ensure maximum assistance.

DITECH S.R.L

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Contact

Raffaele Leggiero

Project Manager





Energia Europa is an Italian joint stock company developing innovative products for energy efficiency and environmental sustainability.

We design, develop and manufacture cutting-edge devices to optimise modern electrical systems in manufacturing, retail and residential facilities.

The core of our production is the patented E-Power/EP-X device, which ensures real energy efficiency both on the line and power system with the same work performed, thereby reducing system losses and improving power quality.

The energy savings guaranteed by our solutions bring about a substantial economic gain on all power consumption.

Energia Europa has recently incorporated into its group a company of excellence in LED lighting for industry and public administration, known with the E-Lampsy brand, with a view to ever greater integration of cutting-edge technological energy efficiency solutions.

ENERGIA EUROPA S.P.A.

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Contact

Gabriele Paltrinieri

CMO





A Smartlock system with a special cable, a dedicated App and an IoT device to "smartize" ebikes and create smart communities for sharing, MaaS and rent.

EVOLVO S.R.L - MOBILITY SOLUTIONS

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Igor TEMPO
CEO & Founder





Since 1997 in Italy we manufacture MID approved water meters according to Dir. 2014/32/EU with high metrologic performances currently reaching up to R 1000.

In order to meet the technological evolution, we have developed new product lines of mechanical and static Smart Meters with radio modules based on various protocols: W-MBus OMS, NB-IoT, LoRaWAN and dual mode modules LoraWAN Lora + W-MBus OMS.

These devices include monitoring sensors for temperature, parking and waste collection management. We are suppliers of the most important Water Utilities in Italy and abroad. Our supply chain from raw materials to molding, assembly and testing, is strictly Made in Italy, guaranteeing therefore the highest quality.

One of the many advantages of our mechanical Smart Meters is the possibility of continuous upgrading by easily replacing the radio module with a new and improved one in terms of firmware, protocols, radio frequencies and special customizations, without replacing the water meter, or vice versa by replacing only the water meters and keeping the radio module. In addition to the production lines, in our factory we have our Internal Laboratory certified according to UNI CEI EN ISO / IEC 17025. Our main mission :

The Value of Metering, is concretely achieved by combining the optimization and standardization of production according to the current international standards for measuring devices, with a fine and accurate customization of our Smart Water Meters in order to support Water utilities following their needs in technical and operational terms.

G2 MISURATORI S.R.L.

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Contact

Marco Bo

Export Sales Manager





Geolander.it is the operating brand of the Gemmlab srl, which has been engaged in the field of Digital Geography since 2007 with the precise objective of digitizing, enhancing and protecting the elements of a territory by providing public and private organizations, companies and in general to all specific stakeholders georeferenced data useful.

Geolander.it develops and spreads culture among professionals and others around the themes of geomatics and new technologies applied to different sectors (environment, territorial regeneration, enhancement and conservation of cultural heritage) to help create a more functional future while respecting of the environment, safety and quality of life of the citizens who live in a territory.

GEMMLAB.S.R.L

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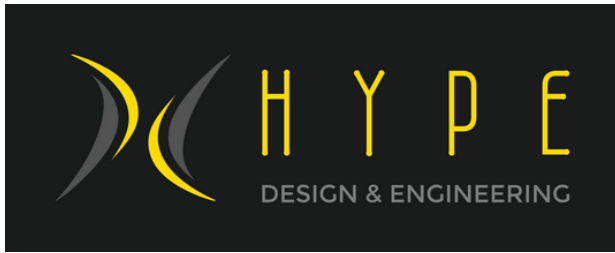
<https://www.geolander.it>

Contact

GIOVANNI MANTA

CEO





Hype s.r.l. is a young innovative startup that provides support to privates and companies to enhance and optimize their future.

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Contact
Beltramo Stefano
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INTECS Solutions is an Italian private Company founded in 1974 at the forefront in the design and implementation of high-tech electronic systems for the Smart City, AeroSpace, Defence, Mobility, Transportation and Telecommunication markets, where safety, reliability, innovation, sustainability and quality are the key ingredients for success.

INTECS designs and develops applications, tools and software components for complex electronic systems in cooperation with major European and Italian Industries, Organizations, Universities and Research Centers.

INTECS SOLUTIONS S.P.A.

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Contact

Francesco Teti

Chief Automotive & Smart City Division Officer





An innovative hardware and software solution for on-street parking management. The solution works by using diverse type of sensors, gateways and a management software providing useful data to enforcement, municipalities and citizens.

We have already several active implementations around the world, approximately 12 thousand sensors in more than 40 locations worldwide.

From the diverse implementations we have experienced a wide range of benefits such as:

- Reduction of urban pollution up to 30%.
- Increase in revenues from the parking service.
- Enhancement of the technical skills of the parking enforcement operators. Management of traffic flows related to the search for parking.
- Traffic congestion forecast based on historical data and analysis performed.
- Real-time response to urban needs by organizing traffic flows.

Reduction of the hourly cost of parking, for the benefit of citizens.

INTERCOMP S.P.A.

SMART PARKING SYSTEMS

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Contact

Samuela Speri

Key Account – Foreign Markets





The Italian Technology Cluster for Smart Communities (SmartCommunitiesTech) is a national association with over 200 members - from industry, research and public administration - that collaborate to develop innovation projects for the management of urban and metropolitan areas.

We are an inclusive and open network to enhance Italy's research and innovation competences in: smart and collaborative mobility (intelligent mobility of goods and people), smart and secure living (urban safety and security, critical infrastructures, cybersecurity), smart government and data economy (PA processes and service management, citizens participation and inclusion).

The Cluster is a contact point for networking and exploring collaborations and opportunities with Italian Smart City and Communities stakeholders. We organize Partnerships for Horizon Europe (P4HEU), a European initiative to present ideas and competences and organize B2B meetings aimed at developing proposals in the smart city topics of Horizon Europe.

ITALIAN TECHNOLOGY CLUSTER FOR SMART COMMUNITIES

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Gianmarco Piola

Cluster Manager





The first Environmental Operative System to design cognitive cities/places of the future, powered by AI and Satellite Remote Sensing, to improve quality of life on our planet.

LATITUDO 40 S.R.L.

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Business Development





Mathclick's SPADE (SPArse DEnse) is revolutionizing remote sensing! This advanced geospatial Machine Learning model enhances sparse data streams, using dense data like the EU's Copernicus satellite service. Perfect for ports and smart cities, marinas, fish farming, and mussel farming.

MATHCLICK S.R.L

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Contact

Michele Grassi

CEO





Introducing My-Money, our patented, innovative payment system that not only transcends the need for devices but also embodies the essence of inclusivity. By harnessing the power of AI and biometrics, we have crafted a payment solution that is unrivaled in security, simplicity, and speed.

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.

MYMONEY

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Contact
Mara Vendramin
CEO





Innovative company operating in the infrastructure environment with implementation services and monitoring.

We have a 24h. SOC/NOC operating with competences in multilingual approach (english-france).

We have several applications linked to asset management and to cybersecurity.

NEW PROJECTS FOR DATA USAGE S.R.L

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NexterCare's holistic vision: Your Health in Your Hands.

Nextercare is based on the concept of interactively creating and managing a patient-centric WPAN (Wireless Personal Area Network) communication area.

Biometric and wearable sensors communicate with smartphones or Bluetooth/Thread Mesh networks directly via the Internet to the cloud for real-time monitoring of patient activity and well-being.

Nexter srl designs and manufactures sensors and communication devices in the health care and home automation fields.

Our devices and apps interface with many biometric and home sensors available on the market.

Centralized health monitoring via the web uses advanced analysis and reporting functions and interfaces directly with the most recent developments in AI (Artificial Intelligence).

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CEO & Founder



BIOVITAE

LA LUCE CHE PROTEGGE

Nextsense is an Italian innovative SME that developed and patented an antimicrobial multi-wavelengths no-UV LED technology, Biovitae, that provides a safe and continuous sanitization in all the environments effective on air and surfaces.

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Open Impact is a digital company and an accredited spin-off of Milano-Bicocca University that provides consulting services and develops digital products for the measurement, enhancement and management of impacts in a perspective of integrated sustainability.

By combining social impact and digital skills, we enable new forms of shared value creation. We strongly believe in turning research into action with the ultimate goal of using impact information to change what is defined as value – no longer only economic but also social and environmental. By collecting and sorting out a huge amount of internationally validated open-source impact assessments, Open Impact created the first impact benchmarking database in Italy. Our Database is designed to support companies, non profit organisations and financial actors in identifying the impact they generate, linking it to the 17 UN Sustainable Development Goals and other widely used sustainability taxonomies, such as ESG.

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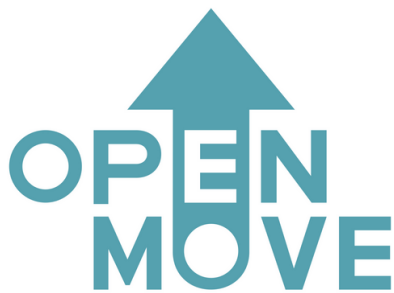
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Contact

Enrico Sabatini EU Networking & Project

Manager





OpenMove is a Software-as-a-Service (SaaS) based company specialized in ITS (Intelligent Transportation Systems) and in particular focusing on Mobility as a Service.

OpenMove's smart solutions empower transport authorities and cities to enhance the urban mobility ecosystem.

OpenMove offers a multi-channel Account-Based ticketing platform combined with a robust real time passenger information system, which helps being closer to the ridership's needs using lighter and smarter solutions.

Combining all this expertise, OpenMove tailors its ticketing, booking and information solutions to integrate various forms of transport into a single mobility platform, making MaaS happen.

OPENMOVE

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Contact
Lorenzo Modena
CEO





PARK SMART is a computer vision software company specialized in deep learning AI. The company has developed several software in the field of mobility and mechanical industry.

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Contact
Pierluigi Buttiglieri
COO





Powandgo is a digital startup that has developed the first charge sharing service for electric vehicles. Thanks to Powandgo drivers can save money in charging costs and every type of private charging hardware can be monetized.

POWANDGO S.R.L

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Fabio De Nardi
CEO - President





ReLOG3P is an Innovative Startup based in Italy that provide support for the Global freight Logistics, Supply Chains, Mobility and Transport industries (end-to-end) to contribute, among others, achieving the UN Agenda 2030 and its SDGs 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.

Our vision is that Sustainability is not exclusive to "CO2, Carbon Footprint" or a cost center that clashes with the profitability of companies. Rather, Sustainability must be approached holistically as a concrete rebalancing between social, environmental and economic interests (3P: People, Planet, Prosperity).

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Founder & Principal





Sensoworks provide a complete end-to-end solution to monitor, predict and control complex data in real time in Infrastructure & Building and Mobility space.

Sensoworks allows the real-time acquisition and analysis of data from connected devices, improving the efficiency and resilience of infrastructures and assets.

The solution is composed of an edge computing product (Sensoworks IIoT Edge) and a cloud IIoT platform (Sensoworks IIoT Platform).

Sensoworks IIoT Platform: data management, event/alarm management, dashboarding, BIM and GIS to support the Digital Twin, API gateway for the correlation of data acquired from third-party systems; Infrastructure behaviour simulation based on accelerometers Sensoworks IIoT Edge Gateway: supports the main industrial protocols and smartly connects all types of sensors. Analyses data in real-time for anomalies detection and predictive maintenance activities and it's capable of sending commands to the connected devices and systems (control).

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Contact

Niccolò De Carlo
CEO & Co-Founder





Sis.Ter srl has got one main mission: to bring innovation through consultancy and services within the city landscape, particularly in geospatial computing applications, data management and data visualization.

The company offers consulting, design, research and development services in the field of geomatics and Decision Support Systems. The company targets problems related to knowledge management mainly applied to assets management and territorial analyses.

Innovation and integration of skills led to the foundation of GeoSmart.Lab (Research Laboratory on Geographical Sciences and Technologies and Smart Cities) registered at MIUR and accredited to the Emilia-Romagna High Technology Network.

Sis.Ter is certified 4.0 Technology Transfer Centre by Unioncamere.

Sis.Ter is ISO 9001, ISO 27001, 27017 and 27018 certified.

SIS.TER S.R.L

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Contact

Alessandro Seravalli

CEO

Alessandra Masala

Quality & Operations





We are a Sports Observatory that helps users and companies to easily find all the data on the main research areas related to the sports market.

We have designed a technology to integrate different databases into one platform, allowing users to obtain information through longitudinal and interdisciplinary data.

SPORT BUSINESS LAB CONSULTANCY

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Digital Life Simplifier” is our motto. This vision does not involve humans alone, but also their interaction with the “World of Things” Tecnojest, an Italian SME founded in 2001, provides innovative ICT solutions for people and things communication. Tecnojest develops hardware and software platform called O²IP offering a full range of services a very low power «FOG» and «DEW» devices combined with platform offering a unique heterogeneous solution for Retail, Hospital, Bank, Smart City, Industry, Tower, Telco.

At the Smart City ExpoWorld Congress ‘23, Tecnojest is launching "MOVIDA" Manager Over IP Detection Ambience, an innovative device for detecting urban noise and air quality, with integrated services for both public and private users. Join us to explore MOVIDA's advanced features.

SMART_CITY is embracing INDUSTRY 5.0, and our I5.0 proposal will allow visitors to witness authentic Smart City solutions first-hand.

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Tecnosens S.p.A., based in Brescia Italy, has been working for 25 years in the field of videosurveillance, sensors and automation. The Security division deals with the production of ANPR camera and integrated technology for Smart City. The products, designed by the company's Research and Development staff, are characterized by a high quality and performance standards.

The solutions proposed are the result of a close collaboration between Tecnosens, Police and Public Administrations. Tecnosens proposes itself as a sensitive interlocutor to understand not only the functionalities requested, but also the needs of easy usability of the technology. Customers can count on the valuable advice of Tecnosens technical staff with many years of experience and deep knowledge of technology.

Double head Tecnosens ANPR camera provides an integrated solution for traffic and air quality monitoring. High performance OCR algorithm, stroboscopic IR lighting, motorized zoom lens, integrated sensors (temperature, humidity, shock, diverting) with cloud diagnostic system, integrated NVR function and solutions for mobile network (4G) provide to customers a very simple and reliable solution for city security and parking management.

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Telecom & Security Srl is an Italian company based in Manoppello (PE) that has been operating in telecommunications for thirty years. Founded by eng. Giovanni Pugliese, the company designs and implements innovative solutions for coaxial and fiber optic installations.

The CaP, Pressure-on Connector, a revolutionary plastic F male connector, allows installers to make coaxial connections with any type and size of coaxial cable in seconds and with the highest quality. The CaP received Best of CES 2001 at the Consumer Electronic Show in Las Vegas.

Easy FTTH is the new line dedicated to the development of fiber optic solutions consisting of four new international patents.

In collaboration with FAIT Srl, we were the first in Italy to design and propose specific equipment for the MULTISERVICE SYSTEM, the fiber optic infrastructure that by law must be compulsorily installed in new buildings.

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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 e-scooters, e-bikes, e-mopeds).

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UTwin is a proptech company empowering buildings and infrastructures data through digital twins.

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WaterView develops visual AI solutions that use cameras to go beyond traditional safety in smart spaces, spanning from weather and environmental monitoring to infrastructures integrity.

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WiseTown is an advanced technology that supports city governments and public administrations, enabling them to make informed decisions. The system is a suite of applications that provides tools for city management, monitoring, geo-analysis, data visualization, statistics, citizen data collection, and participatory civic planning.

The urban platform also integrates the Digital Twin application, which is a powerful virtual system designed to replicate real cities, enabling in-depth simulations and risk-free analysis. By immersing decision makers in a dynamic virtual urban environment, this technology provides them with valuable tools for strategic planning and proactive interventions.

WiseTown embodies the essence of urban progress, transforming tomorrow's cities into models of sustainability, resilience, equity and community centricity.

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