



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

# SMEs Talk 2022

## Media Coverage Report

Dubai, UAE  
March 2022



ITALIAN TRADE AGENCY

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PRINT

Publication	Type	Circulation/ Impressions	Date	Subject
Al Fajr	Print	34,596	19-Mar-22	Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion

## كفاءات إيطالية موهوبة من أصحاب المشاريع الصغيرة والمتوسطة تقدم مشاريعها المبتكرة المرتبطة بموضوعات إكسبو 2020 دبي في جناح إيطاليا

وتعزيز أداؤها وقدرتها التنافسية في الأسواق الخارجية." وقال جيوفاني بيفولكو، كبير مسؤولي وكالة التجارة الإيطالية، الذي أدار الندوة: "إن الشركة التي كانت على المدرج اليوم تمتلك روح الابتكار والجوهر الإبداعي والدافع نحو الرقمنة. أنا فخور برؤية امكانيات رواد الأعمال الإيطاليين، وقدراتهم الفريدة ومرونتهم التي ستكون السبب في نجاحهم في السوق الدولية." أعطى الحدث هذه الشركات التسعة الفرصة لعرض مشاريعها، بعضها تم إطلاقها مؤخراً، والبعض ذات أعمال راسخة في إيطاليا، إلى جمهور عالمي لتمهيد الطريق للتعاون والشراكات التجارية في المستقبل. بيوياب، مفهوم تغليف أغذية حاصل على براءة اختراع، مقاوم لدرجات الحرارة الشديدة، مكون من مواد قابلة للتجديد وغير غذائية وقابلة للتحلل البيولوجي ومواد خام قابلة للتحويل إلى سماد. كاليديوس، منظمة غير ربحية مقرها لومباردي (شمال إيطاليا) وتهدف إلى تعزيز البحوث الطبية الحيوية في مجال الأمراض الوراثية النادرة وتحسين جودة حياة الأشخاص الذين يعانون من حالات نفسية. لوكا جينزيو: فنان بيئي اجتماعي يستعيد النفايات الصناعية ويحولها إلى منتجات صديقة للبيئة ومستدامة كي تحمل رسالة اجتماعية وتعليمية قوية. فريق MDM: هي شركة فرعية رسمية تابعة لجامعة فلورنسا، تأسست في عام 2012 من قبل مجموعة من الأساتذة والباحثين من قسم الهندسة الصناعية، الذين طوروا وشتوا روبوت بحري يحمل اسم "زينو يو" Zeno UV، الذي يعمل مثل الدرون ولكن تحت الماء. توديمبا، شركة تصمم أنظمة الأتمنة الروبوتية والصناعية بلانثيت فارمز: شركة تقدم حلول الزراعة العمودية بوليتكنيكا: شركة معمارية وهندسية إيطالية متخصصة في المباني المستدامة توري سولاري: شركة منتجة للأنظمة الكهروضوئية واي دولتشني إي آر: شركة متخصصة في كفاءة الطاقة لقطاع الرعاية الصحية



الأسواق العالمية. قال دانييل فاكارينو، رئيس مجموعة M.P.M.I.: "لقد قدمنا اليوم صورة واضحة للإنتاج والهندسة والقدرة الثقافية وإبداع الشركات الإيطالية الصغيرة والمتوسطة. لقد أحضرنا إلى جناح إيطاليا في إكسبو جزءاً من نظام الإنتاج الأساسي للاقتصاد الإيطالي. "مهمتنا" هي نشر ثقافة التدويل بين الشركات الإيطالية الصغيرة، التجارية الإيطالية، وكونفيسرتشنتي، وكونفيمي اندوستريا، وكونفيندوستريا" للصناعات الصغيرة. يعتمد الاقتصاد الإيطالي على شبكة كبيرة من الشركات المتوسطة والصغيرة والمتناهية الصغر، والتي تحوي غالبية الموظفين في البلاد. ومن بينها العديد من الشركات المبتكرة الرائدة، ولكن نظراً لصغر حجمها وقدرتها الاستثمارية المحدودة، لم تلق النجاح بعد في

(وتضم "AGCI" الرابطة العامة للتعاونيات الإيطالية، وكونفكويريتف، و"ليفاكوب" الرابطة الوطنية للتعاونيات) واتحاد المزارعين الإيطاليين، وكونفيدريتي، والاتحاد الوطني للحرف والمشاريع الصغيرة والمتوسطة، وكونفاجريكوتورا، وكونفاباي" الاتحاد الإيطالي للصناعات الخاصة الصغيرة والمتوسطة، وكونفارتيجياناتو، وكونفكوميرتشو" اتحاد

•• دبي - الفجر

قدمت 9 شركات إيطالية تمثل الإبداع الإيطالي في مختلف المجالات المرتبطة بالموضوع الرئيسي للمعرض - تواصل العقول وصنع المستقبل - والموضوعات الفرعية الثلاثة، الفرص والتنقل، والاستدامة، مشاريعها المبتكرة والتفنيات في جناح إيطاليا في إكسبو 2020 يوم أمس الأول. تم اختيار هذه الشركات بعناية من قبل وكالة التجارة الإيطالية كجزء من المبادرات التي طورها فريق M.P.M.I. المختص بالمشروعات المتوسطة والصغيرة والمتناهية الصغر. M.P.M.I. هي منظمة إيطالية تنظم مبادرات ترويجية وتدريبية تهدف إلى دعم صادرات الشركات المتوسطة والصغيرة والمتناهية الصغر الإيطالية. وتضم المؤسسات العامة الإيطالية بالإضافة إلى 12 اتحاداً للأعمال التجارية الذي يشكل جزءاً من المنظمة، وهي: رابطة البنوك الإيطالية، وتحالف التعاونيات الإيطالية



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ONLINE

Publication	Type	Circulation/ Impressions	Date	Subject
9c News	News Website	N/A	17-Mar-22	Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion

## Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion



9 Italian companies representative of the Italian creativity in various fields and all connected to the main theme of Expo – Connecting minds, creating the future – and to its 3 sub-themes – Opportunity, Mobility, Sustainability – presented their innovative projects and technologies at the Italy Pavilion at Expo 2020 yesterday. These companies were carefully selected by the Italian Trade Agency as part of the initiative developed by the MPMI (Micro, Small, Medium Enterprises) Team.



MPMI is an Italian organization that organizes promotional and training initiatives aimed at supporting the exports of Italian Micro, Small and Medium Enterprises. It includes Italian public institutions as well as 12 business associations that are part of it: ABI – Italian Banking Association, Alliance of Italian Cooperatives (AISCI), Confcooperative Legambiente (CLA), Italian Farmers' Guild (CNA), National Confederation of Crafts and Small and Medium Enterprises, Confagricoltura, CONGAR – Italian Confederation of Small and Medium Private Industry, Confindustria, Confcommercio – Businesses for Italy, Confesercenti, Confini Industria, Confindustria – Small Industry.

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The Italian economy is based on a large network of Micro, Small and Medium Enterprises, representing the majority of employment in the country. Among them, there are many highly innovative companies that, due to their small size and limited investment capacity, have not yet succeeded on international markets.

Daniela Vaccaroni, President MPMI Group, said: "Today we have given a clear picture of the production, engineering and cultural capacity and of the creativity of Italian small and medium-sized enterprises. We have brought to the Italy Pavilion at Expo a part of the production system that is fundamental for the Italian economy."

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Giovanni Bilancio, Senior Officer ITA, who moderated the Seminar said: "The company that were on stage today share an innovative spirit, a creative DNA and a drive toward digitalization. I am proud to see what Italian entrepreneurs are capable of. Their unique abilities and Resilience will make them succeed in the international market."

The event gave these 9 companies the opportunity to pitch their projects – some recently launched, other already well established in Italy – to an international audience and to pave the way for future business collaborations and partnerships.

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<https://www.biopap.com/en>
- § Kalsidna:** a non-profit organization based in Lombardy (north of Italy) and aimed to advance biomedical research in the field of genetic rare diseases and to improve the life quality of people suffering from psychiatric conditions.  
[www.kalsidna.org](http://www.kalsidna.org)
- § Luca Deiana:** an ecological artist who recovers and transforms industrial waste in environmentally friendly and sustainable products that also carry a strong social and educational message. [www.lucadeiana.com](http://www.lucadeiana.com)

**§ PDM Team:** PDM Team is an official spin-off company of the University of Florence, founded in 2012 by a group of professors and researchers of the Department of Industrial Engineering, that developed and commercialized a maritime robot - Zoro DR - that operates like an underwater drone.

[www.adiflex.eu](http://www.adiflex.eu)

**§ Todona:** a company designing robotic and industrial automation systems [www.todona.me](http://www.todona.me)

**§ Planet Farm:** a company providing vertical farming solutions [www.planetfarm.ag](http://www.planetfarm.ag)

**§ Politecnica:** an Italian architecture and engineering company specialized in sustainable buildings

[www.politecnica.it](http://www.politecnica.it)

**§ Terri Solare:** a company producing fotovoltaic systems [www.terrisolare.it](http://www.terrisolare.it)

**§ My DeLo E.R.I:** Specialized in energy efficiency for healthcare [www.infinityhub.it](http://www.infinityhub.it)

To watch the recording of the event, please visit the official YouTube Channel of the Italy Pavilion at Expo 2020 at this link: <https://www.youtube.com/watch?v=bFynlepiL20>

For the latest news and updates, please follow @ITA\_Dubai on Twitter, @ITA\_Dubai on Instagram, ITA – Dubai Office on LinkedIn, and Italian Trade Agency on YouTube.

Publication	Type	Circulation/ Impressions	Date	Subject
My Startup World	News Website	5,385	17-Mar-22	Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion



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Publication	Type	Circulation/ Impressions	Date	Subject
Zawya	News Website	780,972	17-Mar-22	Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion



Representatives from the 9 participating companies and from IIA Dubai Office on stage at the Italy Pavilion.

EXPO 2020

### Italian SMEs talents present their innovative projects connected to Expo 2020 Dubai themes at the Italy Pavilion

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Press Release  
March 17, 2022



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**Kaleidos:** a non-profit organization based in Lombardy (north of Italy) and aimed to advance biomedical research in the field of genetic rare diseases and to improve the life quality of people suffering from psychiatric conditions. [www.kaleidos.care](http://www.kaleidos.care)

**Luca Grizolo:** an ecosocial artist who recovers and transforms industrial waste in environmentally friendly and sustainable products that also carry a strong social and educational message. [www.lucagrizolo.com](http://www.lucagrizolo.com)

**MDM Team:** MDM Team is an official spin-off company of the University of Florence, founded in 2012 by a group of professors and researchers of the Department of Industrial Engineering, that developed and commercialized a maritime robot - Zeno UV - that operates like an underwater drone. [www.mdmteam.eu](http://www.mdmteam.eu)

**Todema:** a company designing robotic and industrial automation systems [www.todema.eu](http://www.todema.eu)

**Planet Farms:** a company providing vertical farming solutions [www.planetfarms.ag](http://www.planetfarms.ag)

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**Wey Dolor:** E.R. Specialized in energy efficiency for healthcare. [www.infinityhub.it](http://www.infinityhub.it)

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#### About Italian Trade Agency - IIA

The Italian Trade Agency is the Government agency which promotes the globalization of Italian firms, under the aegis of the Ministry of Foreign Affairs. IIA helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SMEs, their associations and partnerships. IIA sustains Italian firms in their internationalization process, promoting the marketing of Italian goods and services as well as the image of "Made in Italy" products around the world, while facilitating outward Italian investments and encouraging FDI attraction into Italy. IIA provides information, support and consultancy services to Italian companies on foreign markets, in order to foster exports and economic cooperation in all sectors, with the objective of increasing the effectiveness of their presence on international markets. IIA works closely with the Italian Regions, the network of Italian Chambers of Commerce, business organizations and other public and private entities. IIA's headquarters are based in Rome and it works through a large network of offices around the world which are acknowledged as "Trade Promotion Offices" of the Embassies or Consulates of Italy. <https://www.ice.it/en/markets/untied-arab-emirates>

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pan time arabia	News Website	804	18-Mar-22	Italian SMEs Talents Present Their Innovative Projects Connected to Expo 2020 Dubai Themes at the Italy Pavilion

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DUBAI EXPO 2020 March 18, 2022 8 minutes read



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