

MEET THE ITALIANS!

Canada ICT Tour

TORONTO-VICTORIA, 19-23 February 2018



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PROMOTERS



Ministero dello Sviluppo Economico

ITALIAN MINISTRY OF ECONOMIC DEVELOPMENT

Via Vittorio Veneto 33 | 00187 Roma (RM) | Italy | +39 06 59931
www.sviluppoeconomico.gov.it

The Italian Ministry of Economic Development operates in four main fields: industrial policies, energy, communications and internationalisation policies.

Its activities aim to support the innovation, development and competitiveness of Italian economy at both national and international levels.

Among the activities of the Ministry of Economic Development, the policies for the internationalisation of enterprises and for the promotion of the Italian products abroad are particularly important.

Specifically, these policies are implemented through the following activities: facilitation of trade with third countries (Trade Facilitation); guidelines and proposals for the EU's trade policy; activation of the EU trade defence mechanisms (anti-dumping and anti-subsidy measures, safeguard clauses); negotiation of multilateral trade agreements and bilateral economic cooperation with third countries; promotion of new Italian investments abroad and policies for attracting new foreign investments in Italy.



ITALIAN TRADE COMMISSION DELEGATION COMMERCIALE D'ITALIE

ITA - ITALIAN TRADE COMMISSION

Via Liszt 21 | 00144 Roma (RM) | Italy | +39 06 59921 | urp.export@ice.it | www.ice.gov.it

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 services and training to small and medium-sized Italian businesses. Using the most modern multi-channel marketing and communication strategies, it champions the excellence of the Made in Italy brand in the world. In Canada ITA operates as Italian Trade Commission / Délégation Commerciale d'Italie

ITALIAN TRADE COMMISSION **Trade promotion section of the** **Consulate General of Italy**

365 Bloor Street East, Suite 1802
M4W 3L4 | Toronto, Ontario
T +1 416-5981555/5981566
F +1 416-5981610 | toronto@ice.it

DÉLÉGATION COMMERCIALE D'ITALIE

Bureau de promotion du Consulat Général d'Italie
1000 rue Sherbrooke ouest, bur. 1720
H3A 3G4 | Montréal, Québec
T +1 514-284-0265
Télec. 1 514- 284-0362 | montreal@ice.it



SOUTHERN EXPORT PLAN 2 (PES2)

ICE – Italian Trade Agency

Ufficio di Coordinamento Promozione del Made in Italy - Piano
Export Sud pianosud@ice.it | www.ice.gov.it/export_sud/export_sud.htm

The Export Plan for Southern Italy N.2, also known as the Southern Export Plan 2 (PES2), is a multi-year programme of initiatives aimed at boosting and enhancing the internationalization of SMEs and the image of Italian products around the world.

PES2 focuses on products and services offered by micro, small and medium enterprises, startups, consortia, business networks and universities located in less developed regions (Basilicata, Calabria, Campania, Apulia and Sicily) and transition regions (Abruzzo, Molise and Sardinia). The Plan was established by Italy's Ministry of Economic Development (MISE) in compliance with the European Commission's National Operational Plan on Enterprises and Competitiveness 2014-2020 (European Regional Development Fund – ERDF). The operational management of PES2 is undertaken by the Italian Trade Agency (ITA) in partnership with regional institutions and local industrial organizations.

The programme revolves around two main types of initiatives: training and coaching within Italy, and promotional activities abroad.

The ultimate goal of the activities that are carried out in international markets, such as the European Union, North America and Asia, is to facilitate forms of commercial, industrial and technological collaboration between Italian companies and foreign counterparts

***ITALIAN
COMPANIES***



AVANTUNE S.R.L.

Sesta Strada Ovest | 09010 Uta
Cagliari | Sardinia

Contact: Paolo Tafini | Chief Marketing Officer
+39 06819125
marketing@avantune.com
www.avantune.com

Employees: From 100 to 499 employees

Turnover: From 5 to 15 million Euro

Export: Less than 75.000 Euro

GENIALCLOUD

Description of the project:

Genialcloud is a self service, pay as you go, cloud based business management suite that helps enterprises increase productivity and efficiency, streamline processes and improve customer relationships

State of development:

Product

Industrial application:

All Avantune software solutions allow companies to share documents, analyze data, organize meetings and manage business and much more from a single portal. Genialcloud's applications are not industry specific

Market segment:

The perfect fit for Avantune's software solutions is the small and mid size enterprise market segment

Advantage factor:

Avantune's software solutions are available through a full cloud based self-service mode. They allow you to share documents, analyze data, organize meetings and manage business and much more from a single portal, dramatically lowering the complexity and the costs of using a traditional enterprise level set of applications

Commercial challenge:

Marketing Genialcloud in Canada will untap a huge business opportunity for our company and provide local

SMEs with a powerful self-service set of software solutions and services

Publication and customer references:

We are proud to count Dynacare as one of our many customers. Additional references are available on our website

Proposal of cooperation agreement:

Commercial representative, licensing, distribution agreement



MORPHEOS S.R.L.

Via Fondo di Gullo, 30
95027 San Gregorio di Catania | Catania | Sicily

Contact: Edoardo Scarso | CEO

+39 0958252060 | info@morpheus.eu

www.morpheus.eu

Employees: From 10 to 19 employees

Turnover: Less than 250.000 Euro

Export: Less than 75.000 Euro

MOMO - THE HOME GENIUS

Description of the project:

Momo is the first home security assistant with artificial intelligence that adds security and safety to your home, all integrated into a stylish lamp. It simplifies your life by making your home smarter

State of development

Prototype

Industrial application

IoT

Market segment

Smart Home

Advantage factor:

Equipped with built-in sensors to monitor the room and capable of implementing numerous "home automation" functions, Momo requires no installation or configuration and can adapt its operation to the changes that take place in its surrounding environment. Momo's Artificial Intelligence system guarantees a high level of communication with users, memorizing their main behavioral traits and habits

Commercial challenge:

Designing and producing a wider range of accessories to complement the existing products. Positioning in a market segment with similarly innovative startups that are able to acquire market niches left vacant by large ICT and electronics companies.

Extending the application of the product outside of the reference market (smart home) by leveraging the modularity and versatility of the underlying technology. Other sectors of applications include B2B and commercial settings

Publication and customer references:

Smart Home: L'Internet Of Things entra dalla porta di casa" - Observatory IoT of Milan Politecnico - Febbraio

2017. "IoT Barometer" - Vodafone Report - October 2017

Proposal of cooperation agreement:

Commercial representative, venture capital financing, distribution agreement



OPERA S.A.S.

V.le Europa, 21 | 08040 Arzana | Nuoro | Sardinia

Contact: Marco Bittuleri | President

+39 078237565 | info@opera.bio

www.opera.bio

Employees: From 3 to 9 employees

Turnover: From 250.000 to 500.000 Euro

Export: From 250.000 to 750.000 Euro

BLUEHOUSE

Description of the project:

BlueHouse technology will provide an online database and user platform that will help the customer in navigating the choice of construction materials and home technologies. The monitoring system will be paired to a smartphone app, in livestream with built-in house sensors and detectors. This will ensure an efficient and continuous safety system, assuring a prompt response in case pollution levels exceed the thresholds

State of development

Prototype

Industrial application

I.C.T.

Market segment

Not quantifiable

Advantage factor:

The platform is the interface between the building and the end user. Real-time communication is enabled via a multisensor instrument with Z-Wave Plus and Wi-Fi connectivity; the data can be visualized on any digital interface (tablet, PC, smartphone)

Commercial challenge:

BlueHouse wants to be the seal of a safe, connected and smart home. The platform is also a way to increase the value of a property by providing access to the construction materials database, monitoring reports and the remote management of the building

Publication and customer references:

Opera BlueHouse registered trademark

Proposal of cooperation agreement:

IP and know how transfer, licensing, venture capital financing



**TELECOM
& SECURITY**

be able with cable

TELECOM & SECURITY S.R.L.

V.le Stefano Tinozzi, 3 | 65024 Manoppello
Pescara | Abruzzo

Contact: Giovanni Pugliese | CEO

+39 0858569020 | info@telecomsecurity.it

www.telecomsecurity.it

Employees: From 3 to 9 employees

Turnover: From 500.000 to 2.5 million Euro

Export: From 250.000 to 750.000 Euro

EASY FIBER: THE ULTIMATE SOLUTION FOR OPTICAL FIBER LINKS

Description of the project:

Easy Fiber is an innovative technology which reduces the dimensions of pre-connectorized fibre optic cables down to the size of bare fibre optic cable without connectors thus allowing for simpler and faster cabling.

The technology makes it possible for a standard electrical installer, unfamiliar with optical technology and not in possession of costly tools and instrumentation, to make high quality optical installations, at a fraction of the cost and time compared to standard connectors

State of development

Patent pending

Industrial application

Easy Fiber may be used in a broad range of sectors: telecommunications, ICT, security, domotics, IOT, IIOT.

Market segment

The commercial value of this technology is based on its simplicity of use and versatility as well as the ubiquity of fibre optics. A small example of its potential is the Italian telecom market: by 2020, 80% of Italian households will have fiber optics at home (ftth - fiber to the home). This would mean more than 20 million homes connected with fibres optics.

Advantage factor:

Highest quality - lowest cost, simplicity, versatility

Commercial challenge:

The greatest challenge that this new technology opens up to our company is to reach its main potential customers in every country of the world, starting with telco operators

Publication and customer references:

The product has been presented at the main international security exhibition, Sicurezza2017, held in Milan Italy from November 15-17, 2017. The project received overwhelming praise from the more than 300 visitors to the booth

Proposal of cooperation agreement:

Commercial representative, Licensing, Distribution Agreement



TOP SYSTEM

Via Calogero Montante, 8 | 93017 San Cataldo
Caltanissetta | Sicily

Contact: Angelo Maurizio Amico | CEO
+39 3939454820 | sede@mithos.it
www.easyschoolsrl.com

Employees: From 3 to 9 employees

Turnover: From 500.000 to 2.5 million Euro

Export: From 75.000 to 250.000 Euro

EASY SCHOOL

Description of the project:

EasySchool SRL Company has been producing multimedia learning systems since 1991 and it is now the leader in the Italian market for bulk material and network educational multimedia language laboratories with 5,500 systems installed in Italy and about 15,000 in 25 other countries worldwide

State of development

Market ready product

Industrial application

Multimedia educational net, language laboratories for schools and public and private training institutions

Market segment

Government agencies , schools of all levels , public or private universities, training institutions

Advantage factor:

On demand software and applications. Functions in Wi-fi mode

Commercial challenge:

Very high sales margins for distributors and agents

Publication and customer references:

EasySchool was showcased at the following international exhibitions:

- SMAU: Milan, Italy
- CEBIT: Hannover, Germany
- BETT: London, United Kingdom
- WORDDIDAC: Basel, Switzerland
- GESS: Dubai, United Arab Emirates
- GESS: Mexico
- WORDDIDAC: Astana, Kazakhstan
- FIERA DE EDUCACIO: Chile
- EDU TRENDY: Warsaw, Poland
- INADIDAC: Jakarta, Indonesia
- INTERDIDAC: Lisbon, Portugal
- GEFF: Amman, Jordan
- BETT: Abu Dhabi, United Arab Emirates
- GESS: Jakarta, Indonesia

Proposal of cooperation agreement:

Commercial representatives, know how transfer, distribution agreement, subcontracting agreement, country agents agreement.



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission
Trade Promotion Section of the Italian Embassy

ICE ITALIAN TRADE COMMISSION

Trade promotion section of the Consulate General of Italy

365 Bloor Street East, Suite 1802

M4W 3L4 , Toronto, Ontario

T +1416-5981555/5981566 - F +1416-5981610

toronto@ice.it



Piano Export Sud

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