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APULIA REGION

AT



#MWC22

28 FEB – 3 MAR

FIRA GRAN VÍA BARCELONA

Hall 7

Stand 7D74



UNIONE EUROPEA



REGIONE
PUGLIA



Il futuro alla portata di tutti

Intervento cofinanziato dall'UE a valere sul P.O.R. Puglia 2014/2020, Azione 3.5 "Interventi di rafforzamento del livello di internazionalizzazione dei sistemi produttivi"



**APULIA
REGION**

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Apulia, a beautiful region in the southeast of Italy, steeped in history but as innovative as the silicon valley, represents an ideal location for *smart* businesses and business investments.

The Apulia Regional Government actively supports inward investments, business innovation and research through various initiatives and incentives for start-ups, established businesses and research institutions, which represent an added bonus for potential investors.

Regional incentives and investments have fostered the creation of a world class innovation eco-system, which boasts on an integrated network of private and public entities, active in research and innovation, including universities, business and technological clusters, in addition to over 630 innovative start-ups.

MORE ABOUT APULIA REGION

www.investinpuglia.com

ICT in Apulia

Apulia has always been one of Italy's pioneering regions as far as the ICT sector is concerned: the University of Bari was one of the first in Italy to launch a graduate degree course in Information Technology.

ICT is a driver of innovation, especially in the era of the digital economy which has led to increasing demand from public and private sectors alike for new technologies and business solutions, spurring the continuous growth of the ICT sector in Italy, as well as in the region of Apulia, where the sector currently accounts for 4,800 companies (MNEs, SMEs and start-ups), occupying over 15,250 employees.

In recent years, a strong push towards innovation and digital technologies, with the support of regional government investments and a highly specialized network of R&D institutions, has transformed the ICT base in the region which has taken on the role of “digital enabler” across numerous business sectors, as well as in public administration.

MAIN INDUSTRY SPECIALIZATIONS



APPLICATIONS FOR
USE IN LOCAL PUBLIC
ADMINISTRATION



APPLICATIONS FOR
USE IN THE HEALTH
SECTOR



AR - VR



COMPUTERISED
DIAGNOSTIC SYSTEMS



CYBERSECURITY



5G



ICT SYSTEMS FOR
SUPPLY CHAIN



INDUSTRY 4.0



INTERNET OF THINGS



LOGISTICS & E-
MOBILITY



SMART CITY



SOFTWARE & BUSINESS
SOLUTIONS



List Of Apulian Companies Exhibiting At Mobile World Congress 2022



**APULIA
REGION**

apuliasoft

buildnn

etcuu

hrcoffee

leadstone by icomm lab

marshmallow games

metawellness

nextome srl

reco 3.26

vidyasoft srl

supported by

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APU
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OFT

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Sector specialization: Software Development

Apuliasoft helps software-powered companies to enhance their business processes by creating innovative, stable and scalable software systems. We deliver Software Development, IT Consulting and Software Maintenance.

We focus on Web Development, Mobile Development, Data Management and AI.

High performance processes, motivated people, strong client cooperation, open research and lifelong learning. This is how we give our clients challenges a solution.



Build·nⁿ
Big Data, Great Decisions

Buildnn S.r.l.

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Sector specialization: Big Data & AI for Retail

Retailers produce and own significant amounts of data which are generally underexploited, paired with troubles in data governance and defining business cases leveraging AI.

Buildnn develops tools which improve business profitability by transforming the proprietary, internal and external, online & offline big data of retailers into winning decisions through AI.

We provide bleeding edge AI-based SaaS and IaaS incorporating proprietary standards and design strategies to provide quick and actionable results able to boost financial performance and streamline key decision-making processes.

Buildnn targets needs in Foodservice Retail, GDO, Fashion Retail, Drugstore Retail, Wholesale & other segments, offering applications including:

- Real-time ethical and GDPR-compliant profiling of consumers, even those not registered in CRMs;
- Assortment analysis systems and automation of classification and optimization choices;
- Detecting local or detailed sales anomalies, also in real time;
- Identifying homogeneous groups of points of sale and trade areas to optimize commercial policies.



Etciiu srl

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Sector specialization: Marketplace, social Influencer, followers, nft, digital content

ETCIUU - Influencer for Fans- Is a virtual entertainment mobile platform for social influencers and creators to provide fans with great Interaction and content.

Through the Etciiu mobile App, influencer can offer, produce and deliver contents to their fans such as: Video-chat, Video & Audio Personal Messaging, Live Streaming and Premium Contents access.

All services are integrated within the app and all contents are accessible through the same app with no need for users to leave the application

Sector specialization: HR- Tech



HRCOFFEE srl

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Hrcoffee Platform is a people analytics software, it is capable of analyzing data from multiple sources creating career development and employee growth scenarios. Furthermore, the dashboard is useful for validating the people strategy and making business decisions.

The hrcoffee dashboard is useful for HR managers, CEOs, general managers and business people to make decisions about business decisions.

Thanks to the 30 indicators on the dashboard, useful scenarios for business processes can be created and HR Digital Twins are developed thanks to cognitive data, fundamentally important scenarios for business development and open innovation processes.

Hrcoffee is an Italian startup, based in Molfetta, in southern Italy. We received an investment from Exprivia Group. Currently Hrcoffee has several customers distributed in various sectors such as: Utilities, ICT, social, agri-food, pharmaceutical, logistics, mobility.



iComm Lab Srl

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Sector specialization: E-commerce e Digital Marketing

E-commerce platforms, email and mobile marketing.
Access services to databases of BtoC and BtoB
Customers.





Marshmallow Games srl

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Sector specialization: Edtech

Marshmallow Games, thanks to a proprietary technology, designs and develops educational apps for kids that help them learn in a fun way. Most of our apps were featured on the Apple App Store worldwide passing 2M downloads.

Our last app, Smart Tales, is a library of animated stories and games to stimulate the imagination and passion for STEM subjects. Within Smart Tales, kids can learn the basics of coding, mathematics and about environmental issues while being immersed in fun, vibrant storytelling worlds.

Before Smart Tales we released 20 apps that topped the charts in more than 120 countries and we partnered with brands in the media and entertainment industry, such as TIM, Clementoni and DNA.

Now we're launching ZenCreate, a no-code tool that aims to democratize interactive apps creation. With ZenCreate users could create highly interactive apps visually, in an easy way, from their PC or their tablet.



Metawellness Srl

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Sector specialization: Wellness

Metawellness is an innovative startup that creates IoT products for athletes and dedicated and customized solutions for gyms and sports centers.

One of the products that has recently been developed is a special strap that can be applied to any of the better known smartwatches (Apple, Google, Huawei): in particular the strap allows the smartwatch to significantly improve the measurement of the user's parameters thanks to a special patented bell conformation that provides complete isolation to the smartwatch LEDs responsible for making the user vital parameters measurements.

In fact LEDs are negatively subjected to light or water that ruin the measurements which are therefore often unreliable. The Metawellness strap significantly reduces these errors.



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Sector specialization: ICT – software production

Nextome is leader in indoor positioning technology.

Nextome technology localizes, guides and tracks users and asset with a simple to install, ready-to-use and low cost app solution.



Reco 3.26 srl

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*Sector specialization: Computer Vision, AI, Security, Industry 4.0,
Logistics 4.0*

S.A.R.I. - Automatic Image Recognition System is a Video Analysis software, capable of processing images or videos and of facial recognition by comparing them in real time (< 1.5 sec) with a reference image.

Easy Access aims to innovate the security industry and meet the new health safety demands allowing you to control and authorize entry / exit to / from specific restricted areas, of private companies, public and government bodies.

Face2Fly offers the passengers a unique, "curb-to-gate", touchless experience, using passengers facial scans to do everything from the moment they enter the airport, drop off their luggage, get through the security line, through to boarding.



VidyaSoft Srl

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Sector specialization: Web of Topics (Wox) for Fintech

Vidyasoft claims a strong knowledge about complex IoT and AI systems and technologies. The company focuses on Fintech and Insurtech sectors, with a project portfolio that also encompasses smart city, e-Food, e-Tourism and eLearning domains.

The latest Vidyasoft product is Hands-Free SCA (HF-SCA), a Transaction Risk Analysis tool for two-factor authentication exemption in digital payments, based on Deep Neural Networks with outstanding performances.

After supporting a National Private Bank in launching the first Italian voice banking service ever, in 2018, nowadays Vidyasoft is producing its own smart speaker, currently to be integrated in Bank4Me digital branch, by Auriga Spa, a bank round-the-clock self-service facility.

Nowadays, VidyaSoft is made up by a team of 12 engineers in its operational headquarters at the BePilot corporate campus in Apulia Region, Italy.

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PUGLIA SVILUPPO S.P.A. is the regional development agency that manages incentive initiatives for business investments in Apulia and provides support to start-ups and investors, guiding them step-by-step through the investment process.

The regional government has devised a wide range of incentive initiatives and packages, tailored to meet the needs of business start-ups, S.M.E.'s as well as large multinational enterprises, which, based on the type and size of proposed investments, typically offer a combination of financial aid and reduced interest rate loans, helping to ease the cost of new business investments.

In addition to regional incentive companies setting up in Apulia can also benefit from a series of tax incentives made available by the Italian government, including tax credits on R&D investments, tax relief on social security contributions and employment bonuses which help reduce labour costs.

Puglia Sviluppo S.p.A., member of the European EBN Innovation Network, also makes available working spaces and services to start-ups and innovative new businesses, through three business incubators, located near Bari, Taranto and Lecce, offering competitive costs and 100Mbps ultrafast broadband.



SECTION FOR TRADE, HANDICRAFT & INTERNATIONAL BUSINESS PROMOTION

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sette cofinanziati dall'UE a valere sul P.O.R. Puglia 2014/2020. Azione 5.6 "Interventi di rafforzamento del livello di internazionalizzazione dei sistemi produttivi"

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