



***Incoming Company Mission
of Italian SMEs in Greece***

Heraklion, Crete: 17-19/3 & Athens: 20-21/3

Company Profiles





Brief description

The Enterprise Europe Network Partners PRAXI/HELP-FORWARD Network and National Documentation Centre (NDC), from Greece, and Consorzio ARCA from Italy (Sicily), organise a Company Mission in multiple sector fields to support companies from both countries to create partnerships that can contribute to the growth of Mediterranean area.

The mission will take place between 17-21 March 2012 in Heraklion (Crete) and Athens, Greece and is organised in parallel with the "Startup Weekend, International Conference and Pilots Award Ceremony" of the Smilies project which is hosted by the Chamber of Commerce and Industry of Rethymno, Crete.

The mission includes:

- bilateral meetings during and after the conference in Crete
- SME presentation and information sessions on transnational collaboration
- Site visits in local plants and factories in Rethymno and SMEs in Athens

The event offers an excellent opportunity not only to present the company's portfolio but also to meet strategic partners and pursue further collaboration.

For questions please contact:

- Panagiotis Ignatiadis, ignatiadis@help-forward.gr, PRAXI/HELP-FORWARD Network
- Constantine Karamanis, karamanis@ekt.gr, National Documentation Centre
- Anna Sangiorgi, asangiorgi@consorzioarca.it, Consorzio ARCA
- Monica Guizzardi, mguizzardi@consorzioarca.it, Consorzio ARCA

About Smilies

The Smilies project (Small Mediterranean Islands' Light Industry Enhancement and Support), funded in the frame of MED Programme, aims to explore the barriers and opportunities for economic development of the Mediterranean islands. It first identified local potentials and development scenarios and then intervened to network the key stakeholders, building on a set of nearly 100 pilot projects in four insular regions across three MED nations. The insights gained from this experience have been translated into recommendations that will



help define sustainable policies and infrastructures able to support industrial innovation and economic development in the MED insular territories. For more info: <http://www.smilies-project.eu>



Table of Contents

Italian Profiles	4
Greek Profiles (Crete)	11
Greek Profiles (Athens)	18
Cyprus Profiles	19

Italian Profiles

PIVVICCI

website: www.pivvicci.it

PIVVICCI is in fashion eco design sector. Their core business is related to the manufacturing of fashion accessories made by recycled PVC or other textile "waste". They are interested in:



Handicraft company, more precisely small producers of leather accessories (especially bags) for a manufacturing agreement.

Distributors of their product. A possible market is in touristic areas or in touristic villages with souvenir shops. PIVVICCI can also design a line of products for the Greek market that meets their requirements.

Pilot summary: Pivvicci designs and realizes creative products and interior design objects using recycled materials, primarily raw material PVC banners used for advertising campaigns, and turning them into attractively coloured, enjoyable, and unique objects. Pivvicci also reuses other materials such as jute coffee bags or used denim clothes, scraps of colored fabrics for outdoor awnings, leather jackets recovered from abandoned cars, vintage military equipment such as parachutes, tents, blankets, jackets, upholstery and marine canvas used to cover trucks and tents.



The re-used material is a secondary raw material, a potential waste which becomes a resource thanks to creativity and craftsmanship. These materials are carefully selected and matched, piece by piece, resulting in an absolutely original and aesthetically valuable result. The products are designed and engineered, then outsourced to local artisans.

O2Italia

website: www.o2italia.org/HOME.html

The project of the company is developed on a platform of economic, green and social design services. It is an innovative social project that has involved people in imprisonment together with an external network of professionals and the platform o2italia. It has a strong sustainable strategy that allows to create unique products of superior design of craftsmanship, but in series, 100% natural. The sustainable strategy is also linked to the ability to exploit the resources of Sicily, the textile craft techniques, the self according to local techniques for the inclusion of inmates in the market place. And last but not least the ability to network through web 2.0 technologies.

Some of the products are made using the wool sheared from sheep that is considered waste and produce dioxin when burned because it contains sulfur, a special waste. In Italy 10 millions sheep graze, but this remarkable heritage is only used for the production of cheese. Unlike other natural materials that need to be cultivated, the wool of sheep is a resource that is regenerated each year because it requires the sheep to be sheared. The wool is not in fact obtained by killing or mistreatment of animals. It 'a resource 100% natural and local, non-toxic, bicompatibile, no energy-consuming, does not irritate the skin, there are no additives that disappear over time, does not produce fibers that can be breathed.

The entrepreneur is interested in contacts with other small manufacturing companies to develop sustainable design linked to micro craft activities and to also design small furnishings in agrofood, nautical, touristic and cultural heritage sectors. The companies should use local materials (from natural resources or wastes) and techniques and knowledge from local traditional crafts.



Pilot summary: The project is based on the recovery and enhancement of the wool obtained from sheep shearing and currently considered a special waste (if burned it produces dioxin). The recovered wool is used to produce felt and textiles, transformed into three-dimensional objects or textile products that are currently aimed at museum merchandising, home and clothing. In addition to the environmental value, the project has also a significant social value, because the products are made through a cooperative (Filo diritto) that also employs prisoners of the Enna detention facility.



Maria
mercoledì, 18:29
Aggiunto: Spazio

Gè

Gè is a leading company developing products and services in the fields of Geospatial Techniques, including state of the art data collection and Earth Observation techniques (such as Low-Altitude Aerial Photography and Remote Sensing). Gè offers a complete range of products and services: low-altitude aerial photography, close-range remote sensing, GIS design and management, environmental modeling, decision support systems, software design and customization, high quality cartographic products. Within these fields, Gè is able to cover the entire workflow that, from data gathering leads to their processing and presentation within printed or web distributed maps. From summer 2009 Gè owns two light UAS (Unmanned Aircraft System): a Microdrones md4-200 quadricopter and a Pixy paraglider. These aircrafts can be used to gather information from the Earth's surface such as satellites and aircraft, against which are much more flexible and economical. Gè successfully uses UAS in close range photogrammetry (archaeology, architecture, civil engineering) and low altitude remote sensing (precision farming on vineyards). From spring 2011, GÈ started a number of trials to integrate the use of light UAS in the energy sector and in particular in the preventive maintenance of power lines, solar fields and wind farms. Gè has also developed an unique solution for representing the prestigious real estate on the Internet. From aerial shooting we produce navigable spherical images, or bubbles. These bubbles let you have an overview of the building and its surrounding area from a panoramic point of view that can be up to an altitude of 150 meters above the ground. This spatial view of the whole, impossible to obtain from traditional photos and video, allows you to make the web experience similar to that of an helicopter overflight of the property. This panorama can be linked to the virtual tour of the interior and other connected spaces. You can have a look to demo cases on site: realestate.ticonzero.net

Gè has also designed and implemented *Panoptes*, a multisensor platform specifically targetted on light UAV which can be used to collect visible, infrared and thermal signals. The devices are flanked by software tools devoted to the flight planning and data interpretation.

Users are primarily concerned with the Public Utilities, for example, involved the inspection of high voltage power lines, photovoltaics fields, agribusiness industries which are interested in measuring the effect of vegetation, ie the crops degree of health, but also with professionals considered the accessible cost of the platform. Through thermography Panoptes can detect components in PV fields and high voltage power lines with high temperature that can causes malfunctions.

Gè is interested in meeting companies as leading grid operators for energy transmission. It could be nice also companies with joint ventures outside Greece that can invest on new technologies.

For “bubbles” could be very important meetings with managers of archaeological sites or cultural heritage and institutions or firms in the field of tourism.

EcoMove

EcoMove is the name of the project proposed for Smilies by the microfirm of Giuseppe Cataldi in the engineering sector for construction and supply of special alloy. Mr Cataldi has designed and produced a prototype of an electric and hybrid city-car 50 cc with a Gel-battery (60 Kilometres or Lithium-battery 120 120 lithium – Kilometres 60 gel)

The idea is to rent the ecologic city-car (to local or tourists people) for some time, with the payment in advance with a "special smart card" (microchip/contactless). The idea should be attractive especially on the high season, when it's necessary to offer an easy and advantageous service for incoming tourists in the island and encourage them to avoid the congestion of the traffic in the town-centre or seaside resorts.

Mr. Cataldi needs to obtain the approval of the European Community about the homologation in accordance with regulations of Highway Code of the European Countries with a cost € 50.000,00 and the procedure it will take 2 months. Mr Cataldi has estimated that in order to bear this cost it needs to have a request for a minimum of 10 cars.

To generate "EcoMove incomes" in the islands it will be necessary to make a good network among new contractors interested to develop a local business or to promote an Ecologic Service, different shops which will sell the service card, different touristic firms (hotels, camping, bed and breakfast, sea-Lines, air-Lines, tour operator, airport). It could be interesting for Mr. Cataldi have meetings with companies in the sector for touristic services.

Yam

website: www.maribelle.it

Yam is a SME newly set-up who started its own business producing and selling a special boat, an hybrid between a sailboat and a dinghy and at the same time designing new solutions for boating. Due to the collaboration with an academic team, and the experience gained in the field, also internationally, YAM can offer to potential customers (shipyards, boat manufacturer), a leading specialist know-how and design services such as Preliminary Design, Hydrodynamic shapes studies, Performance Prediction, Interior design, Detail Design & Production. The company thanks to SMILIEs project met Alexis Daras a Greek entrepreneur in the field of tourism with particular interest for cruising, cultural and eco-sustainable tourism and formal Vice President of the niche cruise line Steps of Paul Coastal Cruises. Mr. Daras attention is for a niche market that focus on travels between Aegean or Mediterranean islands in general, using boats with special features (charter yachts). In the short-term Mr. Daras has the goal to set up a company for the design and manufacturing of a particular type of boat, a flagship inspired by the Penteconter (a unique ship used in the Greek antiquity with 25 rowers in each side and a mainsail) and built with new eco-friendly materials and powered with the latest technologies (innovating solar panels, new type of electric engine using solar energy and manpower, low consumption electronic equipment, etc). Penteconter is one of the winner among pilot projects selected by the Greek partners in Smilies.

The interest of Yam is in commercial contacts for his boat and not in manufacturing contacts.

Multimedia Kiosk

This is a project proposed for Smilies by Mr. Antonio Fede, architect involved in ITC and innovation process of communication in the field of local development, e-government, e-governance

The key idea is the creation of multimedia kiosks to become the information and communication, and e-governance hub of a territory to serve the community of urban citizens.

The overall aim is to create a point of information and interactive communication that, established in a given population, may help to inform it, not only about news but also on events, projects, events, hazards, etc, in a perspective of e-governance.

The goal can be reached with the construction of a kiosk based on Internet technologies with innovative energy-saving and high aesthetic standards in order to be immediately identified.

In the kiosk you can: 1. consult newspapers and periodicals on line 2. assess the gadgets attached (books, audiovisual) before buying them 3. connect with the network 4. activate processes of e-governance: public participation in decisions of the Administration; achieve permanent forum for issues of city management, etc. 5. activate processes of e-government (administrative acts online, etc) 6. be informed of everything that happens in the territory

Mr. Fede is interested in establishing a partnership with:

- one or more Greek public administrations to share initiatives for local development in tourism
- software companies
- companies working on hardware for communication

INFORMAMUSE



Pilot summary: InformAmuse S.r.l. is a spin-off of the University of Palermo. Their main mission is to "inform by amusing", but it is actually evolving into something more ambitious. The project aims at the creation of infrastructure-based mobile devices and a kiosk with advanced interactive features for the in-

situ and remote virtual visits of monuments, archaeological sites and cultural heritage, but also of major public events and exhibitions. The innovative content of the project is the integration into a single object / device of different technologies, the data being so far still restricted to a few research laboratories.



Greek Profiles (Crete)

Hellas Solar Invest OE

PO Box 4-021, ZIP Code 74100, City: Atsipopulo, Rethymno, Greece

Company Profile:

Hellas Solar Invest is an energy production company located in Crete, Greece. The company was founded in 2004 as daughter of Hellas Solar Invest GmbH, Munich, Germany.

The company is researching and operating in the field of PV power production optimisation techniques. The company runs PV plants in Crete and has developed a system to improve energy output of PV power plants in solar radiation intensive regions.

What we offer:

Hellas Solar Invest has developed the photo voltaic power plant efficiency improvement system HELIOSYN. PV power production is directly related to the process temperature of the system. This relation has negative power output consequences.

HIS OE has developed the HELIOSYN technology diminishing this production losses for at least about 60%. Different technology solutions are supplied to stabilize the temperature of the photo voltaic panels.

Benefits: Increase of more than 10% productivity for new or reengineered PV plants. The technology provides own ultra clean water for the panel maintenance as well. The applied technologies contribute substantially to sustainable development and protection of natural resources.

What we are looking for:

HSI provides all basic equipment ready installed at two 80 Kwp PV power plants for the immediate scientific evaluation of this new techniques. Tests of different measures and their product development can be executed ad hoc.

We are looking for a joint venture partner for the conomic development of the project. We are looking for a cooperation partner from the PV Hard Ware market who might achieve an unique supplier status by the added value of HELIOSYN. We are looking for a Research institute to evaluate the data collection. HELIOSYN increases PV plant energy production by about 10%,offers various mutual benefits and improves the land use value

WATERTRUST OE

Plastira Street 2, ZIP Code 74056, City: Agia Galini, Rethymno, Greece

Company Profile:

WaterTrust OE was founded in 2004 and has its seat at Agia Galini, Crete, Greece. The company works on sustainable development solutions in water management. The range of tasks covers all aspects of water in its cycle starting with water harvesting technologies up to waste water recycling techniques.

The company steers with its exclusive brand name and domain rights the establishment of a brand name based online market for sustainable water technology.

What we offer:

The know how finding process of WaterTrust started with a successful water harvesting project at a arid site in Crete. The experiences resulted in "Water is Life"

We offer compact waste water recycling systems with aerobic treatment with best treatment efficiency and lowest energy consumption at smallest place.

A market analysis showed up that there is no international trade mark in consumer water technology known. WaterTrust as consumer transparent Brand Name with an adequate domain has been set up. We offer suppliers of sustainable water treatment techniques to join in the Water Trust, assembling qualified technology suppliers under a trade mark in an identifiable international e market.

What we are looking for:

Our patent pending ISO certified technology is operating at many waste water treatment plants already. The aeration system consisting of finest membrane bubbles combined with a stable Biofilm generating bioreactor is approved in year long field trials. It is perfectly suited to reengineer large waste water treatment plants too. We are looking for a partner to exploit the technology advantages at a larger scale. We also are looking for direct costumers.

The water technology market is very diffuse. Every body knows trade marks of television, cars, coffemachines etc. WaterTrust seeks investors to built up an international Trade Mark for the e marketing of water treatment technology. WaterTrust seeks suppliers on a OEM basis for that e market.

Keywords:

- Drinking water and waster water treatment

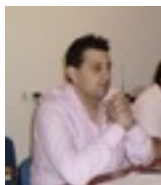


TASTE AND CULTURE -NAXOS

Pilot summary: This pilot project deals with the development of local gastronomy based on recipes collected in the island of Naxos. The association "Naxos – Filoxenia" asked the University of the Aegean to support them in defining the actions required to transform their idea into tangible results. They requested assistance in establishing a legal body that will take on the responsibility to develop and promote a kind of "School of Gastronomy" for restaurants located in Naxos.



After a series of meetings and discussions, the association and the University of the Aegean agreed that the latter will help in developing a strategy and plan for establishing a "School of gastronomy" based on local recipes.



Mr. Papadopoulos Ioannis

HOLIDAYS IN STYLE

Pilot summary: The central business idea of the GS Tours pilot was to develop an alternative way to structure and offer tourism packages in Crete, starting from Rethymno. The aim is not to depreciate existing tourism products but to develop, in parallel with the existing offer, new approaches based on cultural and natural heritage more than "Sun and Sea". The idea in itself looks simple but its full complexity is revealed in actual implementation, with a sole tourist agency attempting to study and design this new offer. The risks of failure are high, especially when one is not an expert in cultural and natural heritage. The SMILIES project provided the support, the expertise, and the networking required to implement the business idea.

Cultural assets Database



GS Tours



TALASLI



Pilot summary: Ioanna Talasli is a glass artist in Syros dealing with artistic interventions to aesthetically upgrade public and private spaces. The novelty of the technique applied in her creations is the encapsulation of paint and metal in the core of the glass, rather than on the surface; this ensures that her works are timeless and have constant value even after daily use. In SMILIES, she requested assistance from the University of the Aegean to improve her existing web-site and e-shop and to give her adequate training to be able to photograph her creations by herself, in order to upload high quality pictures of her work to the web-site and e-shop.



MUNICIPALITY OF RETHYMNO

URL: www.rethymno.gr

The city of Rethymno is an ideal tourist destination for visitors who wish to explore the rich cultural heritage and the natural beauties of Crete. This well-organized city offers to visitors a variety of picturesque routes to follow and numerous historical monuments to visit. The old city of Rethymno still preserves its old urban structure to a great extent, formed during the Venetian period and later reformed during the Turkish occupation.

It has been declared a protected historical monument and a traditional settlement. The Municipality actively contributes to the preservation of the historical and cultural heritage of the old city, and promotes a healthy tourist development and a high quality of life for its citizens through the proper management of socio-economic activities. A number of projects have been realized, or are under realization, covering all aspects of the city life linked to its history, culture and architecture.

Greek Profiles (Athens)

AGAH (Aeronautical Geological Applications Hellas)

URL : www.aga-h.com

AGAH S.A. is an innovative company which specializes in real time collecting, transporting, analyzing and processing data from the air by using UAV/UAS.

What makes AGAH S.A. a key partner for the most demanding and complex tasks:

- Cooperation with Greek, European and international academic institutions, research centres, public and private organizations
- Scientific training and expertise of the company staff in planning and executing complex missions with UAVs/UASs
- Solid operational experience in excess of 17.000 hours of UAV flights in various operational conditions
- The experience as instructors of our UAV pilots (in excess of 5.000 hours)

alfa
mercoledì, 16:43
Aggiunto: Interruzione di sezione

George Bitzos

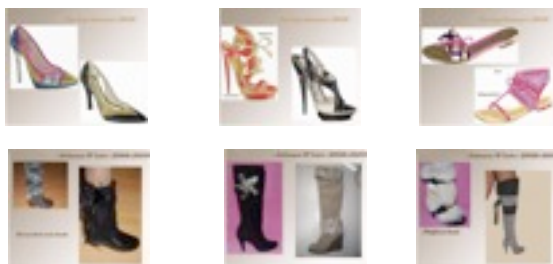
www.yourshoedesigner.com

Mr. George Bitzos is a Greek designer of women footwear and is the founder of the website www.yourshoedesigner.com. He has bonds with Italy as he worked in the past for Italian designers and attended classes at a fashion school in Milan. He has acted as a consultant for international manufacturers producing collections as well as for suppliers, sourcing new materials and product components.

Mr. Bitzos' design portfolio includes Boots, wellies, heeled shoes such as kitten heels, court shoes, stilettos and wedges.

The Greek designer offers complete support through out the footwear development process, from product development, technical specifications to selection of materials.

The Greek designer seeks collaboration with shoe manufacturers and offers subcontracting services.

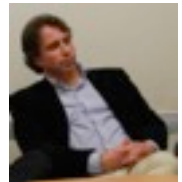


Cyprus Profiles

PENTENCONTER



Pilot summary: Build a boat inspired by an ancient model (PENTENCONTER) in its shape and some of its characteristics, using innovative technologies in terms of motion, energy production, materials, virtual design and real mock-up prototyping. The boat will be conceived to be adaptable to several uses (cultural and other thematic cruises, technology exhibitions and cultural events, sporting activities). It will serve as a model for a new type of yacht that could be built in MED islands.



Alexis DARAS

Diogenis Business Incubator

Website: www.diogenes-incubator.com/

Diogenes, a Cyprus based business incubator focused on high technology, is a private entity wholly owned by the University of Cyprus aimed to support the development of entrepreneurship and startup companies in Cyprus. Diogenes was incorporated in 2003 and began operations in 2004 under the Ministry of Commerce, Industry and Tourism (MCIT) Program for Creating High Technology Enterprises through Business Incubators.

.

Portfolio Companies

Diogenes created 9 [startup](#) companies through the MCIT's startup program. Diogenes holds equity stakes in all portfolio companies and aims to enhance the value of the startups.

Vision

Diogenes vision is to pioneer in the transformation of Cyprus into an important center in the Eastern Mediterranean in the area of commercializing high technology research and innovative ideas