

## PRESS RELEASE

# Innovatech brings “Made in Italy” Artificial Intelligence to GITEX Global 2025 – North Stars in Dubai

*Dubai, September 2025* – Innovatech S.r.l., an Italian innovative start-up specializing in Artificial Intelligence, cybersecurity, and digital transformation, is proud to announce its participation in **GITEX Global 2025 – North Stars**, the largest technology exhibition in the Middle East, taking place from **October 12 to 15** at Dubai Harbour. The company will showcase its latest AI-powered solutions at the **Italian Pavilion, stand H8-B100**, alongside the most disruptive players on the global innovation stage.

Innovatech will present its flagship solutions, already deployed in key sectors:


- **Kelly** – a multilingual AI Digital Concierge for tourism, hospitals, and shopping malls.
- **Sofia** – an AI HR Assistant enabling smart, multichannel workforce management.
- **Olivia & CheckMed** – a digital caregiver and IoT telemedicine platform for remote healthcare and patient monitoring.
- **Evolvera** – an AI wearable assistant awarded at **CES 2025 in Las Vegas** as one of the **Top 5 Global Innovations of the Year**.

At the heart of Innovatech’s strategy is **UFLOtA®**, its proprietary platform combining multi-agent AI and federated learning at the edge, delivering scalable, secure, and high-impact solutions.

**“Artificial Intelligence is not just a technology. It is a geopolitical, economic, and social force that is rewriting the rules of everything we know. Those who master it will lead, those who ignore it will be left behind. Our mission is to deliver Effective Innovation, creating real, measurable impact that improves people’s lives and drives business competitiveness,”** says **Ing. Giuseppe Giorgianni**, CEO and Founder of Innovatech.

By joining GITEX Global 2025, Innovatech confirms its international vision and strengthens its role as an ambassador of Italian technology worldwide, consolidating its presence in the MENA region and opening new opportunities with global partners and investors.

**Innovatech S.r.l.**

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