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18-11-2021

GITEX Global: Interview with Massimo Cannizzo, CEO and co-founder, Gellify Middle East

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 © Motivate Publishing Massimo Cannizzo\_CEO and Co-founder GELLIFY Middle East  
 How do you see the growth of startups in the Middle East and Africa region? The startups in the Middle East are quite promising. One is because of the country's vision:



imagining a future with highly new services and a lifestyle that is heavily reliant on digitalisation. As a result, it is an ideal environment for incubating ideas and businesses. The second reason is that it serves as a crossroads for several African and Indian countries. As a result, many investors arrive here in search of talent and invest in companies that are on the cutting edge of technology. Gellify is here to assist digital B2B startups in their growth by mitigating risks and minimising capital needs. Do you think startups can stand against solid tech giants? Subscribe to our Telegram News Service Download our mobile app Tech giants have excellent solutions, but they are slow in progressing the product or customising it. As a result, we convey value by bringing a large network of Gellify's curated tech startups that corporates can leverage, nevertheless we also advance corporates with open innovation and digital transformation services. We are also open to the idea of entrepreneurship. For example, if a client does not want to make a deal alone and instead wants to collaborate or co-invest, we can do it in weeks, whereas large global firms may take months to approve. Would you please elaborate on your products and solutions? Gellify helps corporates and government entities in their efforts to innovate. We provide clients with innovation advisory services and solutions and, in certain circumstances, implement them using our digital factory. We don't merely market licenses; we generate digital transformations by partnering with selected entrepreneurs. We put our deep expertise and effort into assisting them in expanding their commercial and technical capabilities. In addition, we administer an investment fund focused on B2B tech SaaS startups. Recently, we announced the launch of \$50m VC fund for the Middle East and North Africa region in partnership with Azimut. The new VC Fund will target business-to-business (B2B) startups in the Middle East and North Africa (MENA). It will target a wide spectrum of entrepreneurs, from seed-stage through market-phase to those ready to scale up. These firms will be able to develop disruptive innovation in Smart Cities, healthcare, digital commerce, finance, Industry 4.0, and tourism by utilising cutting-edge technologies such as AI, IoT, blockchain, and cybersecurity. Gellify recently participated at North Star Dubai (previously known as Gitex Future Stars). So, what were your main objectives at the platform? We had three objectives at the show, one was to create awareness about Gellify in the Middle East ecosystem. Second, was to connect with innovative startups and talents that North Star Dubai has gathered here this year, and third was to meet corporates and government entities and collaborate with them, by assisting them with our expertise in advancing their digital transformation, venture building and innovation hubs strategies. What are your plans for the year 2022? As part of the Gellify Middle East roadmap, to set up the 3 pillars of its business model, we ramped up the digital consulting and platform and have now started the hunt for the next set of big start-ups that will be true game changers in the Middle East. Our fresh approach to fulfilling the innovation potential of the Middle East region emphasizes the power of open innovation and collaboration between start-ups, investors, and corporates. We have strong goals in terms of doubling the revenue and projects. We are also seeking to establish a presence in Abu Dhabi and Saudi Arabia. However, our major aim is to replicate our experience in Europe, where we have achieved successful exits, and, in the process, to strengthen the region's innovation capability. Read more Microsoft and partners may be compensated if you purchase something through recommended links in this article. TOPICS FOR YOU In pictures How the world looked 100 years ago Microsoft News App Download the all-new Microsoft News app - available now on iOS and Android More From MSN Coronavirus: UAE reports 66 Covid-19 cases, 83 recoveries, no deaths Khaleej Times Bollywood star Preity Zinta and her husband welcome twins via surrogacy The National Bollywood actress Priety Zinta becomes a mother, welcomes twins Jai and Gia through surrogacy Khaleej Times Dubai hosts Alpine skiing championship How Lotus plans to accelerate its operations within the Middle East Dubai's Amanat exploring deals, sees IPO candidates in portfolio Gulfbusiness.com Dubai's Emirates announces special fares ahead of National Day Gulfbusiness.com Adnoc AI unit in partnership with Baker Hughes to boost efficiency in drilling operations The National Like us on Facebook to see similar stories I'm already a fan, don't show this again Send MSN Feedback Please give an overall site rating:

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17-11-2021

**GITEX Global: Interview with Massimo Cannizzo, CEO and co-founder, Gellify Middle East****Id:** 804692**Data di inserimento:** 2021-11-17**AVE:** € 818,79**Link originale:**<https://gulfbusiness.com/gitex-global-interview-with-massimo-cannizzo-ceo-and-co-founder-gellify-middle-east/>**Contenuto:**

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SIGN UP GITEX Global: Interview with Massimo Cannizzo, CEO and co-founder, Gellify Middle East  
Gellify, in collaboration with Azimut recently launched a \$50m VC Fund to help MENA startups, with a focus on enhancing advanced technology-based innovation in the region by Gulf Business November 17, 2021 How do you see the growth of startups in the Middle East and Africa region? The startups in the Middle East are quite promising. One is because of the country's vision: imagining a future with highly new services and a lifestyle that is heavily reliant on digitalisation. As a result, it is an ideal environment for incubating ideas and businesses. The second reason is that it serves as a crossroads for several African and Indian countries. As a result, many investors arrive here in search of talent and invest in companies that are on the cutting edge of technology. Gellify is here to assist digital B2B startups in their growth by mitigating risks and minimising capital needs. Do you think startups can stand against solid tech giants? Tech giants have excellent solutions, but they are slow in progressing the product or customising it. As a result, we convey value by bringing a large network of Gellify's curated tech startups that corporates can leverage, nevertheless we also advance corporates with open innovation and digital transformation services. We are also open to the idea of entrepreneurship. For example, if a client does not want to make a deal alone and instead wants to collaborate or co-invest, we can do it in weeks, whereas large global firms may take months to approve. Would you please elaborate on your products and solutions? Gellify helps corporates and government entities in their efforts to innovate. We provide clients with innovation advisory services and solutions and, in certain circumstances, implement them using our

digital factory. We don't merely market licenses; we generate digital transformations by partnering with selected entrepreneurs. We put our deep expertise and effort into assisting them in expanding their commercial and technical capabilities. In addition, we administer an investment fund focused on B2B tech SaaS startups. Recently, we announced the launch of \$50m VC fund for the Middle East and North Africa region in partnership with Azimut. The new VC Fund will target business-to-business (B2B) startups in the Middle East and North Africa (MENA). It will target a wide spectrum of entrepreneurs, from seed-stage through market-phase to those ready to scale up. These firms will be able to develop disruptive innovation in Smart Cities, healthcare, digital commerce, finance, Industry 4.0, and tourism by utilising cutting-edge technologies such as AI, IoT, blockchain, and cybersecurity. Gellify recently participated at North Star Dubai (previously known as Gitex Future Stars). So, what were your main objectives at the platform? We had three objectives at the show, one was to create awareness about Gellify in the Middle East ecosystem. Second, was to connect with innovative startups and talents that North Star Dubai has gathered here this year, and third was to meet corporates and government entities and collaborate with them, by assisting them with our expertise in advancing their digital transformation, venture building and innovation hubs strategies. What are your plans for the year 2022? As part of the Gellify Middle East roadmap, to set up the 3 pillars of its business model, we ramped up the digital consulting and platform and have now started the hunt for the next set of big start-ups that will be true game changers in the Middle East. Our fresh approach to fulfilling the innovation potential of the Middle East region emphasises the power of open innovation and collaboration between start-ups, investors, and corporates. We have strong goals in terms of doubling the revenue and projects. We are also seeking to establish a presence in Abu Dhabi and Saudi Arabia. However, our major aim is to replicate our experience in Europe, where we have achieved successful exits, and, in the process, to strengthen the region's innovation capability. Technology, UAE Cybersecurity, Dubai

worldakkam.com

17-11-2021

Interview with Massimo Cannizzo, CEO and co-founder of Gellify Middle East - Worldakkam

Id: 804958

Data di inserimento: 2021-11-18

AVE: € 724,00

Link originale:

https://worldakkam.com/interview-with-massimo-cannizzo-ceo-and-co-founder-of-gellify-middle-east/485545/

Contenuto:

Interview with Massimo Cannizzo, CEO and co-founder of Gellify Middle East - Worldakkam

Interview with Massimo Cannizzo, CEO and co-founder of Gellify Middle East How do you see the growth of start-ups in the Middle East and Africa? Middle Eastern startups are very promising. One is due to the country's vision of imagining the future with very new services and a lifestyle that relies heavily on digitalization. As a result, it's an ideal environment for growing ideas and businesses. The second reason is that it functions as a crossroads between some African and Indian countries. As a result, many investors have arrived here in search of talent, investing in companies at the forefront of technology. Gellify is here to help digital B2B startups grow by mitigating risk and minimizing capital needs. Do you think startups can compete with solid tech giants? Technology giants have great solutions, but product development and customization takes time. The result is delivering value by bringing a large network of Gellify's select tech startups that enterprises can leverage, while moving the enterprise forward with open innovation and digital transformation services. We are also open to entrepreneurial ideas. For example, if a client wants to collaborate or invest instead of trading alone, it can be completed in weeks, but large global companies can take months to approve. Can you tell us more about your product and solution? Gellify helps businesses and government agencies work on innovation. We provide our clients with innovation advisory services and solutions, and in certain situations we use digital factories to implement them. It's not just about selling licenses. Create digital transformation by partnering with selected entrepreneurs. We are committed to deep expertise and efforts to support the expansion of their commercial and technical capabilities. In addition, we manage investment funds focused on B2B Tech SaaS startups. Recently, it announced that it has partnered with Azimut to launch a \$ 50 million VC fund for the Middle East and North Africa. The new VC fund targets business-to-business (B2B) startups in the Middle East and



North Africa (MENA). It targets a wide range of entrepreneurs, from the seed stage to the market stage to entrepreneurs ready to scale up. These companies can leverage cutting-edge technologies such as AI, IoT, blockchain, and cybersecurity to develop disruptive innovations in smart cities, healthcare, digital commerce, finance, Industry 4.0, and tourism. Become. **Gellify** recently joined North Star Dubai (formerly known as Gitex Future Stars). So what was your main purpose on the platform? The show had three purposes. One was to raise awareness about **Gellify** in the Middle East ecosystem. The second was to connect with the innovative startups and talents that North Star Dubai has gathered here this year. Third, we used our expertise to drive digital transformation, venture building, and innovation to meet and collaborate with businesses and government agencies. Hub strategy. What are your plans for 2022? As part of the **Gellify** Middle East Roadmap, we have begun looking for the next set of large start-ups to enhance our digital consulting and platforms to become true game changers in order to set the three pillars of our business model. Middle East. Our fresh approach to realizing the innovation potential of the Middle East emphasizes the power of open innovation and collaboration between start-ups, investors and companies. We have a strong goal in doubling revenue and projects. We also aim to establish a presence in Abu Dhabi and Saudi Arabia. However, our main purpose is to recreate the experience in Europe that has achieved a successful exit and, in the process, strengthen the innovation capabilities of the region. <https://gulfbusiness.com/gitex-global-interview-with-massimo-cannizzo-ceo-and-co-founder-gellify-middle-east/> Interview with **Massimo Cannizzo**, CEO and co-founder of **Gellify** Middle East Israel builds first tech park for Arab sector Related Articles August 5, 2021 Popular Posts Latest Cinema & Movie

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22-10-2021

### Azimut and Gellify launch a \$50m VC fund to support MENA startups | Middle East Business

**Id:** 800530

**Data di inserimento:** 2021-10-22

**AVE:** € 587,75

**Link originale:**

<https://www.middleeastbusiness.org/2021/10/21/azimut-and-gellify-launch-a-50m-vc-fund-to-support-mena-startups>

**Contenuto:**

Azimut and Gellify launch a \$50m VC fund to support MENA startups | Middle East Business

Azimut and Gellify launch a \$50m VC fund to support MENA startups The new fund will focus on enhancing advanced technology-based innovation in the region, identifying and nurturing B2B tech startups. October 21, 2021, 4:36 pm Azimut Abu Dhabi, a subsidiary of asset management company Azimut, has partnered with Gellify Middle East to launch a \$50m venture capital fund to support B2B start-ups in the MENA region. The new VC Fund will target a range of startups, from seed-stage startups, market phase startups to those ready to scale up. These startups will have the potential to create disruptive innovation in the areas of smart city, healthcare, digital commerce, fintech, industry 4.0 and tourism with the use of the most advanced technologies like AI, IoT, blockchain and cyber security. “We aim to replicate our experience in Europe where we have made successful exits and, in the process, enhance the innovation capacity of the region. We believe that our unique ability to connect vetted innovative technology startups and corporates is aligned to the Middle East’s goal of becoming a digital innovation engine of MENA region and will create a robust and thriving innovation ecosystem,” says Massimo Cannizzo, CEO and co-founder, Gellify Middle East. In 2019, Azimut and Gellify have raised EUR65m for the Digitech Fund - a similar VC strategy predominantly focusing on European startups and carrying a degree of global diversification. As both partners have established their presence in the region, they are already co-investing in the Middle East. In June 2021, the Azimut Gellify Digitech Fund invested in Workfam - a UAE-based employee SaaS platform company—to help it scale up. “The Middle East governments are committed to innovation and have successfully taken steps to make their economies more digital,” says Maroun Jalkh, chief executive officer of Azimut Limited Meanwhile, the Middle East is becoming a popular

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October 21, 2021, 4:36 pm

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In 2019, Azimut and Gellify have raised EUR65m for the Digitech Fund - a similar VC strategy predominantly focusing on European startups and carrying a degree of global diversification.

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“The Middle East governments are committed to innovation and have successfully taken steps to make their economies more digital,” says Maroun Jalkh, chief executive officer of Azimut Limited

Meanwhile, the Middle East is becoming a popular investment location for both regional and worldwide investors. Young entrepreneurial innovation contributes considerably to overall productivity development. According to World Bank, investment growth has continued in the Middle East and North Africa region, with 44 startups raising more than \$175m in April, up from \$5m in March 2021.

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investment location for both regional and worldwide investors. Young entrepreneurial innovation contributes considerably to overall productivity development. According to Wamda, investment growth has continued in the Middle East and North Africa region, with 44 startups raising more than \$175m in April, up from \$5m in March 2021. October 21, 2021, 5:18 pm Brazil will develop vaccines for diseases such as dengue, chikungunya and yellow fever, which are... The distinctions between privacy and confidentiality may be subtle to the average consumer, yet... October 21, 2021, 3:54 pm Etisalat deploys Microsoft Azure Stack Edge to offer 5G, IoT and AI applications at the enterprise... LIKE OUR PAGE Recommended Latest Follow us

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21-10-2021

**Azimut and Gellify launch a \$50m VC fund to support MENA startups****Id:** 800420**Data di inserimento:** 2021-10-21**AVE:** € 736,92**Link originale:**<https://gulfbusiness.com/azimut-and-gellify-launch-a-50m-vc-fund-to-support-mena-startups/>**Contenuto:**

Azimut and Gellify launch a \$50m VC fund to support MENA startups

Follow us Now Reading Azimut and Gellify launch a \$50m VC fund to support MENA startups 0 Comments Sign Up to Our Newsletter Get daily business news from the region delivered straight to your inbox I agree to the terms and conditions SIGN UP Azimut Abu Dhabi, a subsidiary of asset management company Azimut, has partnered with Gellify Middle East to launch a \$50m venture capital fund to support B2B start-ups in the MENA region. The new VC Fund will target a range of startups, from seed-stage startups, market phase startups to those ready to scale up. These startups will have the potential to create disruptive innovation in the areas of smart city, healthcare, digital commerce, fintech, industry 4.0 and tourism with the use of the most advanced technologies like AI, IoT, blockchain and cyber security. “We aim to replicate our experience in Europe where we have made successful exits and, in the process, enhance the innovation capacity of the region. We believe that our unique ability to connect vetted innovative technology startups and corporates is aligned to the Middle East’s goal of becoming a digital innovation engine of MENA region and will create a robust and thriving innovation ecosystem,” says Massimo Cannizzo, CEO and co-founder, Gellify Middle East. In 2019, Azimut and Gellify have raised EUR65m for the Digitech Fund – a similar VC strategy predominantly focusing on European startups and carrying a degree of global diversification. As both partners have established their presence in the region, they are already co-investing in the Middle East. In June 2021, the Azimut Gellify Digitech Fund invested in Workfam – a UAE-based employee SaaS platform company—to help it scale up. “The Middle East governments are committed to innovation and have successfully taken steps to make their economies more digital,” says Maroun Jalkh, chief executive officer of Azimut Limited Meanwhile, the Middle East is becoming a popular investment location for both regional and worldwide investors. Young entrepreneurial innovation contributes considerably to overall productivity development. According to Wamda, investment growth has continued in the

Middle East and North Africa region, with 44 startups raising more than \$175m in April, up from \$5m in March 2021. Dubai, Technology Abu Dhabi, Technology Editor's Picks

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21-10-2021

## Azimut, GELLIFY Launch \$50 Million VC Fund To Support B2B Mena

Id: 800527

Data di inserimento: 2021-10-22

AVE: € 652,00

Link originale:

<https://martechvibe.com/news/azimut-gellify-launch-50-million-vc-fund-to-support-b2b-mena-startups/>

Contenuto:

Azimut, GELLIFY Launch \$50 Million VC Fund To Support B2B MenaBy Staff Writer - October 21, 2021 Facebook Twitter LinkedIn WhatsApp Azimut (ME) Limited ADGM , part of Azimut, an asset management group, in partnership with GELLIFY Middle East , an innovation platform, is launching a MENA-focused VC Fund aiming at raising \$50 million capital. The new VC Fund will focus on B2B startups in the Middle East and North Africa (MENA) region. It will target a range of startups—from seed-stage startups, market phase startups to those ready to scale up. These startups will have the potential to create disruptive innovation in the areas of Smart City, healthcare, digital commerce, fintech, Industry 4.0 and tourism with the use of the most advanced technologies like AI, IoT, blockchain and cyber security. “We aim to replicate our experience in Europe where we have made successful exits and, in the process, enhance the innovation capacity of the region. We believe that our unique ability to connect vetted innovative technology startups and corporates is aligned to the Middle East’s goal of becoming a digital innovation engine of the Mena region and will create a robust and thriving innovation ecosystem,” says Massimo Cannizzo, CEO and co-founder of GELLIFY Middle East. The GELLIFY business platform supports startups from the stage of ideas (“Air” state) to the launch of a Minimum Viable Product (MVP) into the market (“Liquid” state), up until the startup is ready to do a successful scale-up and growth (“Solid” state). This is the proprietary process they call GELLIFICATION. In 2019, Azimut and GELLIFY similarly raised €65 million (\$75.79 million) for the Digitech Fund—a VC strategy predominantly focusing on European startups and carrying a degree of global diversification. As both partners have established their presence in the region, they have been co-investing in the Middle East. In June 2021, the Azimut GELLIFY Digitech Fund invested in Workfam (amount undisclosed) — a UAE-based employee SaaS platform company— to help it scale up, leveraging the GELLIFY global ecosystem. The Middle East governments are committed to innovation and have successfully taken steps to make their economies more digital. Together with GELLIFY’s

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**Azimut, GELLIFY Launch \$50 Million VC Fund To Support B2B Mena Startups**

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The Middle East governments are committed to innovation and have successfully taken steps to make their economies more digital. Together with GELLIFY's unique offerings, we, therefore, see great potential for both high returns for investors and creating innovative opportunities in the GCC," said Massimo Jahn, Chief Executive Officer of

unique offerings, we, therefore, see great potential for both high returns for investors and creating innovative opportunities in the GCC,” says Maroun Jalkh, Chief Executive Officer of Azimut (ME) Limited. October 21, 2021 October 21, 2021 October 21, 2021

gulftoday.ae

20-10-2021

## Significant growth in attendance - GulfToday

**Id:** 800161

**Data di inserimento:** 2021-10-20

**AVE:** € 631,96

**Link originale:**

<https://www.gulftoday.ae/business/2021/10/19/significant-growth--in-attendance>

**Contenuto:**

Significant growth in attendance - GulfTodayPicture used for illustrative purposes only. Staff Reporter, Gulf Today One of five visitors of Expo 2020 Dubai since its launch last October, have crossed the entrance of the Italian Pavilion, exploring the exhibition itinerary and participating in dozens of events. Of the 750,000 total visitors to Expo about 150,000 made it to the Italian Pavilion - one of the most sought after among the national ones with a peak of over 30,000 in one of the month's weekends. In addition to them, over 3 million users were involved in the initiatives of the Pavilion through its website and social channels. In particular, on LinkedIn the Italian Pavilion ranks as first among the 190 of Expo Dubai for the number of followers, with a growth of almost 20% in the last month. With over 40 thousand followers and a monthly growth of 37%, the Pavilion's Facebook page is the third most visited among those of all the countries participating in Expo. In addition to the visits to the Pavilion, thousands of people filled the arenas of Expo for high-profile musical events that Italy brought to Dubai, including the concert of the Orchestra del Maggio Fiorentino directed by Maestro Zubin Mehta and that of the internationally renowned pianist Ludovico Einaudi as well as just last night the young virtuosos of the National Symphony Orchestra of the Italian Conservatories. According to major tour operators operating in both Italy and the United Arab Emirates, the monthly volume of bookings of hotels and flights to Dubai has seen increases of up to 40% compared to the same period in 2019, the last comparable year before the Covid-19 pandemic. They also expect a significant growth in attendance in November and December, during holiday breaks in Italy and the rest of Europe. Meanwhile, Master-developer Dubai South Properties announced the launch of 'The Avenue,' a limited number of freehold plots which can be purchased on a payment plan and developed by investors for commercial use. The new launch follows the vast development of Dubai South, the successful sell-out of several freehold projects as well as sales of residential plots at the Residential District that were launched earlier by the company. A spokesperson from the master developer Dubai



The screenshot shows a news article on the GulfToday website. The article is titled "Significant growth in attendance" and is dated 19/10/2021. It features a photograph of the Italian Pavilion at Expo 2020 Dubai, a large, illuminated, curved structure with palm trees in the foreground. The article text discusses the success of the Italian Pavilion, noting that it has attracted over 150,000 visitors and has a highly engaged social media presence. It also mentions the growth in hotel and flight bookings to Dubai and the launch of 'The Avenue' by Dubai South Properties.

**Significant growth in attendance**  
19/10/2021

**Staff Reporter: Gulf Today**

One of five visitors of Expo 2020 Dubai since its launch last October, have crossed the entrance of the Italian Pavilion, exploring the exhibition itinerary and participating in dozens of events.

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In particular, on LinkedIn the Italian Pavilion ranks as first among the 190 of Expo Dubai for the number of followers, with a growth of almost 20% in the last month. With over 40 thousand followers and a monthly growth of 37%, the Pavilion's Facebook page is the third most visited among those of all the countries participating in Expo.

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The new launch follows the vast development of Dubai South, the successful sell-out of several freehold projects as well as sales of residential plots at the Residential District that were launched earlier by the company.

A spokesperson from the master developer Dubai South Properties said: "Following the successful sell-out of other mixed use developments that we had launched over the last few years, and the surge in demand from investors on both residential and commercial properties, we decided to launch The Avenue, hence create an exceptional opportunity for those who are considering owning their private commercial land for their various business needs. We are also confident that Expo 2020 will play a pivotal role in attracting investors, who will be keen to explore investment opportunities in Dubai. We at Dubai South Properties are committed to cater to the aspirations of potential and existing clients as well as support the government's initiatives and plans in attracting foreign direct investments to the emirate."

South Properties said: "Following the successful sell-out of other mixed-use developments that we had launched over the last few years, and the surge in demand from investors on both residential and commercial properties, we decided to launch The Avenue, hence create an exceptional opportunity for those who are considering owning their private commercial land for their various business needs. We are also confident that Expo 2020 will play a pivotal role in attracting investors, who will be keen to explore investment opportunities in Dubai. We at Dubai South Properties are committed to cater to the aspirations of potential and existing clientele as well as support the government's initiatives and plans in attracting foreign direct investments to the emirate." SPACEE: The US-based SPACEE, a global leader in digital solutions, is exhibiting at the 41st edition of Gitex Global. Gitex will see the coverage of over 400 international innovators in artificial intelligence, 5G, cloud, big data, and blockchain from over 140 countries. SPACEE will present its virtual touch technology at this much-awaited international event in the UAE. As per the Dubai Chamber of Commerce and Industry, the UAE's retail market is witnessing phenomenal growth with sales worth \$58 billion expected this fiscal. The country's retail e-commerce market also witnessed a 53 per cent year-on-year increase in 2020 to reach \$3.9 billion. The retail sales are projected to grow at an impressive rate of 6.6 per cent to touch \$70.5 billion by 2025. The e-commerce market, too, will be worth \$8 billion during the same period, accounting for an 8 per cent share of the retail market. With such projections, retailers are seeking to leave lasting impression on shoppers through distinguished in-store experience. With SPACEE's presence technology in the UAE, retailers can differentiate themselves, create positive trends, increase their market share, and boost sales. The US-based tech company has already helped its international clients, including Walmart bring the future of retail to their current stores by integrating the digital and physical without using phones, eyeglasses, or tablets, and without installing any technology on the actual surface. Its machine learning and AI-driven solutions, Sense and Deming, have ushered in a new era of frictionless customer experience and smart store operations. respectively. "The future of retail is here. Using light only, SPACEE transforms virtually any 2D or 3D surface, into an unbreakable touch screen. While customers get a deep personal connection with interactive products, retailers witness increased sales, reduced shrinkage and minimised labour costs," says Skip Howard, Founder and CEO, SPACEE. Halim El Roumi, the regional director AMEA at SPACEE said, "SPACEE's innovative solutions seek to help the UAE retailers get a better insight into customer behaviour and performance of products. We offer retailers the opportunity to replace the antiquated, traditional retail tools with intelligent and innovative technology. It is all about increasing sales and the bottom line. We have done that in other regions in the world as well and now, we are excited about our launch in the UAE. We are looking forward to fostering meaningful relationships with businesses here." Meanwhile, Azimut (ME) Limited ADGM, part of Azimut, a leading asset management group, in partnership with GELLIFY Middle East, an innovation platform, is launching a MENA-focused VC Fund aiming at raising \$50m capital. The new VC Fund will focus on B2B startups in the Middle East and North Africa (MENA) region. It will target a range of startups—from seed-stage startups, market phase startups to those ready to scale up. These startups will have the potential to create disruptive innovation in the areas of Smart City, healthcare, digital commerce, fintech, Industry 4.0 and tourism with the use of the most advanced technologies like AI, IoT, blockchain and cyber security. "We aim to replicate our experience in Europe where we have made successful exits and, in the process, enhance the innovation capacity of the region. We believe that our unique ability to connect vetted innovative technology startups and corporates is aligned to the Middle East's goal of becoming a digital innovation engine of the MENA region and will create a robust and thriving innovation ecosystem," says Massimo Cannizzo, CEO and co-founder, GELLIFY Middle East. The GELLIFY business platform supports startups from the stage of ideas ("Air" state) to the launch of a Minimum Viable Product (MVP) into the market ("Liquid" state), up until the startup is ready to do a successful scale up and growth ("Solid" state). 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