



Platinum Sponsor of Italy Pavilion at Expo 2020 Dubai

## *PRESS RELEASE*

### ***TIM partner of the Italy Pavilion at Expo 2020 Dubai***

*The Group brings the innovation and technology of its companies: Sparkle, Olivetti, Telsy and Noovle. INWIT presents "Venezia", the eco-sustainable Smart Tower*

Rome, 29 September 2021

The TIM Group is at Expo 2020 Dubai, which starts on October first, as Official Platinum Sponsors of the Italy Pavilion to equip the exhibition space with the latest innovations and sustainable digital and connectivity technologies.

The theme of the Italy Pavilion "Beauty connects People" has inspired the participation of the TIM Group and its companies Sparkle, Telsy, Olivetti and Noovle, which during the six months of the Exhibition will recount, through visual narratives and workshops, their central role in promoting digitisation, innovation and the ability to connect people at a national and international level.

Sparkle, TIM Group's global operator and the first in the world to enable 5G roaming between Europe and the Middle East as early as August 2019, will provide the Italy Pavilion with international connectivity to enable high quality digital services and experiences, including high definition streaming and augmented reality solutions. Olivetti, a historic brand of Italian industry and the Group's Digital Farm for the Internet of Things (IoT), Telsy, a Group company specialised in Cybersecurity, and Noovle, a hub of excellence for the Cloud, Edge computing and Artificial Intelligence, will bring their expertise to the event, promoting talks and debates as part of their participation.

INWIT, the leading Italian Tower Operator, partially owned by the Group, will also be present with an innovative installation at the entrance to the Italy Pavilion. The 'Venezia' Smart Tower, 8.5 metres high and made of eco-sustainable materials covered by a steel sheath, will help publicise the Pavilion's programme via LED displays.

TIM Group's participation in the event will focus on the importance of innovation, sustainability and the spread of digital skills to drive a global and national economic

<https://italyexpo2020.it/>

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recovery, in line with the environmental, social and governance (ESG) commitments set out in the 'Beyond Connectivity' strategic plan.

"We are proud to be taking part in this Universal Exhibition, the theme of which 'Connecting minds, creating the future' perfectly sums up our constant commitment to the creation and spread of technological infrastructure and digital culture, essential conditions for inclusive and sustainable development," commented **Luigi Gubitosi**, TIM's Chief Executive Officer and General Manager. "In addition, our participation will provide an opportunity to raise awareness and appreciation of our technological expertise."

"TIM's participation at Expo 2020 Dubai will allow Italy to show the world the best digital transition expertise", declared **Paolo Glisenti**, General Commissioner for Italy's participation at Expo 2020 Dubai. "We are proud to have had TIM by our side in the preparation of an entirely digitalised Pavilion, interconnected with Italy and the rest of the world, a Pavilion which will talk and listen to all those wishing to participate in the next Universal Exhibition".

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