



# EMPHASIS



**Euro-Mediterranean  
Network Facilitating  
Market Uptake of  
Innovations from  
SMEs**

SCAN ME



**“EMPHASIS Beneficiaries  
presentation  
WP4 - Egypt”  
Nada Elsharkawy**





## EMPHASIS

<b>Name of the Company</b>	<i>Semsemia</i>
<b>Name of the Solution</b>	<i>Semsemia Mobile App</i>
<b>Website</b>	<a href="https://www.facebook.com/SemsemiaTours">https://www.facebook.com/SemsemiaTours</a>
<b>Sector</b>	<i>Culture – Tourism – Cultural &amp; Creative Industries ICT Information &amp; Communication Technologies</i>
<b>Region/Country</b>	<i>Egypt</i>
<b>Targeted Countries</b>	<i>Spain, Italy</i>
<b>Type of partners needed</b>	<i>R&amp;D Service Providers</i>
<b>Partners identified by beneficiary</b>	<i>N/A</i>
<b>Partners identified by PP</b>	<i>Greece: isMood;- Jordan: Bookagri – Spain: DisCoolverWorld – Italy: Software Engineering</i>

Semsemia aims to digitize destinations and promote slow tourism by making accessible technological solutions that would help locals produce content, offer services, and promote their areas, while also improving visitors' experiences at sites through the use of technology such as AR and VR. They will develop a mobile app integrating all important functions such as information, maps, and booking with features such as VR and AR.

# Blue Line



## EMPHASIS

<b>Name of the Company</b>	<i>Blue Line</i>
<b>Name of the Solution</b>	<i>Tourzmart</i>
<b>Website</b>	<a href="http://tourzmart.com">tourzmart.com</a>
<b>Sector</b>	<i>Culture – Tourism – Cultural &amp; Creative Industries</i>
<b>Region/Country</b>	<i>Egypt</i>
<b>Targeted Countries</b>	<i>Spain, Italy, Greece, (Jordan, Lebanon)</i>
<b>Type of partners needed</b>	<i>Market Research and Assessment, R&amp;D Service Providers (Medical Tourism), Complementary partners</i>
<b>Partners identified by beneficiary</b>	<i>N/A</i>
<b>Partners identified by PP</b>	<i>Greece: isMood – Jordan: Bookagri –Spain: DiscoolverWorld</i>

Tourzmart is an online platform that will facilitate operations for small-scale tourism businesses, allowing these businesses to remain and compete in the labor market. BlueLine aims to develop a virtual marketplace that will:

1. Enable transportation pooling among businesses to reduce operating costs
2. Facilitate the booking of one-day trips, activities, and packages for businesses and customers through an online booking service
3. Enable tourism and travel companies to offer, promote and display their products

# General Labs



<b>Name of the Company</b>	<i>General Labs</i>
<b>Name of the Solution</b>	<i>HE - Rental</i>
<b>Website</b>	<a href="http://www.he-rental.com">www.he-rental.com</a>
<b>Sector</b>	Transport & Logistics ICT Information & Communication Technologies
<b>Region/Country</b>	<i>Egypt</i>
<b>Targeted Countries</b>	<i>Greece</i>
<b>Type of partners needed</b>	<i>Customers, Users (shipping and construction companies)</i>
<b>Partners identified by beneficiary</b>	<i>N/A</i>
<b>Partners identified by PP</b>	<i>Lebanon: Pulp – Italy: Teracom</i>

General Labs is a tech lab that aims to bypass existing technologies, tap into available resources to create simple sustainable designs that solve complex challenges, provoke industries' stagnation, and challenge the status quo. HE-Rentals aims to bring heavy machinery and equipment rental from the phonebook to the digital age by creating an online marketplace that connects lessors with renters it in a single step.

# Digital Vision


**EMPHASIS**

<b>Name of the Company</b>	<i>Digital Vision</i>
<b>Name of the Solution</b>	<i>Digital Vision – Waste Management</i>
<b>Website</b>	<u><i>N/A</i></u>
<b>Sector</b>	Environment & Sustainable Development
<b>Region/Country</b>	<i>Egypt</i>
<b>Targeted Countries</b>	<i>Greece, Spain, Italy, (Jordan, Lebanon)</i>
<b>Type of partners needed</b>	<i>Complementary partners, users</i>
<b>Partners identified by beneficiary</b>	<i>N/A</i>
<b>Partners identified by PP</b>	<i>Greece: Recytrust; NoWaste21;- Jordan: Petra GCE, e-RecycleHub, Limonene</i>

Digital Vision aims to develop a mobile application solving the issue of sustainable waste management targeting and benefiting households around the country. The Application will offer various benefits to users including point collection to be used through multiple outlets creating an effective and complete cycle of benefits towards preserving the environment and contributing to a sustainable economy.

# Thank you for your attention!

