

Official Press Release: Italy at Web Summit Qatar 2026

Italy to Debut Official National Presence at Web Summit Qatar 2026, showcasing National Innovation Excellence

[Doha, Qatar – 01/01/2026] – Italy proudly announces its official participation in the third edition of **Web Summit Qatar 2026**, bringing a high-caliber delegation of Italian startups and innovation excellence to one of the world's fastest-growing technology events.

Organized by the **Embassy of Italy in Qatar** with the **Italian Trade Agency (ICE)** office in Doha, Italy's presence will feature a curated selection of high-potential Italian startups. This national effort aims to bridge the Italian innovation spirit with the dynamic Gulf market and forge new international partnerships.

Highlighting Italian Startups

The Italian delegation at Web Summit Qatar 2026 will include innovative companies operating across diverse sectors, such as:

- PlayNook (www.playnook.games)
- AIDA Innovazione (www.aidainnovazione.it)
- Startacrowd (www.startacrowd.com)
- Lookalike (www.lookalikeapp.ai)
- Point Zero (www.point-zero.it)
- CheckSig (www.checksig.com/it/en)
- CityZ (www.cityz.it/en/home-en)
- Prodigy Products (www.itsprodigy.com/en)

Italy: A Rising Startup Hub

This official debut in Doha underscores Italy's rising status as a vibrant startup hub, where deep-rooted creativity, industrial excellence, and technological innovation converge. Italian cities, including **Milan, Rome, Turin and Naples**, are rapidly becoming magnets for talent and investment, particularly in high-growth verticals such as **FinTech, FoodTech, HealthTech, Design, and Sustainability**.

Driven by strategic national initiatives, notably the **Fondo Nazionale Innovazione**, and supported by a robust and expanding network of accelerators, research centres, and international investors, Italy is fast emerging as one of Europe's most dynamic environments for launching and scaling new ventures.

With more than **12,000 innovative startups** registered by the end of 2024 - a figure more than doubled in the past 10 years - Italy's innovation landscape is accelerating, solidifying its position as a key player in the global technology arena.

For further information: fdi.doha@ice.it