

ARSENALIA

#ArsenaliaBlockchainZoo, Europe's blockchain challenge, looks eastwards

A new partnership is born between Arsenalia Group and Blockchain Zoo, a consolidated entity in the world of decentralized systems and blockchain solutions.

Blockchain, Metaverse, NFT, cryptocurrency are the keywords of the new digital revolution, a new set of technologies that Arsenalia has decided to embrace by relying on the experience of the Asian Blockchain Zoo and Roberto Capodiecì, an entrepreneur originally from Venice is based in the Indonesian capital.

On the subject of technological advances, Asia is much more advanced than our country, which means that even the main national and European companies will have to adapt shortly; it is a sign of attention that Arsenalia wants to share with its clients so that they do not lose ground.

Giovanni Marta, a partner of Arsenalia, has no doubts about the potential of the operation: "For Arsenalia, the meeting with Blockchain Zoo means bringing all its experience into our client base and pooling it with our technological DNA for innovation."

Thanks to its contact with technologies that are already rapidly evolving in the Asian continent, Arsenalia aims to respond to the increasingly pressing requests for expertise on the issues of innovation Technology and specifically blockchain, Metaverse, and NFT.

The application areas are many: from the traceability of the production chain on blockchain, already being developed in Italy by some food and fashion industry companies, to the certificates of authenticity on NFT.

And more: from customer loyalty systems to shopping in virtual reality thanks to Metaverse, a virtual world in which to transfer our activities, reproducing them with three-dimensional representations and managing them through avatars.

In this regard, work has already begun on creating an Arsenalia office within the Metaverse, a virtual outpost whose design has been entrusted to a significant architectural firm.

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Blockchain Zoo

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Arsenalia Group

Arsenalia Group is a corporate group operating in the field of strategic and management consulting and in the integration of systems that aggregate companies of excellence, favoring their development and uniqueness. Today there are 12 companies and brands of the group: **Actabase, Alpenite, Altitudo, Amplize, Anda, Anda+, Ccelera, Invent Commerce, Oblics, Reelevate, Vulcano Agency, and Pallino**. The group's international presence is currently centred in Europe, with offices in Austria, France, the United Kingdom, Switzerland, and offices in Italy, Milan, Padua, Rome, Treviso, and Venice, with over 600 professionals working.

Blockchain Zoo

Founded by Roberto Capodiecì in 2017, it is a company that operates in Southeast Asia and specializes in decentralized systems based on blockchain, such as tokenization, NFT, asset management for Metaverse, and online video games. From feasibility analysis consultancy to full implementation of decentralized infrastructures, Blockchain Zoo has an eclectic experience, having created solutions for clients from the world of finance, hotel chains, coffee production chain, and international trade.

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