IMAGINE NEW REALITIES.

CONNECT YOUR BUSINESS TO DECISION-MAKERS.

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Organised by:
DUBAI WORLD TRADE CENTRE
Why Get Involved

GITEX Technology Week 2016:

49% of senior business executives at GITEX bring live RFPs

82% of them successfully sourced a vendor

89% of 2015 sponsors agreed the benefits outweighed the cost

146,000+ trade visitors from 144 countries came to GITEX

68% of exhibitors use GITEX as their first point of entry into the market

22,000 CXOs attended from leading F500 companies

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GITEX Technology Week 2015

Flashback.

GITEX 2015 launched new sectors including Drones, Robotics, 3D Printing & live demonstration areas that showcased state of the art solutions.

TOTAL BUYING BUDGET AT GITEX
WAS AED 240,000,000

GITEX Conferences

GITEX Conferences and knowledge sharing sessions welcomed OVER 1,500+ DELEGATES AND FEATURED WORLD-CLASS SPEAKERS from Ministerial representations to C-level Executives from 35 countries.

C-Suite Networking

3,000 C-SUITE executives and senior government officials from over 15 COUNTRIES came to Gitex in 2015 to network with technology companies.

GITEX PR Campaign

GITEX PR campaign generated advertising value of OVER USD 19 MILLION

Top Buyers

4,000+ TOP BUYER MEETINGS delivered to exhibitors and sponsors

CIO Breakfast Briefing

50+ OF THE TOP CXOS engaged in 3 strategic discussions on IoT, Security and Digital Marketing.

GITEX is growing from strength to strength each year. We find that the profile of visitors is also improving each year, and this year has proven to be one of our most successful editions yet. We have used GITEX as a platform to engage and finalise contracts with public sector as well as private enterprises, and have had some extremely thought-provoking and illuminating conversations around the challenges that organisations face. Platforms such as GITEX enable us to go back to the innovation labs with real-world challenges, and devise the best solutions for our market and customer needs. We are committed to remaining a part of GITEX in future, and will definitely be an active part of GITEX 2016.

Mohammed Areff,
Vice President, MEA & Turkey, Avaya
Dubai - shaping big Technological Transformations.

In 2014, H.H. Sheikh Mohammad bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, had launched a strategy to help Dubai to become the happiest and smartest city in the world.

Fast forward to 2016, with developments such as Dubai Design District (D3), smart electricity, transport and the region’s first smart theme park, it is evident that Dubai is well underway to become the world’s most innovative city and the vision is not far from reality.

As the wider Middle East region moves to a cashless society, GITEX Technology Week provided us with an unparalleled opportunity to launch our innovative m-commerce platform.

Abdulrazaq Salah, Chief Operation Officer, Triple

ICT spending in the region to hit $260 BILLION in 2016

UAE ranks first among 14 MENA COUNTRIES in ICT readiness and economic growth

93% OF INTERNET USERS across Middle East and Africa go online via mobile phone
DigiRobotics marked a successful debut at GITEX Technology Week, as we launched our CafeBot high-tech restaurant and TaxiBot driverless taxi. We are committed to supporting the region’s digital transformation through advanced robotics, and saw strong demand from a wide range of sectors. In particular, we networked with key government officials in how robotics can be used in the Middle East’s Smart Cities, especially in Dubai.

Svitlana Voznyuk, Marketing Manager, DigiRobotics Technologies
WEARABLE AND SMART FABRIC TECH

The wearable industry is predicted to reach $9 BILLION by 2018, and now is the time to showcase your game-changing technology to the market.

INTELLIGENT CITIES

The world and its cities are changing. The need to create innovative, intelligent cities by mobilising human connection with artificial interface is becoming vital to deliver true value to citizens. Demonstrate your solutions that will elevate human connections in the city of the future within four dedicated experience zones:

iEducation | iTransport | iUtility | iHealth
STARTUPS

With **AED 300 BILLION** being pumped into drive innovation, the UAE is well underway to set a benchmark for startup transformation. Startups segment will set the stage for startup techies to battle it out for the coveted cash prize of **$1 MILLION**.

CONNECTED CARS

With automakers and Silicon Valley technology companies rolling out their strategies for the autonomous car, now is the perfect opportunity to stay ahead of competition & showcase the strength of your autonomous vehicle technology.

AD TECH

Mobile ad spend has been set to top **$100 BILLION** in 2016 as companies shift majority of their marketing budget towards digital. Showcase your latest solutions and take advantage of the future of marketing and advertising sectors.

SOME OF THE EXISTING BUT CRITICAL SECTORS THAT CONTINUE TO GROW EXPONENTIALLY AT GITEX INCLUDE

CLOUD COMPUTING

Cloud infrastructure and platforms will grow at **30% CAGR** until 2018, with global SaaS revenues forecasted to reach **$10 BILLION** in 2016. Get involved and meet with over 7,000 serious buyers from across key industry sectors.

MOBILITY

The global enterprise mobility market will be worth **$7670.4 MILLION** by 2016, and at GITEX, the region’s decision makers will be seeking mobile solutions – make sure your business is not left behind.

3D PRINTING

With an estimated **59% CAGR** by 2017 globally, 3D printing will revolutionize industries such as manufacturing, healthcare, architecture, aerospace, education and more. Learn how GITEX can bring you closer to thousands of serious buyers from these industries.

ROBOTICS

Robotics is reshaping and disrupting industries from healthcare, aviation, energy to finance. Make sure you reserve your space in the region’s largest robotics display.

DRONES

MENA CxOs are quickly embracing drone technology with the Drone and UAV industry ready to reach a whopping **$4.5 BILLION** by 2023. Is your business ready to meet with these serious buyers?

SECURITY

In the wake of advances in IoT, cloud and mobility, security remains a prime concern with the cost of cybercrime in the ME region alone is believed to be in the excess of **$1 BILLION**. Demonstrate how your solutions can help organisation strengthen their IT security.
The National Innovation Strategy, as set by the UAE authorities, is designed to accelerate the rate of innovation to move towards a sustainable knowledge-based economy, which will focus on attracting new talents and innovation-based businesses inside the country, in addition to strengthening its existing local capabilities for producing knowledge.

Startups, the latest segment to GITEX Technology Week, will further support the government's strategy by providing an unrivaled opportunity for innovators and early entrepreneurs from around the world to showcase their game-changing solutions to regional VCs and angel investors.

What's more, an exciting competition amongst the best startups will take place with a lucrative cash prize of **USD 1 million** up for grabs!
2016 **New Floor Experience.**
Making Connections that Matter.

CIO Connect

Develop and strengthen your business ties with over 50 highly sought-after CIOs from key industry sectors including health, retail, education, finance, oil and gas among others.

70+ strategic meetings conducted with CIOs from BP, Coca-Cola, Aramex, GEMS Education, ADCB and more.

Country Connect

Touted as the most successful feature from last year, Country Connect provides unmatched opportunities to meet with ministerial delegations from over 15 countries.

Over 100+ ministerial meetings successfully conducted with governments from Kenya, Nigeria, KSA, Iran, Jordan, Pakistan and Estonia among others.
Connexions Elite Lounge

Showcase your brand where business happens. Expect over 1,400 fixed meetings with the most sought-after buyers from across the region.

Connexions Lounge attracts top CXOs and decision makers from all sectors.

Majlis Lounge

Majlis Lounge attracts over 20,000 CXOs and decision-makers from all industry sectors.

Expect Over 4,000 high-end meetings at this high-octane area.

“GITEX Technology Week 2015 was our most successful edition to date - helping us develop new business leads and exchange best practices.”

Hannes Liebe, Chief Operations Officer, SAP MENA
Unrivaled Knowledge Exchange. Revolutionizing Content.

IGNITE
Establish your message and be visible to the market’s leaders and key decision-makers of leading technology industries such as IoT, smart cities, innovations and more.

STUDENT LAB
Influence the future generations at the high-impact Student Lab competition that provides students a platform for bringing their projects from labs to mainstream.

TECH TALKS
A dedicated theatre designed to give attendees the knowledge they need on the hottest trends and technologies.
CXO BREAKFAST BRIEFINGS
Invite-only sessions for CXOs where strategic challenges and gaps will be addressed. Sponsor these closed-door sessions to truly demonstrate your company’s capabilities.

TECHVERTICALS
Get noticed by decision-makers at sector-specific conferences for the oil & gas, banking, education, healthcare & retail industries.

CSI LAB
Participants from all over the world will group together to tackle complex problems and discover innovative opportunities as a result.
What the Industry has to say.

“Our endeavour at GITEX is as always, to take existing relationships further and to start new ones. And as always, GITEX has managed to overachieve on all counts.”

Farid Al-Sabbagh, VP and MD, Fujitsu Middle East

“GITEX was a major success underlining Intel’s commitment to the region’s digital transformation. With our partners, we showcased leading innovations, from Smart Cities to Connected Sports, met with key customers and identified new opportunities.”

Taha Khalifa, Director, Intel MENA

“GITEX Technology Week is a superlative platform for the information and communications technology industry to get together in an environment where collaboration and knowledge sharing inspires innovation to thrive.”

Maryam Al Balooshi, PR Lead (Corporate) - Commercial, du

Ovanes Mikhailov, Managing Director, Middle East, Kaspersky

Mohammed Areff, Vice President - Middle East, Africa & Turkey, Avaya

Santosh Varghese, General Manager, Middle East & Africa, Toshiba
Current and **2015 Sponsors** Included

95% OF 2015 SPONSORS WILL RETURN IN 2016
make sure you don’t miss out!

Whatever your business objectives happen to be for 2016, we will come up with a bespoke solution to help you achieve and exceed them.

36TH **GITEX TECHNOLOGY WEEK**

16 – 20 OCT 2016
DUBAI WORLD TRADE CENTRE

BE PART OF THE **NEW REALITIES AT GITEX 2016**

4,200 exhibitors  
146,000 visitors  
22,000 C-level executives  
from 144 countries

Contact the GITEX sales team today on +971 4 308 6037/6566/6250 | gitexsales@dwtc.com | www.gitex.com