

THE ONLY GLOBAL TECH & STARTUP EVENT IN 2020, LIVE



AFTER A YEAR OF MISSED OPPORTUNITIES
GITEX PRESENTS

5 EXTRAORDINARY DAYS
TO POWER THE FUTURE
OF YOUR BUSINESS



File Photo GITEX 2019



FEEL THE
PEOPLE
POWER



LET'S DO
BUSINESS
AGAIN,
SAFELY



SAFETY ASSURED BY



YOUR HEALTH & SAFETY IS OUR TOP PRIORITY

We are committed to providing you with a safe environment to do business, in accordance with all the health & safety guidelines set out by the local authorities. The event will be delivered with strict standards of health & safety precautionary measures including temperature screening, social distancing, contactless transactions & hygiene protocols at all times.

- Dubai was voted the safest city in the world to attend an exhibition*
- DWTC venue is certified with the prestigious Bureau Veritas SafeGuard Label
- In our most recent exhibition (World Art Dubai), 96% of attendees considered the event safe and very safe, to conduct business

Click here to view the safety measures video



Due to new health and safety protocol, registration/tickets are only sold online and there will be no registration/onsite ticket sales. [<REGISTER NOW>](#)



Strictly print@home badges protocol implemented. Don't forget to print and bring it with you. Strictly no issuances of badges onsite



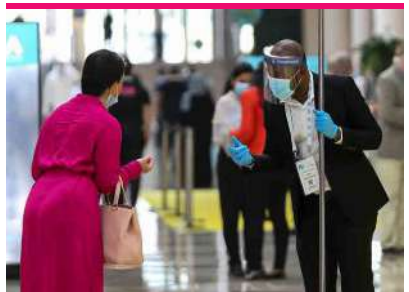
Wearing of masks is mandatory. A penalty of AED 3000 fine applicable for non-compliance



Badges are non-transferable and badge-holders are required to show valid identification. Penalty of AED 3000 and denied entry applicable to violators.



Contactless temperature screening at designated entry points



Keep a 2 metres social distance at all times



Individually sanitized and packed badge holders and lanyards distributed at multiple locations



Conference chairs are protected with an antimicrobial shield and are sanitized regularly



Sanitisers readily available at multiple locations



Disinfection protocols are adhered to in all public areas, F&B outlets and restrooms



Real time monitoring of crowd density and venue capacity



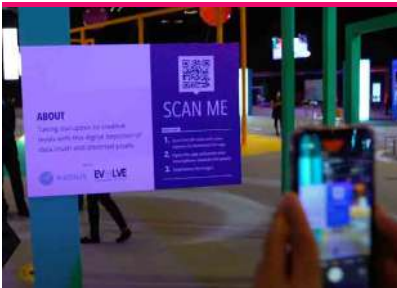
Aisles shall be a minimum of 2.5 metres width one way and 4 metres for 2-way traffic



Conference chairs are set 2 metres apart from each other at the conference



Air change rate in the halls is 8 times per hour. Air extraction in the halls is pre-scheduled and all hall shutter doors will be kept open both before and after the event to assist with air circulation



Contactless transactions are encouraged



Avoid shaking hands and exchanging business cards



Prayer rooms are open and follow federal guidelines



Exhibition halls shall close at 10pm for daily sterilisation and sanitisation



Download mobile app to access the full event programme and network with attendees.



Isolation rooms are set up at the venue for suspected cases and managed with Dubai Health Authority (DHA), located at Sharjah A meeting room above Hall 5



Exhibition stand maximum capacity and the minimum 2m social distancing guideline to be respected at all times



Trained safety warders to monitor social distancing & wearing of masks throughout the event



PCR Testing Clinic managed by Dubai Health Authority available onsite, located at Sharjah D meeting room (above Hall 5)



Life Pharmacy open throughout the show period. Location concourse 2 (between hall 6 & 7)



Buffet permitted if served by waiting staff. Individually packaged food and beverage items available

Safe, Smart & Seamless Experience



IMPORTANT NOTICE

If you have a fever, cough, shortness of breath, feeling unwell or suspect to have symptoms of COVID-19, please seek medical attention and do not attend the event. Temperature checks are required prior to entry.

For any queries on health and safety measures please contact Irene Hayes on Irene.Hayes@dwtc.com

END THE YEAR ON A HIGH WITH
**THE MOST SENSATIONAL TECH
 & NETWORKING EXPERIENCE**
 LIVE, IN-PERSON

Big tech, big trends

Latest breakthroughs in 5G, AI & Analytics, Future Mobility, Digital Economies, Cybersecurity, Fintech, Cloud & Edge & more



Meet global tech enterprises



60+ countries wow you with their nation-inspired innovations



Biggest government showcase of innovations and ambitions

Seek out your next big project and government partnership with Abu Dhabi, Ajman, Dubai, Fujairah and Saudi Arabia governments



Incredible line-up of the tech's next big things 200+ startups from



Feel the passion, experience the vision of the world's biggest tech architects

170+ experts presenting LIVE, on-stage:


280+
hours of
powerful
immersive
content



Pablos Holman
Hacker, Inventor and Entrepreneur (USA)
From building spaceships for Jeff Bezos to creating
the world's smallest PC - a prolific & creative inventor



Eric Aquaronne
Worldwide Systems Strategy, IBM (France)
Pioneering the **world's first fully autonomous ship**
powered by AI, Cloud & Edge



Nolan Bushnell
Founder, ATARI (USA)
Founding father of the video game industry

And the strangest encounter where tech & creativity collide



John Cleese
Actor, Comedian, Screenwriter & Producer (UK)
Arguably the **most influential comedian alive** - has
repeatedly reinvented the genre and bridged generations
from Monty Python, Fawlty Towers to A Fish Called Wanda

5

6

UAE-Israel Future Digital Economy Summit

GITEX welcomes the UAE's first
and **biggest tech & business**
delegation from Israel



7

Be part of the continent's fast unfolding digital revolution at **AFRICA INVESTMENT FORUM**

The only show hosting key
ministers, innovation leaders
and investors from Africa



8

Let's game on for **#GITEX40th**

Punch, knock, dance, spin
with tech-powered 40th
anniversary celebrations



5 MAJOR TECH SHOWS

17 HALLS OF EXPLORATION



First-ever platform for MarTech game-changers



Groundbreaking Blockchain festival



Startups and next-gen innovators



VISITORS ENJOY FREE PARKING

GISEC
Region's foremost cybersecurity show

- | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CONFERENCE | FREE TO ATTEND CONFERENCES | NETWORK LOUNGES |
| <ul style="list-style-type: none"> 1 GISEC STAGE 3 TRAINING ACADEMY 4 TRAINING ACADEMY 8 UAE-ISRAEL SUMMIT | <ul style="list-style-type: none"> 9 YELLOW STAGE 10 BLUE STAGE 11 PINK STAGE 15 10X STAGE | <ul style="list-style-type: none"> 2 XLABS 5 TECHTALKS - ARENA 6 TECHTALKS - HALL 4 7 TECHTALKS - HALL 6 12 ORANGE STAGE 13 GREEN STAGE 14 RED STAGE 16 INVESTORS LOUNGE 17 CONNEXIONS LOUNGE 18 MAJLIS LOUNGE |

LET'S DO BUSINESS AGAIN

60+ COUNTRIES ON SHOW

BIG TECH, BIG CONVERSATIONS

AVAYA

DELL
Technologies

DMCC

EPSON
EXCEED YOUR VISION

esri



Honeywell



iWire
Connect

kaspersky

kt

Lenovo

Microsoft

NetApp

NOKIA



Paycoin

Qualys

Recorded Future

SPIRE



شهادة
SHAHADA



Red Hat



TREND
MICRO

THE NEXT ONES TO WATCH,
MEET THEM FIRST AT GITEX



#Immersive
UAE



#GamingComputer
France



eset
ENJOY SAFER
TECHNOLOGY
#Cybersecurity
Czechoslovakia



eTOP SOLUTION
#PrintingSolution
UAE



#DigitalTransformation
UAE



#PrintingSolution
UAE



#MobileSolution
Saudi Arabia



#Cybersecurity
Germany



File Photo: GITEX 2019

RECONNECT WITH THE BIGGEST GOVERNMENT SHOWCASE OF INNOVATIONS, ACHIEVEMENTS AND PUBLIC-PRIVATE SECTOR PARTNERSHIPS



دبي الذكية
SMART DUBAI

features

Department of Finance • Dubai Chamber • Dubai Civil Defense • Dubai Corporation for Ambulance Services • Dubai Customs • Dubai Economy • Dubai Electricity Water Authority • Dubai Government Human Resources Department • Dubai Health Authority • Dubai Municipality • Dubai Land Department • Dubai Police GHQ • Dubai Public Prosecution • Dubai Silicon Oasis Authority • Dubai Statistics Center • Dubai Tourism • Expo 2020 • General Directorate of Residency & Foreigners Affairs • Injazat Data Systems • International Humanitarian City • Islamic Affairs & Charitable Activities Department • Mohammed bin Rashid Al Maktoum Knowledge Foundation • Mohammed Bin Rashid Housing Establishment • Mohammed bin Rashid School of Government • Nedda • Roads & Transport Authority - RTA • Security Industry Regulatory Agency • Tejari



دولة أبوظبي
GOVERNMENT OF ABU DHABI

features

Abu Dhabi Agriculture and Food Safety Authority • Abu Dhabi Council for Economic Development • Abu Dhabi Early Childhood Authority • Abu Dhabi Global Market • Abu Dhabi Housing Authority • Abu Dhabi Judicial Department • Abu Dhabi Police • Abu Dhabi Public Health Center • Abu Dhabi Quality and Conformity Council • Abu Dhabi School of Government • Abu Dhabi Social Support Authority • Department of Culture and Tourism • Department of Economic Development • Department of Education and knowledge • Department of Energy • Department of Government Support • Department of Health • Department of Municipalities and Transport • Human Resource Authority • Khalifa University • Social Care and Minors Affairs Foundation • Zayed Higher Organization



GOVERNMENT OF
UNITED ARAB EMIRATES

UAE Ministries and Federal Authorities



دائرة الصحة
DEPARTMENT OF HEALTH



جمارك دبي
DUBAI CUSTOMS



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



بلدية دبي
DUBAI MUNICIPALITY



شرطة دبي
DUBAI POLICE



نداء
Nedaa



الهيئة العامة للطرق والنقل
ROADS & TRANSPORT AUTHORITY



هيئة تنظيم الاتصالات
TELECOMMUNICATIONS REGULATORY AUTHORITY



حكومة الفجيرة الإلكترونية
FUJAIRAH E-GOVERNMENT

features

Fujairah Adventures • Fujairah Finance • Fujairah Foundation for Region's Development • Fujairah Free Zone • Fujairah Human Resources • Fujairah Municipality • Fujairah Natural Resource Corporation • Fujairah Statistics Centre • Fujairah Tourism



دائرة عجمان الرقمية
Department of Digital Ajman

features

Ajman Department of Finance • Ajman Department of Ports & Customs • Ajman Economic Department • Ajman Free Zone • Ajman Media City & Free Zone • Ajman Municipality & Planning Department • Ajman Police • Ajman Public Transport Corporation • Ajman Tourism Development Department



Ministry of Interior
Kingdom of Saudi Arabia

CLICK FOR THE EXHIBITOR LIST

LET'S DEEP DIVE WITH THE INDUSTRY'S MOST INFLUENTIAL GLOBAL COMPANIES

5G

ON THE SHOW FLOOR:

Abu Dhabi Digital Authority (ADDA)

- Avaya • China Mobile • Du • Etisalat
- Huawei • Korea Telecom • Nokia
- Rohde & Schwarz • Smart Dubai

ONSTAGE:

Etisalat • Huawei • NEOM • Nokia • Uber

CYBERSECURITY

ON THE SHOW FLOOR:

Dubai Electronic Security Centre • EMT • Etisalat • Kaspersky • Spire Solutions • Trend Micro • VMRay
Recorded Future Demonstrating the latest ransomware, malware, and endpoint security solutions

ONSTAGE:

Dubai Electronic Security Centre • Etisalat Digital Security • Saudi Aramco • UAE Supreme Council for National Security



[CLICK TO EXPLORE THE TECH](#)

AI AND CLOUD & EDGE

ON THE SHOW FLOOR:

Dell Technologies • DigiSense
• ESRI • GIS International •
Honeywell • Huawei • INTDV
• Juniper Networks • Lenovo •
Microsoft • Ministry of Interior
KSA • Red Hat • Smart Dubai
• Software AG • UAE Federal
Authorities

ON STAGE:

HSBC • IBM • Smart Dubai

FUTURE MOBILITY

ON THE SHOW FLOOR:

Fleet Management Solution
• FMS Tech • Infobip • Trackimo

ON STAGE:

Einride • Sensible4 • Starsky
Robotics • XOS Trucks

LET'S MAKE NEW FRIENDS

Be part of this historic moment
when UAE and Israel co-create
future digital economies



INAUGURAL UAE-ISRAEL FUTURE DIGITAL ECONOMY SUMMIT 7 DECEMBER

HALL NO. 8

WELCOMING ISRAEL'S FIRST AND BIGGEST TECH + BUSINESS DELEGATION AT GITEX 2020

Following the momentous bilateral trade development agreement, Dubai World Trade Centre (DWTC) and the Israel Export & International Cooperation Institute (IEI), jointly present the inaugural **"UAE-ISRAEL FUTURE DIGITAL ECONOMY SUMMIT"** on the 40th anniversary of GITEX.

A rare, unmissable opportunity to hear from the ministers, policymakers, tech and business leaders of both nations, sharing the joint vision and ambitions.

Summit Jointly Presented By



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE



ISRAEL EXPORT INSTITUTE

[CLICK FOR AGENDA AND SUMMIT REGISTRATION](#)

Limited seats only

HEAR THE FUTURE FIRST, FROM LEADERS OF THE WORLD'S TWO MOST PROGRESSIVE NATIONS

FROM UAE



H.E. Reem Ebrahim Al Hashimy
UAE Minister of State for International Cooperation and Director General, Expo 2020 Dubai



H.E. Omar Sultan Al Olama
UAE Minister of State for AI, Digital Economy and Remote Work Applications



H.E. Mariam bint Mohammed Saeed Hareb Al Mheiri
UAE Minister of State for Food and Water Security



H.E. Sultan Ahmed Bin Sulayem
Group Chairman & CEO of DP World and Chairman of Ports, Customs & Free Zone Corporation



H.E. Dr. Mohamed Al-Kuwaiti
Head of Cyber Security, UAE Government



H.E. Khalfan Belhoul
CEO, Dubai Future Foundation



Arif Amiri
CEO, Dubai International Financial Centre Authority



H.E. Mohamed Alabbar
Founder, Emaar Properties & Founder, Noon.com



Mr. Ahmed Bahrozeyan
CEO Public Transport Agency, Dubai Roads and Transport Authority



Dr. Manal Taryam
CEO of Primary Health Care Sector, Dubai Health Authority



Ahmad Julfar
Board Member & Managing Director, du



Hatem Dowidar
Acting CEO, Etisalat Group & CEO, Etisalat International



Sherif Beshara
Group CEO, Mohamed and Obaid Al Mulla Group of Cos, American Hospital

FROM ISRAEL



Adiv Baruch
Chairman Israel Export Institute



Yigal Unna
Director General, Israel National Cyber Directorate (INCD)



Dr. Anat Lea Bonshtien
Chairperson & Director, Fuel Choices and Smart Mobility Initiative of Israel National Program for smart mobility



Dov Kotler
President & CEO, Bank Hapoalim



Prof. Zeev Rotstein
Director General, Hadassah Medical Organization



Mr. Assaf Barnea
CEO, Sanara Ventures, Chairperson, Life Science Advisory Board at The Israel Export Institute



Prof. David Gershon
Head of Fintech Research Center of Hebrew University and former CEO of SuperDerivatives



Ms. Michal Geva
Co-founder and Managing Partner, Triventures



Dr. Nimrod Kozlovski
Partner, Head of Tech & Regulation, HFN & Herzog Strategic, Adjunct Prof, Cyber Studies, Tel-Aviv University



Ms. Orly Glick
Partner, Vintage Investment Partners



Ran Guron
CEO, Pelephone



Tal Granot
CEO, HOT Group



INAUGURAL ISRAEL INNOVATION DISCOVERY DAY

8 DECEMBER

SHEIKH RASHID HALL



The Israel Innovation Discovery Day @ GITEX Future Stars is your rare opportunity to get introduced to Israel's startup ecosystem, forge new business collaborations and network with the first and largest business, tech and investor delegation flying in from Israel to Dubai.

High-impact discussions revolving around:

- How innovation and entrepreneurship act as a leverage to the economy and society
- Discover the full landscape of Israeli tech investment
- What's the state of innovation and venture capital in the UAE?
- Learn to identify the hottest equity themes in a post-pandemic world
- What are the steps to building an effective startup ecosystem for a sustainable future?
- Let's rediscover a new normal: The role of social impact investment
- Unlearn, and refurbish alternative strategies for a digital post-pandemic world

ENGAGE WITH THE STARTUP ECOSYSTEM LEADERS OF TWO NATIONS



Ezi Rapaport
CEO, Empower Africa
Israel



Hanan Brand
Managing Partner, Cornerstone
Venture Partners & Chairman,
Made in Jerusalem
Israel



Hans Henrik Christensen
Vice President, DTEC
UAE



Itzik Frid
CEO & Managing
Partner, Takwin Labs
Israel



Kevin Baxpehler
Managing Partner,
Remagine Ventures
Israel



Kfir Kachlon
Managing Partner,
And-Ventures
Israel



Maha Al Mezaina
Head of Area2071,
Dubai Future Foundation
UAE



Noa Gastfreund
Managing Director,
Hybrid
Israel



Noga Kap
Managing Partner,
i3 Equity Partners
Israel



Omar Hassan
Founder - Global Growth
Hub & Managing Partner,
MENA Technology Fund
UK



Omri Toppol
Partner,
North First Ventures
Israel



Orit Alperovitz
Co-Founder & CEO,
NEOME - The Women
Investor Club
Israel



Roy Geva Glasberg
Founder & Managing
Partner, And-Ventures
Israel



Sabah Al-Binali
Head of Gulf Region,
OurCrowd
UAE



Sir Ronald Cohen
Chairman - Global Steering Group for
Impact Investment & The Portland Trust,
Co-Founder, Social Finance UK, USA
and Israel and Co-Founder, Bridges Fund
Management (Israel)

ISRAEL'S BIGGEST INVESTOR DELEGATION COMING TO INTERACT WITH GITEX FUTURE STARS STARTUPS

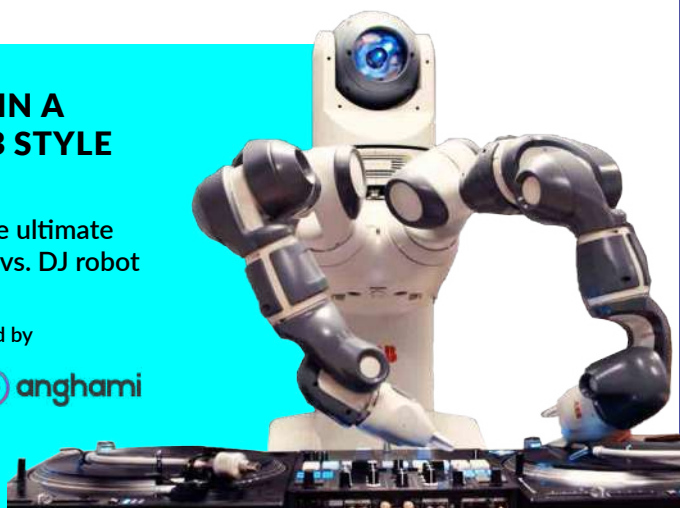


[CLICK FOR FULL AGENDA](#)

EVER BEEN IN A FIGHT-CLUB STYLE DJ BATTLE?

Get ready for the ultimate battle of human vs. DJ robot

Powered by



LET'S GAME ON

#GITEX40TH

READY TO LAND THAT KNOCKOUT PUNCH?

AI martial arts equipment is waiting for you



ARE YOU DOWN TO BOOGIE LIKE NEVER BEFORE?

Discotron is the new dance and gesture-control tech, new-gen will love it



READY TO ACE THE 'TRON' STYLE TENNIS?

A super funky game
of padel tennis with
electronic lights,
inspired by the cult
classic 'Tron'



PROUD TO BE 40

Join the immersive festival to
celebrate 40 years of GITEX

The Plaza

WHO SAID CREATIVITY SOLELY COMES FROM THE HUMAN SOUL?

3 incredibly artistic robots
create multiple portraits



CHECK OUT ALL THE EXPERIENCES

LET'S FEEL THE PASSION AND VISION OF GLOBAL TECH ARCHITECTS

LIVE, IN-PERSON

JOIN THE BIGGEST CONVERSATIONS WITH 250+ SPEAKERS ACROSS AN IMPACTFUL AGENDA



ARTIFICIAL INTELLIGENCE



UAE & regional governments announce action plan on AI, Digital Economy. Hear how the countries race to become the world's major AI hubs.

- Ethical governance of AI
- Tackling AI bias
- AI for Arabic content creation
- AI deployment in key sectors: Finance, Education, Healthcare



Dr. Seth Dobrin
Chief Data Officer
IBM Cloud & Cognitive
Software, VP & Chief Data
Officer, IBM Analytics
USA



Dr. Juergen Rahmel
Chief Digital Officer,
AI & ML Advisor
Germany



Majid AlShehry
GM for Enterprise
Architecture, National
Information Centre
& Strategic Advisor
KSA



**H.E. Younus
Al Nasser**
Assistant Director
General & CEO
UAE

SMART CITIES & 5G



5G networks will cover 40% of the world by 2024. Hear the groundbreaking projects & use-cases going live now.

- AI, IoT & citizen engagement
- Smart city infrastructure & 5G
- City surveillance & bigtech regulation
- Integrated city transport

Source: Ericsson Mobility Report



Eric Aquaronne

Worldwide
Systems Strategy, IBM
France



Catarina Selada

Head of City Lab
CEIIA
Portugal



Charity Wanjiku

Co-founder & COO
Strauss Energy Ltd
Kenya



Mansoor Hanif

Executive Director Engineering
Technology & Digital, NEOM
Saudi Arabia

STARTUPS



Startup economy is valued at nearly \$3 trillion. No greater time than now, the urgency fiercer, to protect this ecosystem.

- Government policy and support
- VC investment, bully investors & scale-up ceilings
- Rebound, recovery & pivoting to survive
- Founders, not CEOs



John Cleese

Actor, Comedian,
Screenwriter & Producer
UK



Pablos Holman

Futurist, Hacker
& Entrepreneur
USA



Hans Tung

Managing Partner,
GGV Capital
US



Jeff Maggioncalda

CEO,
Coursera
US

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F I N T E C H



3.6 billion people will be using online & mobile banking in next 4 years. How will your business' payment model evolve?

- o AI & Open Banking
- o Paytech, Regtech, Insurtech, Lendtech, Wealthtech
- o Financial Inclusion
- o Islamic Finance

Source: Fortunny



Vilius Šapoka
Minister of Finance,
Lithuania



Brett King
Founder & Executive
Chairman, Moven
USA



Ziyaad Ahmed
Co-Founder
& COO, Spotii
UAE



Tony Sun
Deputy Director –Blockchain
Team, Ant Group
China

H E A L T H C A R E



Medical sector will deploy 20 billion IoT devices by end of 2020. Digital preparedness of healthcare systems is vital.

- o AI & drug discoveries
- o Quantum AI & personalized medicine
- o Gene editing & Human 2.0
- o Big tech & exposure tracing
- o Boosting telehealth with 5G

Source: Frost & Sullivan



Christopher P. Boone
Vice President, Global Head of
Health Economics & Outcomes
Research, Abbvie, USA



Dr. Suraj Kapa
Director, Augmented and Virtual
Reality Innovations Group,
Department of Cardiovascular
Medicine, Mayo Clinic, USA



Dr. Vin Gupta
Principal Scientist
Amazon Care
USA



**Dr. Vèna Arielle
Ahoansou**
Founder,
Kea Medicals, Benin
West Africa

EDUCATION



1.3+ billion students impacted during school lockdowns. Ed-tech now facing unprecedented demand, how can we cope?

- AR, VR and AI; putting the learner in charge
- Future of education & work
- Rethinking education and jobs - re-skilling during the pandemic



Haifa Al Kaylani

The Arab International Women's Forum; Fellow, Harvard Advanced Leadership Initiative; Board Member, Women's Leadership Board - Women and Public Policy Program, Harvard Kennedy School
UK



Prof. Dr. Regiane Relva Romano

Special Adviser, Ministry of Science, Technology, Innovation and Communication
Brazil



Nadim Abdulrhim

Global Government Industry Scientist
Enterprise Business Group, Huawei Technologies Co., Ltd
UAE



Hon. Michael Onyango

Senior Advisor - Transformative Technology To Cabinet Secretary, Member (Blockchain) & Artificial Intelligence, Taskforce Ministry of ICT
Kenya

ENERGY



Smart thermostats & AI help reduce energy consumption by 10%. How will tech influence our future energy reserves?

- Adopting new technologies in Oil and Gas (AI & Blockchain)
- Renewables
- Protecting the energy supply chain
- Energy storage & microgrids

Source: IEA Research



Pablos Holman

Hacker, Inventor and Entrepreneur
USA



Aya Darwish

Senior Specialist
Oil and Gas Data Analytics, ADNOC
UAE



Abed Benaichouche

CTO,
Group 42 -Energy
UAE



Arash Aazami

Faculty -
EnergySingularity
University
USA

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FUTURE MOBILITY



90+ million autonomous cars & light trucks on road worldwide by 2023. What new directions are there to explore?

- Autonomous vehicles
- Driverless delivery
- E-mobility
- Mobility as a Service (MaaS)



Dezso Molnar
Aeronautics Engineer,
Pilot and Founder, Flying
Car Racing League
USA



Naem Altaf
IBM - Distinguished
Engineer, CTO
Space Tech, IBM
USA



Marco Tempest
Cyber Illusionist
He is the speaker that
has been invited back to
most times to the main
TED conference and his
talks have been viewed
millions of times.



Nolan Bushnell
Founder of ATARI
Founding father of the
video game industry
creating the first successful
video game console and
games including Pong and
Space Invaders

MARKETING MANIA



Now mobile ads take up 51% of big brand marketing budgets. What new tech will break the marketing mould?

- Reinventing Brands to Cultivate Changed Consumerism
- Marketing leadership: Where the next CMOs will come from?
- Actionable Marketing Intelligence
- Digital Champions of Customer Experience

Source: Blue Corona



Magnus Djaba
Global President, Saatchi
& Saatchi; CEO, Saatchi
& Saatchi UK; Premier
League Equality Panel
UK



Erica Kerner
SVP, Head of Marketing Strategy
& Partnerships, Commercial, ONE
Championship; Board Chairman,
Singapore & South East Asia, The
Marketing Society, Singapore



Claudia Navarro
Marketing Director
MENA, Coca Cola
UAE



Mark Evans
MD - Marketing & Digital,
Direct Line Group
UK

FUTURE BLOCKCHAIN SUMMIT - GOVERNMENT



Adopting Blockchain will save UAE government \$3 billion in transactions. How are global governments jumping on the Blockchain movement?

- International Blockchain project landscape
- Building smart cities
- Mitigating pitfalls and security risks
- Government regulations & policies governing Blockchain

Source: Centre for the Fourth Industrial Revolution, Dubai Future Foundation, and World Economic Forum



Yael Tamar
CMO and Partner,
SolidBlock



Marta Piekarska-Geater
Director of Ecosystem,
Hyperledger



H.E. Younus Al Nasser
CEO - Dubai Data
Establishment & Assistant
Director General, Smart Dubai
UAE



Rahul Vijay
Head of Global Connectivity,
Technology Supply Chain &
Operations, Uber
USA

G I S E C



Cybercrimes cost the world \$6 trillion a year. What new tools will empower you against the hackers?

- AI's role in combatting Cyber threats
- Analyzing implications and vulnerabilities created by 5G
- Convergence of Cyber and Physical Security for Enterprise and Infrastructure Assets

Source: Cybersecurity Ventures



H.E. Dr. Mohamed Al-Kuwaiti
Head of cyber Security,
United Arab Emirates
Government



Bryan Seely
World Famous
Hacker, Author
& US Marine



Jelena Matone
CISO, European
Investment Bank



Dee Deu
CISO,
Xoserve
UK

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LET'S CONNECT WITH THE NEXT-GEN INNOVATORS

REIMAGINING A NEW WORLD



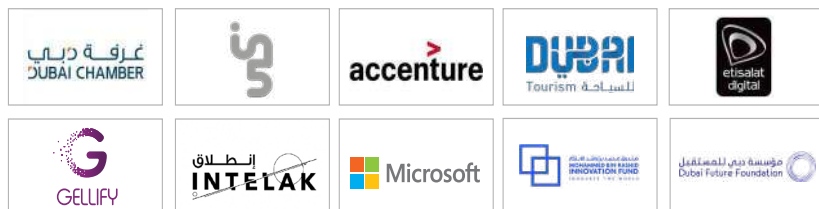
THE NEXT BIG THINGS ACROSS

- AI
- Fintech
- Healthcare
- Software
- Smart Cities
- E-commerce
- Tourism & Hospitality
- IoT
- Immersive Tech
- Mobility

STARTUP INNOVATIONS FROM 40+ COUNTRIES



SCALING UP WITH LEADING ACCELERATORS





GITEX FUTURE STARS



EXPERIENCE SOME OF THE MOST DISRUPTIVE STARTUP SOLUTIONS, IN-PERSON

FROM UAE

TEKNOVA

World's first IoT patented fatigue sensors that can predict structural wear and tear
#IoT

VIRTUALLY CLINICAL

Combining the power of the mind with the power of immersive tech to offer 'Therapy of the Future'
#VR #Healthcare

JUNKBOT ROBOTICS

DIY Robotics kit allowing young kids to recycle trash into new solutions, already in use across 500 UAE schools
#Robotics #Education

FROM FRANCE

NUCLEON SECURITY

Proactive endpoint protection, AI & Zero-Trust powered EDR platform, to stay ahead of cybercriminals
#Cybersecurity #AI

FROM ISRAEL

RIGHTHEAR

Ground-breaking audio wayfinding solutions to guide the visually-impaired and help them navigate independently
#HealthTech

FROM ITALY

AUGMENTED.CITY

Unique 3D smart city maps and AR Cloud App bringing tourism & technology together
#SmartCity #Immersive

FROM JAPAN

AC BIODE

Super sustainable solution that recycles non-recyclable plastics into fuel, carbon or virgin plastic
#Sustainability

CHALLENGE CO. LTD

Advanced EQGuard sensor that predicts earthquakes accurately and alarms the authorities
#SmartCity

FROM LUXEMBOURG

DEEPNEED

AI-based platform disrupting the retail industry with their unique algorithms understanding customer behaviour
#AI #Retail

FROM POLAND

GLUCOACTIVE

Wearable device to measure blood glucose levels using innovative optical methods
#Healthcare

FROM SOUTH KOREA

JAEEM

An e-commerce exclusively for Korean cosmetics, making the entire shopping experience seamless
#Retail #Lifestyle

CLICK FOR THE FULL STARTUP LIST



HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
Vice President and Prime Minister of UAE and Ruler of Dubai greeting international investors from 40 countries at GITEX 2018

**SEIZE THE YEAR'S BEST OPPORTUNITY TO
PITCH TO 150+ INFLUENTIAL INVESTORS**

Show them what you've got!

EBAN, Lumia Capital, Shorooq Partners, startupbootcamp, Deutsche Bank, MENA Tech Fund, Modus Capital, Techstars, Samsung Next, Reimagine Ventures ... a full line-up of the world's most active tech investors



FILE PHOTO GITEX FUTURE STARS 2019



**SUPERNOVA CHALLENGE
PITCH COMPETITION**

USD 70,000 UP-FOR-GRABS

NEW CATEGORIES FOR 2020

- Best Innovative COVID-19 Solution Startup
- Best Social & Environmental Impact
- Best MarTech Startup
- Best Fintech Startup



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G I S E C

HACK THE KNOWLEDGE

CYBERSECURITY INDUSTRY GOING BIG THIS YEAR AT GISEC & GITEX



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H.E. Dr. Mohamed Al-Kuwaiti
Head of Cyber Security, UAE Government



Bryan Seely
Ethical Hacker, Author & US Marine
- the world's only hacker to wiretap the US Secret Service & FBI

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قمة مستقبل البلوك تشين

MAKE YOUR MOVE NOW

BLOCKCHAIN TECHNOLOGY GOES LIVE HERE

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UNDERSTAND THE MOST POTENT APPLICATIONS OF THIS DISRUPTIVE TECHNOLOGY



From transforming e-commerce and fintech
Tony Sun
Deputy Director - Blockchain Team,
Ant Financial (China)



To reshaping logistics and global trade
Saqr Eriqat
Consulting Leader - Government
& Public Sector, IBM

TECH
COMMUNITY,
NOW'S YOUR CHANCE
TO STEAL THE SHOW
FOR MARKETING

HEAR FROM
MARTECH MAVERICKS ON STAGE



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Top 100 CMOs of Europe in 2019, is putting up an ambitious plan together to rebrand itself into digital and mobile channels

Aimee Peters

Group Head - Marketing & Communications,
Mashreq Bank



An expert in global sports marketing, communications and events.

Claire Furlong

GM - Marketing & Communications,
International Cricket Council

LET'S RESTART BUSINESS
AT GITEX IN A MOST
SAFE, SMART AND SEAMLESS
ENVIRONMENT



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