



INTEGRATE

M I D D L E E A S T

16-18 MAY 2023

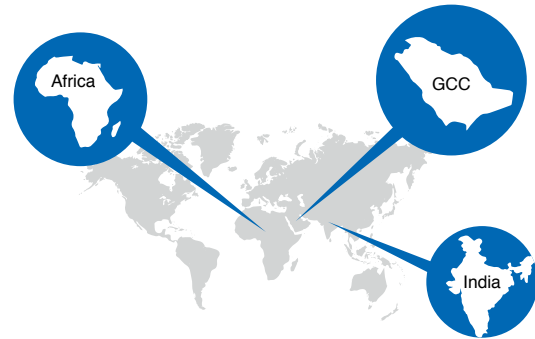
The premier forum and sourcing platform for the global professional AV & Media Technology community, connecting technology leaders with integrated solution buyers from the intersecting worlds of Education, Media, Entertainment, Hospitality, Retail, Real Estate, and Communications

integrateme.com

DUBAI IS A GLOBAL BUSINESS DESTINATION ATTRACTING BUYERS

FROM MANY COUNTRIES IN THE REGION

Dubai attracts people from GCC, Africa, India and many other countries to do business in the region.



Dubai has been named the number one destination for business events in 2021 by a report of the International Congress and Convention Association (ICCA).



GLOBAL TRENDS THAT UNDERLINE STRONG GROWTH POTENTIAL OF THE AV INDUSTRY

Hybrid work requires reimagined corporate meeting environments

70% of the workforce is estimated to follow a hybrid model by 2025

AV over IP is creating new efficiencies

AV over IP market to grow by 60% CAGR from 2019 to 2025

AV supports Touchless Environment & Building Automation

Smart Buildings market to grow up to 127 USD billion by 2027

Digital Signage drives commercial AV

DS market to grow by 7.7% CAGR from 2022 to 2030

Real-time audio and 3D visuals in the Metaverse

XR market to grow by 45% CAGR from 2020 to 2030

Enabling hybrid campuses for the next era of education

EdTech MENA market to grow to 7 USD billion by 2027

MANY NEW PROJECTS IN THE REGION DRIVE STRONG DEMAND FOR INTEGRATED AV SOLUTIONS



New projects are key drivers for integrated solutions

DIGITAL SIGNAGE 7.7% CAGR 2022-2030	EDTECH 7 Billion USD MENA Market Value By 2027
MEDIA & ENTERTAINMENT 7.4% CAGR 2021 to 2026	VIDEO CONFERENCING 12.9% CAGR 2021-2027



OUR VALUE PROPOSITION IS MORE THAN A TRADE SHOW



CONNECT

A unique platform which links ProAV manufacturers and integrators with a wide range of application industries

PRESENT

LEARN

EXPERIENCE

CONNECT

We connect AV Technology providers with application industries looking for innovative integrated solutions



7,000+
Visitors

LEARN

From industry experts and site visits



SITES VISITS

WE WILL CONNECT YOU WITH KEY BUYERS THROUGH VISITS TO LANDMARK AV SITES



CONFERENCE THEMES & TOPICS*

Smart Buildings

Digital Interaction Disrupting Architectural Design and Property Management

Leveraging Innovation

AV-over-IP, Programmatic and Wireless Solutions
Shaping Regional Demand

Metaverse

Retail Future-Proofing its Stores for Mixed Realities and Insightful Digital Signage

Enhancing the Future of Work

Hybrid Work Models Dictating the Future of Workplaces
Beyond Video

Drive for Sustainability

Effectively Redesigning Hardware Lifecycle
Management Strategies

*examples

INTEGRATE MIDDLE EAST 2023 SUMMIT SPEAKERS



Arno Buskop
Global Data and Technology Director
Kinetic Worldwide

Arno is an industry pioneer in programmatic (D)OOH



Bob Snyder
Editor-in-Chief
Channel Media

Bob has followed high tech integration for three decades and served as a C-level consultant to hundreds of high tech companies



Joe Way
Director of Learning Environments
University of Southern California

Joe directed the award-winning AV overhaul at the University of Southern California



Tim Jacobs
COO
HQWS

Tim was responsible for the production of the UAE Papal visit in 2019



Yiannis Cabolis
Director of Technology Innovation
Electrosonic

Yiannis has received a Thea Award for his innovative installations with Electrosonic



Adrian Cotterill
Editor-in-Chief
DailyDOOH

World-class guru in DOOH



Elie Honain
CEO
Quest

Is leading the biggest Esports organisation in Qatar



Jon Sidwick
President
Collabtech Group

Is the Vice Chairman of the AV industry association AVIXA



Michael Panagiotakis
Events Director
Viola

Organized a series of major shows from the Greece 2004 Olympics to the Sheikh Zayed Heritage Festival.



Ravi Rao
CEO MENA
Group M

Has over 30 years of experience in media working with F500 clients including Unilever, P&G and PepsiCo

Business-Critical
Digital Signage



Phygital Stores with XR



Content-Driven 3D
Advertising



IoT-enabled AV for
Smart Buildings



Touchless Transportation
Journeys



Remote Delivery
of Events



Revolutionising Entry
Point Design



Digital Learning and
Hybrid Campuses



Immersive Audio



The Rising Giant
of Esports



New Revenue Streams
Unlocked by AV



AV over IP for Sports
at-scale



AGENDA

PRESENT

Products and Services to Technology Buyers

200⁺ Global Exhibitors

START UP PITCH COMPETITION



EXHIBITOR CATEGORIES

Digital Signage & DOOH

LED Video Display

Digital Cinema

Digital Mapping

Recording Studios

Command & Control
Rooms Technology

Cabling, Connectors &
Signal Management

Education
Technology

Live Events
Solutions

Pro Audio

Smart Home & Building
Management

System Integration &
Consulting

Unified Communication
Technologies

Remote Working

AV Hire / Rental

VR / AR



INDUSTRY LEADERS HAVE CHOSEN INTEGRATE MIDDLE EAST 2023



Abdunnassir Ali
Regional Sales Manager Visual Instruments
and Professional Display
Epson Middle East

The demand for pro display solutions is growing exponentially in the Middle East and Epson is proud to showcase our products...during the first-ever edition of Integrate Middle East.



Kevin Boujikian
Eng. CTS, General Manager
Provision AVL

The launch of Integrate Middle East creates a unique platform for the AV industry that's much needed in the region, and one that everyone in the sector can benefit from.

During the first-ever edition of Integrate Middle East, Provision AVL will showcase its solutions as one of the leading AV distribution companies in the region.



Samer Otaibi
Regional Sales Manager
INFILED

INFILED is committed to presenting visual feasts to the world, including the Middle East, where we will be joining the inaugural edition of Integrate Middle East, held in co-location with CABSAT from 16-18 May 2023 at Dubai World Trade Centre.



Michael Bosworth
Executive Vice President
Christie Digital

Christie is committed to creating intelligent solutions that truly solve customer challenges. Our energy-efficient AV technology, used in the world's largest mega-events to the smallest applications, has inspired exceptional experiences for more than 90 years.



Jassim N.P.
Director of Unilumin Middle East & Africa
Unilumin

Unilumin is thrilled to be exhibiting at Integrate Middle East 2023.

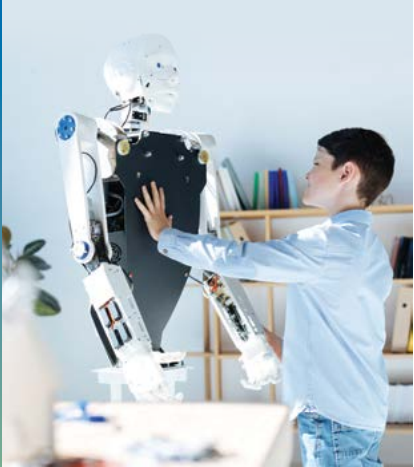
"With the success of recent physical events in the region, we firmly believe that the market is receptive and keen for more."

EXPERIENCE

The Power of Integrated AV Tech
Solutions on the Show Floor

EXPERIENCE LIVE APPLICATIONS AT THE EVENT

- Digital Art Experiences
- Lighting Shows
- Interactive Learning Zone
- Multi Conferencing Demo Area
- Smart Homes Simulator



SHOWCASING ENABLING TECHNOLOGY

- Artificial Intelligence
- Metaverse
- Cloud
- Augmented Reality
- Virtual Reality



Integrate Middle East is
co-located with



CABSAT already attracts more than

1,500

Buyers and integrators from the AV
application industries like Education,
Security, Leisure & Recreation Smart
Workplaces, Media & Retail

INTEGRATE
MIDDLE EAST

**BUILT ON
SYNERGIES**

CABSAT attracts more than

14,000

professionals in broadcast, AV,
media & entertainment and
satellite technology from more
than 50 countries

Participants from

120

countries are looking for
integrated solutions

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DON'T MISS OUT ON THE NEW WAVE OF OPPORTUNITIES IN THE MIDDLE EAST

GET IN TOUCH WITH US:



Massimiliano Pipino

Sales Manager



+971 4 308 6012



Massimiliano.Pipino@dwtc.com



Rajendra Salgaonkar

Sales Manager



+971 4 308 6552



Rajendra.Salgaonkar@dwtc.com