

GITEX
EUROPE
Berlin

FEATURING
**NORTH
STAR** EUROPE

**THE MOST GLOBAL,
COLLABORATIVE
TECH AND STARTUP
EVENT IN EUROPE**

21-23 MAY 2025
MESSE BERLIN - GERMANY

GITEX-EUROPE.COM
NORTHSTAR-EUROPE.COM
AI-EVERYTHING.COM/EUROPE

ORGANISED BY

KAOUN
INTERNATIONAL

 **Messe Berlin**

THE TIME IS NOW
LET'S RISE WITH EUROPE



EUROPE

"on the cusp of becoming a global tech superpower"
as it enters best decade in tech.

The challenger economy set to outpace the US for global tech industry dominance

Le Monde, France



EUROPE'S TECH SECTOR WORTH

\$3 TRILLION

ANNUAL GROWTH RATE OF

27% since 2015

**CONTINUED GROWTH AT
CURRENT LEVELS WILL SEE
EUROPE OVERTAKE THE U.S.
IN FIVE YEARS**

GERMANY

IS BIGGEST BUSINESS
POWERHOUSE ON THE

FORTUNE TOP 500 EUROPE

WITH HIGHEST REPRESENTATION
OF CORPORATIONS BY
ANNUAL REVENUE

**IT SECTOR IS SECOND-BIGGEST
INDUSTRIAL EMPLOYER IN GERMANY**

**ANNUAL TURNOVER OF
€178 BILLION (2021)**

**AND HIRES 1.3M SKILLED
IT WORKERS (2022)**



GERMANY IS THE LARGEST MARKET IN EUROPE

25% OF EUROPE'S GDP (EU-27) AND HOME TO 19% OF THE
TOTAL EUROPEAN UNION (EU) POPULATION

**GERMANY LEADS EUROPEAN CHARGE ON
ELECTRIC VEHICLE MARKET**

RANKED #3

**IN THE WORLD FOR EV MARKET SIZE FOLLOWING
TESLA GIGAFACTORY BERLIN-BRANDENBURG OPENING**





BERLIN, GERMANY - NOVEMBER 15: German Finance Minister Christian Lindner gives a statement to the media at the Chancellery following the weekly government cabinet meeting on November 15, 2023 in Berlin, Germany. The topic was a ruling by the German Constitutional Court declaring that the coalition government's shift of federal money in 2021 originally earmarked to alleviate the consequences of the coronavirus pandemic and that had gone unused towards climate change mitigation measures was unlawful. (Photo by Sean Gallup/Getty Images)

Sean Gallup | Getty Images News | Getty Images

Germany on Friday approved a package of key reforms to its capital markets frameworks to help its technology industry compete with Silicon Valley.

The reforms, which are expected to come into effect on Jan. 1, 2024, will usher in a litany of changes to Germany's frameworks for stock-based compensation at startups, listing of companies and taxation.

The reforms, which have been in the works for sometime, had been widely expected.

**THE TOTAL NUMBER OF UNICORNS
IN EUROPE HAS GROWN 88%
COMPARED TO THE US' 56% SINCE 2014.**
Tech.eu

GERMANY APPROVES FINANCIAL REFORMS TO HELP ITS TECH INDUSTRY COMPETE WITH SILICON VALLEY

The reforms, which are expected to come into effect on Jan. 1, 2024, will usher in a litany of changes to Germany's frameworks for stock-based compensation at startups, listing of companies and taxation.

Europe now has a much more established venture capital industry, which has provided startups with access to ample amounts of cash, with billions of dollars worth of funds having been raised by firms across the Continent.

But bottlenecks remain around attracting talent that mean it has been harder to compete with Silicon Valley giants when it comes to finding the best people.



LET'S RISE WITH BERLIN

DISCOVER WHY THE METROPOLIS IS VOTED THE BEST STARTUP HUB IN EUROPE BY FOUNDERS

“Berlin considered #1 European hub for the Blockchain and Web3 scene.”

Berlin Business Location Center

BERLIN HAS

384

VENTURE CAPITAL FUNDS WITH COMBINED PORTFOLIO OF 8,180 COMPANIES

BERLIN STARTUPS ATTRACT 50% OF VC INVESTMENT IN GERMANY

CONVERGING SCIENCE WITH CREATIVITY

Germany's #1 science and R&D hub

BERLIN

NUMBER **ONE** MOST POPULAR STARTUP CITY

IN THE MOST COMPETITIVE EUROPEAN CONTINENT



Berlin and GITEX are the perfect match. We have the same vision to unite the global community of innovators and share the same passion for groundbreaking new technologies.”

Franziska Giffey

Vice Mayor of Berlin, State Senator for Economy, Energy and Enterprise



GITEX GLOBAL, GITEX AFRICA, GITEX EUROPE

The Most Trusted Global Tech Nexus.



14-18 OCT 2024

The World's Largest Tech & Startup Show



29-31 MAY 2024

The Largest Tech and Startup Show in the African Continent



21-23 MAY 2025

The Most Global, Collaborative Tech & Startup Event in Europe

Annually, GITEX converges tech executives, government officials, academia, startups and investors from 6 continents to co-create the most **powerful and impactful collaborations** in the global digital economy

In 2023, GITEX GLOBAL & GITEX Africa Unleashed

8,700+

ENTERPRISE EXHIBITORS

2,500+

EXHIBITING STARTUPS

100+

TRADE COUNCILS

180+

COUNTRIES

1,200+

INVESTORS

65+

UNICORNS



DUBAI HOSTS THE BIGGEST TECH & STARTUP SHOW

**RATED THE BEST TECH
EVENT IN THE WORLD**



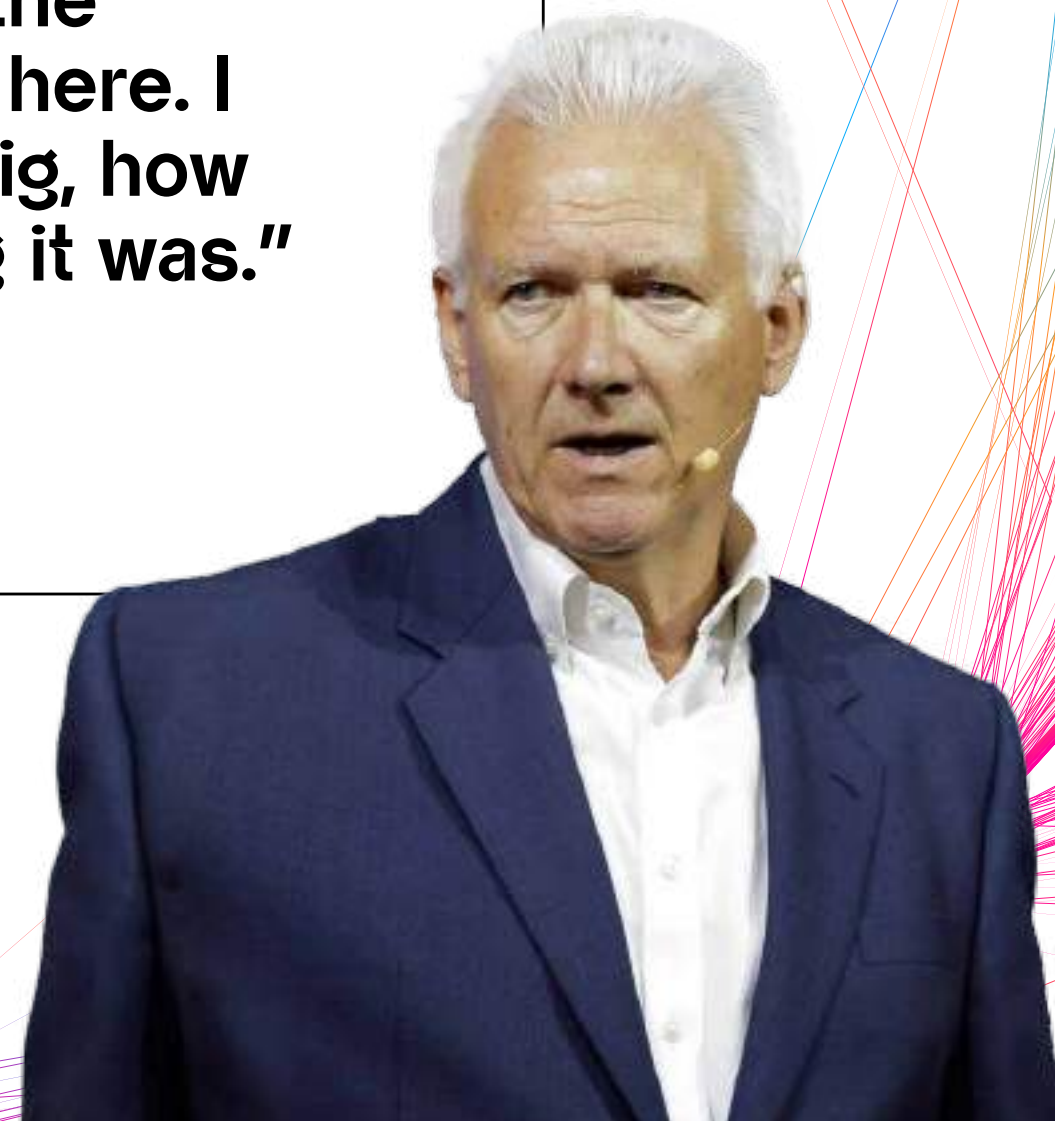
I knew GITEX was one of the biggest shows on the planet but until I came here. I couldn't believe how big, how lively and how exciting it was."

Brian McBride

Chairman



One of Europe's largest fast fashion online retailers with offices in London and Berlin



GITEX GLOBAL
DUBAI 2023

95% OF VISITORS CHOOSE ONLY GITEX AS THEIR TECH SOURCING PLATFORM



GITEX is the gold standard of sourcing solutions in the technology industry."

Sam Achampong
Regional Managing Director



FIND YOUR WORLD



WORLD'S LARGEST GLOBAL PARTNERSHIP CREATION PLATFORM

Forging Enduring Relationships & Opportunities

FIND YOUR WORLD



CONTINENTAL POWERHOUSES CONVERGE, PARTNERSHIPS START AT GITEX



Samsung and RTA

RTA (Roads & Transport Authority) of Dubai, links agreement with Samsung to activate digital card on Samsung smart devices with public transportation for first time in region.

Nigeria, Microsoft Sign MoU To Train 5 Million Nigerians On Digital Skills

By Nkechi Isaac | October 13, 2022 | 635 | 0

COMMUNICATION

FACTORY TAKES ACTION, URGES COLLABORATIVE EFFORT TO COMBAT DESERTIFICATION

NOVEMBER 22, 2022

MINISTRY OF STEEL DEVELOPMENT, NIPC COLLABORATE ON REVIVAL OF NMTL/NISIRMEA

NOVEMBER 23, 2022

NITDA UNVEILS NIA CHAT APP TO SUPPORT DIGITAL ECONOMY DEVT

NOVEMBER 23, 2022

NACETEM, ACADEMIA, PRIVATE SECTOR FORGE ALLIANCE TO BOOST TECHNICAL SKILLS IN NIGERIA

NOVEMBER 23, 2022

IG COMMITTEE TO SEAL LEAKAGES FOR 50% GDP CONTRIBUTION IN SOLID MINERALS SECTOR

NOVEMBER 23, 2022



L-R: The Microsoft representative, Mr. Adem Yusuf and Minister of Communications and Digital Economy, Prof. Jaiye Fashanu signing a memorandum of understanding at the ongoing Gulf Information Technology Exhibition Conference 2022, taking place in Dubai, United Arab Emirates.

The Nigerian government has signed a memorandum of understanding (MoU) with the global tech giant, Microsoft Corporation to train five million citizens on high-demand technological skills that are needed to advance their respective careers.



Vodafone Business and e&international announce a partnership to revolutionise multinational businesses worldwide through mutual synergies.



Software AG and Snowflake

Global technology leader Software AG and Data Cloud company Snowflake have announced the expansion of their premium partnership to the Middle East at GITEX GLOBAL.

THE MOST GLOBAL, COLLABORATIVE TECH AND STARTUP EVENT IN EUROPE

THE NEW EPICENTRE FOR EUROPE'S TECH ASCENDANCY



FEATURING THE WORLD'S BIGGEST TECH BRANDS



GITEX is a great opportunity of bringing together innovation and experience. We all are striving together to create a better world."

Natalia Makarochkina

Senior Vice President, Schneider Electric



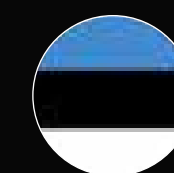


EUROPE'S MOST COLLABORATIVE GOVERNMENT – INDUSTRY EVENT

Globally, delivering the year's largest private public partnership opportunity between tech enterprises and government users with ambitious innovative digital deployment projects.

“GITEX offers the opportunity to meet people in different regions that you wouldn't be able to elsewhere, and that is exactly why I'm here.”

Kristina Kallas
Minister of Education & Research
Government of Estonian Republic



CURATING THE MOST DIVERSE, CUTTING EDGE, INNOVATIVE DEBATES FROM ALL OVER THE WORLD

Steve Nouri, Founder
GenAI Works
United States of America

Prominent AI enthusiast and innovator,
greatly impacting the field of AI and
educating over 1.4 million followers.


Dr. Yannis Ioannidis, President
Association for Computing Machinery
Greece

From the world's largest educational and scientific computing
society, which awards the annual ACM A.M. Turing Award,
recognized as the "Nobel Prize of Computing"



**What's unique about
GITEX is not just
the massive amount
of companies and
technologists, but
also the diversity of
the conversations
and people."**

Guy Diedrich
SVP & Global
Innovation Officer

USA 



GITEX FEATURES NORTH STAR, WORLD'S LARGEST AND MOST INTERNATIONAL STARTUP AND INVESTOR EVENT



Record \$698 million generated by GITEX in economic output for host city in 2022

“ We’ve opened our first office in the UAE last year after attending North Star and GITEX.”

Dani Soubra



In 2023, North Star Global and North Star Africa Empowered

2,500+

EXHIBITING STARTUPS

860+

AWARD WINNING STARTUPS

65+

UNICORNS

1,200+

INVESTORS

135+

COUNTRIES

80+

ACCELERATORS & INCUBATORS

15,000+

CONCIERGE MEETINGS

OVER

\$1 TRILLION

ASSETS UNDER MANAGEMENT

EUROPE HAS HIGHEST UNICORN TECH HUBS IN THE WORLD



**514 UNICORNS ACROSS 65 EUROPEAN CITIES
GROWING 88% SINCE 2014**

Tech.eu

“All the stops have been pulled - North Star is coming to Europe next year, and it will dramatically change the European startup landscape.”

Tom Canning
Partner & VC
Beacon Capital



Climate tech investing dominates venture capital investment in 2023

Europe's investment into clean technology is now on par with the US.

Accounting for approximately **70% OF TOTAL VC INVESTMENT** in 2023 and achieving a total of **\$11.8 BILLION**

NORTH STAR, EUROPE'S #1 HUB FOR STARTUPS, INVESTORS, ACCELERATORS & INCUBATORS

Matching award-winning startups with the most active **VC funds** in the world, and **big tech enterprises** leading global industries

Gathering **VCs, CVCs, Accelerators, Venture Studies, Angels and Institutional Investors** for the most diverse programme in Europe



North Star is absolutely humongous. Filled with so much excitement, innovation and passion.

Amber Morris

TyK

London based startup with offices in Singapore and US, building an open source API gateway





SUPERNOVA CHALLENGE



THE STAR-STUDED SUPERNOVA CHALLENGE PITCH COMPETITION

Offering aspiring founders the opportunity to pitch live before the leading international investment firms for massive cash prizes



OVERALL SUPERNOVA



“Winning the Supernova Challenge award has been incredibly impactful – it gave us a lot of momentum which we wouldn’t have had otherwise.”

Simon Gordon
Chief Commercial Officer, Accredify, Singapore



EUROPE'S LARGEST ENTERPRISE TECH AND DIGITAL EVENT

to accelerate the European core industries of public services, health and biopharma, banking & finance, sustainability development, manufacturing, AI, science and R&D, future mobility, education & retail





GITEX is incredibly exciting, it's such a buzz. It's one of the only places you can meet so many organizations and people from Europe, the US, the Middle East, Asia and the rest of the world."

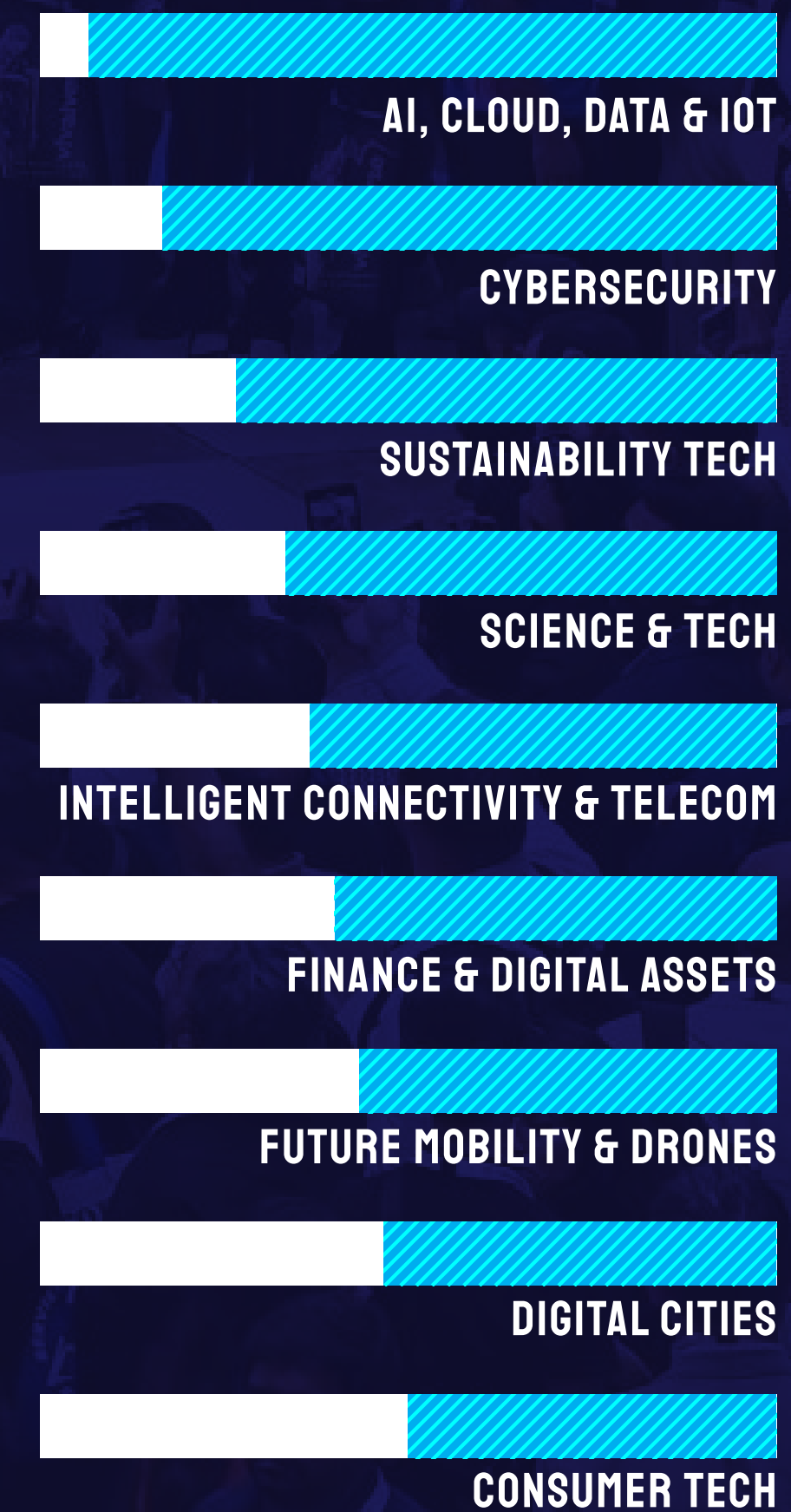
Caroline Gorski
CEO at R Squared (Rolls Royce)



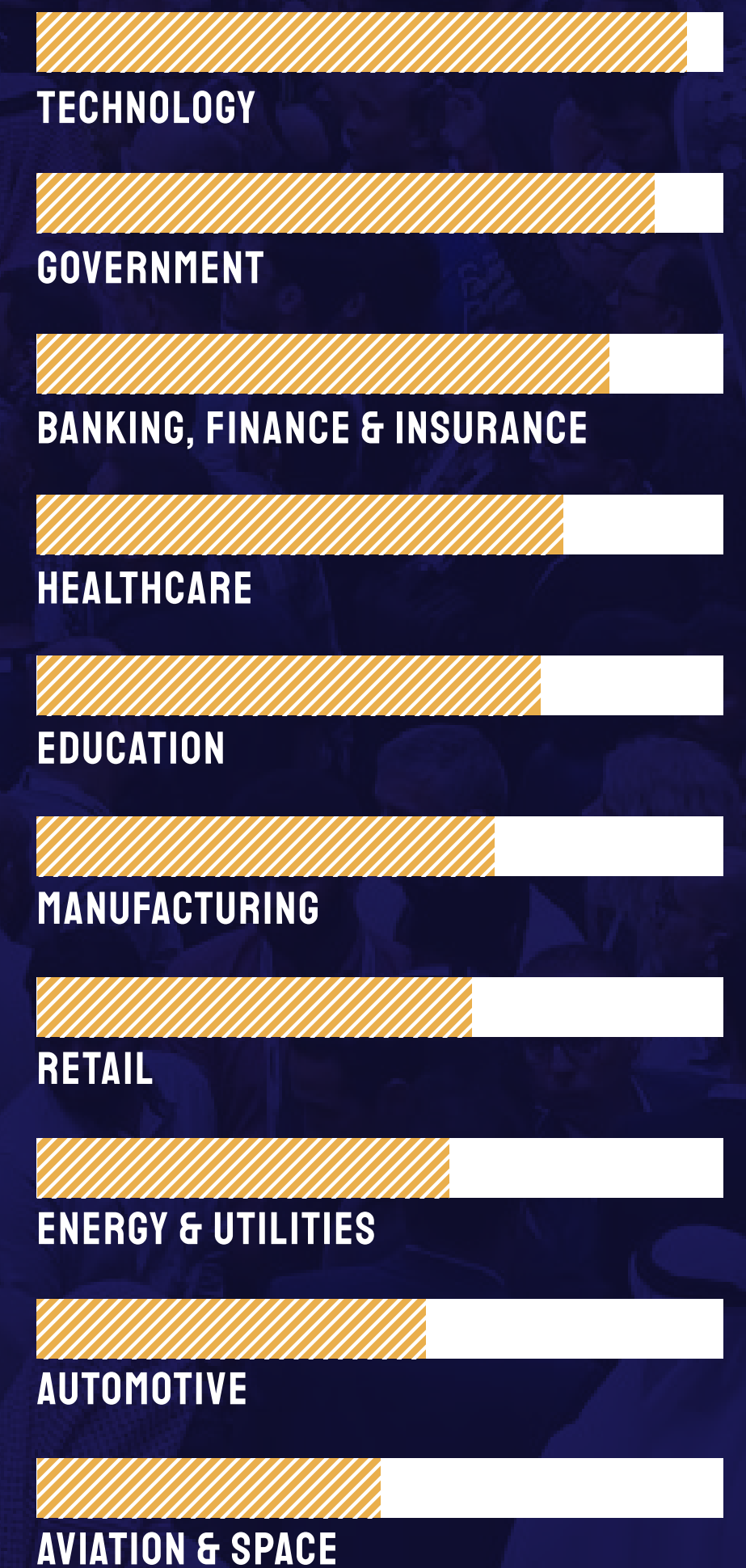
C-LEVEL
35%

TOP ATTENDEES BY

PRODUCT INTEREST



INDUSTRY SECTOR



DEFINING GLOBAL TECH'S NEXT CHAPTER



GLOBAL POLICY

Exploring the impact of global collaboration in policymaking, in the quest for unified, fair regulatory frameworks that acknowledge technology's pivotal role in global economic expansion.



AI

Empowering Europe to lead AI innovation and global transformation.

Igniting a new era of financial empowerment and catalyzing the growth of emerging markets through AI-powered wealth management, decentralized finance, alternative currencies and more.

FUTURE OF FINANCE



CONNECTIVITY

Connecting Europe and the world for sustainable growth and energy transition.



CYBERSECURITY

Uniting global cybersecurity firms and end-users to forge a connected, collaborative platform and fortify cyber defenses.



HEALTHCARE

Shaping the future of healthcare through groundbreaking medical solutions, transformative digital health tools and holistic wellbeing approaches.

Advancing the healthcare revolution through personalised medicine, sustainable manufacturing and innovative new approaches to global challenges, all while navigating ethical quandaries.

BIOSCIENCE



INVESTMENT

Uncovering insights into the next generation's ventures into AI, fintech and sustainability, exploring their internal challenges, direct startup investment and the evolving landscape of global family offices.



SUSTAINABILITY

Converging global leaders, innovators and visionaries to fuel the sustainability revolution with cutting-edge green technology.





GITEX
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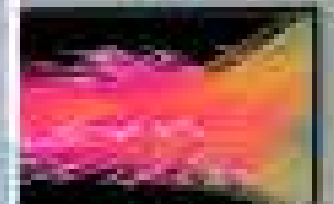
**NORTH
STAR** LIGHT

GITEX
EUROPE
Berlin

**NORTH
STAR** LIGHT

GITEX
EUROPE
Berlin

GITEX
EUROPE
Berlin





60,000

TRADE PROFESSIONALS

2,500

EXHIBITORS

1,000

STARTUPS

100

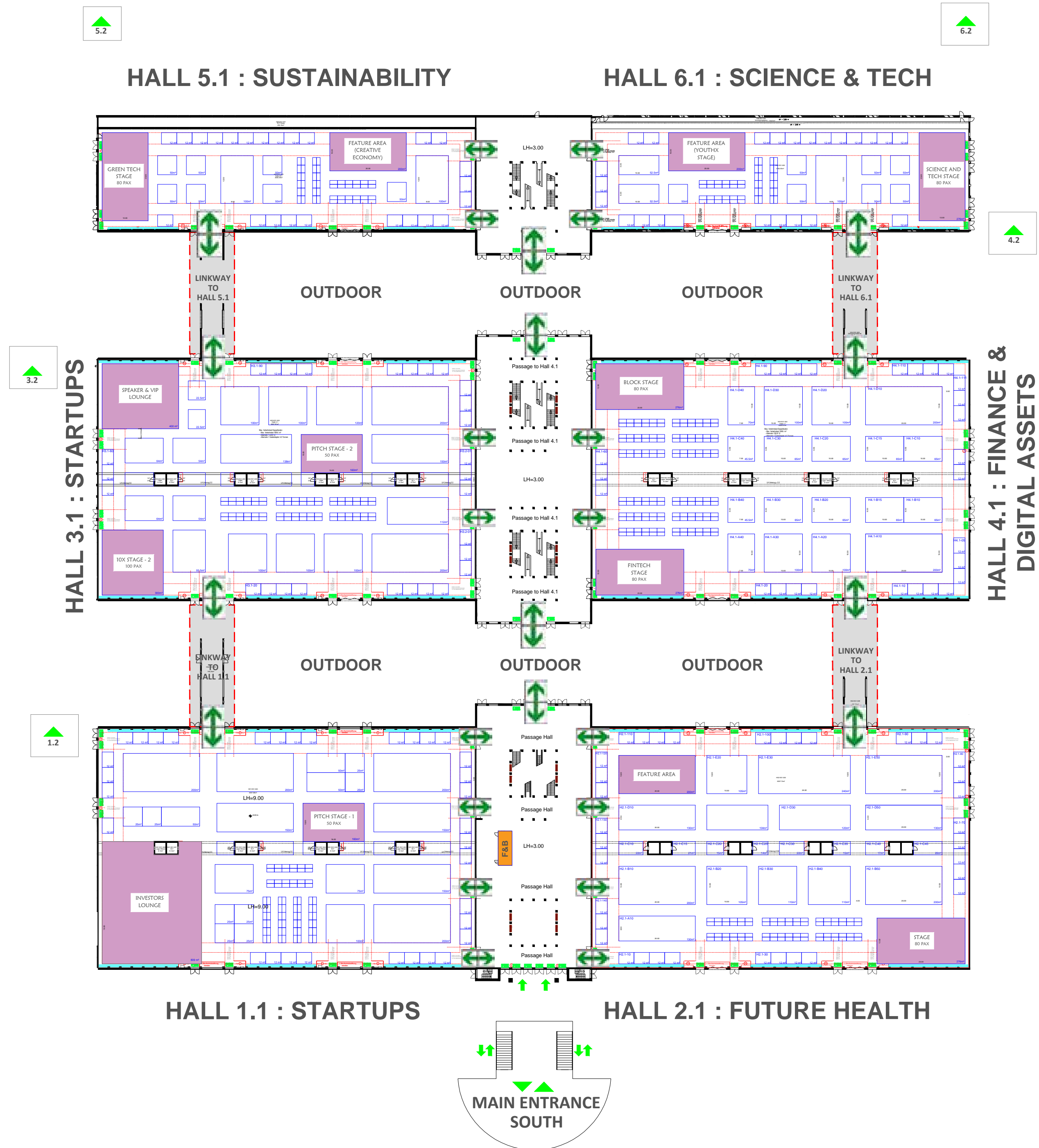
COUNTRIES



21-23 MAY 2025

MESSE BERLIN

GROUND FLOOR



LEVEL 1

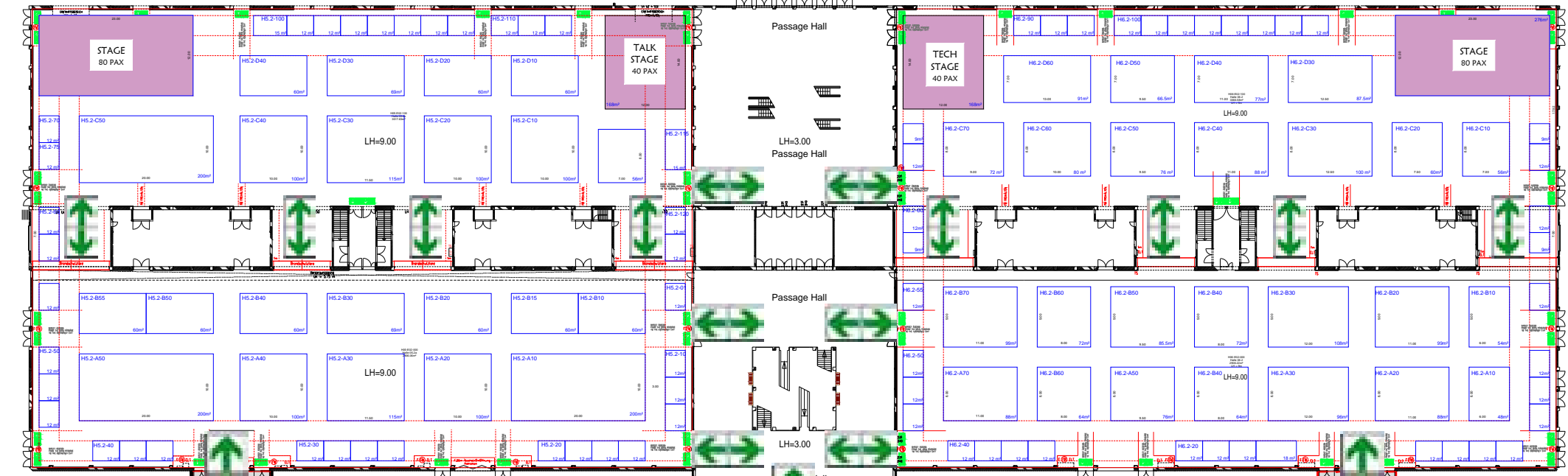
5.1

5.3

HALL 5.2 : FUTURE MOBILITY

HALL 6.2 : CYBER SECURITY

6.1



OUTDOOR

OUTDOOR

OUTDOOR

3.1

HALL 3.2 : CONNECTIVITY

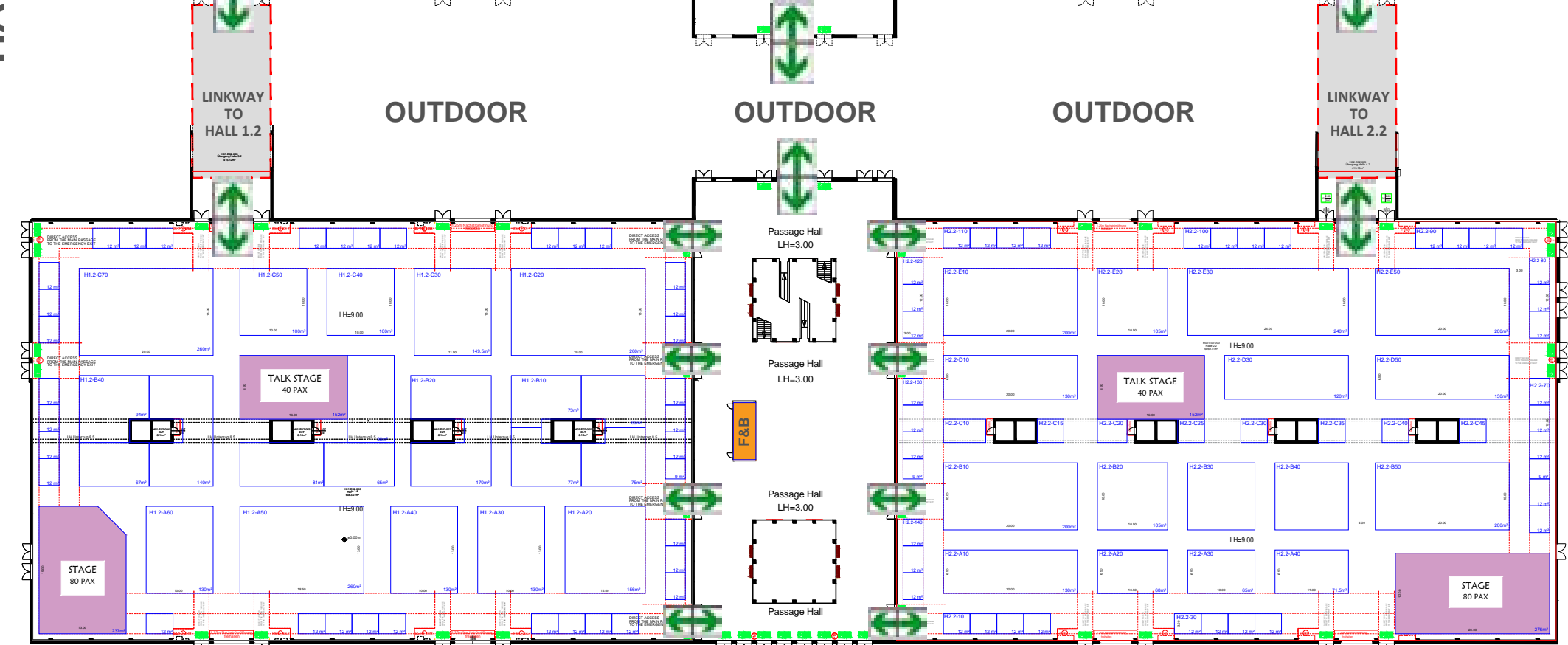


OUTDOOR

OUTDOOR

OUTDOOR

HALL 4.2 : AI EVERYTHING



HALL 1.2 : DIGITAL CITIES

HALL 2.2 : AI EVERYTHING

GITEX EUROPE SHOWCASE SECTORS



AI / Robotics

Machine Learning/ Deep Learning
 Natural Language Processing
 Robotics Process Automation (RPA)
 AI and Data analytics
 Conversational AI (virtual Assistants and Chatbots)
 Autonomous Mobile Robots (AMRs)
 Humanoids and robots
 Generative AI
 Data Science
 Computer Vision
 Autonomous Systems



Cloud Computing, Data, IoT

Cloud services & infrastructure
 Edge Computing
 Quantum Computing
 Data Center infrastructures
 Data management and storage
 Enterprise Solutions (ERP)
 Software as a Service (SaaS)
 System integrators
 Industrial IoT (IIoT)
 Industry 4.0, Telematics



Consumer Electronics

Electronics
 Audio
 Communication & connectivity
 Computing and gaming
 Fitness and digital health
 Home and entertainment
 Household appliances
 Image and video
 Mobility
 Robotics and AI



Cybersecurity

Network & Infrastructure Security
 Data Governance, Risk & Compliance
 Cloud Security
 Application security / GRC
 Endpoint Security
 Facial and biometric, Iris Recognition
 Physical security (access control, surveillance and testing)
 Commercial security
 Data loss prevention
 Digital Identity / Authentication



Digital Cities

E-Governments and digital authorities
 Digital Government services and smart services
 Governance and Economy
 Public Policy
 Smart Urban Infrastructure
 Urban Mobility Solutions
 Digital Urban Planning, strategies and management
 Transport Infrastructure



Finance & Digital Assets

Digital Banking Solutions
 Asset management
 Blockchain & DeFi infrastructure
 Financial Institutions
 Regulatory authorities
 E-payment, digital wallets & wealth management
 Cryptocurrency Exchange
 Web3.0
 Insur tech
 Forex softwares



Future Health

Tele - Health
 Wearables technologies
 Cognitive robotics
 Robotic imaging medical devices
 Virtual care technology
 Health information systems and analytics
 XRHealth Technologies
 Healthcare Authorities



Future Mobility & UAV

Vehicles (electric, connected and autonomus)
 Urban Air Mobility (UAM)
 EV Charging
 EV battery
 Micro Mobility
 Fleet Management systems
 Intelligent Transportation Solutions (ITS)
 UAV (Unmanned Aerial Vehicle)



Intelligent Connectivity & Telecom

Mobile Telecommunications & 5G
 Wireless Networking Technologies
 Satellite Communications
 Smart Connectivity Solutions
 Telecommunication Integration & Equipment Services
 Space Tech
 IP Communications & Applications
 Broadband Services
 Cabling and communication equipment



Science & Tech

The world's brightest minds apply the latest research, science and tech to problem-solving – connecting with leading industry experts and **creating commercial solutions across high-performance computing, biotech, AI, machine learning, robotics and autonomous transport.**



Sustainability Tech

Renewable Energy Technologies
 Green Building Technologies
 Sustainable Agriculture Tech
 Waste Management Solutions
 Water Conservation Technologies
 Sustainable Finance
 Smart Energy Tech
 ESG Tech
 Decarbonisation Solutions & Technologies
 Carbon capture solutions

EUROPE'S MOST HISTORIC EXHIBITION SITE, AT THE HEART OF EUROPE'S MOST FORWARD-THINKING TECH & STARTUP HUB



**IIIIII Messe Berlin
ARE #1 FOR
INTERNATIONAL
PARTICIPATION,
WITH 2/3 EXHIBITORS AT MESSE BERLIN
EVENTS COMING FROM INTERNATIONAL REGIONS.**

THE POWERHOUSE EVENT ORGANIZER AND HOST BEHIND

**100+ REGIONAL, NATIONAL
& INTERNATIONAL EVENTS.**



SECURE YOUR PARTICIPATION



SPACE ONLY

€ 550

+ VAT (if applicable)

- Minimum area required - 24sqm
- Marketing Package: (Exhibitor listing on the event website and the event App)

CO-EXHIBITORS FEE

€ 595

SHELL SCHEME

€ 730

+ VAT (if applicable)

- Minimum area required - 9sqm
- 2 x Chairs, 1 x Table, 1 x Waste Bin
1 x Bar stool, electricity
- Marketing Package: (Exhibitor listing on the event website and the event App)



STARTUP POD (2SQM)

€ 2,500

+ VAT (if applicable)

- Includes pod build, branding, furniture, power
- Marketing Package: (Exhibitor listing on the event website and the event App)



STARTUP POD (4SQM)

€ 3,250

+ VAT (if applicable)

- Includes pod build, branding, furniture, power
- Marketing Package: (Exhibitor listing on the event website and the event App)



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SPONSORSHIP OPPORTUNITIES

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STAR** EUROPE

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