CREATING A BOLDER DIGITAL FUTURE TOGETHER

Proudly celebrating the region’s digital transformation achievements in this landmark year of Expo Dubai and UAE’s 50th Golden Jubilee.

CLICK HERE TO GET YOUR PASS

SAFE, SMART, SEAMLESS

Only advance, online registration and Print@Home badges will be issued. Strictly no registration / badges issued on-site at the event.
THE BIGGEST SOURCING & NETWORKING TECH EVENT OF THE YEAR

CONNECT WITH THE GLOBAL TECH INDUSTRY AT GITEX 2021

Ai, 5G, Cloud, Big Data, Cybersecurity, Blockchain, Quantum Computing, Immersive Marketing and Fintech & thought-provoking conferences, it’s all at GITEX Global.

Platinum Sponsors

ERICSSON  HUAWEI

Ai Everything spearheads the region’s ambitious artificial intelligence transformation plans. Spanning myriad industries including Government, Healthcare, Education, Finance and many others, Ai Everything is the place to find the most cutting edge AI tech in the global market.
At the intersection of 3 of the world’s fastest-rising startup ecosystems: Middle East, North Africa & South Asia – GITEX Future Stars brings 700+ startups from 60+ countries together with our 400+ strong investor & VC network. The show is driven to realise the city’s vision of doubling the number of digital companies – an ambition outlined recently by the Dubai’s Digital Chamber of Commerce.

Launched in 2018 by Dubai Government, Future Blockchain Summit is the first and largest Blockchain exhibition and conference in the MENA region bringing together the community’s brightest minds, most game-changing startups & powerful investors for 4 days of networking, investing and education centered around the most disruptive technology since the internet – Blockchain.

Bringing together global Fintech leaders, startups and Financial Centers, Fintech Surge is set to be the Middle East & North Africa’s most impactful and visionary event for the regional Fintech ecosystem. From Digital Banking to Paytech, Insuretech, Wealth & Asset management and Regtech, the event will see the financial industry’s biggest tech-revolutions and path-breaking talks.

Hear from the most avant-garde, edgy mar-tech personalities on keeping the disruptive momentum going. 34% speakers represent Cannes Lions winners, Forbes Top 50 CMOs and Fortune 500 Brands, including Accenture, American Eagle, Formula E, GE, Glovo, Microsoft.
BIG TECH PLAYERS IN FULL FORCE
3,000+ global enterprises showcase their best innovations

40% FIRST TIME EXHIBITORS AT GITEX

CLICK FOR THE EXHIBITOR LIST

9TH EDITION OF gsmExchange TRADEZONE DISTRIBUTION PAVILION
HALL: SHEIKH MAKTOUN

Welcoming all manufacturers, distributors and retailers from the US, European, Asian and MEA markets to meet at the 9th edition of the Distribution Pavilion.
◆ High-Powered Networking ◆ Deal-Making

Let’s Get #BacktoReal
WHERE THE WORLD COMES TO DO BUSINESS

100+ participating countries

BAHRAIN  BELGIUM  BRAZIL  BRUSSELS  BULGARIA
FRANCE  GERMANY  HUNGARY  INDIA  ITALY
ISRAEL  JAPAN  KOREA  LATVIA  MOROCCO
MOSCOW  NIGERIA  PAKISTAN  POLAND  PORTUGAL
RUSSIA  SAUDI ARABIA  SERBIA  SLOVAKIA  ST. PETERSBURG
SWEDEN  SWITZERLAND  UAE  UK  UKRAINE

AND MANY MORE...

LARGEST GOVERNMENT SHOWCASE IN THE WORLD

HALLS: TRADE CENTRE ARENA, SHEIKH SAEED

200+ Government Entities
THE BIGGEST TECH CONFERENCES OF THE YEAR

450+ leaders live on stage

35% women speakers representing the biggest line-up of women in tech leaders

40% speakers first time in the region

350+ hours of thought-provoking talks

11 industry verticals

50+ countries on stage

ADDRESSING THE MOST REVOLUTIONARY CHANGES ACROSS INDUSTRIES:

Digital Cities x AI  Cybersecurity  Data Economy  Energy & Utilities  Fintech x Blockchain  Education

Future Mobility  Healthcare  MarTech  Startups  Telecom & 5G
INSPIRING MINDS ON STAGE

H.E. Dr. Mohamed Al-Kuwaiti
Head of Cyber Security
United Arab Emirates Government
UAE

Wei Li
VP, GM of Machine Learning Performance
Intel Corporation
USA

Shameer Khader
Senior Director of AI
AstraZeneca
USA

Dr. Seth Dobrin
Global Chief AI Officer
IBM
USA

Arif Amiri
CEO
Dubai International Financial Centre Authority (DIFC)
UAE

Dr. Simon See
Global Head - Nvidia AI Technology Centre
Nvidia
Singapore

Dr. Daniela Rus
Director of Computer Science & Artificial Intelligence Laboratory
Massachusetts Institute of Technology (MIT)
USA

Yuan (Alan) Qi
Vice President & Chief AI Scientist & Chief Data Officer, Head of Financial Intelligence
DAMO Academy
Ant Group
China

Dr. Saket Kumar
Chief Data Scientist
Global Premium Services
Google
USA

Elie Habib
Co-Founder & CTO
Anghami
UAE

Dr. Juan Bernabe Moreno
Chief Data Officer & Global Head of Analytic & AI
E.ON
Germany

Dr. Ganapathi Pulipaka
AI Influencer & Chief Data Scientist
Accenture
USA

George Hotz
Founder and CEO
Comma ai
USA

Yong Hua Lin
CEO of V-Origin Tech & Chairperson of Engineering
IEEE
China

CLICK FOR THE FULL AGENDA

7
5 DAYS AT GITEX GLOBAL
PROMISES A 5 STAR EXPERIENCE
GITEX GLOBAL VISIONS

UAE golden jubilee celebrates region’s digital transformation, aspiration and achievements.

A top level leadership programme where Ministers, Director-Generals and high-ranking officials present their digital transformation roadmaps, technological aspirations and opportunities in their quest for an advanced digital economy to achieve shared prosperity and effective societal impact.

HALL: TRADE CENTRE ARENA

VISION 2030 AFRICA

17 OCTOBER

With a record-breaking US$ 940 million raised by African tech ventures since Jan 2021 - it is among the strongest growth markets for tech worldwide. Learn about the initiatives and projects unlocking Africa’s digital future.

Source: Briter Bridges

VISION 2030 KINGDOM OF SAUDI ARABIA

18 OCTOBER

KSA Ministry of Communications & Information Technology has outlined the ICT Strategy 2023 that aims to raise the tech sector’s GDP contribution by 50 billion SAR.

VISION 2030 DUBAI, OMAN & BAHRAIN

20 OCTOBER

DUBAI

Dubai’s path to becoming a global platform for innovation-driven and sustainable businesses through the Dubai Industrial Strategy 2030, Dubai Autonomous Transportation Strategy, Dubai 3D Printing Strategy 2030 and Dubai Urban Master Plan 2040.

BAHRAIN

The Economic Vision 2030 focuses on shaping the vision of the government, society and the economy, based around three guiding principles: sustainability, fairness and competitiveness.

OMAN

e.Oman 2030 strategy aims at building a strong foundation to benefit from the digitalization and technology changes driven by 4th Industrial Revolution.

VISION 2030 UAE & ABU DHABI

19 OCTOBER


Sponsored by

ERICSSON
GITEX LAUNCHES BIGGEST YOUTH TECH PROGRAMME

Reinforcing the region’s digital transformation building blocks, “GITEX YouthX” contributes to the cultivation of young tech talents with a creative programme aimed at bringing them closer to the practitioner ecosystem annually.

19 - 20 OCT
ZAABEEL HALL 5

GITEX YouthX
Unipreneur

Fuelling the startup ambitions of tech university students with a dedicated showcase, mentoring, investor pairing & more.
The Govt. - Industry - Academia Hub, powered by GIE will be launched at GITEX Future Stars

17 - 18 OCT
ZAABEEL HALL 5

The region’s biggest tech career launchpad where 100 students will be placed across big corporate and government entities for internship and mentorship.

20 OCT
ZAABEEL HALL 6

GITEX YouthX
TEENS-in-AI

Open innovation challenge for high school students to hone new ideas and talent in AI, programming, design thinking and entrepreneurship.

17 - 20 OCT
SHEIKH MAKTOUM HALL

GITEX YouthX
bootcamp

Ramping up the tech prowess of young agent-provocateurs with a series of workshops, certified courses and talks.

WHAT’S NEW

10 # GITEX 2021

DISCOVER GITEX YOUTHX PROGRAMME
GITEX DATA ECONOMY
Sharpening the most incisive points of digital transformation: data science, coding and development.

REGION’S FIRST & ONLY DEVELOPER EVENT
In line with the recent launch of the UAE’s first national program for coders, GITEX presents DevSlam. The largest of its kind in the Arab world to empower young developers and enable the region’s transformation goals.

17 - 20 OCT
SHEIKH RASHID HALL

3 CERTIFIED TRAINING SESSIONS

OpenShift Workshop
No specific programming experience required

Service Mesh Workshop
Requires basic Kubernetes/OpenShift knowledge

Kubernetes-Native Java with Quarkus Workshop
Requires Java Knowledge

WANT TO PARTICIPATE

CERTIFIED WORKSHOPS
Power up your technical skills to advance your career.

Certified AI Practitioner (CAIP)
by EMT-CERT NEXUS

CyberSec First Responder (CFR)
by EMT-CERT NEXUS

Data Science Course
by Stanford University’s Tech Faculty

REGISTER TO GITEX DATA ECONOMY
Alongside an experiential showcase, join the talks with iconic names disrupting each sector:

**Stylus, Forbes, Burberry, Shopify, FashMash, Pangaia, Real Sociedad FC, Spain’s Sports Innovation Alliance**

**Sacha Jafri**  
Creator of the world’s largest painting which will raise funds to build educational and health hubs with internet  
UK

**Akon**  
Music mogul launching the $6 billion futuristic, high-tech Akon City  
USA

**Michael Cole**  
CTO  
European Tour  
UK

**Christian Lau**  
CTO  
Los Angeles Football Club  
USA

**Juan Iraola**  
Chief Innovation Officer  
Real Sociedad  
Spain

**Ralph Simon**  
Co-Founder  
Zomba & Jive Records  
USA

**Sara Al Madani**  
Fashion Designer,  
Restaurant Owner & Techpreneur  
UAE

Partnerships with

The Fashion Innovation Agency at London College of Fashion,  
University of the Arts London

**GET THE PROGRAMME**
GITEX hosts the global finals of the TiE Women pitch competition, where women-led startups from 40+ cities pitch on stage for equity-free cash prizes, mentorship, investor networking and exposure. The big final will take place at GFS on the 19th of October.

TIE WOMEN GLOBAL FINALS

GITEX is where the global community comes together to take tech and business partnerships to the next level.

First major event taking place right after the opening of Expo 2020 Dubai – GITEX is where the global community comes together to take tech and business partnerships to the next level.

Experience the best of both events with our engaging, curated tours of Expo alongside exclusive networking programmes.

SIGN UP FOR CURATED TOURS
AI applications in smart cities now expected from $129 billion in 2021 to $241 billion by 2025, the opportunity to create cognitive cities of the future just got more exciting.

17 - 18 OCT
ZAABEEL HALL 3

Dr. Daniela Rus
Director of Computer Science & Artificial Intelligence Laboratory
Massachusetts Institute of Technology (MIT) USA

Stephen McCarthy
CEO
Malta Digital Innovation Authority
Malta

Edtech has seen an investment boom since the pandemic, projected to reach $350 billion by 2025. Hear from the pioneers spearheading and securing the future of this sector.

19 OCT, HALL 8

Alex Wong
Chief of Special Initiatives, Telecommunications Development Bureau, ITU Switzerland

Anna Fellander
Founder, AI Sustainability Centre
Sweden

Elena Sinel
Founder & CEO
Teens in A
UK

Professor Christopher Abraham
CEO & Head Dubai Campus, Sr Vice President Institutional Development, Professor of Leadership, Design Thinking & Organizational Behaviour
SP Jain School of Global Management
UAE
HEALTHCARE

Global health spending is expected to rise at a 3.9% compound annual growth rate (CAGR) up to 2024. With the pandemic accelerating the trajectory of consumerism, discover ways in which the healthcare ecosystem can harness technology in innovation and operations to create a ‘unified care experience’.

18 OCT, HALL 8

Dr. Joe Yeong
Research Immunopathologist, Singapore General Hospital
Singapore

Shameer Khader
Senior Director of AI, AstraZeneca
USA

Konrad Dobschuetz
Head Of Customer Solutions, (Digital) Health Innovation and Biome Lead
Novartis
UK

Dr. Shriya Srinivasan
Biomedical Engineering Researcher
MIT
USA

ENERGY

The (IEA) forecasts US$750 billion will be spent on clean energy technologies and efficiencies. With the global energy system being reformed by digitalization, decarbonization & decentralization, explore how technology paired with innovation will be critical for navigating the energy transition.

17 OCT, HALL 8

Sponsored by

Khaled Al Blooshi
Vice President, Digital Projects & Innovation
ADNOC Group
UAE

Dr. Satyam Priyadarshi
MD & Chief Data Scientist Officer
Halliburton
USA

Amel Chadli
Vice President Strategy & Digital Energy for Middle East & Africa
Schneider Electric
UAE

Antonio Sanfilippo
Chief Scientist & Program Director
Qatar Foundation
Qatar

Source: IEA
Autonomous vehicles will cover 66% of the total passenger distance (kms) by 2040. Join the conversations with mobility leaders at the front of this revolution.

20 OCT
ZAABEEL HALL 3

Jack McCauley
Co-Founder
Oculus Vr
USA

Lee Glazier
Head of Service Integrity
Rolls-Royce
UK

Dr. Anatoli Unitsky
Chairman of the Board of Directors,
General Designer
Unitsky String Technologies, Inc.
Belarus

Terrence Howard
Actor & Singer | Founder
Lynchpin Drone Technologies
USA

Daisy Zhu
VP of Wireless Marketing
Huawei
China

Yasser Alobaidan
Founder & CEO
Jawraa
KSA

Ralph Simon
CEO
Mobilium
USA

Mats Granryd
Director General
GSMA
UK

Source: McKinsey

Source: Statista

TELECOM & 5G

5G will surpass 2.7 billion subscribers by 2025. How can governments and businesses keep pace in the hyper-connected era?

19 OCT
ZAABEEL HALL 3

Sponsored by

CLICK FOR THE AGENDA

#GITEX2021
A recent Gartner report asserts that, by 2023, 30% of CISOs’ effectiveness will be directly measured on their role’s ability to create value for the business. Learn about the top systemic risks and security related business value.

17-20 OCT
ZAABEEl HALL 1

Source: Gartner
CONNECT WITH NEXT-GEN INNOVATORS OF THE WORLD

A show driven to fuel the high-speed expansion of the region’s startup ecosystem.

700+ Startups
60+ Countries

400+ of the most active Investors & VCs
30+ countries

450+ Speakers

THE GLOBAL STARTUP ECOSYSTEM UNITED THIS OCTOBER

CONNECT WITH NEXT-GEN INNOVATORS OF THE WORLD

400+
of the most active
Investors & VCs
30+ countries

450+
Speakers

THE GLOBAL STARTUP ECOSYSTEM UNITED THIS OCTOBER
**SPORTS TECH | QATAR**

An AI-based technological platform useful for tracking and analyzing technique, movement, the action of the best player performance.

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**iERP.ai**

**AI | SLOVAKIA**

Sales forecasting, Next purchase predictions, Customer late payment prediction or Discount recommendation algorithms powered by AI.

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**ENDANGERED WILDLIFE OÜ**

**ENVIRONMENTAL IMPACT | ESTONIA**

A disruptive tech for good fintech that has created algorithms for the development of a Biodiversity Valuator SaaS solution.

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**HealthyU**

**HEALTHCARE | UAE**

An integrated wellness and prevention platform that cares about you before you even get sick. It utilizes next-generation telemedicine.

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**Verofax**

**BLOCKCHAIN | UAE**

Verofax’s Traceability as a Service, is built on Hyperledger Fabric 2.0, a resilient Blockchain Platform offered by Microsoft & Oracle Cloud.

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**Sparkup**

**SOFTWARE | FRANCE**

A platform to boost real-time participation and offer everyone a front row experience. Make attendees part of your event, whether virtual, hybrid or in-person.
HARD TALKS ON THE STARTUP STAGE
17 - 18 OCT
ZA’ABEEl HALL 6

NAVIGATING CONTINUOUS TECH DISRUPTION
From Marvel’s “Iron Man” and Fox’s “Empire” to revolutionizing the tech industry / Changing the desert with high-tech solutions

MARKET MARKET MARKET
The state of venture capital in the Middle East / How can we mature to heights of the US and Asia? / The region’s most funded-startups’ Challenges of scaling up in MENA / How to market yourselves and your startups globally

OUT OF THE BOX INNOVATORS
Data is now the world’s most valuable asset / In conversation with the man who abruptly quit Silicon Valley to devise a plan to reverse climate change & Setting the Tempo and Marching to the Beat

Terrence Howard
Actor & Singer I Founder Lynchpin Drone Technologies
USA

Joe Foster
Founder REEBOK
USA

Baher Al Hakim
CEO Medicus AI
Austria

Yishan Wong
Founder Terraformation
USA

Irene-Marie Seelig
Co-Founder & CEO AnamXR
USA

Sallyann Della Casa
Chief Identity Hacker GLEAC
UAE

DISCOVER STARTUP CONFERENCE PROGRAMME

SUPERNOVA CHALLENGE
PITCH COMPETITION
US$100,000 up for grabs across 12 categories

Best Youth/University Startup
Best Sports Tech
Best Blockchain Startup
Best Creativity Economy

DISCOVER SUPERNOVA
Ai Everything is where the global artificial intelligence ecosystem coalesces to create the world’s most impactful, visionary and innovation-brimming summit. Where trailblazers and innovators go to inspire and to be inspired. A revolutionary event for revolutionary times.

Join thousands of AI tech supremos and business leaders to unravel, discuss and highlight the tremendous opportunities every industry can harness as part of the AI revolution.

With artificial intelligence set to be the engine of the fourth industrial revolution the UAE is leading the way in harnessing this technological advancement for the improvement of society.

GLOBAL BRANDS CHOOSING AI EVERYTHING

LEADING THE CONVERSATION

Dr. Seth Dobrin,
Global Chief AI Officer & Chief Data Officer IBM Cloud & Cognitive Software, IBM (USA)

Creator of the IBM Data Science Elite team, featured by Forbes, that has successfully executed, operationalized & scaled AI, has also led the globally acclaimed digital transformation of IBM’s Cloud and Cognitive Software business as Chief Data Officer

Dr. Simon See
Global Head – Nvidia AI Technology Centre, Nvidia (Singapore)

Heavily leveraging AI to make Singapore and cities in China smarter across its key projects, an important contributor to the development of Cambridge 1, the world’s fastest supercomputer

DR. DANIELA RUS
Director of Computer Science & Artificial Intelligence Laboratory, Massachusetts Institute of Technology (MIT) USA

Forbes 2017 “Incredible Women Advancing A.I. Research” list, ground-breaking work in creating drone swarms that mimic human behaviours

Wei Li
VP & GM of ML Performance, Intel Corporation (USA)

His efforts are instrumental in Intel’s multi $Billion AI revenue growth

KEY PARTNERS

HALL 8 AND ZABEEL HALL 4

Hosted by

البرنامج الوطني للذكاء الاصطناعي
NATIONAL PROGRAM FOR ARTIFICIAL INTELLIGENCE
As the cornerstone of the overall Ai Everything x GITEX content programme, the focused Ai Everything workshops provide a unique opportunity to gain insight from some of the world’s leading AI thinkers.

**CONTROLLING MACHINES WITH YOUR MIND: REPLACING HARDWARE SILENTLY**

*Kareem Ayyad*

CEO, Cerebian Canada
NASA Space App Challenge winner, creator of the world’s first dream recorder that communicates silently and type/talk to Siri using brain signals

**SOCIAL SCIENCE IN A 3D WORKSHOP: ETHICS OF DATA, ALGORITHMS AND USAGE**

*Ana Chubindze*

Social Scientist & Founder, AI Governance International (Germany)
Member of the European AI Alliance, by European Commission that influences its AI ethics guidelines

**DUBAI’S 3D PRINTING STRATEGY: IS AI THE KEY?**

*Dominic Wright*

Co Founder, Generation 3D (UAE)
A world record holder of 3D printing, one of the founding members of Dubai Future Foundation, now leveraging Ai for additive manufacturing & fabrication

**SCALABLE AI: TRANSFORMING NESTLE TO BE AN UNBIASED COGNITIVE COMPANY BY 2025**

*Carolina Pinart*

Global Product Director for New Generation Technologies, Nestle (Spain)
Leading Nestle’s company wide AI strategy, aimed to transform Nestle into an unbiased cognitive company by 2025

**THE INTERNET OF TOYS: HOW CAN PARENTS AND SCHOOLS AVOID BEING BLINDSIDED TO SIDE-EFFECTS OF AN EXPONENTIAL DIGITAL GENERATION?**

*Mary Jo De Leeuw*

Advisory Board Member WomenTech Network and Coding Girls, Cofounder & Vice President of Women in Cyber Security & Founder, Internet of Toys (Netherlands)
Europe’s 20 influential women in tech 2021; #10 by IFSEC as a global cyber security influencer, a pioneer of finding breaches in digitally connected toys

**DATA ANALYTICS WITH PYTHON**

In this workshop, you will discover the basics of programming with Python and will be quickly immersed in the daily life of a Data Analyst through concrete business cases using datasets from the real world.

19 OCT, MAKTOUM HALL
World-leading blockchain companies and influential minds will demonstrate the true and transformative power of the most disruptive technology since the internet across different sectors.

Experience it live across three major themes unravelling at the exhibition, conferences, workshops, the investor programme and Hackathon:

1. Blockchain in Finance incl. DeFi, digital currencies, CBDCs
2. Blockchain as alternative investment incl. crypto & NFT investment
3. Blockchain beyond Crypto incl. applications and use cases across all industry sectors

**Featured Names on the Show Floor**

- **Bronze Sponsors**
  - Blockchain Valley
  - SettleMint
  - OMANEE
  - Paycoin
  - Bybit

- **Vertical Sponsor**
  - Cryptocurrency

**Top Speakers**

- **Dina Saman**
  - Founder & Managing Director
  - CoinMENA
  - Bahrain

- **Akon**
  - Music mogul launching the $6 billion futuristic, high-tech Akon City
  - USA

- **Nitin Gaur**
  - Director of Financial Sciences and Digital Assets
  - IBM
  - UAE

- **Dr. Alexandra Mikityuk**
  - Founder & CEO
  - STAEX
  - Germany

**Business Hackathon**

TDeFi - the Blockchain accelerator that incubates start-ups and offers the chance to connect with potential investors, marketers, token advisors, and ecosystem partners - is hosting its Business Hackathon in partnership with the Future Blockchain Summit.

The TDeFi Bizthon will host pitches from 200 finalists.
In 2020, the number of fintech businesses registered at Dubai International Financial Centre (DIFC) more than doubled compared to previous year and fintech adoption is increasing rapidly.

97% of consumers in the UAE plan to use at least one new method of digital payment such as wearables, biometrics, digital currencies or QR codes within 2022.

Tapping into this tremendous growth potential in the Middle East and North Africa is join Fintech Surge, our new event presenting latest tech innovations in:

Digital Banking | Paytech | Insuretech | Wealth & Asset management | Regtech

**FEATURED NAMES AT THE SHOW**

### Platinum Sponsor

- Stripe
- Confirmation
- YAP
- beehive
- credolab

### Digital Banking Summit

The Fintech Surge Digital Banking Summit will deep dive into the most pressing issues facing all aspects of banking.

### Banking 4.0 Leaders Exchange

Fintech Surge will host a series of closed-door C-Level roundtables exploring the most critical industry challenges and opportunities across issues including open banking, digital currencies, challenger banks, and how data - the 'new oil' of the digital economy – can be used to deliver value.

### SME Entrepreneurs Hub

Prime opportunities for fintech companies breaking into the banking side of the financial services industry lies in servicing small businesses. The SME Entrepreneurs Hub explores issues and opportunities for those using technology to improve the financial health and success.

### KEY WORKSHOPS

- Emerging Technologies & Innovative FinTech Business Models
- S P Jain School of Global Management
- How to mitigate financial statement fraud risk in the age of COVID-19
- Confirmation, part of Thomson Reuters (UK)
- The potential and limitations of blockchain and distributed ledger technology (DLT)
- Aly Madhavji of INSEAD will lead a 75-minute morning session on the new use cases and business models leveraging DLT in Fintech.

### TOP SPEAKERS

- **Dr. Juergen Rahmel**
  - Chief Digital Officer
  - HSBC
  - Germany

- **Jamie Broadbent**
  - Head of Digital, Innovation & Design
  - RBS International
  - UK

- **Dr Samyr Mezzour**
  - House of InsurTech Switzerland (HITS) – A Generali Company
  - Switzerland

- **Salman Arif**
  - Group Product Manager – Capital Markets, Borealis AI
  - Royal Bank of Canada
  - Canada

- **Mai Santamaria**
  - Head of Financial Advisory, Department of Finance
  - Ireland

- **Aly Madhavji**
  - INSEAD

**DISCOVER FINTECH**

Z‘ABEEEL HALL 4
83% marketers upgraded or replaced at least one martech solution in the last 12 months - making marketing technologies one of the most in-demand tech sectors in the world currently.

Experience tech-empowering brand stories, connections and successes across the first and most in-depth mar-tech driven exhibition and conference in the region.

FEATURED NAMES ON THE SHOW FLOOR

CYPRUS
Specializing in Cloud, Web Applications and e-commerce solutions, leveraging their experience, partners network and a very competitive pricing strategy to deliver high quality solutions.

UAE & INDIA
A Performance Marketing & Content Syndication Agency focused on making meaningful conversions for their client’s brands using ABM & BANT Strategies.

UAE & PAKISTAN
Providing in depth and diverse array of online marketing solutions for brands.

UAE
The world’s #1 news aggregator app allowing you to customize your online reading experience.

UAE
Webmarkets is an internet marketing and solutions provider, whose goal is to design and develop digital ideas and bring them to life!

LUXEMBOURG
Helping world-leading brands activate the voice of the customer in real-time by making sense of consumer & customer feedback across all channels, goes beyond social listening and using their AI-powered conversational intelligence platform.

Source: Wildfire Labs Report
REMAP brings together the best minds, innovators, drivers and leaders and allows attendees to experience unconfined creativity in the hope for a paradigm shift in communications within the Middle East PR industry.

UK'S LARGEST MENTORSHIP PROGRAMME NOW IN DUBAI

Mentoring Gen Z is the flagship mentoring programme, designed and delivered by the School of Marketing in partnership with The Marketing Society and Marketing Week.

Mentors from School of Marketing, Direct Line Group, Microsoft, Dubai World Trade Centre, Jumeirah Group, Sony and Tetra Pak

DISCOVER MARKETING MANIA
TRAVELLING TO DUBAI
All passengers travelling to Dubai from any point of origin must hold a negative COVID-19 RT-PCR test certificate for a test taken no more than 72 hours before departure.

The certificate must be a Reverse Transcription-Polymerase Chain Reaction (RT-PCR) test. Other test certificates including antibody tests, NHS COVID Test certificates, Rapid PCR tests and home testing kits are not accepted in Dubai. Travellers must bring an official, digital or printed certificate in English or Arabic to check in – SMS certificates are not accepted. PCR certificates in other languages are acceptable if they can be validated at the originating station. Digital COVID-19 certificates are accepted upon arrival at Dubai International airport verification points.

ATTENDING THE EVENT
The Organiser is committed to ensuring that all stages of the visitor journey at GITEX Global 2021 are safe and that a range of visitor services are available to provide information on COVID-19 measures including hand sanitisers at multiple locations across the venue, Health and Safety Wardens monitoring social distancing and mask wearing and floor markings highlighting social distancing.

All visitors must correctly wear a face covering or face mask at all times, unless they have a medical exemption approved by Dubai Health Authority (DHA).

Visitors are not required to provide proof of vaccination or a negative PCR test result to enter the venue.

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 social distancing, contactless transactions and hygiene protocols at all times.

In December 2020, GITEX Technology Week, the only global live and in-person technology event took place and 96% of attendees recorded the event as safe and very safe to conduct business.

The National Newspaper, ran a full page feature on the health and safety measures which were undertaken for the event in its newspaper dated the 7th December 2020.

Click here to view the full page feature in The National Newspaper on their review of DWTC’s efforts >

Coronavirus: how Dubai managed to pull off a safe and successful in-person Gitex

► More than 1,000 social distancing stickers, disposable microphone covers and 809 sanitisers were placed in the event centre

YOUR HEALTH AND SAFETY IS OUR TOP PRIORITY
- Dubai was voted the safest city in the world to attend an exhibition
- DWTC venue is certified with the prestigious Bureau Veritas SafeGuard Label

Click here to view how we succeeded to deliver a safety show in 2020

SAFETY ASSURED BY
SAFEST FACE-TO-FACE BUSINESS ENVIRONMENT, PROVEN TO YOU WITH GITEX 2020

We welcomed attendees from 110 countries safely at 2020’s only live in-person global technology event. Dubai World Trade Centre set a new safety benchmark for live exhibitions around the world.

HERE’S A PICTURE GALLERY OF THE EVENT
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 may be levied by the government authorities for non-compliance.

Keep a 2 metres social distance at all times.

Individually sanitised and packed badge holders and lanyards distributed at multiple locations.

Badges are non-transferable and badge-holders are required to show valid identification. Penalty of AED 3000 and denied entry applicable to violators.
Sanitisers readily available at multiple locations

Real time monitoring of crowd density and venue capacity

Avoid shaking hands and exchanging business cards

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

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

Clear signage of maximum capacity allowed at any one time will be displayed on the front of the stand. If a stand has a meeting room - maximum capacity will be displayed also
Food and beverages to be consumed in dedicated F&B areas where masks may be removed when seated.

Individual bins for the disposal of PPE, will be provided by the exhibitor on their stands.

All product demos and activations within a stand must observe a 2 metre social distance. The viewing area will be on the stand and will also incorporate social distancing of 2 metres.

Exhibitors appointed stand building contracting company and any temporary staff working onsite during the build up need to provide a negative Covid 19 Test Result to gain access to the Exhibition Halls.

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

Health & Safety Wardens will strictly enforce all policies. A penalty of AED 3,000 may be levied by government authorities for non-compliance.
Disinfection protocols are adhered to in all public areas, F&B outlets & restrooms.

Conference chairs are protected with an antimicrobial shield and are sanitised regularly.

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.

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

PCR Testing Clinic available onsite.
Isolation rooms are set up at the venue for suspected cases.

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

Contactless transactions are encouraged

Prayer rooms are open and follow federal guidelines

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Health & safety protocols: Advance, online registration and Print@Home badges issued only. Strictly no registration / badges issued on-site.