17-20 OCT 2021

DUBAI WORLD TRADE CENTRE

CREATING A BOLDER DIGITAL FUTURE TOGETHER

Proudly celebrating the region's digital transformation achievements in this landmark year of Expo 2020 Dubai and UAE’s Golden Jubilee.

#GITEXGLOBAL

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

Platinum Sponsors
ERICSSON HUAWEI

The undisputed tech event for the last 40 years
AI, 5G, Cloud, Big Data, Cybersecurity, Blockchain, Quantum Computing, Immersive Marketing and Fintech & thought-provoking conferences, it’s all at GITEX Global

CONNECT WITH THE GLOBAL TECH INDUSTRY AT GITEX 2021

Nothing stops people & tech bring on GITEX Global 2021

Gold Sponsor Silver Sponsors Bronze Sponsors GITEX Conference Sponsors

VIP Majlis Sponsor Innovation Partner Headline Sponsor XLABS / Tech Talks Supporting Sponsors XLABS / Tech Talks

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

VISIT GITEX.COM/EXHIBITORS FOR FULL 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

140+ participating countries

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

50+ countries on stage

11 industry verticals

DALAL BUHEJJI
Executive Director, Investment Origination, Bahrain Economic Development Board
BAHRAIN

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
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company/Institution</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.E. Omar Sultan Al Olama</td>
<td>Minister of State for Artificial Intelligence</td>
<td>United Arab Emirates</td>
<td>UAE</td>
</tr>
<tr>
<td>H.E. Dr. Mohamed Al-Kuwaiti</td>
<td>Head of Cyber Security Government</td>
<td>United Arab Emirates</td>
<td>UAE</td>
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<tr>
<td>Wei Li</td>
<td>VP, GM of Machine Learning Performance</td>
<td>Intel Corporation</td>
<td>USA</td>
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<tr>
<td>Dr. Seth Dobrin</td>
<td>Global Chief AI Officer</td>
<td>IBM</td>
<td>USA</td>
</tr>
<tr>
<td>Elie Habib</td>
<td>Co-Founder &amp; CTO</td>
<td>Anghami</td>
<td>UAE</td>
</tr>
<tr>
<td>Dr. Simon See</td>
<td>Global Head - Nvidia AI Technology Centre</td>
<td>Nvidia</td>
<td>Singapore</td>
</tr>
<tr>
<td>Dr. Daniela Rus</td>
<td>Director of Computer Science &amp; Artificial Intelligence Laboratory</td>
<td>Massachusetts Institute of Technology (MIT)</td>
<td>USA</td>
</tr>
<tr>
<td>Dalal Buheji</td>
<td>Executive Director, Investment Origination</td>
<td>Bahrain Economic Development Board</td>
<td>Bahrain</td>
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<tr>
<td>Dr. Saket Kumar</td>
<td>Chief Data Scientist</td>
<td>Global Premium Services</td>
<td>USA</td>
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<tr>
<td>Elie Habib</td>
<td>Co-Founder &amp; CTO</td>
<td>Anghami</td>
<td>UAE</td>
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<tr>
<td>Dr. Juan Bernabe Moreno</td>
<td>Chief Data Officer &amp; Global Head of Analytic &amp; AI</td>
<td>E.ON</td>
<td>Germany</td>
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<tr>
<td>Adam Morse</td>
<td>Award-winning Filmmaker &amp; Actor</td>
<td></td>
<td>USA</td>
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<tr>
<td>Tannya Jajal</td>
<td>Futurist &amp; Author, Expert Technology Contributor</td>
<td>Forbes Middle East</td>
<td>UAE</td>
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<tr>
<td>Alex Soto Bueno</td>
<td>Director of Developer Experience</td>
<td>Red Hat</td>
<td>USA</td>
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<tr>
<td>Shameer Khader</td>
<td>Senior Director of AI</td>
<td>AstraZeneca</td>
<td>USA</td>
</tr>
<tr>
<td>Engr. Betty Ugona</td>
<td>Chief Innovation Officer, Research Technology &amp; Innovation</td>
<td>Nigerian National Petroleum Corporation</td>
<td>Nigeria</td>
</tr>
</tbody>
</table>

**VISIT GITEX.COM FOR MORE**
5 DAYS AT GITEX GLOBAL PROMISES A 5-STAR EXPERIENCE
GITEX GLOBAL LEADERS VISION

Proudly celebrating the UAE’s Golden Jubilee, GITEX GLOBAL catalyzes the ambitions of nations in their quest for digital transformation.

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 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 KINGDOM OF SAUDI ARABIA & GCC  18 OCTOBER

Digital transformation is a key enabler for realizing the GCC’s national visions - geared toward creating vibrant societies, thriving economies and ambitious nations.

VISION UAE PROJECTS OF THE 50  19 OCTOBER

A bold new series of national strategic projects was unveiled by the UAE leadership of UAE projects of the 50. Top UAE officials will give exclusive insights into the visionary new projects and initiatives.

Sponsored by ERICSSON

VISIT GITEX.COM FOR MORE
VISION AFRICA

SUNDAY 17 OCT

HIS EXCELLENCY DR. AMR S. TALAAT
Minister of Communications and Information Technology
EGYPT

ENG. AMR MAHFOUZ
CEO, Information Technology Industry Development Agency (ITIDA)
Assistant Minister for Growth and Development, MCT
EGYPT

HER EXCELLENCY URSULA OWUSU-EKUFUL
Minister for Communications and Digitalisation
GHANA

DR. TONNY K. OMWANSA
CEO, Kenya National Innovation Agency
KENYA

ENG. KABURU MWIRICHIA
KiTDA Board Member
Kenya Technopolis
KENYA

PROF. BITANGE NDEMO
Former ICT Secretary
KENYA

HIS EXCELLENCY PROF. ISA ALI IBRAHIM (PANTAMI) PhD
Minister of Communications & Digital Economy
NIGERIA

LACINA KONÉ
Director General and CEO
Smart Africa
RWANDA

VISION SAUDI ARABIA & GCC

MONDAY 18 OCT

TALA FAHKRO
Chief Project Officer - Market & Strategy Intelligence and Policy Advocacy
Bahrain Economic Development Board
BAHRAIN

HIS EXCELLENCY DR. AMR ALMADDAH
Deputy Minister for Hajj and Umrah Services, Ministry of Hajj & Umrah
KINGDOM OF SAUDI ARABIA

SULTAN AL MUTAIRI
Head of Vision Realization Office Ministry of Interior
KINGDOM OF SAUDI ARABIA

MAYADA BADR
CEO
Saudi Culinary Arts Commission
KINGDOM OF SAUDI ARABIA

TURKI AL FAWZAN
CEO
Saudi Esports Federation
KINGDOM OF SAUDI ARABIA

BURAK CAKMAK
CEO
Saudi Fashion Commission
KINGDOM OF SAUDI ARABIA

DR. ABDULRAHMAN ALARIFI
General Manager of Systems Engineering, Saudi Technology and Security Comprehensive Control Company (Taahkom)
KINGDOM OF SAUDI ARABIA

DR. SAOUD HUMAID AL SHOAILI
DG - Policies and Governance, Oman Ministry of Transportation, Communication & IT
OMAN
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.

GITEX YouthX

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

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

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

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

VISIT GITEX.COM FOR MORE

19 - 20 OCT ZAABEEL HALL 5

20 OCT ZAABEEL HALL 6

17 - 18 OCT ZAABEEL HALL 5

20 OCT ZAABEEL HALL 6

WHAT'S NEW

GITEX GLOBAL
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 CODE INFINITY.

The largest event of its kind in the Arab world to empower young developers and enable the region’s transformation goals.

17 - 20 OCT
CODE INFINITY CAMPUS
SHEIKH RASHID HALL (OPP. HALLS 5-8)

C O N F E R E N C E  S E S S I O N S  |  1 7 T H  O C T

The Future is Kubernetes-Native
12.00-13.00

Elevating User Engagement with Machine Learning and Micro services
14.00-15.00

Meet the Developer Cloud: The Future of Visual Studio, GitHub and Microsoft Azure
15.00-16.00

Presented by

C E R T I F I E D  T R A I N I N G  C O U R S E S  |  1 8  -  2 1  O C T

Microsoft Azure AI Fundamentals Course

Oracle & Red Bull Racing Honda Hands-On Lab

Oracle SailGP Analytics & Machine Learning Hands-On Lab

Red Hat OpenShift Course

Red Hat Service Mesh Course

Red Hat Kubernetes-Native Java with Quarkus Course

VISIT GITEX.COM FOR MORE
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

Kerri Kasem  
Multimedia personality, former UFC Commentator  
Founder of KasemCares  
USA

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

Michael Cole  
CTO  
European Tour  
UK

Partnerships with

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

VISIT GITEX.COM FOR MORE
WOMEN IN TECH TAKE CENTRESTAGE

Simply, the biggest line-up of women startups

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.

17 - 20 OCT
ZAABELL HALL 5

TIE WOMEN GLOBAL FINALS

Empowering women through tech & data to become digital literate, provide mentorship, soft skills development and networking opportunities. With 14,000+ women trained globally, October will see the launch of the MENA chapter in Dubai.

19 OCT
ZA'ABELL HALL 6

VISIT TWO OF THE MOST POWERFUL SHOWS IN THE WORLD: GITEX & EXPO 2020 DUBAI

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.

Visit two of the most powerful shows in the world: GITEX & EXPO 2020 Dubai.
Buy your EXPO 2020 Dubai tickets at the dedicated counter at GITEX Global.
Free shuttle buses will be available to and from the EXPO Venue from 1 OCT.

19 OCT
SHEIKH MAKTOUTM HALL

WOMEN IN AI & DATA

17 - 20 OCT
ZAABELL HALL 5

19 OCT
ZA'ABELL HALL 6

19 OCT
SHEIKH MAKTOUTM HALL
WORLD’S MOST REVOLUTIONARY MINDS

Digital Cities x AI
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

Education
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

Hind Al Mualla
Chief of Happiness and Innovation Knowledge and Human Development Authority (KHDA)
UAE

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

PIERO PELIZZARO
Chief Resilience Officer
City of Milan
Italy

Dr. Seth Dobrin
Global Chief AI Officer
IBM
USA

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

Thomas Debass
MD & Chief Partnerships Officer
US Department of State
USA

Sponsored by
Source: Statista
Source: World Economic Forum

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#GITEXGLOBAL
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

**HEALTHCARE**

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

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
FUTURE MOBILITY

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

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

Harj Dhaliwal
Managing Director Middle East & India
Virgin Hyperloop
UAE

Victor Dalmau
Managing Director,
Volkswagen Middle East
UAE

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

Source: Statista

Daisy Zhu
VP of Wireless Marketing
Huawei
China

Yasser Alobaidan
Founder & CEO
Jawraa
KSA

Ralph Simon
CEO
Mobilium
USA

George Fraser
VP for Africa,
Amdocs
UAE

Source: McKinsey

VISIT GITEX.COM FOR MORE
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
HALL 1

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

Aloysius Cheang
Chief Security Officer
Huawei
UAE

Matthias Schranner
Founder & CEO
Schranner Negotiation Institute
Switzerland

Jelena Matone
Senior Head, CISO & OpRisk
European Investment Bank
President
Women4Cyber Foundation
Luxembourg

Endorsed by
CYBER SECURITY COUNCIL

Sponsored by
HUawei
A show driven to fuel the high-speed expansion of the region's startup ecosystem.

THE GLOBAL STARTUP ECOSYSTEM UNITED THIS OCTOBER

700+ Startups
60+ Countries

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

450+ Speakers

...and more

#GITEXGLOBAL
DISCOVER SOME OF THE WORLD’S MOST PROMISING STARTUPS

**stripe**

**FINTECH | USA**

The most valuable unicorn globally at $95 billion. Stripe has established itself as the trusted fintech startup in the USA.

**iERP.ai**

**AI | SLOVAKIA**

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

**ENDANGEROURED WILDLIFE ÖÜ**

**ENVIRONMENTAL IMPACT | ESTONIA**

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

**HealthyU**

**HEALTHCARE | UAE**

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

**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.

**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.

**SPORTS TECH | QATAR**

An AI-based technological platform useful for tracking and analyzing technique, movement, the action of the best player performance.
HARD TALKS ON THE STARTUP STAGE

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

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

Legendary Silicon Valley investor Tim Draper is partnering with GITEX Future Stars to create the Draper-Aladdin prize, with up to $500,000 investment for the winner.
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 behaviors

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

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

KEY PARTNERS
FOCUSED WORKSHOPS

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.

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.

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.

LESSONS FROM TECH, SPORTS, GAMING AND MARKETING
John Kamara
Director of Machine Learning Institute of Africa Co Founder Ada Labs Africa (Kenya)
developing one of the largest AI startup hubs across East and West Africa.

Claire Matuka
Co Founder of AI Centre of Excellence (AICE) & Data Scientist Ada Labs Africa (Kenya)
An AI youth champion from Africa; A founder at the age of 23, is now working on an ambitious plan to train young engineers in Africa in AI and ML.

# GITEX GLOBAL
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

Hackathon Organiser | Strategic Partners | Vertical Sponsor
--- | --- | ---
TDeFi | CoinMENA, DMCC, BYBIT |

Gold Sponsors | Silver Sponsor
--- | ---
Hoo, LYPAY, fanadise | Binance

Bronze Sponsors

TOP SPEAKERS

Dina Saman
Founder & Managing Director
CoinMENA
Bahrain

Nitin Gaur
Director of Financial Sciences and Digital Assets
IBM
UAE

Tone Vays
Analyst, Derivates Trader and YouTube Host with 100K Subscribers
USA

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

<table>
<thead>
<tr>
<th>Strategic Partner</th>
<th>Platinum Sponsor</th>
<th>Bronze Sponsors</th>
<th>Sponsor</th>
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<tr>
<td>Dubai International Financial Centre</td>
<td>stripe</td>
<td>ADIB</td>
<td>3s.money</td>
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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

Pedro Coelho
Chairman
Portuguese FinTech and InsurTech Association
Cyprus

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

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

Monica Sasso
EMEA FSI Chief Technologist
Red Hat
USA

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

VISIT GITEX.COM FOR MORE
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.

ON THE SHOW FLOOR AT MARKETING MANIA THIS YEAR

Oracle

Advertising and CX

Making customer interactions matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience (CX) is a connected suite of applications that goes beyond traditional CRM to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

CleverTap

CleverTap helps build amazing user experiences for the world’s leading digital-first brands. Our smart, all-in-one platform combines the best analytics, segmentation, and engagement tools so that companies can build valuable, long-term relationships with their customers.

toch

Toch is an AI-driven platform that helps broadcasters, OTT platforms, media platforms, and creators to revolutionize videos. Through our proprietary technology, Toch helps its partners to drive engagements, increase interactions, and grow revenue across their video content while managing risks and reducing costs. Our AI-driven technology enables content providers to offer the right content at the right time meeting and exceeding their customer’s expectations.

SalesBoxAI

SalesBoxAI is an AI driven ABX platform that allows you to create an AI powered ABX Assistant to get conversations going with the right people from the right Accounts at the right time.

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.

VIEW ALL EXHIBITORS
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

VISIT GITEX.COM FOR MORE
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**UK’S LARGEST MENTORSHIP PROGRAMME NOW IN DUBAI**

**THE MARKETING SOCIETY**

**Mark evans**
MD – Marketing & Digital, Direct Line Group

**Asma quorrich**
Senior Vice President Marketing, Jumeirah Group

**Khaled ismail**
Vice President Communications, Tetra Pak Europe, Central Asia, ME and Africa

**Ritchie mehta**
Learn Et Al & School of Marketing UK

**Peter debenedictis**
Chief Marketing Officer, Microsoft ME UAE

**Mike fairburn**
Chief Marketing Officer, Sony Group ME UAE

Etihad, Tetra Pak, Accenture Interactive, Visa, Virgin Mobile ... just a few of the unparalleled big brands sharing their data-driven, tech-fuelled insights on the Marketing Society stage

**THE MARKETING SOCIETY**

**Rob beswick**
MD, Virgin Mobile UAE

**Mohammed ismaeel hameedaldin**
Snior Vice President Marketing (CEMEA), Visa (UAE)

**VIEW ALL SPEAKERS**
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 AND 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.

VISIT GITEX.COM FOR MORE

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
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.

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

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

Avoid shaking hands and exchanging business cards

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.

Health & Safety Wardens will strictly enforce all policies. A penalty of AED 3,000 may be levied by government authorities for non-compliance.

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.

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.

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

Buffet permitted if served by waiting staff. Individually packaged food and beverage items available.
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.
Prayer rooms are open and follow federal guidelines.

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

Isolation rooms are set up at the venue for suspected cases.

Contactless transactions are encouraged

Prayer rooms are open and follow federal guidelines

SAFE, SMART & SEAMLESS EXPERIENCE

PCR Testing Clinic
Operated by Al Tadawi Medical Centre
Sheikh Maktoum Hall A
Cost: AED150
Opening Dates: 16 – 22 October 2021
Opening Times: 0800hrs – 2000hrs
• Appointments need to be booked in advance.
• Test results will be available within 24 hours.
• Please scan QR code and follow step by step instructions to book your appointment.
4000+ Tech Enterprises
140+ Countries

Biggest Sourcing and Networking Tech Event of the Year

PAID CONFERENCES & WORKSHOPS
1. Blue Stage
2. Dark Stage
3. Data Economy Stage
4. Data Lab Workshop
5. Data X Workshop
6. Code Infinity
7. Green Stage
8. The Exchange
9. Training Academy
10. Yellow Stage
11. 10X Stage

FREE TO ATTEND CONFERENCES
12. Block Stage
13. Creative Economy Stage
14. FINTANK
15. GITEX GLOBAL LEADERS VISION
16. Highflyer Stage
17. MentorME Stage
18. Elevate Stage
19. Tech Talks 4
20. Tech Talks 7
21. Unipreneur Stage
22. Xlabs

NETWORKING LOUNGES
23. Blockchain Business Hackathon
24. Blockchain & Fintech Exclusive Investor Lounge
25. Connexions Lounge
26. Investors Lounge
27. Majlis Lounge
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**SAFE, SMART, SEAMLESS**

Safety assured by

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*Only advance, online registration and Print@Home badges will be issued. Strictly no registration / badges issued on-site at the event.*