

**GITEX**  
GLOBAL

— NEW —  
**GLOBAL  
DEV  
SLAM**

**ai**  
عالم الذكاء الاصطناعي  
EVERYTHING

**NORTH  
STAR**  
DUBAI

**Fintech  
SURGE.**  
فينتك سيرج

FUTURE  
BLOCKCHAIN  
SUMMIT  
قمة مستقبل البلوك تشين

— NEW —  
**X V E R S E**  
GITEX

ماركتنغ مينا  
**Marketing  
Mania**



**ENTER THE  
DIGITAL UNIVERSE**

SHOW REPORT 2022



“

The biggest ever edition of GITEX GLOBAL places Dubai at the vanguard of cities opening new horizons for innovation and shaping the future of technology,”

**HIS HIGHNESS SHEIKH  
MOHAMMED BIN RASHID  
AL MAKTOUM**

Vice President,  
Prime Minister and Ruler of Dubai



# WORLD'S BEST LARGE SCALE EXHIBITION

Ground-breaking, agenda-setting and thought-provoking

**24** CONFERENCE  
STREAMS

**1,400+** SPEAKERS

**800+** HOURS OF KEYNOTES,  
TALKS AND  
PRESENTATIONS

✓ VOTED "BEST LARGE-SCALE EXHIBITION"\* | \*SOURCE: GRS

**170,000**  
ATTENDEES

**5,000+**  
EXHIBITORS

**176**  
PARTICIPATING  
COUNTRIES



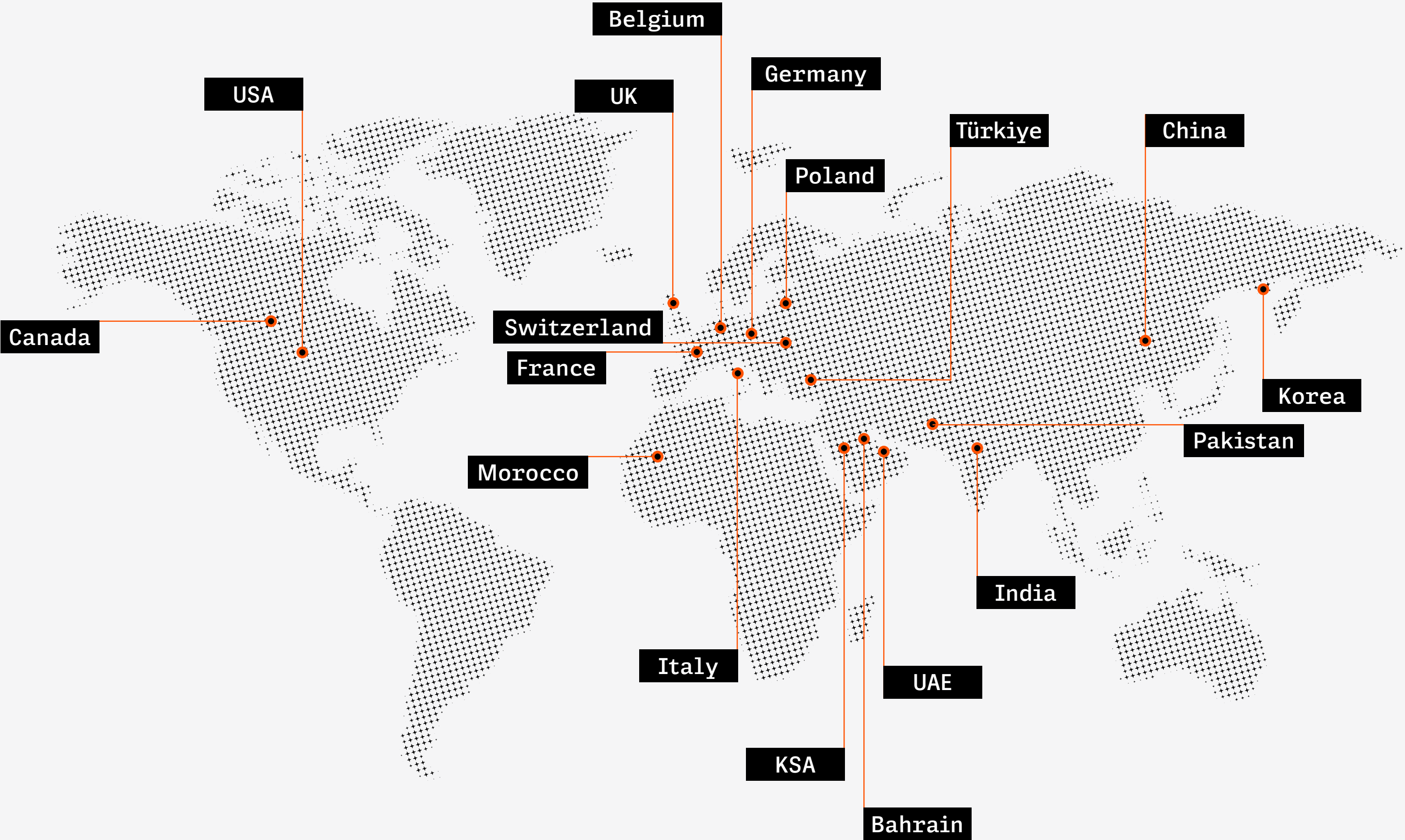
**1,000+**  
STARTUPS

**500+**  
INTERNATIONAL  
INVESTORS

**230+**  
GOVERNMENT  
ENTITIES

# A LOOK AT THE TOP EXHIBITOR COUNTRIES SHOWCASING CUTTING EDGE TECHNOLOGY AND INNOVATION

A truly global edition  
to celebrate GITEX's  
42nd edition with  
participants arriving  
from over 90 countries.



## TOP 10 EXHIBITING COUNTRIES



UAE



USA



India



KSA



China



UK



Poland



Korea



Pakistan



Germany



Türkiye

# UNITING TECH TITANS FROM ACROSS THE WORLD

## KEY EXHIBITORS



## GOVT. EXHIBITORS



# HEAR FROM EXPERTS ON HOW GITEX GLOBAL IS DRIVING THE DIGITAL ECONOMY

“It’s where applied science and technology meet. GITEX is a great platform to innovate for a better world. GITEX is living proof that technology and digital transformation exists and comes together to spearhead the discussion amongst several different entities, Government & Private, work hand in hand to innovate for a better world and a better future.”

**Noor Shamma**  
Executive Director of Marketing and Communication, Technology Innovation Institute (TII)



“Given the e& transformation journey we embarked on earlier this year, the 2022 edition of Gitex Global is truly special for us, as it is the first major global technology event where we will showcase the strides we’re taking to progress into a global technology and investment group that creates technology to empower every person and organisation to stride into a great wide-open future.”

**Hatem Dowidar**  
Group CEO of e&



“GITEX Global provides us with a golden opportunity to network with our customers, partners, industry leaders and experts from the Middle East region and around the world to explore how to more effectively unleash digital productivity, promote the digital economy, and build up stronger digital ecosystems.”

**Alaa Elshimy**  
Managing Director and SVP of Enterprise Business Group, at Huawei Middle East



# DEBUT REGIONAL AND GLOBAL EXHIBITORS CHOOSE GITEX GLOBAL TO EXTEND THEIR BRAND REACH

The technological playground for regional and global brands to drive the tech revolution.



We are delighted with our significant presence at GITEX GLOBAL, often billed as one of the largest tech events in the world. We look forward to the networking opportunities with the technology world’s leaders to accelerate our breakthroughs in the years to come.

**Dr. Ray O. Johnson**  
CEO



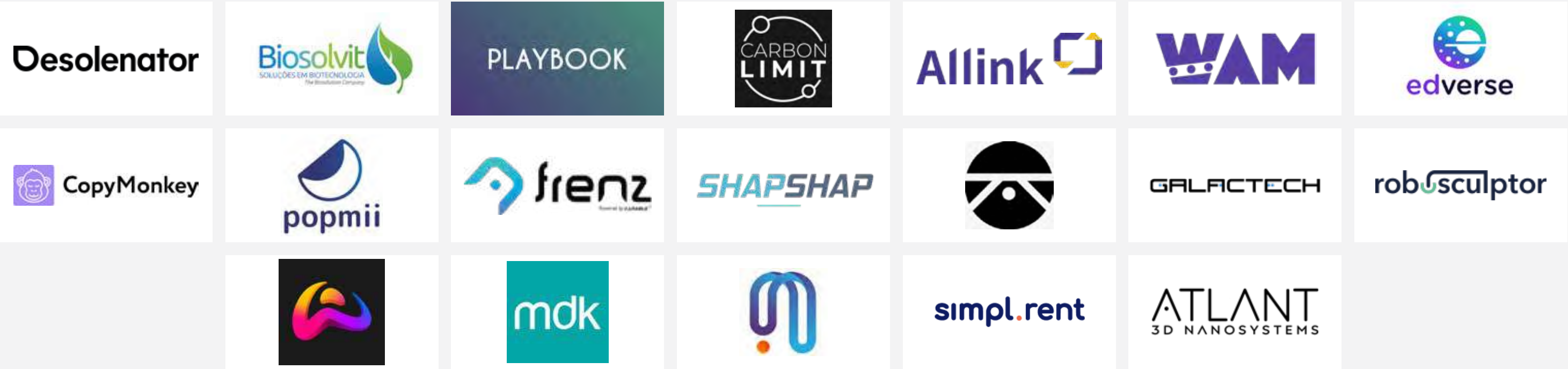
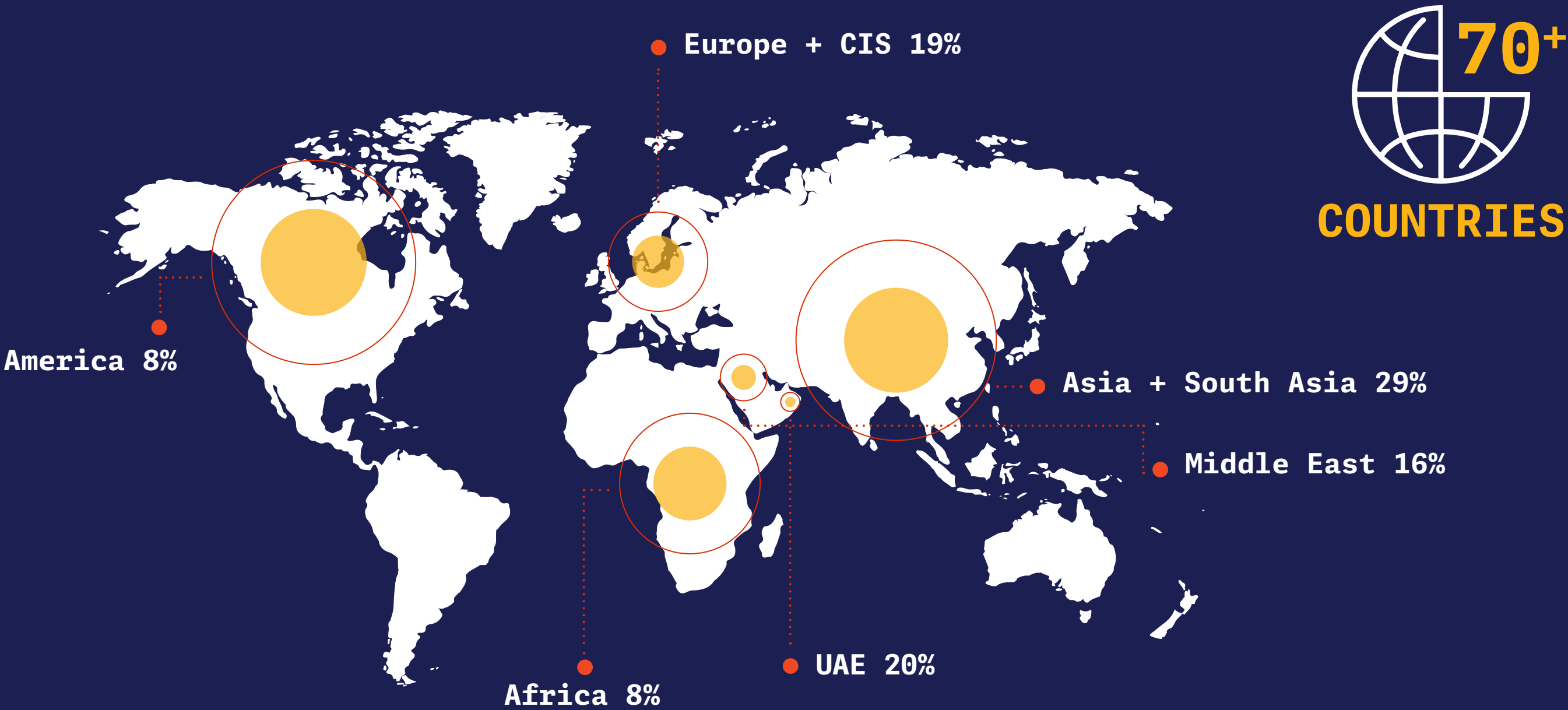
				
				
				
				

# IGNITING INNOVATION AND CONNECTING STARTUPS WITH INVESTMENT CAPITAL

Leading the way regionally  
in raising start-up funds  
worth \$2.6bn, innovative  
start-ups choose GITEX to  
meet with global investors.



# A WORLD OF STARTUPS IN ONE PLACE



WELCOMING  
VISITORS FROM  
ACROSS THE GLOBE TO  
EXPERIENCE CUTTING  
EDGE INNOVATIONS  
AND TECHNOLOGIES



170,000  
ATTENDEES

45%  
INTERNATIONAL  
ATTENDEES

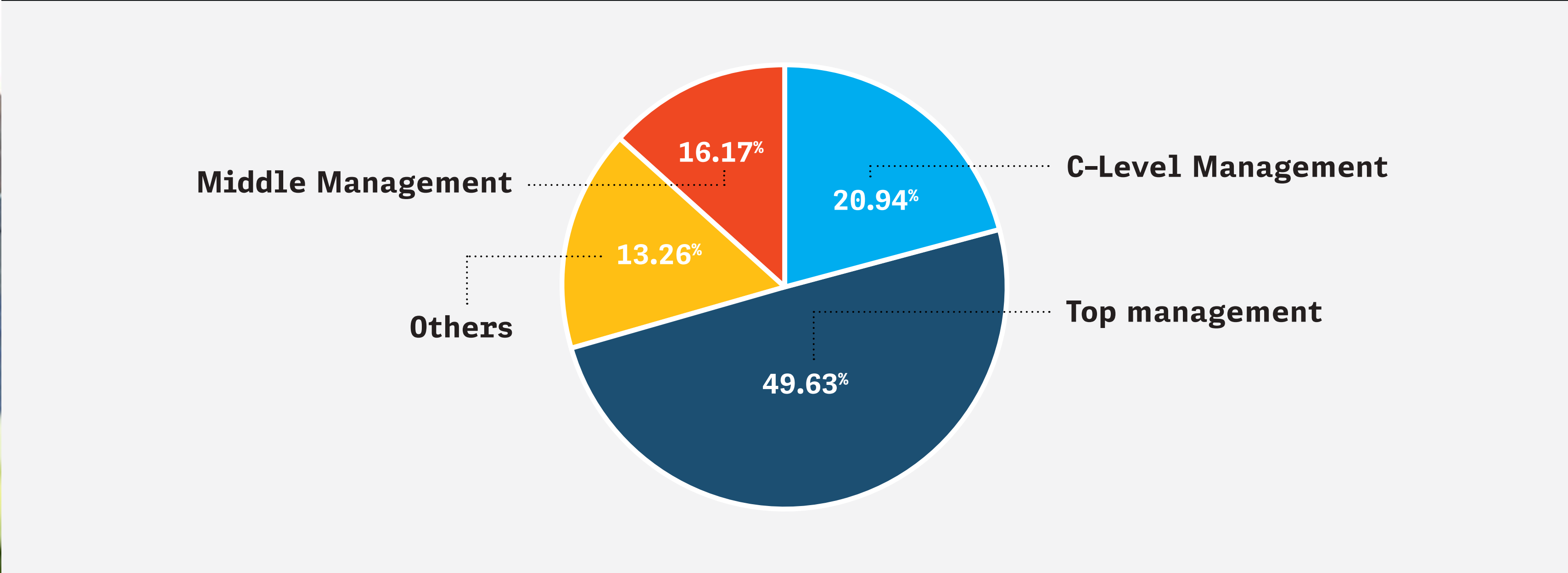
48%  
OF ATTENDEES ARE  
C-LEVEL, VPS, DIRECTORS  
OR SENIOR MANAGERS

85%  
OF VISITORS  
PLAN TO RETURN  
TO GITEX IN 2023

21%  
INCREASE IN  
INTERNATIONAL  
INVESTORS YOY



DESIGNATION LEVEL



# TOP PRODUCT CATEGORIES OUR VISITORS ARE LOOKING FOR



FUTURE MOBILITY



AI



CYBERSECURITY



DIGITAL CITIES



TELECOM & 5G



DATA ECONOMY



ENERGY & UTILITIES

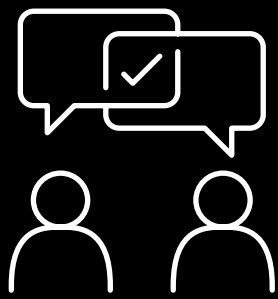


HEALTHCARE

# THE POWER OF GITEX IN THE PALM OF YOUR HANDS

GITEX Plus – the digital connector app that enhances your exhibition experience.

Making the most of pre-event networking and product-finding, our GITEX Plus app proved to be immensely popular.



NO. OF MEETINGS  
ARRANGED VIA THE APP  
**37,000**



**500K**  
EXHIBITOR  
PROFILE VIEWS

**910K**  
CONNECTIONS  
MADE ON THE APP



CONCIERGE  
MEETINGS

**5,500**

**632K**  
BADGES AND  
BUSINESS CARDS  
SCANNED



**1M**  
MESSAGES  
EXCHANGED



**42K**  
TOTAL  
MEETINGS

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# UNVEILING THE LATEST IN INNOVATIVE TECHNOLOGY FROM LEADING BRANDS AND STARTUPS

Africa's first humanoid robot "Omeife" was officially unveiled at GITEX GLOBAL by the Uniccon Group of Companies, one of Nigeria's fastest growing technology startups. Omeife is a 6-foot-tall female, African humanoid that provides language as a service for businesses needing to integrate native African audiences. She speaks African languages and is programmed to have a deep understanding of African culture and behavioural patterns.



A flying car takes to the Dubai skies. XPeng, the Chinese car manufacturer, successfully completed the first public flight of its two-seater flying car, XPeng X2.

The futuristic XPeng X2 is made of carbon fibre and can carry two passengers while emitting zero carbon dioxide. It's been designed with low-altitude flights in mind, so this futuristic flying car will predominantly be seen in cities.

# UNVEILING THE LATEST IN INNOVATIVE TECHNOLOGY FROM LEADING BRANDS AND STARTUPS



Cadillac Arabia and e& (formerly known as Etisalat Group) in collaboration showcased their InnerSpace concept – a dramatic, two-passenger electric and fully autonomous luxury vehicle.

With the aim to transform 25 per cent of the total transportation in Dubai to autonomous mode by 2030, the InnerSpace Concept exemplifies what the future of mobility could look like within the Emirate, the UAE and the Arab world.

Emirates Post Group introduce FINTX, the fintech arm of the business marking an exciting milestone for the business. FINTX is expected to diversify Emirates Post Group's portfolio by expanding its footprint within the fintech industry. The new company will focus on building an efficient fintech eco-system as well as provide a suitable setting for the synergy of all types of financial technology services.



EcoFlow, provider of eco-friendly power solutions for home, outdoor and professional use, marked its official GCC launch at GITEX GLOBAL in 2022. EcoFlow enters the GCC market with a number of products including its River Series, which is a portable power station for outdoor adventure such as camping. Additionally, its Delta series provides backup and off-grid living solutions for portable homes as well as off-grid environments.



# UNPRECEDENTED BUSINESS DEALS SIGNED AT ANNUAL TRADE SHOW: SEALING YEAR-LONG DEALS AND OPPORTUNITIES



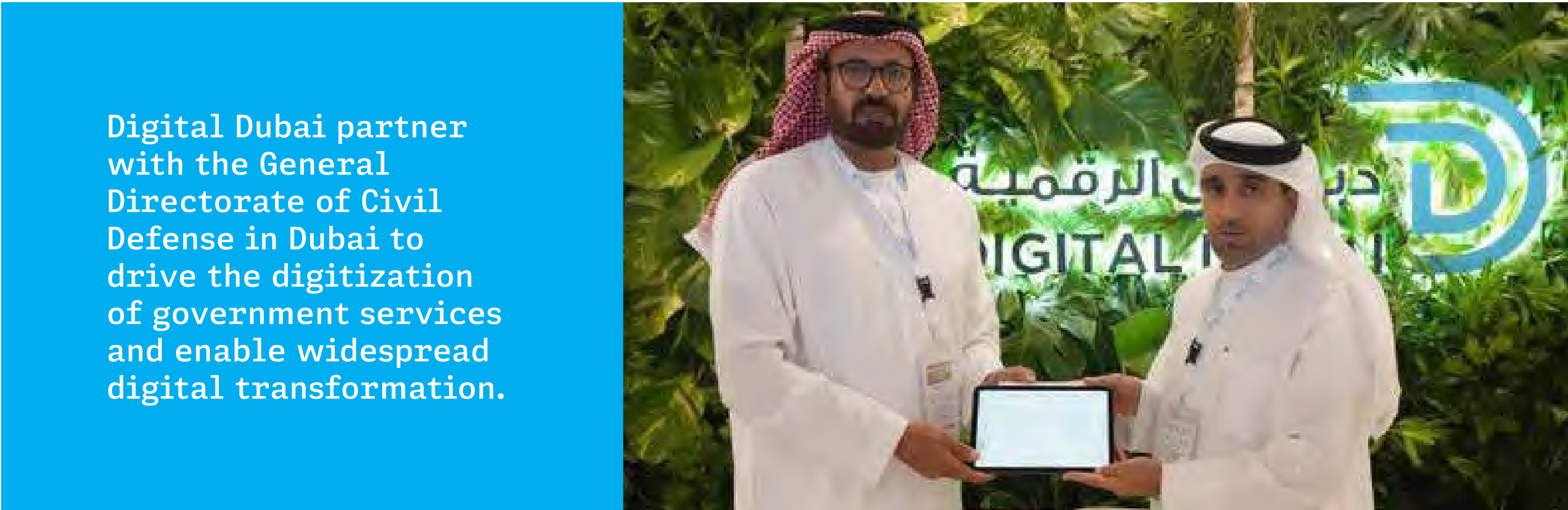
Avaya partners with Startek to support global businesses through packaged CX offerings.

Huawei & CPX Holding partner up to collaborate & strengthen the UAE's cybersecurity ecosystem through strategic digital projects that will support the nation's advancement as a top trusted digital hub for the region.



G42 and PwC Academy sign a strategic partnership to drive innovation of AI across clients & businesses by combining PwC's technology consulting capabilities with G42's AI expertise.

# UNPRECEDENTED BUSINESS DEALS SIGNED AT ANNUAL TRADE SHOW: SEALING YEAR-LONG DEALS AND OPPORTUNITIES



# GLOBAL TECH LUMINARIES IN THE SPOTLIGHT ON THE GITEX STAGES



800+



HOURS OF  
CONTENT



20+  
WORKSHOPS



1,400+  
SPEAKERS

7

CERTIFIED  
TRAINING  
PROGRAMS

13

TRACKS  
DEDICATED TO  
GITEX GLOBAL

24

CONFERENCE  
STREAMS  
IN TOTAL



55%  
INTERNATIONAL  
SPEAKERS

25%  
FIRST TIME  
IN UAE

85  
COUNTRIES  
REPRESENTED

# MAIN STAGE SPEAKERS

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## H.E OMAR SULTAN AL OLAMA

Minister of State for  
Artificial Intelligence,  
Digital Economy  
and Remote Work  
Applications

**Government of UAE**



## PAUL MISENER

VP Global Innovation  
Policy and  
Communications, United  
States of America

**Amazon**



## ANGELIKA GIFFORD

VP EMEA,  
Germany

**META**



## SEBASTIEN BORGET

Co-Founder & CCO,  
France

**The Sandbox**



## DR.GUY DIEDRICH

Global Innovation  
Officer & SVP, United  
States of America

**CISCO Systems Inc.**



## EUGENE KASPERSKY

Co-Founder & CEO,  
Russia

**Kaspersky**



GLOBAL  
**DEV  
SLAM**  
10-13 OCT 2022  
DUBAI WORLD TRADE CENTRE



**GITEX**  
GLOBAL

Supported by  
مقر المبرمجين  
**coders(hq)**

Featuring the inaugural



# POWERING CODING INGENUITY

A strategic event launched in partnership with Coders HQ with the aim to accelerate the UAE's vision to move towards a digital economy by connecting coders and developers to global learnings, innovative projects and exciting career opportunities.

Global DevSlam serves as a platform for members of the coding and development community to come together to build connections, network and learn together.

**11,000+**  
Coders

**120+**  
Hackers

**42**  
Workshops

**2000**  
Paid Delegates

Global DevSlam attracted a high percentage of international participation with



**50% of total  
attendees**

joining the inaugural edition from outside the UAE.

Founding Partners



ORACLE



Gold Sponsor

TECH & DIGITAL  
A NEOM COMPANY

Silver Sponsor



NEW  
GLOBAL  
DEV  
SLAM

YOUTH

# IMMERSIVE JOURNEYS INTO THE FUTURE OF CODING AND SOFTWARE DEVELOPMENT

GUIDED  
TOURS

INTERACTIVE  
Q&A SESSIONS

HANDS ON  
WORKSHOPS

24 scholarships worth  
**USD 51,000**  
were given away by:



FourthBrain

Machine Learning  
Scholarships



ZAKA

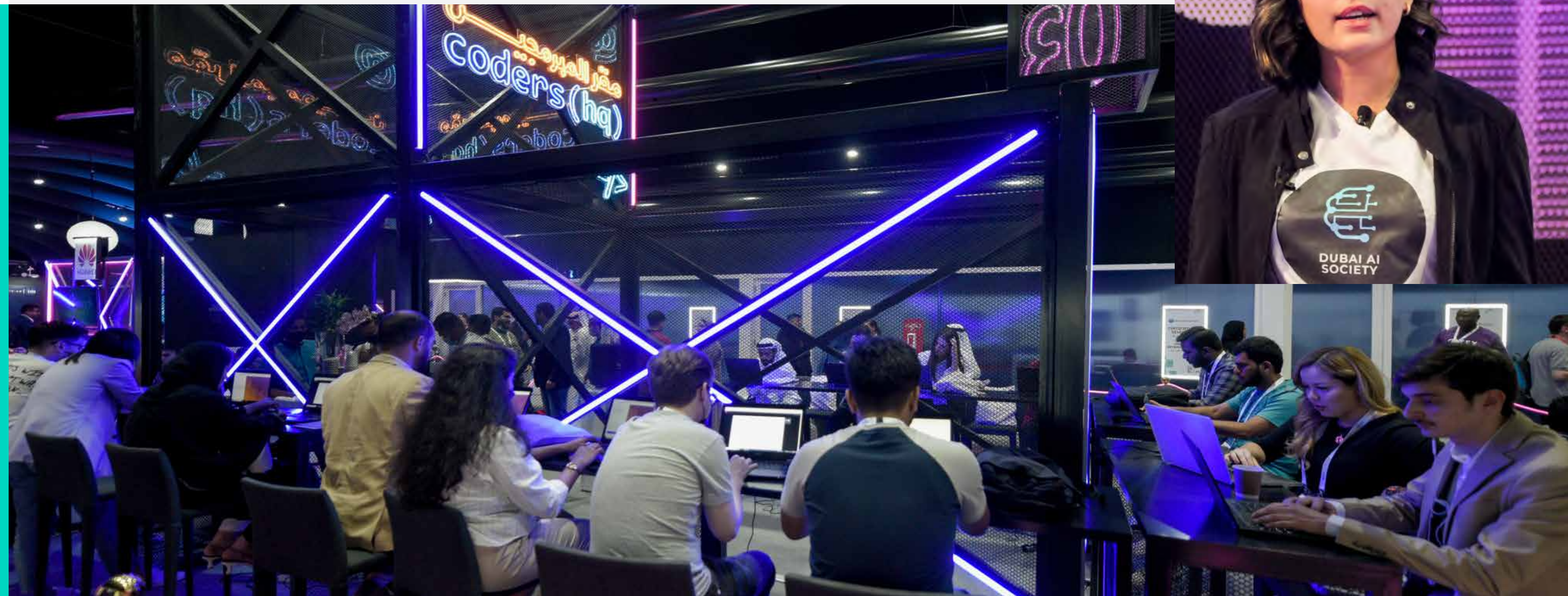
Data Science  
Scholarships



Data Science,  
Gaming Scholarships



First of its kind  
programme in the region  
honing and encouraging  
coding skills of the youth  
population providing  
unique and exclusive  
learning and development  
opportunities for young  
tech innovators.





GITEX's latest initiative, XVERSE, inspired by the Dubai Government's vision and roadmap to be among the Top 10 cities globally in the metaverse economy, was proudly introduced at GITEX GLOBAL in 2022.

Showcasing trailblazing world first experiences here to revolutionise business and society as we know it, XVERSE forms an integral part of the tech ecosystem at GITEX GLOBAL.





# XVERSE PARTNERS

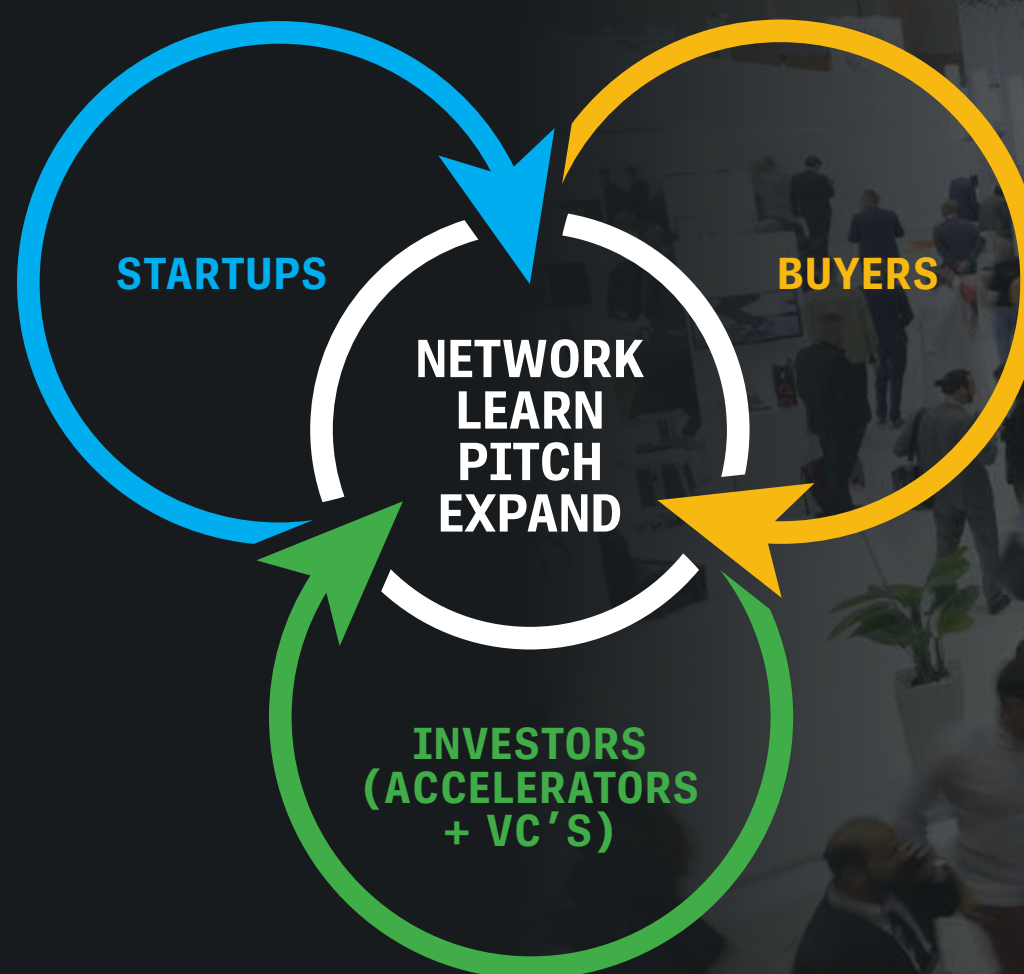
HEADLINE SPONSORS



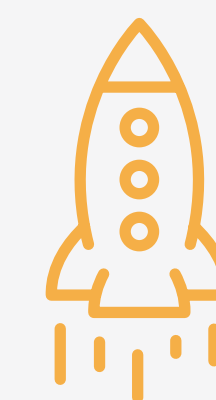
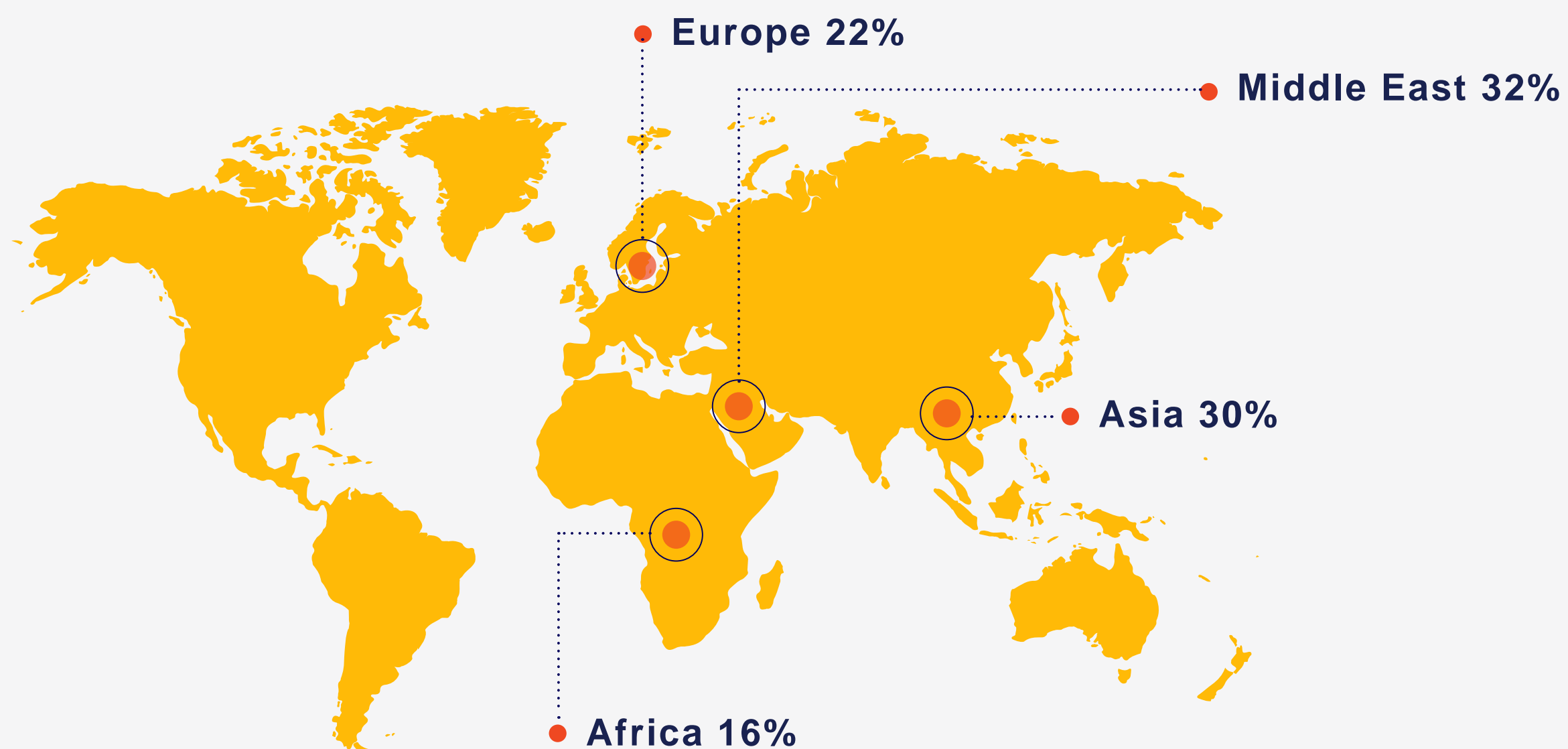



## THE FUTURE BELONGS TO THE REAL CHANGEMAKERS

A symbiotic ecosystem that aims at fueling the entrepreneurial spirit & creating a conducive business environment.



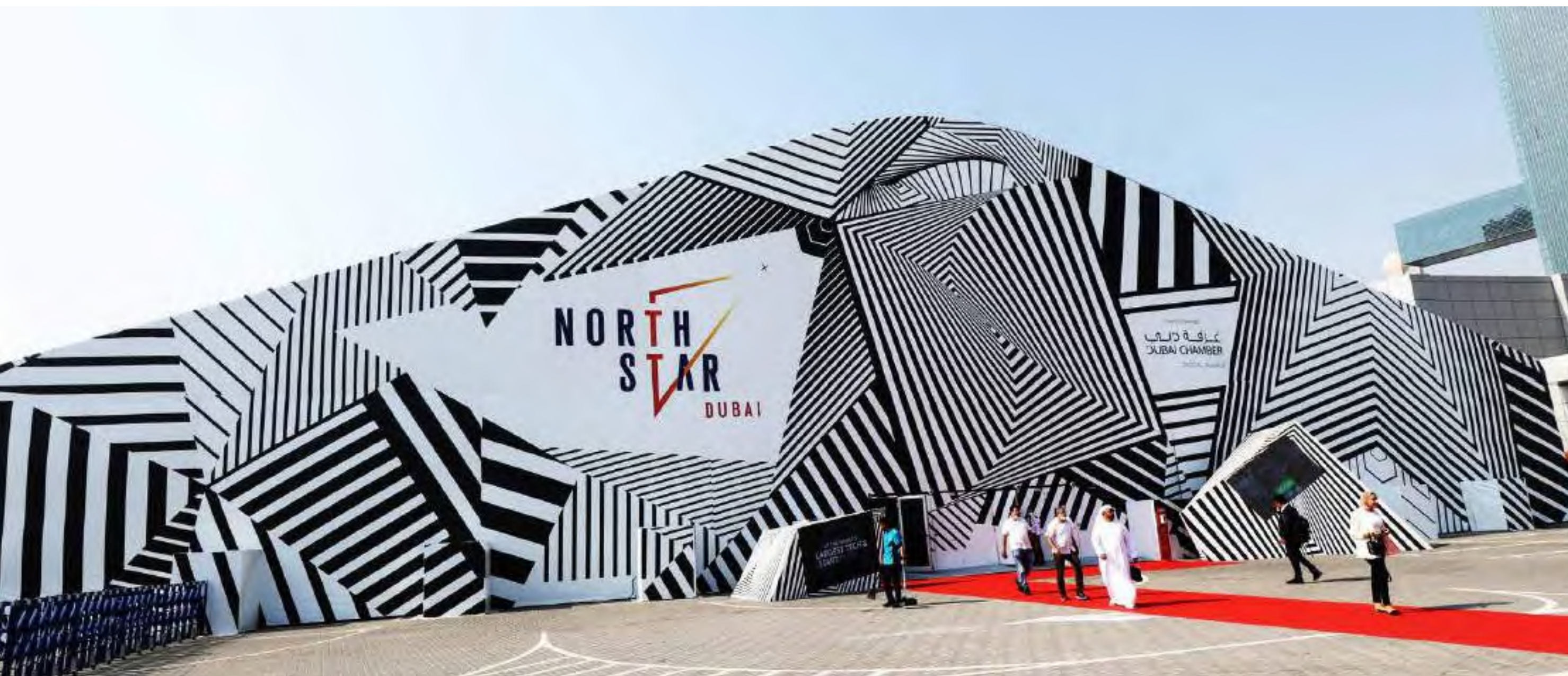
**1027** GLOBAL EXHIBITING STARTUPS FROM **63** COUNTRIES



**334**  
Award  
Winning  
Startups



## THE FUTURE BELONGS TO THE REAL CHANGEMAKERS



36 unicorns  
valued at  
**\$271BN**

13 winners at the Supernova  
Challenge claiming a total of  
**\$200K**  
in cash prize funds



“

Winning this incredible prize really demonstrates how sustainability - and the world's water crisis in particular - is now front and centre of global and regional agendas. This award also highlights how Dubai, and the UAE are taking a leadership position on the most intractable sustainability issues facing the world. We are delighted to win the North Star Supernova challenge and this prize money will contribute towards our work to tackle the global water crisis around the world.

**ALEXEI LEVENE**

Co-founder of Desolenator,

**Grand Prize winner of \$100,000**

IN 2023 NORTH STAR RETURNS AS



Hosted by

غرفة دبي  
DUBAI CHAMBER  
DIGITAL الرقمية

Due to the huge success of North Star in 2022, the exponential growth of the startup scene and the ever-increasing demand for one unified place to make limitless connections, North Star celebrates its expansion to Expand North Star and will make a return to the Dubai World Trade Centre from 10-12 May 2023 hosted by Dubai Chamber of Digital Economy.



**EXPAND NORTH STAR HITS THE ROAD TO SCOUT FOR THE NEXT UNICORN IN 28 LOCATIONS:**



**CITIES TO SCOUT FOR THE NEXT UNICORN**



# WORLD'S BIGGEST TECH LAUNCH EVER SEEN.



## AFRICA'S LARGEST TECH EVENT

**95+**  
COUNTRIES

**125+**

GOVERNMENT  
DELEGATIONS

**20,000+**  
TRADE BUYERS

**500+**  
EXHIBITORS

**250+**  
LEADING  
INVESTORS  
& VCS

**300+**  
STARTUPS

**250+**  
SPEAKERS

**140+**  
HOURS OF  
KNOWLEDGE  
SHARING



The potential for tech on the continent of Africa is limitless and the time for action is now.

**Mr. Drissi Mohamed Melyani**  
Director - General,  
Digital Development  
Agency Morocco

**250+**  
LEADING  
INVESTORS & VCS

**140+**  
HOURS OF  
KNOWLEDGE SHARING

# AFRICA'S TIME IS NOW

## A YOUNG TECH SAVVY CONTINENT

45% of the world's youth will be in **Africa by 2040**



## FLOURISHING FINTECH

Africa's fintech revenue will soar to **\$30.3 BILLION** by 2025. **8X** higher than in 2020.

## EXPONENTIAL DIGITAL PENETRATION

One-sixth of world's internet users will be in **Africa by 2025**.

Adoption of ICT regulations to serve public services for citizens, organisations and pan-African government agencies through PPP.

## SKY HIGH TECH INVESTMENTS

Over the next 25 years, tech investment will rocket

from **\$115 BILLION** to **\$712 BILLION**

## SURGING CONNECTIVITY

### 80% OF \$100 BILLION

investment in broadband across Africa is expected to be spent on core infrastructure.

Investments of 250 km of 4G base stations and 250 km of fibre with projected migration to 5G.

## BURGEONING STARTUP ECOSYSTEM

**\$180 billion by 2025** is the projected value of Africa's internet economy.

More than **\$1 MILLION** start-up funding raised **every two hours. 6X** over global average.

## IN MOROCCO: THE WORLD'S GATEWAY TO AFRICA

Accessible...

to a combined population of nearly **2.5 billion** people (EMEA)

Connected...

with **98% mobile penetration**, outperforming the 80% global average

Investing...

**more than 50%** of Morocco's Foreign Direct Investment is geared toward Africa

Modernising...

where **58,000** new businesses emerged in 2021

Mobilising...

**\$331 million** to support local startups in 2022

# UNEQUALED TOP MEDIA COVERAGE FROM AROUND THE WORLD

2,857

ORGANIC SOCIAL  
MEDIA POSTS

in  
Total LinkedIn  
impressions  
1,241,215  
engagement  
299,194

f  
Total FB  
impressions  
3,530,218  
engagement  
40,428

Total Insta  
impressions  
2,758,685  
engagement  
90,157



Total Twitter  
impressions  
680,200  
engagement  
50,739



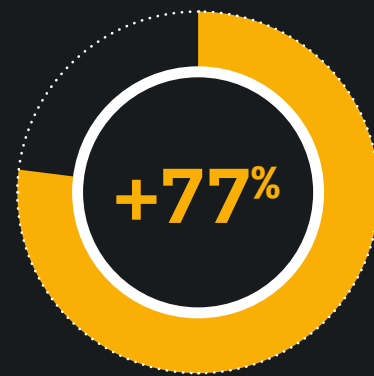
153  
million  
digital impressions

47,000  
new followers  
on social media

10  
million emails sent



# UNEQUALED TOP MEDIA COVERAGE FROM AROUND THE WORLD



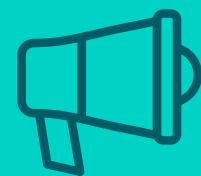
961 in 2021  
**1,700**  
Total Attended  
Media



335 in 2021  
**531**  
Audited Attended  
Media



28 in 2021  
**35**  
Countries



**24,830**  
Number of Hits

OVER  
**\$62,6M**  
AVE Value

Print  
**1,243**  
Online  
**23,244**



TV  
**184**  
Radio  
**159**



English  
**12,304**  
Arabic  
**9,644**  
Others  
**2,882**

Media Clippings have more than  
**doubled year over year**, with significant  
growth in the AVE Value for all regions.

## + New Countries:

Brazil Mexico Algeria Ethiopia South Africa  
Germany Netherlands Switzerland Canada Singapore

## Top 5 Countries Outside of the UAE:

India (15) Iran (14) UK (14) France (10) KSA (9)

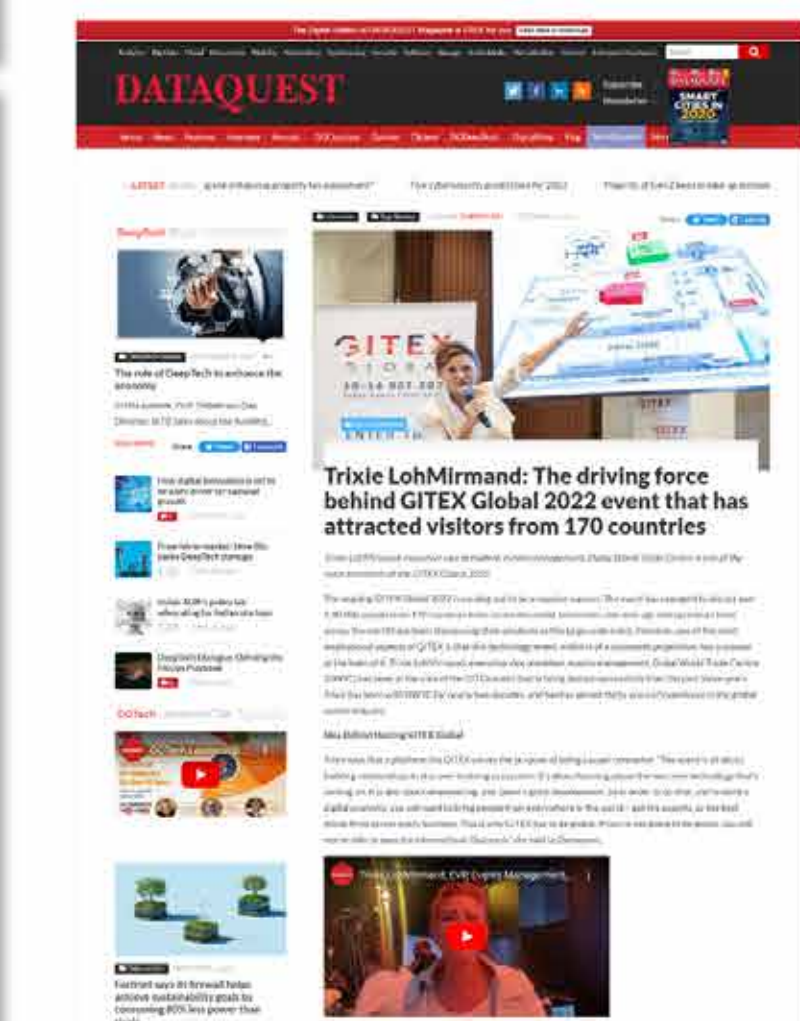
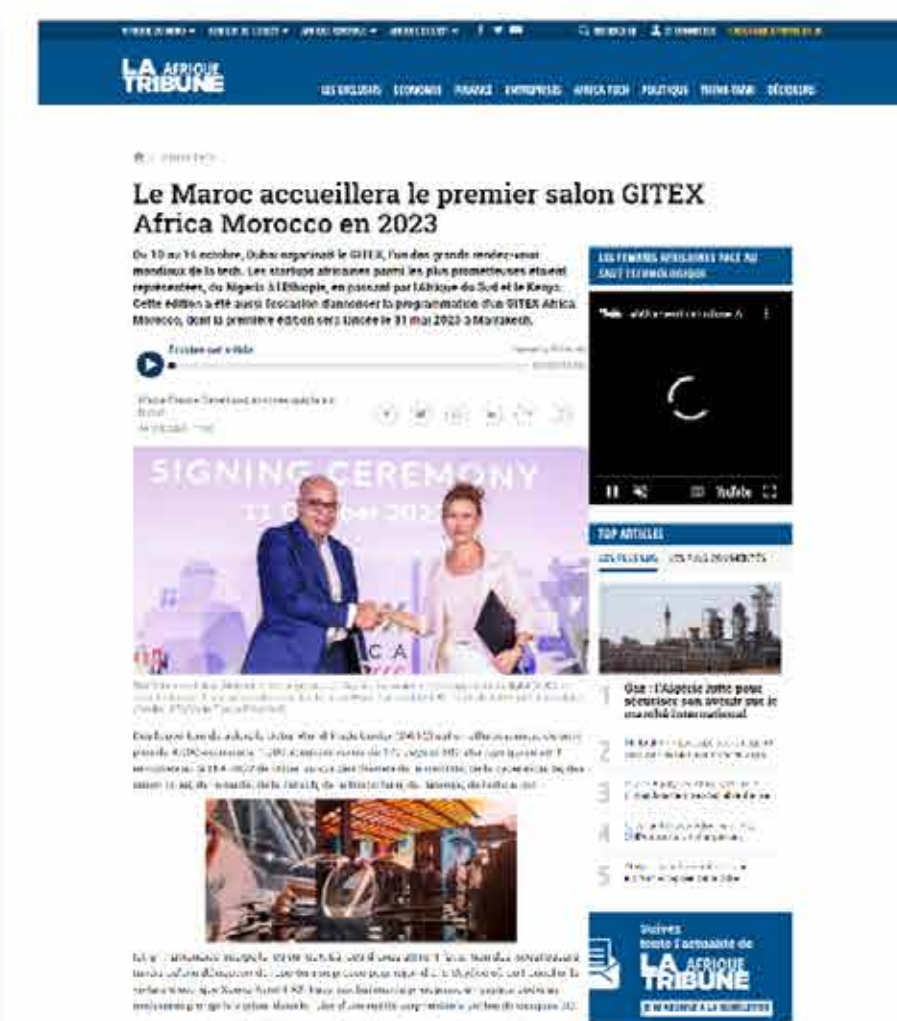
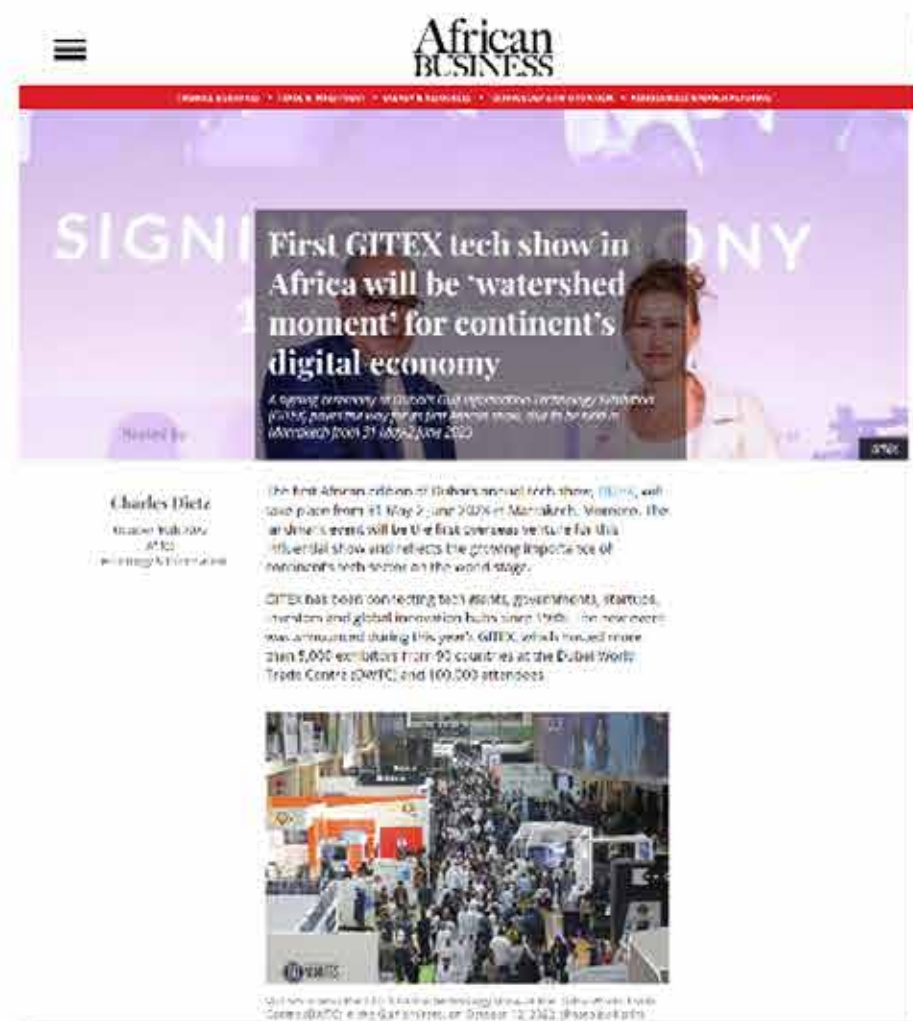
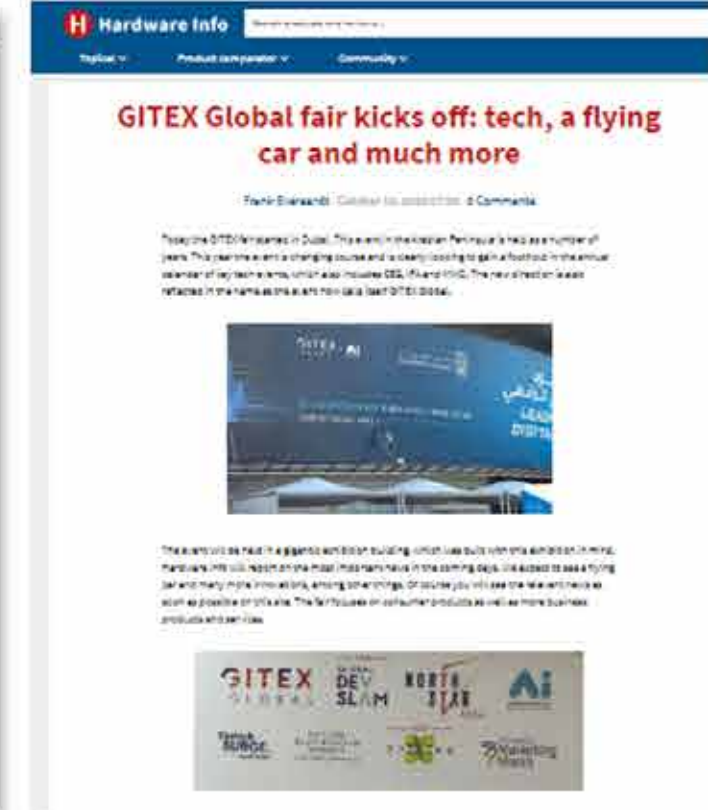
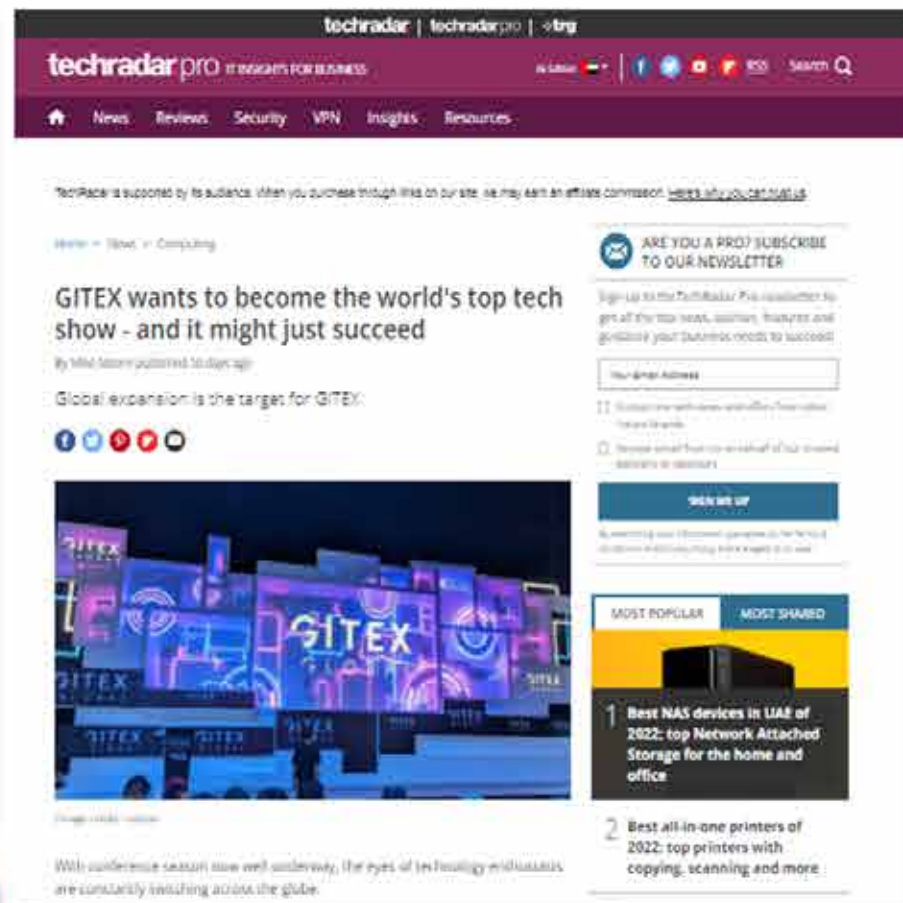
# MEDIA COVERAGE FROM PREMIUM AND GLOBAL PUBLICATIONS



# KEY CLIPPINGS



# KEY CLIPPINGS



# Following its growth and relevance to the region’s digital economy, GITEX GLOBAL was honoured with visits from the royal family and rulers of the UAE.



H.H. Sheikh Mohammad Bin Rashid Al Maktoum



H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum



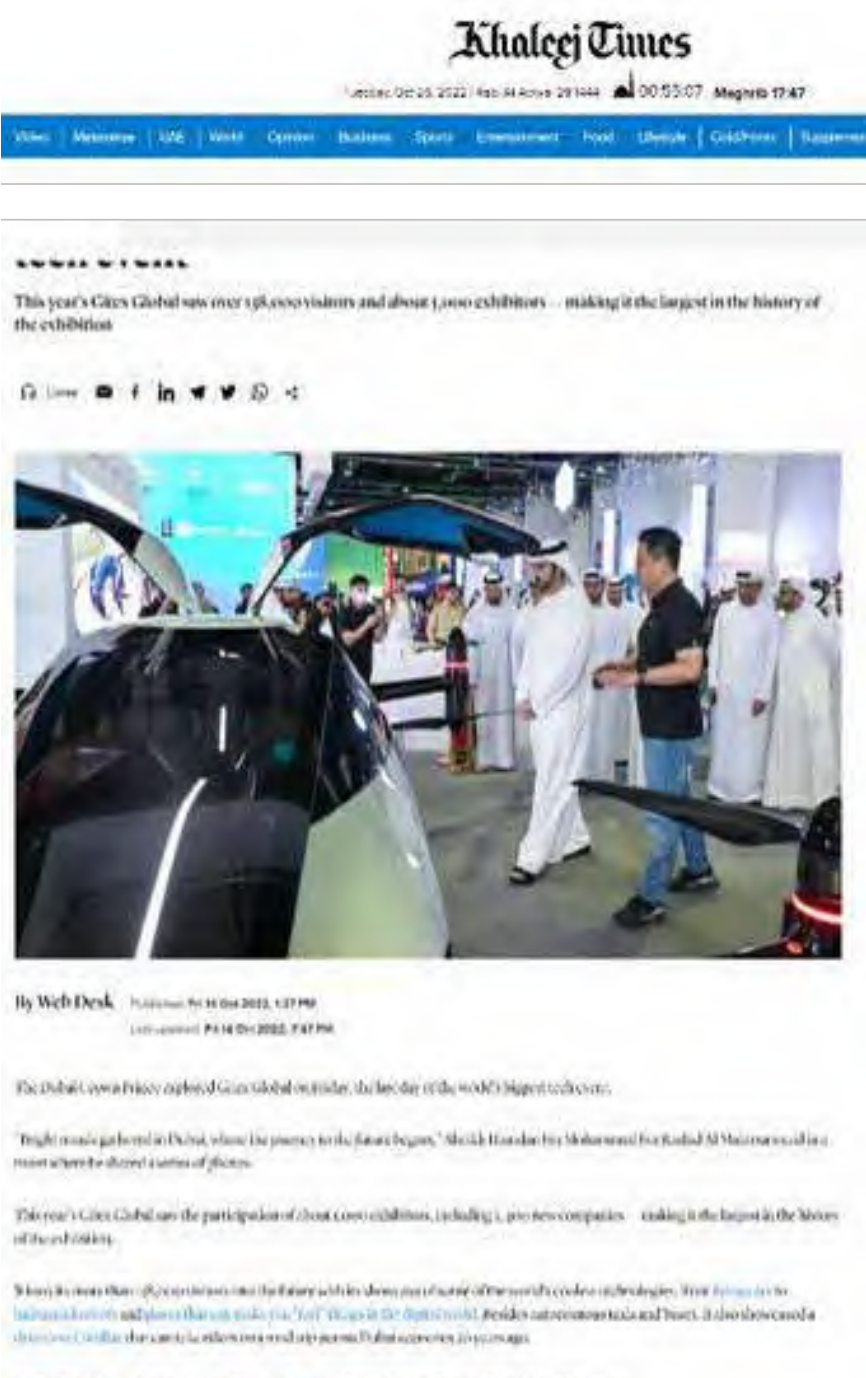
H.H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum



H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum



H.H. Sheikh Mohammad Bin Rashid Al Maktoum  
Vice-President and Prime Minister of the UAE and Ruler of Dubai



H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum  
Crown Prince of Dubai



H.H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum  
Deputy Ruler of Dubai, and Deputy Prime Minister and Minister of Finance of the UAE



H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum  
Chairman of the Dubai Sports Council



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SPONSOR



GOLD  
SPONSOR



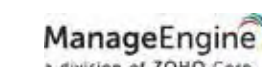
GOLD  
SPONSOR



SILVER  
SPONSOR



SILVER  
SPONSOR



INNOVATION  
PARTNER



CONNECTIONS  
LOUNGE SPONSOR



MAJLIS  
LOUNGE SPONSOR



ATTENDEES  
BADGE  
SPONSOR

