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Day One



GISEC Global 2024 Highlights the Significance of Data Protection on World Backup Day

Celebrating World Backup Day on March 31, 2024, GISEC Global is featuring renowned speakers and exhibitors discussing the crucial need to back up sensitive data and the diverse backup solutions for individuals and businesses.

As an international nexus for the cybersecurity community – the Middle East and Africa's largest and most impactful cybersecurity event – GISEC Global 2024 will welcome over 750 of the world's foremost cybersecurity companies, as well as 350-plus international speakers and 1,000 ethical hackers from more than 130 countries.

Dr Aloysius Cheang, Chief Security Officer, Huawei Middle East & Central Asia, which is returning as an exhibitor for the fourth year, said, "This exhibition delivers the best in relevancy, forward-thinking, and innovation when it comes to programming. GISEC Global and the UAE together is the formula for building a trusted digital oasis in the heart of the Arab world."

The super-connector event is scheduled from 23-25 April at the Dubai World Trade Centre, focusing on networking, knowledge-sharing, and cross-sector

collaboration. The 13th edition highlights the importance of data backup for cybersecurity, serving as both a precautionary measure and a recovery solution in case of cyberattacks.

Data backups are essential to a robust cybersecurity strategy

As the Middle East continues to increase its dependence on technology, backup processes are becoming an essential component of a robust cybersecurity strategy. Amid the growing threat of cyberattacks and the rising financial and reputational risk associated with data loss, businesses and individuals alike are needing to proactively secure their valuable assets and sensitive information.

"In the Middle East, organisations are very actively engaged in digital transformation, which leads to an expansion of the surface that cybercriminals use to attack," said Alexey Lukatsky, Managing Director and Cyber Security Business Consultant at Positive Technologies.



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GISEC Global 2024 to Tackle AI's Rising Impact on the International Cybersecurity Industry

With GISEC Global 2024 approaching, the Middle East is gearing up for the region's most significant cybersecurity event. Artificial intelligence (AI) remains a prominent subject in industry conversations.

GISEC Global 2024, themed 'AI-Driven Cyber Resilience', will be held at the Dubai World Trade Centre from April 23-25. The event will bring together over 750 major cybersecurity companies, 350 global cybersecurity speakers, and 1,000 international ethical hackers to discuss the challenges and trends in AI that are shaping the future of technology.

Artificial Intelligence is a double-edged sword and needs to be managed properly, according to experts Charles Brooks, President of Brooks Consulting International and Adjunct Professor at Georgetown University in Washington D.C., believes that cybersecurity is already being "exponentially" impacted by AI.

"AI has the potential to make cyber threat detection and identification quicker. Software and platforms powered by AI scan files and data to identify unauthorised connections and communication attempts, abnormal or malicious credential use, brute force login attempts, unusual data movement, and data exfiltration," said Brooks, who will be speaking on GISEC's Mainstage on 23 April at 1:30 PM.

With the widespread availability of AI-driven tools and their transformative impact on accessibility, Brooks also warns against the drawbacks for businesses, emphasising that malicious AI can be used by criminal actors to conceal malware in commonly downloaded programs.

According to Brooks, attackers are able to get user data, including identity management features, by using delayed self-executing assaults that are activated after a given amount of time.

Brooks added, "Malicious AI can enable intelligent malware to learn from both successful and unsuccessful operations. After then, clever malware can find and take advantage of holes in systems, disseminate itself by trying different kinds of attacks, and adjust to countermeasures".



GISEC Global Honors Women in Cybersecurity Ahead of Annual Expo

GISEC Global, the Middle East's largest cybersecurity event, champions women in the field, offering a platform for growth and diversification in an industry poised to revolutionize digital behavior worldwide.

GISEC Global 2024 showcases influential women in cybersecurity leading the Inspire conference on International Women's Day, part of the three-day event at Dubai World Trade Centre from April 23-25, 2024.

As pioneers forging a complex and dynamic career path, seasoned security architect Alina Tan, esteemed cybersecurity advisor Judy Ngure, and cybersecurity influential digital creator Caitlin Sarian are among the headliners and stand as powerful symbols of female perseverance, talent, and advocacy.

Their unique contributions to the cybersecurity space have seen ground-breaking impact across the automotive industry, corporate landscape, and social media – while collectively,

they continue to expand the industry's understanding of inclusivity and the subsequent potential for even greater innovation. From motorsport aspirations to an unprecedented career in auto cybersecurity, a prominent presence in Singapore's automotive cybersecurity industry – and one of the Top 30 Women in Security in ASEAN – Alina Tan is a powerful representation of female success in a largely male-dominated field.

Her cybersecurity passion grew from a love of motorsport, leading her to create a specialized interest group, Car Security Quarter, focused on automotive security in her community. She also heads the Singapore Chapter of the Automotive Security Research Group, a global non-profit promoting knowledge sharing and security solution development. Tan. "Through my experiences, insights, and accomplishments, I aim to demonstrate that women can excel in cybersecurity and thrive in diverse roles within the industry.



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Kenneth D'Souza,
Marketing Manager, Spire
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Frost & Sullivan Report: Regulation Key to Cybersecurity Growth

In 2023, the UAE thwarted 50,000 cyberattacks daily and prevented 71 million attempted attacks in the first three quarters, as reported by the UAE Cybersecurity Council.

A Frost & Sullivan report highlights the rapid growth of the GCC cybersecurity landscape, underlining the increasing threats. The GCC cybersecurity industry is projected to triple in value to \$13.4 billion by 2030, driving countries like the UAE and Saudi Arabia to embrace digital tools over oil exports.

This shift in economic agenda has made businesses increasingly prone to escalating cyber threats, with regional geopolitical instability further driving vulnerability across key sectors.

The detailed report, titled 'Middle East Cybersecurity: Exploring the Middle East Cybersecurity Market Potential', was released ahead of GISEC Global 2024 – the Middle East and Africa's largest and most impactful cybersecurity super-connector, which returns to Dubai World Trade Centre from 23-25 April. In collaboration with Frost & Sullivan, it aims to identify the challenges and opportunities facing the region's expanding industry.



Parminder Kaur,
Director and Head
of Security Advisory,
MEASA, Frost
Sullivan CEO, CPX

The Middle East braces for escalating cyber threats

In the UAE and Saudi Arabia, specifically, there has been a dramatic uptick in the adoption of technology across the finance, healthcare, and manufacturing sectors, further boosting the need for cybersecurity and robust regulatory frameworks.

Contributing to the existing challenges with increased reliance on technology are issues around awareness and a scarcity of skilled professionals, as well as a lack of clarity among businesses regarding proactively combating cyberattacks.

Parminder Kaur, Director and Head of Security Advisory, MEASA, Frost & Sullivan, said: "Compliance and regulation remain the strongest multipliers for cybersecurity growth. The proliferation of technology has greatly increased organisational exposure to complex cyber risks, while the surge in e-commerce and digital banking across the Middle East has generated a heightened need for security."

As the Middle East continues to develop a robust cybersecurity infrastructure and economy, it remains one of the most promising global regions for industry growth

SolarWinds to Highlight Hybrid Cloud Observability at GISEC 2024

SolarWinds to Attend GISEC Global 2024 in Dubai with Distribution Partners CyberKnight Technologies (Stand B60, H7) and Spire Solutions (Stand A50, H7).

GISEC is the UAE's most established and influential cybersecurity exhibition and conference, offering opportunities for global solution providers to meet, connect, and network with businesses and government entities in the region. At the event, SolarWinds will showcase enhancements to SolarWinds® Hybrid Cloud Observability, a comprehensive, integrated, full-stack observability solution built to integrate data from across the IT ecosystem, including networks, servers, applications, databases, and more. Hybrid Cloud

Observability was developed using the SolarWinds Secure by Design principles and a rigorous adherence to a multi-layer security framework.

Hybrid Cloud Observability includes integrations with SolarWinds Security Event Manager (SEM) and SolarWinds Access Rights Manager (ARM), enabling organizations to better understand complexities in their environments while providing real-time visibility to help detect and remediate security issues.

This integration combines security-related events, metrics, and activities with the other data in Hybrid

Cloud Observability and allows the customer to monitor their security

and compliance status on a dedicated security dashboard.

"We help customers to drive meaningful digital transformations within today's hybrid and multi-cloud environments to achieve their overall business goals," said Abdul Rehman Tariq, regional sales director for the Middle East at SolarWinds. "At GISEC 2024, we'll present alongside our key partners, CyberKnight and Spire Solutions, on how SolarWinds Hybrid Cloud Observability can reduce IT complexity and provide the single-pane-of-glass visibility organizations of all sizes and industries need to build a cyber resilience strategy."

During the event, SolarWinds experts will also host a speaking session on the 24th of April at



Abdul Rehman Tariq Butt
Regional Director - Middle
East at SolarWinds - lowres
- NEW

12:25

Hours as part of GISEC X-Labs. Regional Sales Director Abdul Rehman Tariq will lead the session, entitled "AIOps and Automation

WORLD'S FASTEST GROWING CIO COMMUNITY



OPTIMAS: Leading the Charge in Cybersecurity Innovation at GISEC GLOBAL 2024

In the bustling halls of GISEC GLOBAL 2024, where the world's cybersecurity elite converge, one company stands out, promising a revolution in cybersecurity strategy and technology. OPTIMAS, a UAE-born technology firm, is not just another exhibitor; it's a testament to the nation's commitment to technological advancement and digital security.

The Genesis

OPTIMAS' decision to participate in GISEC GLOBAL is deeply rooted in its connection to the UAE's digital vision. Aligned with the UAE National Strategy for AI 2031 and the UAE Cyber Security Strategy, OPTIMAS aims to advance cybersecurity and AI capabilities on a global scale, reflecting its commitment to innovation and excellence.

The Unveiling

At their exhibition booth, attendees are treated to a glimpse of the future. OPTIMAS unveils a groundbreaking platform that quantifies risk and tracks technology exposure, utilizing AI for deep insights and predictive analytics. This innovation is not just about managing risk; it's about transforming how organizations approach cybersecurity at the highest levels.

Engagement and Collaboration

OPTIMAS has a strategic plan to engage with the diverse audience at GISEC. From private briefings with C-suite executives to live demonstrations of their platform, every interaction is designed to be impactful. Collaborations with industry giants like UiPath and Vistas further underscore their commitment to advancing cybersecurity through innovative partnerships.

Attractions and Interactions

To captivate attendees, OPTIMAS offers exclusive product demos, interactive sessions, and enticing prizes through lucky draws. These



activities not only drive engagement but also foster a dynamic environment for knowledge-sharing and networking, showcasing OPTIMAS as a leader in the field.

Conclusion

As GISEC GLOBAL 2024 unfolds, OPTIMAS emerges as a beacon of innovation and progress in the cybersecurity landscape. Their commitment to excellence and their vision for a secure digital future set them apart, making them a company to watch in the ever-evolving world of cybersecurity.

Dubai Electronic Security Center Unveils Cutting-Edge Projects at GISEC Global 2024

DESC joins GISEC Global 2024, the 13th edition of the Gulf Information Security Expo & Conference, at Dubai World Trade Centre from April 23-25.

As The Official Government Cybersecurity Partner, (DESC) will be presenting a range of pioneering initiatives and solutions that align with Dubai Cyber Security Strategy, which aims to establish Dubai as a cyber security leader in the digital world.

H.E. Hamad Obaid Al Mansoori, Director General of Digital Dubai, emphasized the significance of GISEC Global 2024 as the much-anticipated annual gathering for experts and officials in the field of cybersecurity from the region and the world said, "Cybersecurity today is crucial for securing the digital transformation process amidst global changes, especially with the introduction of emerging technologies within the era of the

Fourth Industrial Revolution, such as artificial intelligence, blockchain, metaverse, among others. Cybersecurity serves as a vital component for smart cities that rely on technology to safeguard a digital lifestyle and foster a thriving digital economy that attracts investments, and we are committed to continue adopting technological and innovative solutions in cybersecurity, in line with the directives of our wise leadership, to ensure Dubai is the safest city in cyberspace." H.E Yousuf Al Shaibani, CEO of The Dubai Electronic Security Centre emphasized Dubai's interest in the event said, "Dubai places exceptional importance to address cyber threats, driven by the emirate's leading position as an economic hub, and the constant need to develop national competencies and innovative solutions in this vital field" The Dubai Electronic Security Center is



participating for the 7th time at GISEC Global, a premier platform in Information Security. This year, over 750 entities will showcase innovations to 20,000+ expected visitors from 130 countries.

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