



## ABU DHABI DEPARTMENT OF EDUCATION DEMONSTRATES SMART LICENSING FOR NURSERIES, SCHOOLS AT GITEX

**A**bu Dhabi Department of Education and Knowledge will leverage this week's Gitex to spotlight four ICT-related projects and initiatives driving innovation and digital transformation across the Emirate's education sector.

During Gitex, which runs at Dubai World Trade Centre, ADEK showcases its Service Catalog, a unique digital gateway for stakeholders including

parents, schools, and industry partners. Providing access to and management of all ADEK services, the automated system assures process transparency via a centralised list of internal and external services provided by ADEK's multifaceted divisions, directing users to tailored solutions to their requirements.

ADEK also presents its smart Licensing System, which enables nurseries, Private, and Charter

Schools to submit new service requests, and track and manage licensing-related applications. The smart system utilises optical character recognition technology which enhances operations to ensure higher efficiency and faster service delivery for stakeholders.

Finally, as part of ADEK's presence in the Abu Dhabi Government pavilion, Marcos Muller-Habig, Chief Technology Officer at revolutionary coding

school 42 Abu Dhabi, will host a talk to explore the disruptive school's tuition-free peer-to-peer learning methodology on October 19. Muller-Habig will dive into how the 42 Abu Dhabi syllabus creates flexible learning pathways via a project-based, gamified approach designed to cultivate creativity, collaboration, and self-discipline, effectively handing students ownership of their learning journey in the absence of conventional classrooms or teachers.



## Avaya has launched solution for private sector to upskill and accelerate Emiratisation

Avaya launched its participation at Gitex with a next-generation learning platform aimed at accelerating the UAE's Emiratisation strategy. Powered by Avaya Spaces, the workstream collaboration

platform for the digital workplace, the solution enables UAE private sector companies to rapidly train and upskill incoming Emirati employees as they work towards the Emiratisation targets set by the Nafis scheme, which aims to

integrate 75,000 Emiratis into the private sector over the next five years.

According to an Avaya poll conducted by YouGov, 93% of Emiratis believe that training and development is needed when they

join a new company. And 92% believe that, for Emiratisation to succeed, employees need a fast way to develop their skills and knowledge within the private sector.

The learning platform launched by Avaya at Gitex addresses these needs perfectly, providing Emirati employees with a secure, scalable platform that will help them develop the skills they need quickly as they advance their private-sector careers. The platform also enables continuous learning and training beyond onboarding, helping Emiratis to further their professional development at a pace that suits them.

The platform serves as a further example of Avaya's leadership in developing regional technology talent. At Gitex this year, Avaya is a strategic partner for the Gitex Highflyer initiative, one of the largest and most ambitious technology internship programs to be launched in the region. And the Avaya Academy, launched over three years ago, helps to provide a direct progression for new graduates and IT industry newcomers to begin their technology careers.

## Emirates Post activates mobile application with locations, shipment visibility

Emirates Post, UAE's official postal operator and leading express provider, has launched its newly developed application during Gitex. This digital solution provides customers with more location options, enhances the visibility of shipments, and is a step towards digital transformation. The new app is designed to enhance customer experience, improve efficiency, and faster solutions. Registered users will be able to use services faster and will be updated on their shipments through in-app notifications. The mobile application is now available on Google and Apple play stores.



In addition, it offers more flexible pick-up and drop-off options such as Emirates Post's newly added new service points at fuel

station partners. Emirates Post has been restructuring its business units, automating its products,

services, and processes, and diversifying its portfolio as parts of its robust transformation and expansion plans.



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## Italian Trade Agency, Embassy of Italy present 47 start-ups and SMEs at Gitex

This year's Gitex Future Stars brings together 47 Italian start-ups and innovative SMEs, the highest number to ever participate in the event, which is known for attracting the best innovators from across the world.

The Italian Trade Agency, in cooperation with the Embassy of Italy in the UAE and the Consulate General in Dubai, has more than doubled the number of exhibitors in 2021 official Italian Pavilion and organised a pitching arena for two

days reserved to an audience of angel investors, venture capitalists and private equity investors. Taking place at the Dubai World Trade Centre, the show has now grown into the largest start-up event in the Middle East, North

Africa and South Asia and is one of six exhibitions and shows under the Gitex Global umbrella. Among the Italian innovations showcased are innovative solutions for blockchain, healthcare, smart cities and mobility, augmented reality, Artificial intelligence applied to manufacture applications and sustainable mobility. Many the participants are grouped in the regional area organised by Apulia Region, Sardinia Region and Marche Region. Earlier this year, ITA partnered with Dubai Future Foundation for the first-ever G2G bilateral incubation program. Eleven Italian innovative start-ups were accelerated for two months in Dubai at Area 2071. At the end of the Programme, the whole group was awarded the Emirati Golden Business Visa. Some of these start-ups will be present also at Gitex future stars at Italy's official Pavilion to further enhance their commercial and strategic partnerships in the UAE.

## Elm participating with theme Innovating for Mankind to enhance quality of life in Saudi Arabia

During Gitex, Elm aims to strengthen its strategic partnerships as well as highlight its integrated technology solutions and services and smart platforms that cover various sectors such as labor, health, transportation, Hajj and Umrah, information security, financial services, municipalities, Finance, Justice, Ministry of Interior, among others. According to a report released by Gartner Inc., the information technology expenditure of governments worldwide will exceed USD 557 Billion by 2022, an increase of 6.5% compared to 2021. The report linked the growing IT investments to the global community's response to public health concerns brought about by the

Covid-19 pandemic. This year, increased digitalisation and technology investments are expected as governments are forecasted to allocate approximately 64% of their total expenditures to technological solutions and advanced software. The significant allocation is seen to improve and make flexible key government services. Taking part with the theme Innovating for Mankind, Elm will showcase its technological innovations designed to serve the local communities, improve the quality of life, and enhance the quality of life in Saudi Arabia. The company will also shed light on the role of its digital services in ensuring a responsible corporate governance and advancing the Kingdom's prosperity and the welfare of society. Majid Saad Alarifi, Marketing Vice President and Elm spokesperson



said that the company places huge importance to its participation in major international exhibitions and events such as Gitex, as they provide the ideal platforms to

strengthen Elm's position at regional and global markets and forge strategic partnerships with leading organisations in electronic and digital technology solutions.

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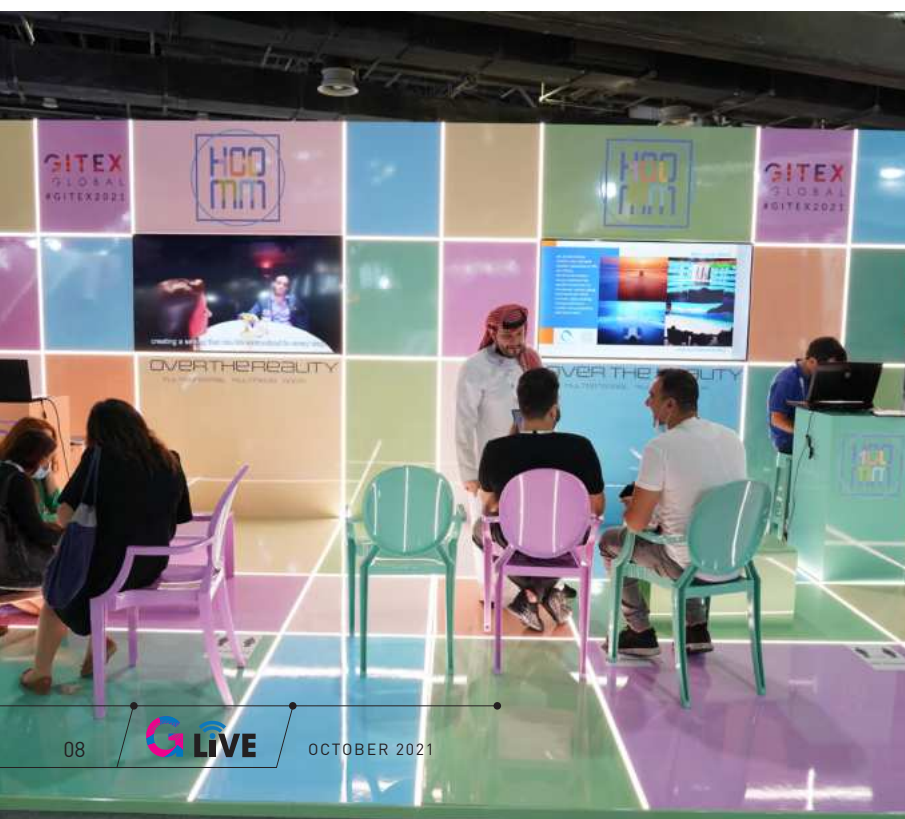
# Use cases and innovations at Gitex 2021

Technology vendors presented various use cases including Dell Technologies with immersive experiences and high end computing; Schneider Electric and AVEVA with sustainability and smart cities; Jabra with a full menu for hybrid working; Lenovo, Intel, and HPE with edge computing; Epson with high quality projection systems; Microsoft with sustainability and the Kinect Rundown; Zoho with its suite of 50 inbuilt applications; Software AG with its IoT driven sports analytics; Kioxia with its new architecture for flash memory systems; amongst others.

*All pix GEC Media.*











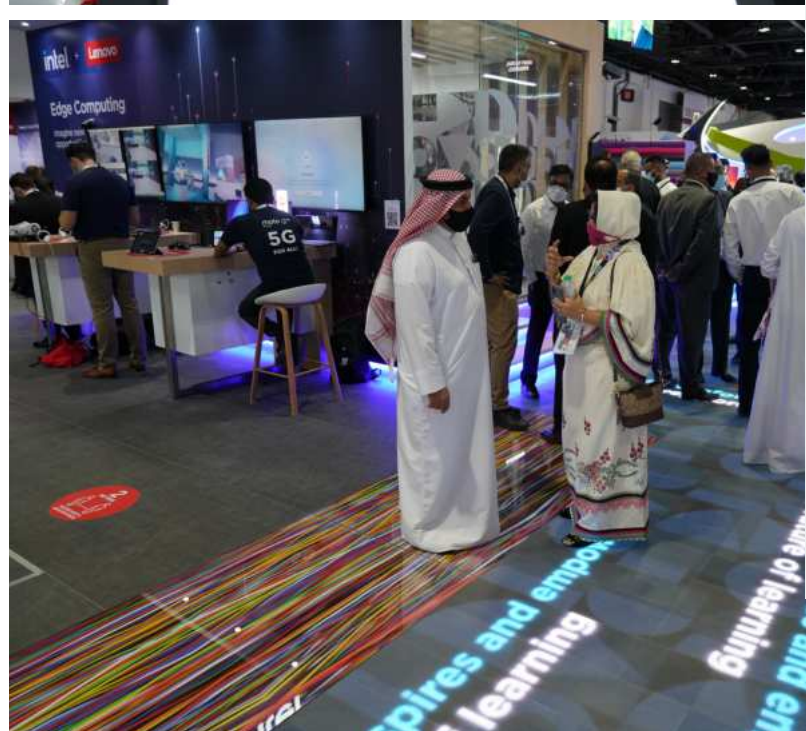
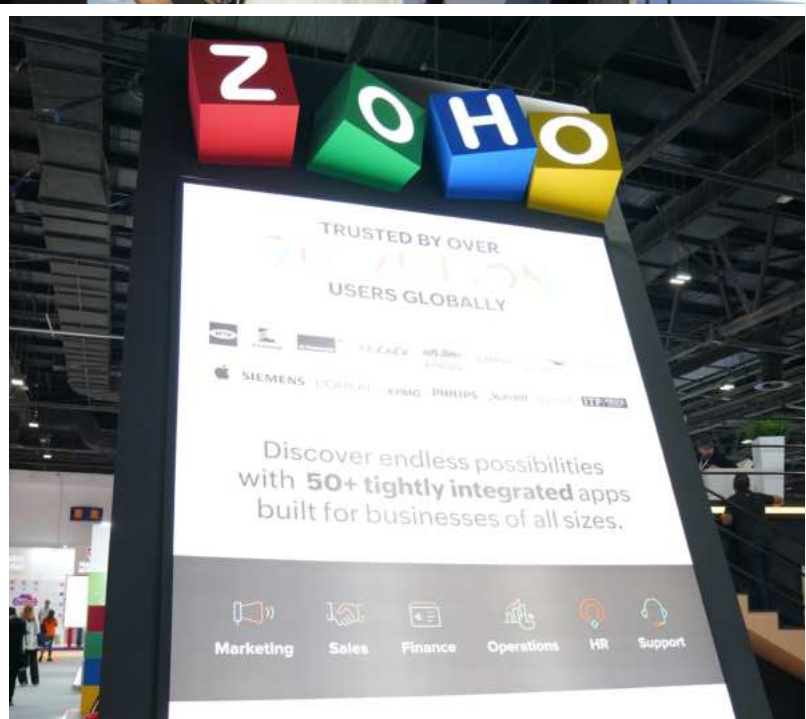
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## Lenovo presenting advanced new IT solutions for building a smarter future

Lenovo Group will showcase how technology professionals are Building a Smarter Future with its portfolio of advanced New IT solutions at this year's Gitex. Lenovo will be demonstrating how IT leaders are empowering professionals in healthcare, education, business and more to tackle the most significant challenges that are facing the world today. Across the region, IT leaders are driving intelligent transformation using New IT solutions – Edge, Cloud, Artificial Intelligence, Analytics, IoT, 5G, Supercomputing – which are essential to building a smarter future. The Lenovo stand will demonstrate how the company is supporting IT Leaders to explore the power of the New IT to transform their organisations and equipping them with smarter technology solutions that inspire

them to deliver mission-critical solutions to unlock business value.

Visitors to Gitex will be able to explore the Power of Lenovo Group's End to End Solutions – with showcases of how systems from Lenovo's Infrastructure Solutions Group work together with Lenovo's PCs and Smart Devices business unit, to create comprehensive solutions that address the demands of a smarter future.

Lenovo will also be demonstrating how Lenovo's hardware, infrastructure and devices are being combined with solutions from Lenovo partners such as iOmscient, Varjo, and Nearby Computing, to create comprehensive solutions in key verticals including Smart Cities and Security, Education and Gaming, Healthcare, and Telecommunications.



**SHAIMA RASHED AL SUWAIDI,**  
Director of Marketing and Corporate  
Communication Department at Dubai Culture.

## Dubai Culture presenting virtual tours at Digital Dubai stand at Gitex

Under the umbrella of Digital Dubai, taking place under the theme Digitising life in Dubai, Dubai Culture and Arts Authority- Dubai Culture has announced its participation at Gitex. Through this pioneering event, the Authority will showcase the innovative technical solutions it has adopted to celebrate Dubai's cultural and heritage treasures as well as its contemporary innovations that aim to enhance local and global access to the emirate's cultural landscape and strengthen its global cultural position.

Dubai Culture is also participating in Gitex Future Stars 2021, the event dedicated to entrepreneurs and start-ups, where Saeed Mubarak Kharbash, CEO of the Arts and Literature Sector at Dubai Culture, will highlight the importance of the creative economy as an economic sector that supports cultural

tourism and supports the economic sectors of other countries as well as the cultural and creative industries that fall under this sector. He will also shed light on Dubai's cultural vision, as well as on its thriving creative sector, and on the solutions and benefits that the emirate provides to its creative community. Dubai Culture will focus on its most prominent services and smart projects in the culture and arts fields, including the Dubai's Culture and Heritage project on the Google Arts and Culture platform that provides members of the public around the world with rich cultural content supported by information, interactive panoramic images and short films. As part of its strategic roadmap and objective to make culture accessible to all, the Authority will also provide virtual tours of Etihad Museum and Al Shindagha Museum during the event.





# Cognitive assistants from Neura Robotics

Neura Robotics presented its range of cognitive robotic equipment including Maira, Mav and Lara.

MAIRA has integrated sensors and artificial intelligence in control systems and applications. The robust and rigid design

combines the performance of a high-end machine with easy programming and possibilities for interaction.

MAV is a Multi-Sensing Autonomous Vehicle which is used for indoor intralogistic tasks. It can autonomously

transport items and navigate freely in its environment. It is a robotic assistant which will make the life of people working within production sites easier and therefore streamlines production. Every second of a standing conveyor belt leads to an

overall production stop since the operations are cascaded.

LARA defines lightweight design and industrial performance at low costs. LARA is a solution for SMEs to get a first experience in the world of collaborative industrial robots.

## Nedaa presenting public safety solutions with Nokia, Esharah Etisalat, Airbus, at Gitex

Nedaa is exhibiting the latest mission-critical technologies utilised for public safety and smart city development at Gitex.

The latest in the solutions, applications and devices operating through Nedaa's 4G network will be displayed at the organisation's pavilion and these technologies, which also use Nedaa SIM cards, are offered by Nedaa's technology partners Esharah Etisalat Security Solutions, Airbus, and Nokia.

By displaying its partners' innovative tools that are critical to the work of first responders, relevant government authorities, and health and safety personnel, amongst others, Nedaa aims to showcase the role of its state-of-the-art 4G network, a major information and communications technology infrastructure, in accelerating the digital transformation of Dubai and the UAE and

in supporting their shift to the Fourth Industrial Revolution.

Nedaa's TETRA and 4G networks have been deployed in the Expo 2020 Dubai. For its 4G, which is already up and running completely, several government entities currently use the network. Furthermore, Dubai Police will join Nedaa's pavilion this year, one of the major highlights of the organisation's Gitex participation, to exhibit its artificial intelligence-enabled smart patrol. The cutting-edge vehicle is equipped with high-tech cameras to maintain safety and order in Dubai community. Dubai Police's presence at the pavilion demonstrates Nedaa's continuing commitment to support the latest digital innovations and advancements in public safety and security, as well as assist in Dubai's steady digital transition.



**H.E. MANSOOR  
BU OSAIBA,**  
Chief Executive Officer, Nedaa

## EMT shakes hands with UAE University







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