**SAQR BIN GHALIB**
Executive Director, UAE Office of AI, Digital Economy, and Remote Work Applications.



**ANGELIKA GIFFORD**
Meta Vice President for Europe, Middle East and Africa.

# Saqr Bin Ghalib, Executive Director, Office of Digital Economy announces Pycon MEA

Pioneers in the metaverse ecosystem explored the multi-billion opportunity in the emerging virtual universe on the second day of Gitex. Diverse industries from gaming, retail, fashion and sports are looking to explore an increasingly vast and rich virtual ecosystem in Web 3.0, with Dubai Metaverse Strategy envisioning more than 40,000 new virtual jobs by 2030 in the Emirate.

To help propel the Web 3.0 economy, the 42nd edition of Gitex features X-VERSE, sponsored by TMRW Foundation in collaboration with Decentraland, one of the world's most immersive metaverse journeys featuring 28 experiential brands; and Global DevSlam, the Middle East's largest ever coder and developer meetup.

At Global DevSlam 2022, Saqr Bin Ghalib, Executive Director, UAE Office of AI, Digital Economy, and Remote Work Applications, announced the launch of the region's first Pycon, in collaboration with the Python Software Foundation. PyCon is the world's largest Python developer conference, and PyCon MEA will provide a unique platform for networking and collaboration to the developer community. He reinforced that the Global DevSlam is an important initiative that supports the National Program for Coders, which aims to make the UAE a global hub for the development of coders. Within the next decade, the metaverse has the potential to add $3 Trillion to global GDP — a contribution of 2.8% — with the Middle East, North Africa and Turkey set to benefit from more than $360 Billion or 6.2% of GDP, Angelika Gifford, Meta Vice President for Europe, Middle East and Africa, said at the Gitex Main Stage. The metaverse will reach a billion people in the next decade, drive billions in revenue and create millions of jobs, she added, stressing that the metaverse is the biggest creation since the start of the internet. Her advice for anyone wanting to get involved in the metaverse was build muscle by playing around, experiment as much as possible and link up with partners who can help.

# Largest Bank in UAE automated over 150 IT processes with AutomationEdge RPA

Being voted the "Best Digital bank" is no mean feat for one of the oldest banks in the UAE. Bank has been consistently pioneering "state of the art" banking in the region with its progressive industry first offerings including one that targets millennials. Millennials being digital natives expect a smooth, seamless banking experience. One of the first banks in the region to adopt automation, has been delivering on this promise by continuously adopting the latest in hyperautomation which brings home the best of RPA, NLP and ML. While this improves customer experience, as amply reflected in its recent customer satisfaction scores, it has inadvertently improved the lives of its very own employees who have been spared the tyranny of manual processes.

In a partnership spanning over two years, AutomationEdge has systematically worked with Bank to lay out a comprehensive automation roadmap, after understanding the day to day workings of the bank. As the automation red carpet rolled out, the bank had to look at prioritizing processes to automate. Transitioning from manual to automation required many processes to be re-configured. While excellent customer satisfaction is the overall goal of the bank, the processes and operations of every department need to roll up in concert to a smooth transparent banking transaction.

Here are some of the candidate processes across the bank that have been automated-

- Directory access
- Data requests
- CRM access
- Window password function
- System health check alerts
- Data sharing and transfer
- Web publishing
- CMS publishing functions

Today over 50% of the service requests were automated.

With AutomationEdge's Hyperautomation approach, bank has certainly enhanced its service desk efficiency with AutomationEdge.

- Resolving 10,000 tickets/month with the RPA bot
- Achieving a 75% improvement in customer satisfaction scores
- Accelerating 90% improvement in all business process efficiency

Digital transformation is taking a new turn for Banking, and GITEX Global has given us a platform to reach all Banks, for better banking experience.

What are you waiting for? Visit our booth at Hall-4 Booth F1 or www.automationedge.com for live demo.

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# Redington Value demonstrates CloudQuarks, cloud commerce and marketplace

At Gitex, Redington Value, a digital aggregator in the Middle East and Africa, is reinforcing its efforts on helping partners power customers' cloud journeys. At the five-day trade show, the digital aggregator will be demoing the strengths of its cloud commerce and marketplace platform CloudQuarks.

Since its launch a few years ago, the company has seen a consistent increase in the number of partners leveraging the intelligent cloud management platform. Redington's channel partners have notably grown their revenues and played an important role in helping regional customers begin their cloud transformation by offering dedicated professional and managed services through CloudQuarks. Now Redington has embarked on a journey to release an improved and enhanced version of CloudQuarks. With many new features, the enriched version has been updated with feedback from partners.

Organisations are in pursuit of practical guidance to develop comprehensive and long-term cloud-first strategies. There are several factors still deterring cloud adoption in the region – from cybersecurity issues, cost management, data sovereignty and governance concerns to lack of resources, inadequate expertise, and legacy infrastructure. Customers are looking for consultants to help them embark and embrace their cloud transformation journey.

# Redington Value launches DigiGlass managed security services

At Gitex, Redington Value, digital distributor in the Middle East and Africa, is putting the spotlight on its recent launch DigiGlass by Redington – its brand new Managed Security Services practice.

As organisations march their operations into a digitally empowered world, cybersecurity concerns continue to be a big challenge. With cyber-attacks common to every layer of operations and in every step of processes, customers are seeking subject matter experts to help them mitigate threats and focus on achieving their core objectives.

True to its tagline Digital Security Reassured, the new dedicated consulting and managed security services provider will solve new-age cybersecurity challenges through three pillars – highly proficient people, pioneering technologies, and automated and resilient processes.

During the five-day technology show, customers can interact with key executives from DigiGlass by Redington and gain insights on how the MSSP can deliver best-of-breed, bespoke solutions for different verticals. DigiGlass by Redington aims to help organisations to Respond to threats, Rethink technological solutions and Reframe practices for unified cybersecurity strategies.

# HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum experiences Cadillac InnerSpace



His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, and Deputy Prime Minister and Minister of Finance of the UAE paid a visit to the Car of the Future showcase at the e& stand at Gitex, taking in the Cadillac InnerSpace Concept – a dramatic, two-passenger electric and fully autonomous luxury vehicle.

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum was accompanied on a walk-around and overview of the Cadillac InnerSpace Concept, which is the brand's vision of mobility centered around safety, wellness and increased personal time. Featuring artificial intelligence-driven biometric input and interfaces, accessible via a large, immersive

and panoramic SMD LED display, it allows passengers to select from Augmented Reality Engagement, Entertainment and Wellness Recovery themes for their drive. InnerSpace forms part of a trio of visionary automobiles from The Cadillac Halo Concept Portfolio, also including PersonalSpace and SocialSpace. The

portfolio solves future customers' complex daily transportation needs whilst acknowledging their desires for experiential fulfilment and ethical product choices. The InnerSpace concept exemplifies what the future of mobility could look like within the Arab world and will remain on display until the closing of Gitex.



# Spire Solutions and Cyberbit announce partnership to enhance cyber skills

Spire Solutions, a value-added distributor and cybersecurity solutions provider serving the Middle East and Africa, and Cyberbit, provider of cybersecurity skills development and readiness platform, have announced a strategic partnership that will strengthen cybersecurity across the GCC countries and Egypt, and educate leaders about the importance of the human element in cybersecurity. Cyberbit's advanced platform covers the entire cyber skilling spectrum from cyber skills development and experiential learning to team and individual performance assessment in real-world scenarios. The platform emphasises the human element of cyber defense and includes the world's most hyper realistic cyber range, giving cyber cybersecurity professionals the opportunity to practice against simulated real-world cyber-attacks in a virtual security operations center. Analysts use real-world networks and real-world security tools, giving them the hands-on experience they need to successfully prevent and mitigate real-world attacks.



# HE Helal Al Marri, Director General of Department of Economy visits du

HE Helal Al Marri, Director General of the Dubai Department of Economy and Tourism, visited the du stand at Gitex to experience du's innovative showcases. He was welcomed by Fahad Al Hassawi, Chief Executive Officer at du and other representatives of the company's senior management.

Under the theme of 'Powering Governments, Shaping The Emirates Reality', du is presenting an innovative showcase under the theme featuring technologies such as Internet of Things, Augmented Reality, metaverse, blockchain, NFT and robotics. Its incredible showcase at Gitex presents solutions that foster a conducive environment for digital growth in line with the UAE government's innovation roadmap.

# Future-Ready Value Distribution Services to keep your business ahead

Future-Ready Value Distribution Services from AMSTERGI keep your business ahead of time and competition. Established in 2004, AMSTERGI Holdings is an end-to-end supply chain value distributor with a robust presence in Middle East, Africa and India and a global network. Headquartered in Dubai, AMSTERGI boasts of some of the most prominent technology brands as its partners, offering value added services including distribution, product management, market management, demand generation, logistics, pre-sale and post-sales support.

AMSTERGI is now present in 30 Markets across our region—Middle East and Africa, and we serve over 300 channel partners through our offices and distribution centers in Dubai, Cairo—Egypt, and Casablanca—Morocco.

AMSTERGI aims to bridge technologies of the digital future to the markets we serve. We leverage our unique supply chain expertise founded on our core values of integrity, unity, opportunity accessibility and excellence to accelerate market access to technology.

AMSTERGI's delivers bespoke services to our channel partners and customers in the most professional, qualitative, and gratifying manner, meeting the utmost expectations of our customers and helping them improve their business, profitability, and growth.

The principal brands carried by AMSTERGI includes the top-notch technologies, which creates sales and business opportunities for our channel partners through a Unique Strategic Platform offering seamless connectivity and interactions, pre-sale and post-sales support, logistics services, product aggregation and distribution.

In the consumer B2C space, AMSTERGI is the master distributor in Africa for memory and storage giants Western Digital and SanDisk, select Sony electronics product lines, plus notable brands in the technology and peripherals space such as Razer, Logitech, Anker, and Philips Screeneo Projection. Sony PlayStation is one of the most popular Gaming Consoles in the world. AMSTERGI handles the volume distribution for Sony PlayStation in key markets across Middle East and Africa.

In the B2B space, AMSTERGI focuses on the Intercom, Surveillance, and Access Control segments with comprehensive security surveillance solutions including video analytics, cloud, CCTV security cameras, video management software, hardware, video surveillance, anti-intrusion, home automation and access control. We are associated with leading global brands in the industry including Avigilon - A Motorola Solutions Company, and Comelit. We represent major principals in the Network and Security Solutions with state-of-the-art solutions for Data Centers, Commercial Enterprises, Healthcare Service Providers & Tech Companies, Retail & Hospitality, Educational Institutions and Edu-tech companies, Public Sector Services and Residential. AMSTERGI offers Network and Communication Structured Cabling

**ABISH MOHAMED**
Chairman & Managing Director,
Amstergi Holdings FZE.

System's distribution and installation services, in association with Leviton, one of the largest privately held manufacturer of electrical wiring equipment and communication network cables, and with LS Cable and System, a leading manufacturer of cables and related solutions, supplying state-of-the-art products, such as submarine cables, ELV and HD communication cables to power authorities around the world.

# Mindware, Ring announce distribution agreement for DIY home security

Ring signed a distribution agreement with leading value-added IT distributor and service provider, Mindware. The collaboration with the UAE-based IT distributor will see greater availability of Ring's DIY home security devices across the UAE and wider Gulf region. The collaboration will support the company in maintaining a strong presence with resellers and professional installers. This will enable greater engagement with key channel stakeholders, through regular touchpoints and in-depth product training. Ring provides reliable, easy to install home security products that offer customers peace of mind, to protect their homes. Products such as Video Doorbell Pro 2 offer an extra layer of protection to homeowners through powerful features such as 3D Motion Detection, 1536p HD Head to Toe Video, Color Night Vision, and Motion Alerts,



(Left to Right) Mohammad Meraj Hoda, Vice President Emerging Markets, Ring and Nicholas Argyrides, General Manager Gulf, Mindware.

all via the Ring app on a smartphone or tablet. Mindware will work with Ring to provide product support across the region, via in-depth Ring product training and joint customer visits. The

distributor will offer the full portfolio of Ring products, with a focus on Ring Alarm, Video Doorbell Pro 2, Floodlight Cam Wired Pro and Plus, and Stick Up Cams.

# EcoFlow launches RIVER Series and EcoFlow DELTA

EcoFlow marked its official GCC launch at Gitex. Founded in 2017 by a battery engineer collective who believed that everyone deserves the right to access power, EcoFlow continues to expand on its vision to power a new world, actively transitioning the world from outdated power sources to a future of sustainable, renewable power. Today, as a portable power and renewable energy company, EcoFlow leads the way forward with industry-leading portable power solutions, solar technology, and the world's first smart home ecosystem.

Made up of a young, aspirational and diversified team with global vision, the brand has garnered critical acclaim winning awards including Time Best Inventions 2021, Red Dot Design Award and iF Product Design Award as well as breaking Kickstarter's record in the tech category by launching the DELTA Pro and raising over $12 Million, backed by over 3,000 users.

EcoFlow's portal power solutions boast a market leading recharge time of 0% to 80% at around 1 hour and full in under 2 hours and are capable of supporting more appliances than competitors' products of the same rated output class.

EcoFlow's Smart Battery Management System Measures real-time voltage, current and temperature precisely and condition battery for best performance with intelligent algorithm. Finally, expandable Power Modular power allows customers to customise Optional Extra Battery to their needs for RIVER, RIVER Pro, DELTA Max and DELTA Pro models.

EcoFlow will be entering the market with a number of products including the EcoFlow RIVER Series which offers portable power



stations for outdoor adventure, designed for camping, RV, and any outdoor occasion. Secondly, the EcoFlow DELTA series which offer the most reliable portable home backup and off-grid living solutions. In addition, the region will also be able to purchase several EcoFlow Ecosystem Products Appliances and accessories that with EcoFlow portable power stations form an end-to-end power usage circle including generation and storage.

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# Liferay recognises Zain Kuwait as best B2C and marketplace DX company

Liferay, provider of digital platforms that creates enterprise-level, cloud powered optimised digital experiences to accelerate innovation awarded Zain Kuwait, the flagship operation of the regional telecom innovator as Best B2C and marketplace company for its innovation driven digital customer experiences.

The award ceremony took place at Gitex attended by Daaij Al Oud, Zain Kuwait Network Engineering Director, and Moussalam Dalati, General Manager, Middle East and Africa, Liferay who recognised the telecom provider's success in leveraging innovative technologies to elevate customer experience capabilities.

With a longstanding partnership since 2016 between both companies, the award recognises Zain's future enabled efforts in web content management, search results, integration across applications, and more. Utilising state-of-the-art digital services through Liferay's Digital Experience Platform, the collaboration with Zain has created an innovative approach in adopting



(Left to Right) Moussalam Dalati, General Manager, Liferay Middle East and Africa and  Daaij Aloud, Network Engineering Director,  Zain Kuwait.

cloud services which have become integral to digitally advanced societies. With upgraded end-to-end customer lifecycle experiences and data-driven personalisation in a connected and secure environment, Zain has enhanced its expertise and capabilities to take its customer experience to the next level.

With the focus on the oncoming 6G technology and its innumerable benefits and possibilities, the telecom sector is expected to make strides never imagined in enterprise services. This is certain to enhance Zain's value proposition in addition to its high-level performance and reliability available across the region.

# du announces digital twin and enhanced mobile services for RTA's Dubai metro



(Left to Right) Mohammed Yousef Al Mudharreb, CEO, Corporate Technology Support Services Sector, RTA and Fahad Al Hassawi, Chief Executive Officer, du.

du, has partnered with Dubai's Road and Transport Authority for fixed, ICT, special projects and long-term technical support. The Memorandum of Understanding was signed by Mohammed Yousef Al Mudharreb, CEO, Corporate Technology Support Services Sector, RTA and Fahad Al Hassawi, Chief Executive Officer at du at Gitex. As part of the agreement, du will collaborate with RTA to enhance its fixed and mobile services and deliver the Digital Twin solution in Dubai Metro and additional mixed reality technologies.

Under the theme Powering governments, Shaping The Emirates Reality, du has brought an innovative showcase to Gitex featuring next-generation technologies such as 5G, IoT, artificial intelligence, metaverse and robotics. du and RTA's Digital Twin solution leverages innovative telecommunications, IoT and extended reality technologies to demonstrate

a next-generation approach to digital twinning in the age of the metaverse. RTA and du will empower a fully embedded fixed mobile telecommunications system across Dubai's transportation network with the initial phase of the project focusing on Dubai Metro. The data-rich digital twin is capable of supplying network operators with real-time analysis, predictive insights and maintenance information at the point of need for all key assets in Dubai's transport network.

By utilising bespoke sensor equipment, the Digital Twin will detect faults, allow data to be read from any asset in the cloud and analyse in real-time. Physical assets such as escalators, screen doors and point machines can be monitored using the sensors connected directly to the private 5G network where faults and predicted data anomalies are detected in real-time using artificial intelligence.

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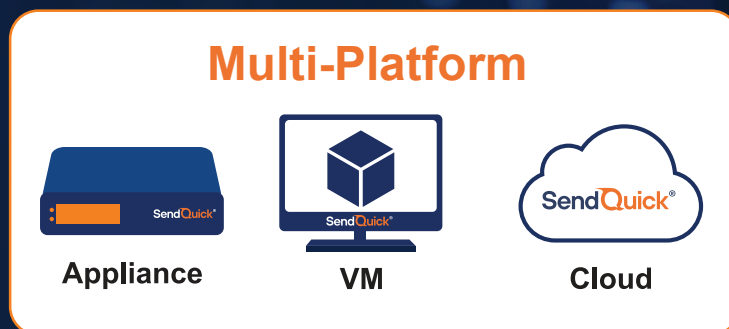
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# Emirates Auction presents smart projects, smart app at Digital Dubai

Smart projects showcased by Emirates Auction, at the 42nd edition of Gitex within the Digital Dubai pavilion. This witnessed a remarkable attendance by visitors who admired the company for its technical solutions and great development of electronic services and smart applications in the domain of electronic auctions management.

One of the company's most prominent advanced projects, the Emirates Auctions smart app is one of the cutting-edge applications specialised in electronic auctions in the region. Its smart technologies allow customers to easily obtain all the company's services, which include managing electronic auctions for the sale of automobiles, VIP license plates, real estate and properties, asset liquidation, VIP mobile numbers, jewellery, time-sensitive items, heavy machinery, horses, plant and construction equipment, rental shops, lost and found and movables, in addition to selling and shipping vehicles to all countries without the need for the buyer to come to the company's offices.

Abdullah Matar Al-Mannai,



Chairman and Managing Director of Emirates Auction, said that the company's participation at Gitex, which is one of the world's largest technology exhibitions, expresses the company's keenness to be present at major events and exhibitions with the aim of expanding its customer base, enhancing communication and interaction with the public

and introducing them to the its innovative projects, pioneering services and smart products. He pointed out that Emirates Auction attaches special importance to the sustainable development of its technical systems, which makes its participation at this global event relevant as it seeks to exchange expertise and experiences with

major local and international companies and brands that are specialised in technology and artificial intelligence, and gain a closer look at the latest technologies, innovative programs and smart solutions, in which the company can invest to develop its services and employ modern systems to serve customers.



# Invexal implements Software AG's Cumulocity IoT for Al Busayra Delivery Services

Al Busayra Delivery Services, a rapidly expanding Rider-as-a-Service company that offers hassle free last-mile delivery services to partners and customers in UAE has partnered with Software AG and Invexal for its customers to achieve smarter services with enhanced efficiencies. The partnership is powered by Software AG's Cumulocity IoT.

The focus of Al Busayra Delivery Services, lies on timely, immaculate, reliable, hygienic and trackable delivery through presentable multi-lingual riders. Having attained the envisioned quality of services, the company aims to elevate its tracking, controlling and monitoring systems through a smart real time solution, that not only creates operational efficiencies but also maintains transparency with customers on their delivery systems.

# Chainalysis demonstrates Chainalysis storyline, Web3 blockchain analysis tool

While supporting the UAE and other GCC countries as they look to leverage blockchain technology to establish a safe, secure, and transparent digital ecosystem, Chainalysis, the blockchain data platform, announced its plans to participate at Gitex.

Through a series of panel and keynote discussions as well as several Lightning Talks, Chainalysis is also using the event to raise awareness and educate attendees on some of the most pressing challenges and opportunities that cryptocurrencies, DeFi and other Web3 technologies hold for the region. Visitors to the Chainalysis stand to get an opportunity to experience live demos of Chainalysis Storyline, its Web3-native blockchain analysis tool, designed to visualise smart contract transactions, including DeFi and NFTs.

With funds stolen from DeFi protocols accounting for 96% of the $2.28 Billion worth of cryptocurrency stolen in security breaches and code exploits so far this year, Chainalysis Storyline solves a pressing need, and paves the way for building consumer confidence and trust in the underlying technology. With this solution, regulators and law enforcement agencies can get a holistic view of the movements of funds as they are transacted across blockchains, and pinpoint transactions and funds that matter the most to them.
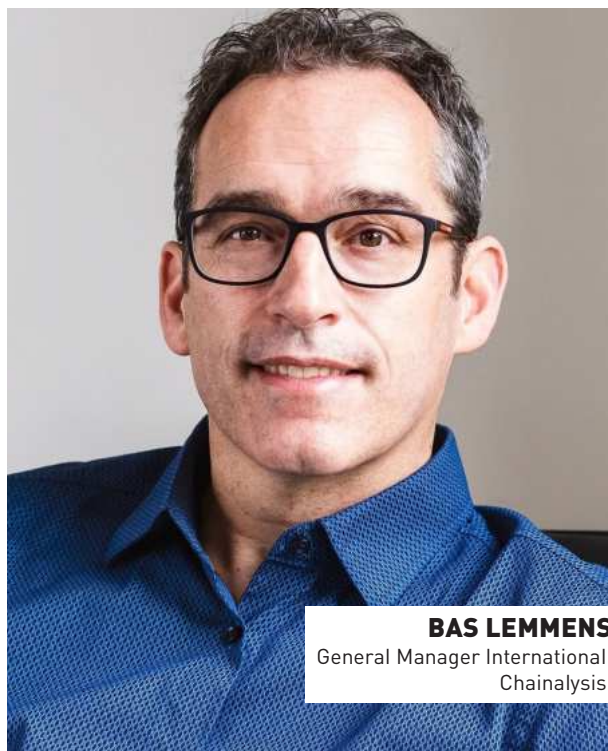
**BAS LEMMENS**
General Manager International,
Chainalysis.

# Cisco presents hybrid work, resilience solutions

**ABDELILAH NEJJARI**
Managing Director for Gulf Region, Cisco.

At Gitex, Cisco showcases its latest innovations designed to help accelerate customers' digital transformation agendas, while focusing on the sustainability vision of the region. Under its Bridge to Possible theme, Cisco is illustrating its commitment to enabling secure connections, increasing visibility into networks and applications, and accelerating digital agility.

As CIOs, CTOs and IT decisionmakers increasingly prioritise aligning with Environmental, Social and Governance principles, Gitex visitors to learn how Cisco is delivering energy efficiency and driving the circular economy through its products and solutions.

In addition, visitors can also learn about Cisco's contributions to the region's innovation agenda via Cisco Country Digital Acceleration program initiatives. Working closely with national leadership, industry and academia, the program aims to fast-track digital adoption, stimulate job growth, and strengthen global competitiveness.

# Barracuda showcases email protection, ZTA, managed XDR, data protection

Having unveiled a series of major updates across its security solutions portfolio at its recent virtual worldwide customer conference, Barracuda, a trusted partner and leading provider of cloud-first security solutions, demonstrates these enhancements for the first time in the region. The product and service innovations that Barracuda is showcasing at Gitex are designed to help customers stay protected against the most persistent and evolving cyberattacks, such as ransomware, and support them with complex digital business transformation challenges in

the areas of Email Protection, Zero Trust Access, Managed XDR, and Data Protection.

In addition, having made its Cloud-to-Cloud Backup solution available to customers in the United Arab Emirates from Microsoft's local cloud data centres in the Emirates, Barracuda is now set to build on this success.

Coinciding with its presence at Gitex, the company to launch its data centre services in South Africa, extending local cloud data protection to its customers in the country.

**TONI EL INATI**
RVP Sales, META and CEE,
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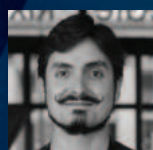## THE DEVELOPER & CODING COMMUNITY

## TECH PIONEERS ON STAGE

**Travis Oliphant**
Creator of NumbPy
& Co-Founder
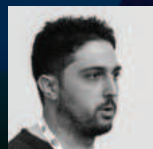ANACONDA.  USA

**Ketan Umare**
Co-Creator of Flyte,
Co-Founder & CEO
UNION  USA

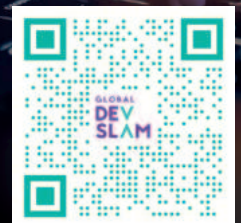**Sebastian Ramirez Montano**
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