



GITEX GLOBAL 2024: WORLD'S LARGEST TECH EVENT ANNOUNCES GITEX EDITIONS AND ALL-NEW SHOW HIGHLIGHTS

GITEX Global 2024, the world's largest tech and start-up event, organisers have revealed a host of new industry programmes, cybersecurity experts, as well as keynote speakers from world-leading brands confirmed for this year's edition, running from 14-18 October at Dubai World Trade Centre.

Here's the lowdown on what's new so far in 2024:

GITEX EDITIONS 2024

Aligned with Dubai's ambition to be the home of 30 start-up unicorns by 2030, GITEX Global 2024 is launching GITEX Editions, the region's most impactful gathering for fostering strategy, created to accelerate scale and global governance for high-growth companies. The early confirmed speaker line-up includes 8 fast-growing start-ups from 8 countries, 3 backed by the European Innovation Council (EIC).

AI: Fabrizio del Maffeo, Co-Founder, CEO & Board Member, Axelera AI (Netherlands)

An expert in developing GenAI infrastructure and edge computing. Growing with a purpose of becoming the 'European NVIDIA', Axelera AI are backed by Samsung and the EIC. Valued at \$500M, GITEX Global will mark its first ever Middle East presence.

Synthetic Biotech: Dr. Alexander Zhavoronkov, Founder and CEO, InSilico Medicine (Hong Kong)

Leading the biotech company with the world's fastest-ever IPO and currently valued at \$1.5B, he will discuss groundbreaking advancements in AI-driven drug discovery, synthetic biology, and ageing.

Sustainability Biotech: Dr. Mazen Rizk, Founder and CEO, Infinite Roots (Germany)

EU's largest mycelium-biotech investment, building next-generation sustainable alternative proteins. A Series B funded company backed by the EIC.

Quantum Deeptech: Dr. Joseph Fitzsimons, Founder and CEO, Horizon Quantum Computing (Singapore)

Singapore's biggest Quantum startup, backed by SG Innovate, Sequoia and Tencent.

Semiconductor Deeptech: Dr. Sunghyun Park, Founder and CEO, Rebellions (South Korea) Set to become Korea's first AI Semiconductor Chip Unicorn with a \$1.5B value, acquired Sapeon AI.

Auto tech: Svilen Rangelov, Co-Founder and CEO, Dronamics (UK)

World's first cargo drone airline on a mission to change e-commerce worldwide, part of the EIC scaling club.

Emilio Scervo, Chief Technology Officer and Board Member, Bugatti - Rimac (Croatia)

World's fastest hypercars. Valued at \$5 billion, they are the first and fastest-growing Croatian Unicorn.

Semiconductor Supercomputing: Philippe Notton, Founder and CEO, SiPearl (France)

High performance semiconductor manufacturer for AI interfaces and supercomputing aiming for the technological sovereignty of Europe.

Cloud Box Technologies to Showcase AI, Cybersecurity, and Emerging Technologies at GITEX 2024

Cloud Box Technologies will participate in the 44th edition of GITEX Global from October 14 – 18, 2024 at the Dubai World Trade Center. The primary focus will be cybersecurity resilience, AI, and machine learning, alongside emerging technologies like IoT, edge computing, and blockchain.

Cloud Box Technologies strategic partnerships with Dell enable businesses to unlock their true potential by leveraging High Performance Computing and AI. At GITEX 2024, the company will be highlighting AI and machine learning, which have become central to many IT functions. This results in ROIs through operational efficiency, cost-effectiveness, and improved customer service.

Ranjith Kaippada, Managing Director at Cloud Box Technologies, said, “We are passionate about advancing with

the latest technology trends every year and this year, we will be positioning how cutting-edge tech, and their direct and indirect impacts on various business sectors such. As cyber threats affect businesses of all sizes, we will also be focusing on cybersecurity resilience, dedicated to combating the increasing threats that can cause financial, trust, and reputational damage to businesses.”

Having been in the business for over 15 years, Cloud Box Technologies has been growing at an exponential pace and has added many advanced and innovative solutions to its portfolio and has been servicing customers within the banking and finance, hospitality, healthcare, retail, and education sectors.

Senior company executives will be available to address visitor enquiries and will be available at Hall 6, Stand A1, in partnership with Dell Technologies.



RANJITH KAIPPADA

Managing Director at Cloud Box Technologies

Cloudflare to Showcase Cloud for the “Everywhere World” at GITEX 2024



BASHAR BASHAIREH,

RVP Middle East and Türkiye at Cloudflare

Cloudflare will participate in GITEX 2024, running from October 14 to 18 at the Dubai World Trade Centre. The company will showcase its latest products and solutions designed to help businesses simplify and enhance visibility across their technology and security environments, including on-premises, public cloud, SaaS, and the public Internet.

At GITEX 2024, Cloudflare will showcase its technologies that are transforming digital infrastructure and security. The focus will be on the connectivity cloud, an AI-enabled solution that enhances connectivity and performance for enterprises worldwide. It provides exceptional visibility, reliability, security, privacy, and speed by utilizing Cloudflare’s extensive global network across 330 cities in over 120 countries.

Key highlights of Cloudflare’s GITEX 2024 showcase will include:

- Connectivity cloud: A revolutionary platform that empowers enterprises

with seamless, high-performance connectivity. By integrating advanced routing and traffic management technologies, the connectivity cloud helps organizations improve application performance and reliability while reducing latency and downtime

- Zero Trust Security: Cloudflare One, Cloudflare’s comprehensive Zero Trust solutions will be on display, offering robust protection against modern cyber threats. This includes identity and access management, secure web gateways, and advanced threat detection capabilities.

Bashar Bashaireh, RVP Middle East and Türkiye at Cloudflare, said, “Today, everything needs to be connected to everything everywhere, all the time. This hyperconnectivity creates new challenges related to security, performance, resilience and privacy. As the world’s first connectivity cloud, Cloudflare helps connect and protect millions of customers globally.”

Extreme Networks to Present AI-Driven Network Solutions

Extrême Networks has announced it will be demonstrating how its secure, automated and easy-to-use solutions make the network more insightful and unlock purposeful AI potential at GITEX Global 2024, taking place from 14 – 18 October. Extreme will be at booth C10 in Hall 20 in the Dubai World Trade Center.

ATTENDEES WILL EXPERIENCE:

Extreme AI Expert: A preview of the new Generative AI solution that combines public and private data to provide proactive insights, helping customers optimize their networking environments for cost savings and efficiency.

Extreme Fabric: The leading end-to-end automated network fabric that enhances network performance and business operations through intuitive management and full visibility.

Extreme Wi-Fi: High-performance connectivity solutions, including a

showcase of how Liverpool FC uses Extreme Wi-Fi at Anfield Stadium to enhance fan experiences with features like mobile ticketing and cashless payments, especially during peak times.

The company will also highlight work being done with global and regional customers including Dubai World Trade Center - the venue for GITEX Global 2024 - and Amman Stock Exchange.

Extreme will be also joined by leading system integrators from across the region who are co-exhibiting at the stand.

Maan Al-Shakarchi, Regional Director – META at Extreme Networks, said, "As we redefine the future of enterprises through technology, GITEX Global serves as a launchpad for us to showcase the new products, services and innovations. Extreme Networks is exploring to promote intelligent networks and purposeful AI deployment."



MAAN AL-SHAKARCHI

Regional Director – META at Extreme Networks

Halcyon Debuts in the Middle East with New Anti-Ransomware Technologies at GITEX 2024



RAY KAFITY

Vice President - Middle East Turkey and Africa (META) at Halcyon.

Halcyon is debuting in the Middle East at GITEX 2024, addressing the rising ransomware threats targeting regional organizations. Their Anti-Ransomware Platform, featuring a new Data Exfiltration Prevention (DXP) module, equips Middle Eastern businesses with the resilience to adopt new technologies swiftly while mitigating ransomware concerns.

With the rapid adoption of cloud computing, artificial intelligence, and machine learning, organizations in the Middle East are expanding their digital operations. This growth, however, is also increasing their vulnerable attack surface, giving criminals more opportunities for infiltration. The collateral damage from such attacks is driving up costs due to lost business, detection, escalation, and post-breach customer response, with operational downtime, loss of

customers, and reputation damage topping the list of concerns.

At GITEX 2024, Halcyon will showcase its revolutionary Halcyon Anti-Ransomware Platform with added Data Exfiltration Prevention (DXP) module. With 80% of ransomware attacks now involving double extortion—where sensitive data is exfiltrated and used as leverage for ransom—the DXP module provides early detection of suspicious activity, defending against data exfiltration and extortion, and offering businesses true cyber resilience.

"Halcyon was built with a singular focus: defeating ransomware. Unlike traditional cybersecurity solutions, we've concentrated on this escalating threat, delivering unprecedented efficacy in stopping attacks before they happen," said Ray Kafity, Vice President - Middle East Turkey and Africa (META) at Halcyon.

Oracle Marks 35 Years in the UAE with AI and Multi-Cloud Innovations at GITEX 2024

Industry leading Artificial Intelligence (AI) and Multi Cloud innovation that is geared to solve complex business challenges in every industry, and help accelerate the UAE and wider Middle East's AI economy will be the key focus for Oracle at GITEX GLOBAL 2024.

Celebrating its 35th Year of supporting the UAE's growth ambitions with latest digital technologies, Oracle will showcase a comprehensive portfolio of AI solutions including next gen cloud applications on a best-in-class AI cloud infrastructure and state-of-the-art generative AI innovations.

"This year, at GITEX, we celebrate 35 years of supporting the UAE's growth ambitions with state of the art local cloud infrastructure, latest cloud technologies, developing top talent, and expanding our local presence", said Nick Redshaw, senior vice

president – Tech Cloud, Middle East and Africa, and UAE country leader, Oracle. "The UAE's leadership has set forth an inspiring vision in the AI era, and we are yet again ready to support national aspirations with powerful AI innovation from Oracle. At GITEX GLOBAL 2024, our customers, partners, and visitors will experience enterprise ready AI solutions and innovative multi cloud solutions to drive unprecedented innovation and achieve seamless cloud interoperability."

Business and technology leaders can also experience Oracle's specially designed AI focused interactive pods across finance, healthcare, human resources, customer experience and many more functions. Furthermore, Generative AI demo stations operated by Oracle's AI experts, will also help visitors explore customized growth scenarios for their businesses.



SentinelOne to Spotlight AI Security at GITEX Global 2024



MERIAM ELOUAZZANI,
Senior Regional Director – Middle East, Turkey, and Africa at SentinelOne.

SentinelOne will participate in the 44th GITEX Global (October 14–18) at the Dubai World Trade Centre. The company will showcase its complete range of AI-powered cybersecurity solutions, highlighting its market-leading Singularity Platform and innovations in Purple AI—the industry's most advanced AI security analyst, uniquely built on a single platform, console, and data lake.

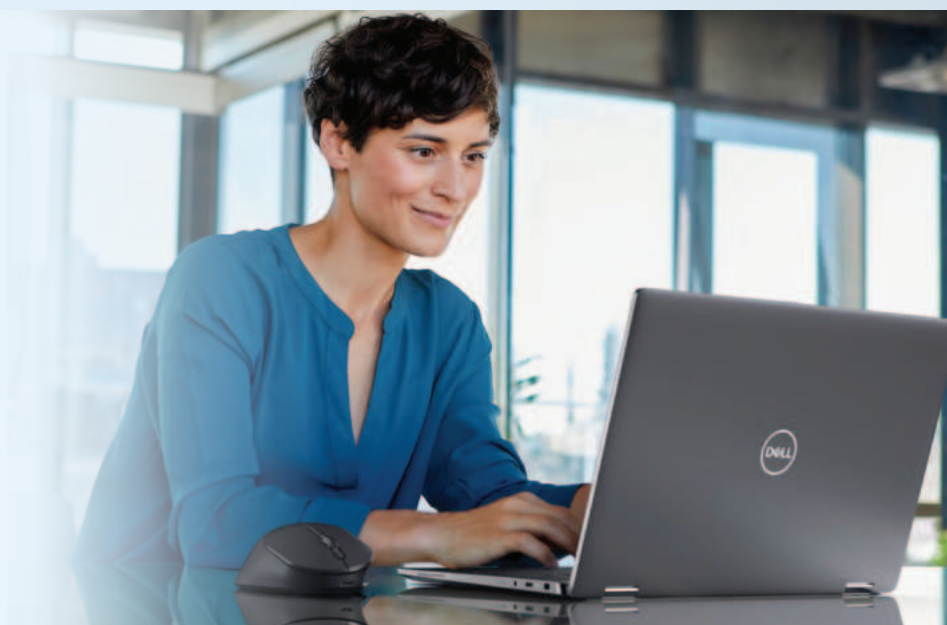
SentinelOne's theme at GITEX this year is 'Empowering Autonomous Cybersecurity: Protecting the Future Today.' The company will offer live solution demonstrations in its booth, and attendees can also participate in SentinelOne's 'Mortal vs. Machine' competition, where they can go head-to-head with a SentinelOne cybersecurity expert, and supported by Purple AI, see how quickly they can find, remediate and report on a threat.

"AI is reshaping the way

businesses approach security in an increasingly digital world, and SentinelOne is at the forefront of proactive AI-powered defenses that anticipate and neutralize threats before they cause harm," said Meriam Elouazzani, Senior Regional Director – Middle East, Turkey, and Africa at SentinelOne. "GITEX provides SentinelOne with the opportunity to demonstrate our AI-driven innovations to a global audience. We are excited to engage with other industry leaders, partners, and customers to share insights on how SentinelOne is empowering organizations to combat cyber threats with minimal human intervention."

Senior executives from SentinelOne will be available at Cyber Valley Hall 24, Stand B-50 during GITEX 2024. Through live-action workshops, expert discussions, and presentations, SentinelOne experts will lead conversations on the future of cybersecurity.

Improved performance, productivity and security



Gen-AI is on everyone's mind, capturing widespread attention for its transformative potential in businesses and industries.

The latest Dell Technologies client portfolio, designed with AI, and Copilot in Windows* brings new opportunities for innovation and collaboration to all workers.

This is your time to get ahead in a new PC era and accelerate from ideas to innovation to lasting impact.



The best designs and intelligent experiences to help you work from everywhere with **world-class collaboration features** and **AI-based optimization**.



The industry's most secure **commercial PCs**** and software solutions that help reduce the attack surface and improve long-term cyber resilience.



Sustainability built in at every stage to **reduce environmental impact** - with over 50% of product content and 100% of packaging being made from recycled or renewable materials by 2030.



Value for you

Empower your workforce with modernized user experiences to drive business success.



Tenable Urges Organisations to Reimagine Cybersecurity at GITEX 2024



MAHER JADALLAH

Senior Director Middle East & North Africa, Tenable

Tenable will exhibit at GITEX Global at the Dubai International Convention and Exhibition Centre from October 14 - 18, 2024. At the event, Tenable will showcase its AI-powered exposure management solutions that illuminate the attack paths that exist within organizations' infrastructure, from IT infrastructure, to the cloud, to Operational Technology (OT) and everywhere in between. In addition, Tenable will launch its 2024 Cloud Risk Report during the show.

Scattered products, siloed views and disjointed teams are struggling to hold back threats across a fragmented attack surface. The cyber risk challenge won't be won with security strategies and solutions that stand divided. Enterprises need one view of risk across all assets, to connect the dots between the damaging risk

relationships that span solution silos and bring together disparate teams with the intelligence they need to strengthen defenses and protect against attacks as one.

Tenable exists to expose and close the resulting priority security gaps that put businesses at risk. Our industry-leading exposure management platform radically unifies security visibility, insight and action across the attack surface, equipping modern organizations to protect against attacks, from IT infrastructure to the cloud to OT and everywhere in between.

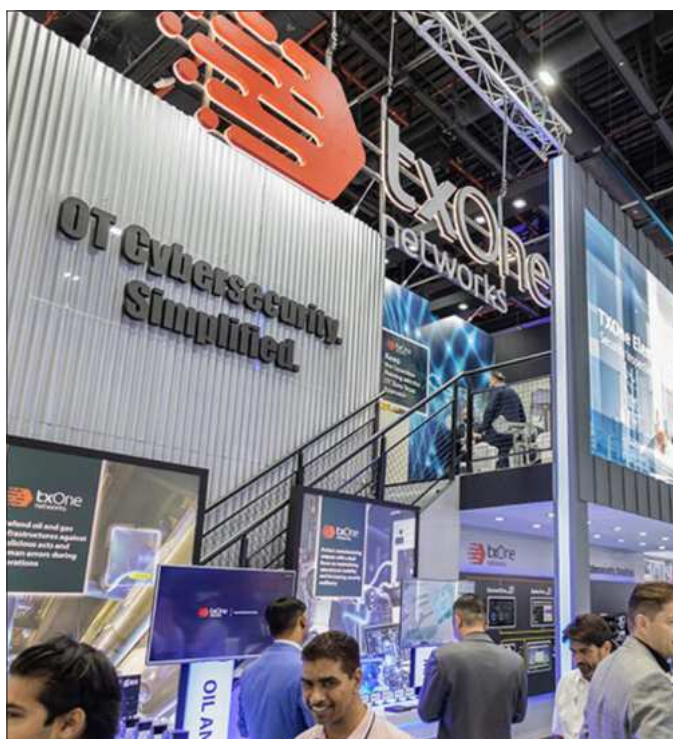
"Rapid advancements in technology and digital transformation make it challenging for organizations to stay one step ahead of attackers," said Maher Jadallah, Senior Director Middle East & North Africa, Tenable."

TXOne Networks Brings Cutting-Edge AI-Powered OT Defence Security to GITEX 2024

This year at GITEX, TXOne Network will showcase its groundbreaking OT defence framework designed to protect mission-critical assets across industries such as manufacturing, oil and gas, and critical infrastructure.

Visitors to TXOne Networks' stand (H24-D70, Hall 24) will see the SageOne Cyber-Physical Systems (CPS) protection platform and an updated Edge product line. AI integration in Edge solutions simplifies security setup and improves threat detection accuracy with fewer false positives. Additionally, TXOne's Chief Revenue Officer, Stephen Driggers, will join the "AI, OT & IoT Critical Infrastructure Leaders Panel" on October 15th to discuss AI's vital role in OT and IoT security.

With a focus on bridging the divide between IT and OT teams, TXOne's theme for GITEX 2024, "Keep the Operation Running", emphasizes the importance



of operational continuity in OT environments. As industrial networks become more interconnected with IT, new challenges have emerged. In a recent report by Cisco, 41% of firms' IT and OT teams work independently on cybersecurity efforts. However, 92% of executive leaders believe that a unified solution would dramatically improve security postures—a critical need that TXOne's solutions directly address.

"As the lines between IT and OT networks continue to blur, a holistic approach to cybersecurity solutions is essential to integrate both systems, enabling organizations to proactively manage threats and ensure operational resilience. We are proud to lead the charge in fostering collaboration between these traditionally siloed teams," said Dr. Terence Liu, Chief Executive Officer of TXOne Networks.

AI-Driven Defense Solutions for a Secure Cyber Future



Visit us at Hall 1 **#H1-A20**

GITEX 14-18
OCT 2024
GLOBAL DUBAI WORLD
TRADE CENTRE

**Your Trusted
Advisor** | Cyber, Cloud
& Network
Infrastructure

info@starlinkme.net | www.starlinkme.net



Delinea Unveils Innovations in Identity Security at GITEX 2024

CAN YOU PROVIDE AN OVERVIEW OF THE KEY PRODUCTS, SOLUTIONS, AND USE CASES THAT YOU'LL BE SHOWCASING AT GITEX 2024?

Delinea will present a comprehensive suite of identity security solutions, including Vault, Secret Server, Privilege Manager, and our latest advancements in Cloud Infrastructure Entitlement Management (CIEM) and Identity Threat Detection and Response (ITDR). Our solutions are designed to secure privileged access, enforce least privilege policies, and address identity-related threats. Use cases will cover protecting hybrid cloud environments, automating identity lifecycle management, and simplifying compliance. The solutions are aimed at improving security, reducing risk, and meeting regulatory requirements amid a complex threat landscape.

WHAT IS THE CENTRAL THEME OF YOUR BOOTH OR OVERALL PRESENCE

AT GITEX?

At GITEX 2024, our central theme is comprehensive identity security. We will highlight solutions such as Vault, Secret Server, Privilege Manager, and the latest advancements in Cloud Infrastructure Entitlement Management (CIEM) and Identity Threat Detection and Response (ITDR).

Our focus will be on securing privileged access, enforcing least privilege policies, and addressing identity-related threats. Visitors will have the opportunity to explore use cases related to protecting hybrid cloud environments, automating identity lifecycle management, and simplifying compliance—all aimed at enhancing security and mitigating risks.

DO YOU HAVE ANY SIGNIFICANT ANNOUNCEMENTS, KEYNOTE SPEECHES, TECHNICAL BRIEFINGS, OR AWARDS PLANNED FOR GITEX 2024?

We have exciting announcements



ART GILLILAND
CEO of Delinea

lined up, highlighting the latest advancements in Identity Governance and Administration (IGA), Cloud Infrastructure Entitlement Management (CIEM), and Identity Threat Detection and Response (ITDR). In addition, we will be hosting technical briefings that offer in-depth insights into how these solutions are revolutionizing the protection of critical assets. These briefings will provide practical strategies to help organizations navigate today's rapidly evolving digital threat landscape.

UiPath Highlights Transformative AI Solutions at GITEX



ASHRAF EL ZARKA,
Regional Vice President, MEA, UiPath

CAN YOU PROVIDE AN OVERVIEW OF THE KEY PRODUCTS, SOLUTIONS, AND USE CASES THAT YOU'LL BE SHOWCASING AT GITEX 2024?

The UiPath booth at H4-C20 will be our headquarters during GITEX activities, and will host a wealth of presentations and

demos showcasing how AI-powered automation supports the public sector, retail, the BFSI sectors, and more.

During this keynote speech, UiPath Founder and CEO Daniel Dines will share UiPath's vision on Agentic AI, a type of AI that doesn't just follow rules but

is capable of problem-solving and is more spontaneous and proactive. Attendees can expect demonstrations of UiPath Autopilot™ for various roles, such as Developers and Testers, as well as deep dives into the capabilities of UiPath Test Suite, UiPath Document Understanding, and more.

WHAT IS THE CENTRAL THEME OF YOUR BOOTH OR OVERALL PRESENCE AT GITEX?

We're staying close to this year's GITEX theme of "Global Collaboration to Forge a Future AI Economy," with a booth where we will offer demos and deep dives that will showcase the transformative power of 'AI at Work'. AI shows a lot of promise in terms of increased productivity, efficiency, and innovation. However, based on our experience working with more than 10,000 customers globally, we believe that anything AI can do – AI and automation can do better. As a leader in enterprise automation and AI,

we're committed to empowering organizations across the public and private sectors with the technology that will allow them to thrive in an AI-dominated paradigm.

DO YOU HAVE ANY SIGNIFICANT ANNOUNCEMENTS, KEYNOTE SPEECHES, TECHNICAL BRIEFINGS, OR AWARDS PLANNED FOR GITEX 2024?

UiPath CEO Daniel Dines will present a groundbreaking mainstage session on Agentic Process Automation (APA) and its potential to revolutionize enterprise operations. Daniel will share his vision of an "agentic future," where AI agents handle up to 80% of human work tasks, taking automation beyond traditional boundaries. This session will explore how APA merges deterministic robotic processes with probabilistic AI models to automate complex, unstructured tasks across industries.

Zebra Technologies to Demonstrate AI-Powered Solutions at GITEX

Zebra Technologies Corporation will present some of its latest AI-powered solutions at GITEX Global Dubai, 14 - 18 Oct., 2024, in Stand H5-B20, alongside regional channel distribution partners and independent software vendors (ISVs).

Attendees will learn how Zebra empowers every worker across several industry sectors, providing businesses with AI-powered solutions to streamline internal processes, optimise decision-making and enhance customer interactions.

Zebra's solutions support companies looking to modernise their operations and better equip their front-line workers, making them visible, connected and fully optimised. As a community of innovators, Zebra's purpose is to create new ways of working to make everyday life better for organisations, their employees, and those they serve.

Last month, Zebra was ranked #51 on Fast Company's sixth annual list of the 100 Best Workplaces for Innovators, reflecting the company's commitment to building an innovative culture at every level of the organisation.

"At GITEX, we'll be showing how AI is powering Zebra's portfolio of hardware, software, services and solutions to digitise and automate workflows in manufacturing, retail, transport and logistics (T&L), healthcare and government," said Hozefa Saylawala, Director, Middle East, Zebra Technologies. "Zebra helps set the standard when it comes to delivering AI-powered solutions to end-users. For example, we enabled a large, national bakery to reduce its forecast errors by up to 30% using Zebra's AI-powered Workcloud Demand Intelligence software for demand forecasting and planning."



HOZEFA SAYLAWALA

Director, Middle East, Zebra Technologies.

Innovative Sennheiser Audio Technology and products at multiple locations across GITEX



MIG CARDAMONE

Director of Sales and Marketing at Sennheiser Middle East.

This year, Sennheiser is expanding its presence at GITEX, showcasing products at Venuetech booth #H3A30 in Hall 3 and Avientek booth #H2B40 in Hall 2. Visitors can also take a 20-minute guided tour with Alliance Partner Q-SYS to explore Sennheiser's latest integrations with Microsoft Teams Rooms, featuring immersive room controls and presenter tracking.

The product range on display at the Venuetech and Avientek stands focuses on Sennheiser's extended TeamConnect Family offering a variety of solutions to fit every need. The acclaimed TeamConnect Ceiling 2 and options for smaller spaces TeamConnect Ceiling Medium, TeamConnect Bar S and M and TeamConnect Intelligent Speaker that will capture

the attention of visitors from higher education and business looking for the best audio solutions. Also on display is the ultimate audio solution for smaller Microsoft Teams Rooms meetings TeamConnect Intelligent Speaker. Visitors are encouraged to book time for one-to-one meetings at Gitex so that Sennheiser team experts can demonstrate the products and supplementary software such as Room Planner, Mobile Connect and Control Cockpit that guide and assist users to make best use of the systems. Click here to Book Meetings or 1 on 1 demo at Sennheiser booth.

"We're excited to introduce you to our growing Sennheiser family at the Dubai World Trade Centre from 14th to 18th October." Says Mig Cardamone, Sales Director at Sennheiser Middle East.

NTT DATA to Showcase AI-powered Innovations at GITEX 2024

NTT DATA has announced its participation at GITEX Global 2024, from October 14-18, 2024 at the Dubai World Trade Centre. The theme this year is "Empowering Tomorrow: AI-driven Solutions for a Secure Digital Future", where the company will showcase its latest innovations and solutions across various technology sectors such as AI, cybersecurity, applications, and data analytics.

A major attraction at this year's event will be 'NT-Tina, NTT DATA's AI-powered digital human. Equipped with NTT's large language model, NT-Tina will engage with visitors at the NTT DATA booth in natural conversations, showcasing how generative AI can enhance customer experience. Using advanced capabilities like speech recognition, machine learning, and natural language processing, NT-Tina will answer questions about Digital

Human Solutions and demonstrate the future of human-AI interaction with lifelike expressions and communication skills.

NTT DATA will also be highlighting its AI and cybersecurity offerings, including Managed SASE and Managed XSIAM solutions at GITEX. These AI-driven security operations are designed to protect businesses from evolving cyber threats through advanced threat intelligence, utilizing insights from cloud, network, mobile, and endpoint telemetry. The company will also present its industry-specific application portfolio, tailored to meet the unique needs of each sector.

"AI has revolutionized user experience and NTT DATA's go-to-market offerings reflect this shift. As an Enterprise Managed Services Provider in the Middle East, we leverage AI to deliver data-driven and efficient operations for our



BURCAK SOYDAN

Managing Executive for Middle East region at NTT DATA MEA

clients. We have integrated AI across applications, infrastructure, and cloud solutions, enabling partners and customers to stay ahead of evolving trends," said Burcak Soydan, Managing Executive for Middle East region at NTT DATA MEA.

Confluent Reveals Plans for GITEX 2024 Focused on Data Streaming for AI and Cloud Alliances



FRED CREHAN

Area Vice President Growth Markets at Confluent

As it heads to GITEX 2024 for a second consecutive year, Confluent will unveil to Middle East customers new capabilities to Confluent Cloud that make stream processing and data streaming more accessible and secure. With regional enterprises increasingly favouring cloud deployments, the company is bolstering its presence at the show by joining forces with two of the region's largest cloud providers – Google and Microsoft.

In the lead up to GITEX, Confluent announced several enhancements to Confluent Cloud, its complete data streaming platform based on Apache Kafka®. These include support of Table API which makes Apache Flink® available to Java and Python developers, and private networking for Flink which provides enterprise-level protection for use cases with sensitive data. Confluent's Extension for Visual Studio Code accelerates the development of real-time use cases, while Client-

Side Field Level Encryption encrypts sensitive data for stronger security and privacy.

"GITEX serves as the perfect platform for us to highlight these advancements and how they empower organisations to bring real-time, well formatted and highly governed data streams to power their AI applications and promote data reusability, engineering agility and greater trust."

The company also intends to engage with new and existing channel partners at GITEX. This follows the recent launch of the Confluent OEM Program. Targeting managed service providers (MSPs), cloud service providers (CSPs), and independent software vendors (ISVs), this program makes it easy to launch and enhance customer offerings with a complete data streaming platform for Apache Kafka® and Apache Flink®.

Confluent's subject matter experts are available through the five days of GITEX at stand C60 in Hall 7.

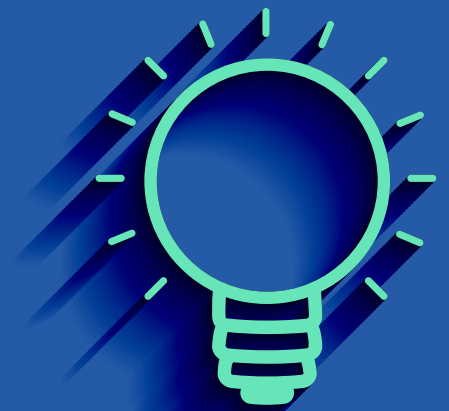
05 NOVEMBER 2024
UAE

12 NOVEMBER 2024
KSA

CPCA

CHANNEL PARTNER CONCLAVE & AWARDS 2024

POSSIBILITIES
THROUGH
OPPORTUNITIES



IN ASSOCIATION WITH



Global
Enterprise
Connect

BROUGHT TO YOU BY



COMPANY OF GEC MEDIA GROUP

#CPCAWORLD



CPCAWORLD.COM

Info@gecmidiagroup.com



+ 971 4564 8684

Sophos Showcases AI-Driven Cybersecurity at GITEX 2024

WHICH PRODUCTS AND SOLUTIONS WILL YOU BE SHOWCASING AT GITEX THIS YEAR?

At GITEX Global 2024, Sophos will highlight its latest innovations, including the Sophos Managed Detection and Response (MDR) service. This fully managed service that combines human expertise with advanced technology to detect, investigate and respond to cybersecurity threats. It also provides continuous 24/7 monitoring and proactive threat hunting to minimize the impact of attacks.

WHAT WILL BE THE MAIN THEME OF YOUR PARTICIPATION AT GITEX?

As a global cybersecurity company, we are excited to support organizations at this year's GITEX Global, where the theme focuses

around Artificial Intelligence. We are dedicated to delivering cutting-edge AI-driven security solutions, with a strong commitment to careful testing and seamless integration of our AI models. We aim to ensure these innovations act as a force multiplier while addressing critical concerns such as data privacy, ethical considerations, and misinformation. Furthermore, we frequently share the results of our AI models, that enables an environment for continuous development and responsible growth of AI technologies.

WHERE CAN ATTENDEES FIND YOU AT GITEX (BOOTH NUMBER AND HALL NO)?

Sophos will join its partner Starlink at GITEX Global, located in Hall 1, Stand A20.



HARISH CHIB

VP Emerging Markets, Middle East & Africa, Sophos

Tech First Gulf to Showcase AI, Cloud, and Emerging Technologies at GITEX 2024



AKASHDEEP SINGH

Chief Strategy Officer at Tech First Gulf

Tech First Gulf a leading value-added distributor in the Middle East Africa and India (MEA&I), is excited to announce its participation in GITEX Global 2024, taking place from October 14-18, 2024, at the Dubai World Trade Centre, Hall 2, Stand B-30.

At GITEX 2024, TFG will highlight innovations in AI, cloud storage, and emerging technologies. Our focus is on empowering business partners by providing access to cutting-edge technologies that drive enterprise transformation and foster regional growth.

Akashdeep Singh, Chief Strategy Officer at Tech First Gulf, emphasized the transformative impact of digital technologies on the MEA & I regions, which are rapidly emerging as digital leaders. "AI is at the forefront of this

transformation, creating new opportunities and business models across various industries. At TFG, we are committed to leading this charge with our comprehensive portfolio of AI-driven solutions such as Pure storage, Commvault, Seceon, Group-IB to name few, designed to deliver significant benefits and foster innovation across all sectors."

Visitors to the TFG stand will be captivated by a range of advanced technologies displayed on a stunning, large-scale screen. You'll have the opportunity to explore solutions from industry-leading vendors such as Samsung, Alcatel, Logitech, Commvault, Pure Storage, H3C, Group-IB, and many more. These vendors will present their latest innovations, highlighting their dedication to driving progress and excellence in the industry.



Zero Trust + AI

- ❖ Faster zero day malware protection
- ❖ Automated app segmentation, data discovery, and classification
- ❖ Proactive performance monitoring
- ❖ GenAI data protection for private and public apps

Meet us at Gitex Global,
Cybervalley Hall 23–C25

www.zscaler.com



Synology Showcases Comprehensive IT Solutions That Meet Modern AI Infrastructure Demands at GITEX 2024

Synology has announced its involvement in the 2024 GITEX Global event. Synology will showcase its latest products and solution developments at Stand H8-40, Hall 8, in three dedicated zones, covering its cutting-edge secure data storage and management, data security, and comprehensive smart surveillance system.

Michael Chang, Regional Manager of Synology, said, "AI and digital transformation have become inevitable for businesses as data demands are growing rapidly. Synology solutions are tailored to meet the evolving needs of today's enterprises."

Secure enterprise data storage:

With the rapid advancements in AI, the demand for data storage and management have become inevitably critical. At GITEX, Synology showcases solutions tailored to different data storage and management needs, including PB-level storage, scalable units for future expansion, all-flash servers for high-performance environment, and more. Advanced built-in tools like Immutable Snapshots and WriteOnce shared folders are demonstrated at the event for businesses to enhance data protection against threats such as ransomware by simply having a single NAS server.

"We invite all organizations, channel partners, and industry



associations to visit us at the Synology booth. Synology aims to showcase latest innovations while leveraging the event to strengthen our presence and expand our business footprint across the region. This is a great opportunity to understand how our innovative technologies can benefit your business and drive future growth." Said Michael Chang, Synology Regional Manager.

Splunk Boosts Digital Resilience with AI Cybersecurity at GITEX 2024



AHMED EL SAADI

Vice President for Middle East & Africa at Splunk

Splunk will participate in the 44th GITEX Global in the UAE, showcasing its commitment to innovation with solutions that enhance digital resilience, strengthen cybersecurity, and improve observability.

At the show, Splunk experts will demonstrate the business benefits of its evolving solutions in terms of helping customers maintain uptime, profitability, and brand reputation. Splunk will also focus on how AI helps to accelerate and scale these solutions.

Splunk will feature an enhanced demonstration of its innovative Splunk Edge Hub, a multi-component solution designed for collecting, distributing, and analysing data from edge devices and sensors. Using a live factory demo, Splunk will exhibit how the Edge Hub can be integrated into complex Operational Technology (OT) environments to derive deep insights from manufacturing lines, detect anomalies, predict failures, and analyse data in real-time, without requiring complex queries. Attendees will see AI in action with augmented reality features that enable real-time visualisation of critical operational

metrics, along with automated responses triggered by motion and facial recognition — highlighting Edge Hub's versatility across diverse industry settings.

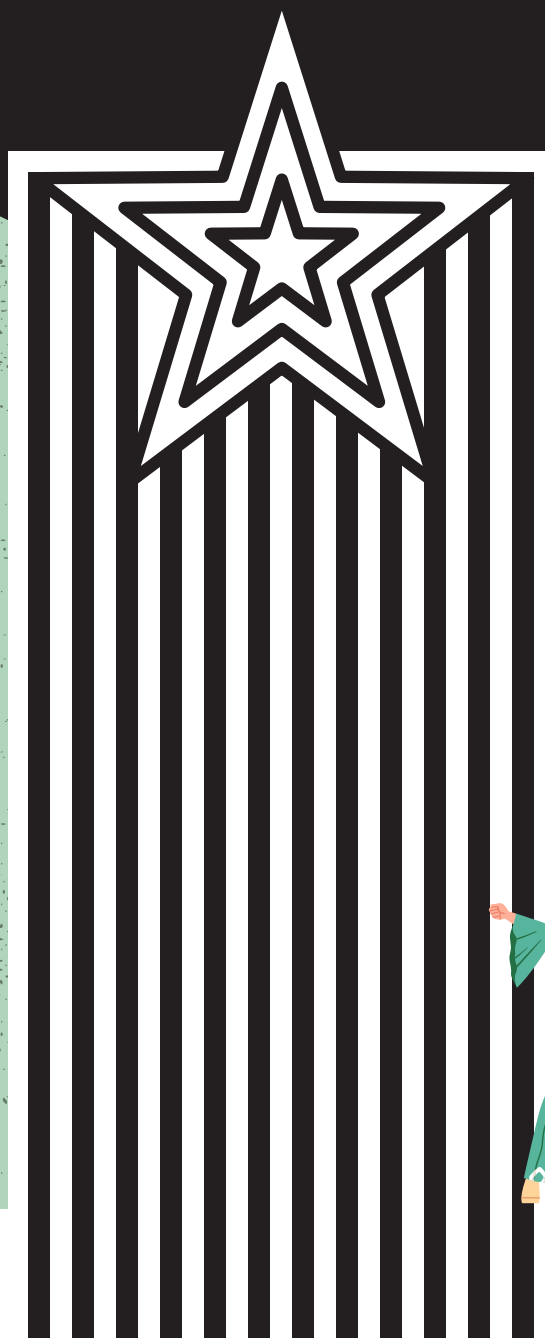
Splunk will also highlight its integration of the Splunk Cloud Platform with Cisco AppDynamics SaaS, providing a unified observability experience for monitoring the performance of users' applications. This integration allows for in-context viewing of logs related to any performance issues, streamlining troubleshooting workflows, speeding up the identification of root causes, and facilitating quicker resolutions.

Ahmed El Saadi, Vice President for Middle East & Africa at Splunk, said, "GITEX 2024 offers us a platform to not only showcase our innovative solutions but also highlight how our technologies are empowering businesses to strengthen their digital resilience. Each innovation we introduce is designed with the ambition to enable organisations in the Middle East to transform their challenges into opportunities, enhancing their operational agility and security."



**GEC
AWARDS**
2024

**HONORING
THE
BEST**

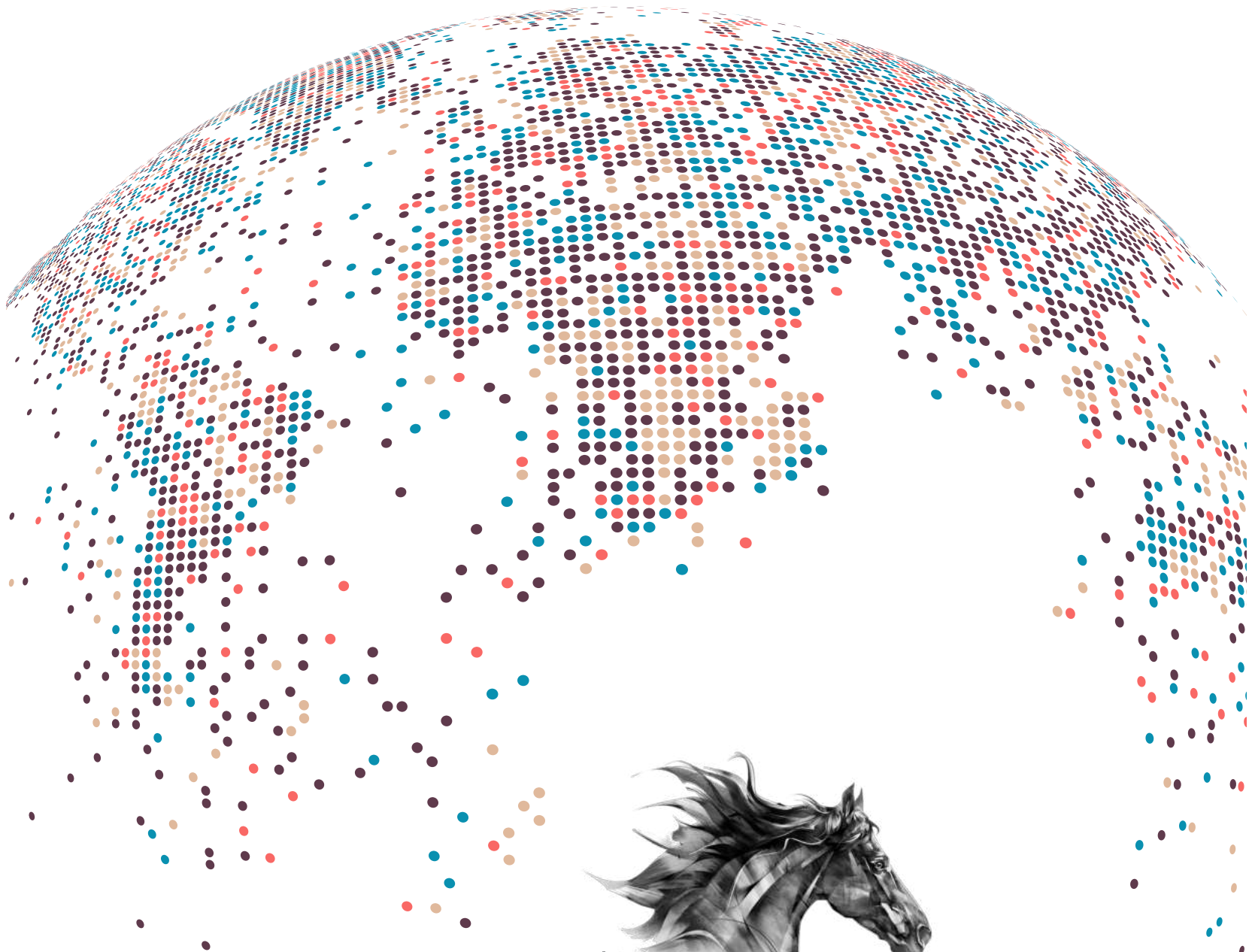


POWERED BY

BOTS

GLOBAL
CIO
FORUM

GEC | Global
Enterprise
Connect



THE
WORLD
CIO 200
SUMMIT

2025 ROADSHOW

APRIL-SEPTEMBER 2025

BOLD. UNSTOPPABLE.