

AZIM MOHAMMED

B2B Leader, GCC Countries at Logitech



LOGITECH CHAMPIONS SEAMLESS HYBRID WORK WITH AI-POWERED COLLABORATION AND SUSTAINABILITY

The hybrid work era has transformed the way organizations operate, bringing flexibility and connectivity to the forefront. Logitech is at the center of this transformation, providing intelligent, sustainable solutions that drive effective communication and collaboration across all work environments. For businesses today, the challenge isn't just about increasing productivity—it's about enhancing the employee experience to attract and retain top talent. With the lines between in-office and remote work blurred, companies must adopt hardware, digital tools, and platforms that enable seamless transitions between these settings. Logitech's solutions are designed to meet these demands, creating inclusive, efficient work environments.

In a hybrid work environment, video communication is crucial for connection. Logitech's collaboration tools ensure all participants—remote or in-office—have an equal voice. Designed for ease of use and scalability, these solutions promote meeting

equity, enabling everyone to be seen, heard, and engaged.

AI is central to Logitech's solutions, optimizing hybrid work experiences across its products. The Rally Bar video bar uses AI-powered Viewfinder for real-time participant tracking, enhancing meeting engagement. Additionally, AI-driven features automatically focus on speakers, making remote interactions more intuitive.

AI Meets Productivity

As generative AI reshapes the workplace, Logitech continues to stay ahead of the curve with innovations like the Logi AI Prompt Builder. This tool allows users of Logitech keyboards and mice to quickly and fluently generate prompts for OpenAI's ChatGPT, helping them stay productive without breaking the flow of their work. By focusing on human needs, Logitech ensures that AI enhances rather than complicates the user experience.

Introducing Logitech MeetUp 2: The Next Step in AI-Powered Collaboration

The Logitech MeetUp 2 is an AI-powered USB

conference camera designed for BYOD setups in huddle and small meeting rooms. Compatible with major platforms like Microsoft Teams, Zoom, and Google Meet, it features RightSight 2 to ensure all participants are visible and engaged. Additionally, RightSound 2 uses AI to filter out background noise, improving audio clarity in echo-prone spaces.

Sustainability at the Core

Logitech's Next Life Plastics program exemplifies its commitment to sustainability by using post-consumer recycled plastic, reducing reliance on virgin resources. Currently, 75% of Logitech products utilize Next Life Plastics, and 66% are carbon labeled. The MeetUp 2, made with 62% recycled plastic, sets an industry standard for sustainability while maintaining performance. At GITEX 2024, Logitech showcases its AI-driven collaboration tools and dedication to sustainable design, engaging with industry leaders to shape the future of work where AI and sustainability intersect.

GEC Awards 2024 Shines Spotlight On Tech Leaders And Innovators



Awards 2024, held at Habtoor Palace Hotel on the evening of the 14th under the theme of "Retro Tech," recognized outstanding contributions across multiple categories in the tech industry. Here's a summary of the evening:

- **Top Distributors:** Recognized leading distributors who have driven the true vision of the channel.
- **Top Resellers:** Honored value-added resellers who have excelled in the channel by delivering integrated solutions.
- **Innovative Vendors:** Celebrated vendors who brought significant changes to the ICT landscape in 2024 through innovation.
- **Top Project Executions:** Applauded those who have

delivered exceptional technology projects, positively impacting the industry.

- **Top System Integrators:** Recognized for their unparalleled service portfolios and cutting-edge unique selling propositions (USPs).
- **Top MSPs-** Recognized the leading service providers who have demonstrated excellence in delivering managed IT and security solutions.

The evening was filled with glitz, glamour, and vibrant performances, including a captivating dance that showcased the fusion of technology and art. Ronak Samantaray, CoFounder and CEO of GEC (Global Enterprise Connect), opened the event with an inspiring keynote address, setting the stage for the night's

celebrations and unveiling the new brand identity. Jeevan Thankappan, Managing Editor, announced exciting new initiatives, including the launch of the region's first AI magazine, The AI Times, and a wellness magazine titled BlueVerve, along with a brand-new digital platform, GEC Newswire.

The Retro Tech Night added a sophisticated, nostalgic flair to the proceedings, with rhythm and melodies enhancing the event's energy. A special thanks went to the event's partners, which included Dell Technologies, Sudo, Lexar, Zscaler, Positive Technologies, Check Point, SolarWinds, Bulwark Technologies, emt Distributions, Secureworks, Tech First Gulf Distribution, Mindware, Mitsumi Distribution, Storlt, StarLink, LinkShadow, Pure Storage, Help AG, Ingram Micro, NetApp, Zoho, Asbis, Seagate, Finesse, and Redington.

The GEC Awards 2024 not only celebrated present achievements but also offered a glimpse into the future, where GEC aims to bring the community together under one roof, blending business discourse with entertainment in a seamless and harmonious manner.

Logitech Presents MeetUp 2, the AI-Driven, Sustainably Designed Next-Generation Video Bar for Huddle Rooms, at GITEX Global 2024

Logitech brings its latest innovation, MeetUp 2, to GITEX Global 2024. This next-generation video conferencing solution is an AI-powered USB camera designed for bring-your-own device (BYOD) and PC-based setups in huddle and small meeting rooms.

According to survey, 60% of Middle Eastern workers feel their jobs can be performed remotely while 86% of them have worked remotely from another country within the past 12 months. Therefore, businesses in the Gulf Cooperation Council countries need less physical space than before, but that space has to be more flexible and adaptive. As the need for huddle room tech increases in companies embracing hybrid work models, MeetUp 2 is poised to disrupt the market once again.

With the rise in huddle rooms comes

the need for video conferencing tech that fits multiple scenarios, including those who prefer dedicated PC-based deployment or using their laptop in a BYOD setup. And because Logitech has been using AI-enhanced features in conference room devices for years to create experiences that focus on the human and deepen engagement among meeting colleagues (with no manual control needed), MeetUp 2 is now designed with those intelligent features.

"Logitech MeetUp 2 brings the power of AI with RightSight 2 to create dynamic views that draw remote users into the virtual meeting, and RightSound 2 for advanced voice equalization and noise suppression," said Loubna Imenchal, Head of Enterprise Business for AMECA, at Logitech. "On the backend, IT teams



LOUBNA IMENCHAL

VP, Head of Logitech For Business at Logitech

can remotely monitor the devices and push out software updates to continuously make MeetUp 2 smarter over time. And, given the region's growing emphasis on climate change action, we've built this next-generation conference camera with next-life plastics."

Veritas Reveals FY25 Partner Awards Winners for Middle East and Emerging Markets at GITEX Global



YUDUM YONAK

Channel Director of International Emerging Region at Veritas Technologies LLC - India, Eastern Europe, Middle East, Turkey, Africa

Veritas Technologies revealed the winners of its FY25 Partner Awards for the Middle East and Emerging Markets Region. The awards honour top channel partners across the region for their contributions to the Veritas business as demonstrated by

overall performance in cloud, strategic growth, excellence in technical innovation, and strategic implementation of Veritas solutions.

Yudum Yonak, Channel Director of International Emerging Region at Veritas, said, "Today, we celebrate the outstanding contributions of

our top performing partners in the Middle East and Emerging Markets region. Our partners play a critical role in leveraging our cloud-native cyber resilience solutions to help organisations address a new era of data challenges and ensure compliance in the face of ever-growing cyber-attacks and security risks. The awards are testimony of our partners' core competencies in delivering strategic, AI driven, data management and protection solutions for our joint customers, empowering them to confidently navigate the next frontier in data security."

Among the award winners were (see below for full list):

- **Partner of the Year (UAE) – MDS**

"We are excited to see the significant expansion in our business across the region. Veritas' ability to drive continued product innovation, customer

satisfaction and value across data protection, application resilience and data resilience offerings has driven our mutual success." – Ali Awada, Group Managing Partner at MDS

- **Distributor of the Year (UAE, Levant & Africa) – Mindware**

"We are very pleased to receive this award from Veritas Technologies. This is the result of successful collaboration between Veritas and Mindware to expand and deepen our footprint in the region. Today, every business faces the risk of cybersecurity or ransomware attacks and needs to be fully prepared. We are committed to work with Veritas to provide industry leading and innovative data security solutions to ensure maximum data resilience and business continuity for our customers." – Nicholas Argyrides, Vice President Gulf at Mindware.

GITEX GLOBAL 2024: Historic opening day marked by record international participation and capacity crowds at key events

International audiences enjoyed a memorable first day at GITEX GLOBAL 2024 on Monday as the world's largest and best-rated tech event kicked off in sensational fashion – setting the stage for an unforgettable week of breakthrough tech showcases.

Taking place at Dubai World Trade Centre (DWTC) from 14-18 October, GITEX GLOBAL presents a record-breaking edition in its 44th year. It welcomes over 6,500 exhibitors, 1,800 startups, 1,200 investors alongside governments from more than 180 countries – the highest-ever international participation at GITEX GLOBAL – comprising enterprises, experts, investors, startups, academia, researchers, and the entire global tech ecosystem.

Eagerly awaited exhibitions and events take centre stage

Across a capacity-crowd venue, international audiences became acquainted with a wide variety of incredible innovations on Day 1 of GITEX GLOBAL 2024. UAE technology group G42 presented its Intelligence Grid immersive experience, enabling visitors to discover how AI can power every aspect of future life as a 'super utility'. Lenovo showcased

its new range of hardware and cloud solution equipped with transformative AI capabilities of the future, while e& showcased some the world's most mindblowing prototypes in all of tech. One of the highlights was the XPeng AeroHT eVTOL Flying Car – enabling audiences to discover how such innovations represent a historic opportunity to revolutionise aviation and personal transportation.

With five incredible themes across five unmissable days this year, "Tech Investment Day" was first up with World Future Economy Digital Leaders Summit amongst the many shows that drew huge crowds and received widespread audience acclaim.

With the UAE's non-oil sector accounting for 74% of national gross domestic product (GDP) in 2024, H.E. Al Marri reaffirmed the Ministry of Economy's ambitious plans for the years ahead, insisting, said, "We are in the business of breaking records. We've already achieved a non-oil sector that accounts for 74% of GDP – this record has never happened before in our country's history. The UAE's environment and ecosystem attracts



H.E. ABDULLAH BIN TOUQ AL MARRI

Cabinet Member & UAE Minister of Economy

people from around the globe – and the target now is to reach 80% by 2030 and become an R&D hub for the world."

DIFC Courts launches new suite of digital services at GITEX Global 2024, including Digital Assets Will



The Dubai International Financial Centre (DIFC) Courts has announced the launch of a new suite of digital public services, including the Digital Assets Will. Unveiled at GITEX Global 2024, live demonstrations showcased new service platforms, accessibility, functionality, and security protocol features.

A new edition to the current group of Wills Service offerings by the DIFC Courts, the Digital Assets Will empowers individuals to distribute their digital assets using a non-custodial DIFC Courts wallet. A non-custodial

wallet also allows an individual the freedom to reallocate the assets to the desired beneficiaries within their wallet, and for full control to mobilise in and out of the wallet in their lifetime, with assets finally distributed as 'specific gifts'.

Digital format assets recognised by the wallet include ETH; BTC; MATIC; USDC; USDT; and HBAR. Future enhancements to the system will include supported NFT standards ERC 721; ERC 1155; Ordinals; and HTS (Hedera Token Service).

The new Will template joins the extensive

legacy Will types offered by the DIFC Courts, including the Full Will, the Property Will, the Financial Assets Will, the Business Owners Will and the Guardianship Will. An existing online automated Will drafting service, and a Virtual Registry reinforce a 360 digitally accessible service, allowing those living domestically and overseas to create and register a DIFC Courts Will. Investors and residents can access it from anywhere in the world and be connected, via video link, to a compliance officer sitting in Dubai.

His Excellency Justice Omar Al Mheiri, Director, DIFC Courts, said, "In our new digitally driven societies, individuals and businesses are demonstrating increased desire for easily accessible public services. The strong growth momentum arising from the implementation of the Dubai Economic Agenda D33, and the Dubai Digital Strategy, has touched a diverse range of sectors, including government legal services. Our obligation is to deploy the latest emerging technologies to facilitate this growth and demand."



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GITEX Editions makes its debut to redefine global power tech domination

The all-new GITEX Editions got underway on the opening day of GITEX GLOBAL as discussions focused on accelerating the growth of global late-stage advanced tech companies.

The latest addition to the packed schedule comes at a vital time where statistics showed there were more than 1,000 unicorns around the world in 2023. This week's showcase will help support the next development while bringing together 59 top global unicorns with a combined valuation of \$400 billion. The impressive list to have gathered includes Axelera, DeepL Synthesis AI, and Insilico Medicine.

In one of the sessions, the Founder and CEO of digital health unicorn Insilico Medicine, Dr. Alex Zhavoronkov joined Tamer

Elhamy, Chief Partner Officer of Microsoft Middle East to discuss the importance of Merger and Acquisitions (M&A) and how AI companies are making their foundational models work smarter for enterprises.

The audience heard that the Middle East region is leading the way with digitalisation with more than 300 deals related to M&A completed in the first half of 2024 with half of those led by the UAE.

Scaling GCC business globally

The staging of GITEX Editions aligns with Dubai's ambition to be the home of 30 startup unicorns by 2030 as the emirate continues to transform itself from a regional to a global entrepreneurship hub and support its digital ambitions. Today, Dubai is embarking on its journey with 40% of MENA's



scaleups already based in the emirate.

To help nurture the growth of tomorrow's giants in the GCC region, Harrison Lung, Group Chief Strategy Officer of e& was joined by Tanuja

Randery, Managing Director, Europe, Middle East and Africa of Amazon Web Services (AWS) in an insightful session that focused on the importance of collaboration.

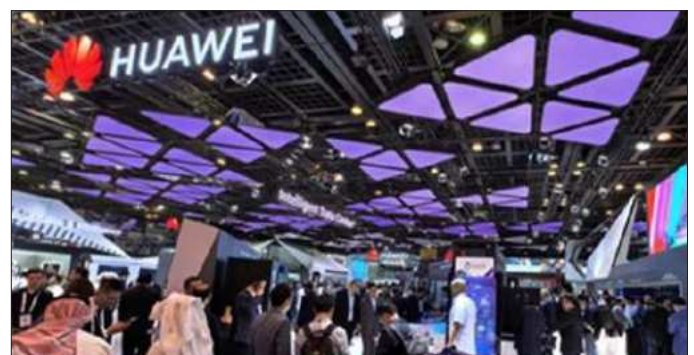
GITEX GLOBAL 2024: Huawei launches a series of industrial digital and intelligent transformation solutions, and flagship products

Huawei, as a Diamond Sponsor, is participating in the GITEX GLOBAL 2024, one of the world's largest tech exhibitions. During the first day of the exhibition, Huawei hosted the Industrial Digital and Intelligent Transformation Summit and launched joint solutions with partners for ten industries like public utilities, transportation, finance, electric power, oil & gas, mining, retail, education, and healthcare, and a series of new flagship products. These solutions and products are designed to support customers in enhancing their digital and intelligent transformation.

Huawei is innovating nonstop to help customers succeed, enable local partners, and cultivate local talent

Li Peng, Corporate Senior Vice President, President of ICT Sales & Service, Huawei, delivered opening remarks at the summit. "We're combining our strengths in networking, storage, computing, cloud, and energy and we're working with partners to build new digital and intelligent infrastructure," said Li.

Last year, Huawei released a reference architecture for the intelligent transformation of industries. In his speech, Li detailed how Huawei has since put this architecture into practice to provide customers with leading and adaptable solutions for industries like government, finance, electric power, transportation, manufacturing, oil and gas, mining, and internet. "We have summarized over 100 case



studies that different industry customers can use to accelerate their digital and intelligent transformation," said Li.

"These achievements would be impossible without our partners. At Huawei, we are committed to building a healthy, open, and mutually beneficial

partner ecosystem. We have also established 14 OpenLabs worldwide to support joint innovation with local solution partners. Together with over 30 solution partners in the UAE, we have developed more than 20 solutions to meet local industry needs," Li continued.



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Tally Solutions to showcase its latest innovation, TallyPrime 5.0 at GITEX 2024



Tally Solutions will showcase the latest version of TallyPrime at GITEX 2024. Under the theme 'Perfectly Simple' the latest version, TallyPrime 5.0 will facilitate seamless business operations in multiple

languages be it Arabic or English, without compromising on accuracy or consistency. Visitors can experience a live demo and explore the product's capabilities at Hall 7 Booth C15 from October 14-18, 2024, at the Dubai World Trade Centre.

The team will also run interesting and engaging sessions for entrepreneurs attending GITEX. Along with the exclusive preview of TallyPrime 5.0, Mr. Tuhin Sengupta, Lead Architect of AI Engineering, will address a wide audience at GITEX Tech Talks on the subject 'The AI Advantage: How AI Can Drive Global Growth for MSMEs'. The talk will delve into how AI can transform MSMEs by automating routine tasks, enhancing decision-making, improving customer engagement, government & industry support required, economic impact, and potential.

"This year marks our 10th year at GITEX, and the journey has been extraordinary. We are continuously learning how to help entrepreneurs and business owners across the Middle East succeed and grow with our

product and technology. We have been committed to giving our customers great experiences for several years now, and this year, we are bringing Release 5.0 to everyone." Said, Nupur Goenka, Executive Director, of Tally Solutions.

TallyPrime 5.0 provides a seamless and complete multilingual interface, fluent in both Arabic as well as English, helping businesses work efficiently using these two languages in managing processes as simple as creating invoices, generating reports, and printing documents in their preferred language. The latest release will also enhance business management features for a more simplified experience and enhanced operational efficiency. The new version is free for all users with an active TSS subscription.

Redington Synergizes the Tech Ecosystem at GITEX Global 2024

Redington is exhibiting at GITEX Global 2024 under the transformative theme of "Synergizing the Tech Ecosystem."

As a trusted enabler of digital growth and in its 11th year of participation at the premier technology event, Redington is focused on fostering collaboration across its main stakeholders—technology brands, channel partners, startups, ISVs and end customers—to create an integrated and future-ready digital ecosystem.

"Our theme of 'Synergizing the Tech Ecosystem' reflects the future of technology—one where collaboration and integration are the cornerstones of success. As we bring together the strengths of our technology brands, channel partners, startups and ISVs, and end-customers, we are creating a dynamic, forward-looking ecosystem that is equipped to lead the digital revolution," said, Viswanath Pallasena, CEO at Redington MEA.

At GITEX Global, Redington is showcasing how it is facilitating unique synergies to accelerate a digital-first world. It is bringing together global technology vendors to offer complementary solution stacks. These vendors are combining forces to deliver innovation and cutting-edge solutions designed to empower businesses in their digital transformation journeys.

Redington's extensive network of channel partners is also playing a critical role in this collaborative effort.



By cross-leveraging capabilities and combining expertise, these partners are working together to provide customized, high-impact solutions for customers. Redington's commitment to keeping business outcomes at the heart of its initiatives ensures that all solutions are designed to deliver seamless experiences and drive tangible business results.

Dharshana Kosgalage, Executive Vice President, Technology Solutions Group at Redington MEA, said, "The digital landscape is evolving at an unprecedented pace, offering immense opportunities for businesses to innovate and grow. By fostering collaboration and integration among our stakeholders, we're creating a powerful ecosystem that empowers organizations

to seize these opportunities, streamline their operations, and achieve their digital aspirations."

At GITEX Global, Redington is leading discussions around digital innovation, showcasing how synergizing the tech ecosystem can open new possibilities for businesses across industries. Through its collaborative approach, Redington is enabling businesses to streamline their digital transformations and deliver superior customer experiences.

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Introducing YangoGPT: the latest technology powering AI assistant Yasmina

Yango Group has launched its new GPT model, YangoGPT, featuring a significantly updated AI assistant named Yasmina. This enhanced version, showcasing improved capabilities, is being presented at GITEX Global 2024.

With YangoGPT at its core, Yasmina has gained several important features and capabilities that enable it to assist you in decision-making, generate new ideas, and clarify complex concepts.

SUPPORTING DECISION-MAKING

Yasmina assists users in making informed decisions on a variety of topics, leveraging its GPT intelligence to provide valuable insights and support. The assistant provides guidance for everyday activities such as making a latte or decorating your home for a loved one's birthday party. Yasmina also helps with planning tasks, such as comparing vacation destinations, scheduling flights and accommodations, and providing all the

necessary information for an enjoyable holiday.

GENERATING NEW IDEAS

Yasmina helps generate new ideas. The assistant can spark users' creativity, whether they need help brainstorming birthday gift ideas for a friend, planning fun activities, or even crafting poems in Arabic. It also assists in suggesting ideas for content such as blog posts, video scripts, and school projects in Arabic, as well as structuring ideas and offering feedback.

If you want to surprise your friend, just ask the assistant, "Yasmina, how can I plan a surprise for my best friend?", and it will come up with creative ideas. If you're looking for writing assistance, Yasmina can help you come up with ideas for an article, a script, or a story — it can even suggest a plot twist or an unexpected ending. The assistant can also create a title for your YouTube video — simply describe



what your video is going to be about in your prompt. For instance, "Yasmina, create a title for my new YouTube video on how to take great pictures with a smartphone."

Taiwan Excellence Unveils Innovative Products at GITEX Global 2024



Taiwan Excellence has kicked off GITEX Global 2024 with remarkable success. The event featured the unveiling of cutting-edge technologies and innovations from Taiwan's

leading brands.

One standout highlight was ASUS's unveiling of a prototype AI-server powered by the world's most powerful chip, the GB200, demonstrating Taiwan's

leadership in AI technology. In addition, Taiwan Excellence's collaboration with Tianyen XR Technology showcased Taiwan's innovative capabilities in AI-driven through a breathtaking light show. This immersive experience, brought to life with high-lumen projectors from BenQ.

The day commenced with a welcome address by Saeed Lee, Division Director of the Commercial Office of Taipei in Dubai, who highlighted the strength of Taiwan's ICT industry and the growing ties between Taiwan and the UAE.

Following the welcome address, several groundbreaking products were launched, headlined by leading Taiwanese brands such as ASUS, Advantech, MSI, and Chimei Motors. Visitors had the opportunity to engage with various other Taiwanese tech companies present at the Taiwan Excellence pavilion, which

showcased a range of advanced solutions designed to meet the evolving needs of consumers and industries alike.

Saeed Lee commented, "Taiwan places great importance on the Middle Eastern market, and we are committed to deepening our engagement in the region. The UAE, as our second-largest trade partner in the region, serves as a strategic gateway to the Middle East and North Africa, and with our participation at GITEX we are excited to collaborate with existing and future partners to shape a smarter, more connected future."

Ms. Peggy Lin, Deputy Director at Taiwan Excellence said, "At Gitex 2024, Taiwan Excellence award winners continue to push the boundaries with innovations that are designed to transform industries, from AI-driven urban traffic control systems to compact edge computing technologies."



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