

GITEX

Inspiring Business
Innovation
for 30 Successful Years

30 years

GITEX TECHNOLOGY WEEK
EMPOWERING. CONNECTING. ENTERTAINING.

17 - 21 October 2010

Dubai International Convention and Exhibition Centre

www.gitex.com



GITEX 2010 POST SHOW REVIEW



GITEX has established itself as an ICT event that provides opportunities for regional companies to attract global business. As the largest technology show in Africa and the Middle East, it acts as a driver for investments and knowledge sharing. We are committed to keep GITEX fresh, cutting edge and relevant, and along with the show's other new features, at the 2010 event, the new Global Leaders Summit aligns perfectly with that. The attendance of world-class speakers illustrates the impact GITEX has made on the international ICT stage

Helal Saeed Al Marri
CEO, Dubai World Trade Centre

SHOW PROFILE



The Middle East is one of the fastest growing emerging markets for Oracle and has constantly maintained leading positions for various applications and databases. Hence, GITEX is simply the ideal platform for Oracle to showcase the breadth and depth of its technology solutions, underline its market leadership and renew its commitment to current and potential customers in the region, to always respond to and transcend their expectations in innovating IT solutions that drive constant growth to their businesses”.

Dana Murugan

Marketing Director, Oracle Middle East & Africa

SHOW NAME	GITEX TECHNOLOGY WEEK 2010
SHOW DESCRIPTION	The 30th edition is the largest Information and Communications Technology (ICT) exhibition in the Middle East, North Africa and South Asia region
DATES	17-21 October 2010
VENUE	Dubai International Convention and Exhibition Centre
HALLS	Za'abeel Hall, Halls 1-8, Sheikh Rashid & Sheikh Maktoum Hall, Sheikh Saeed Halls
TYPE	Trade only exhibition
FREQUENCY	Annual
SHOW SIZE	Over 76,000m ²
COMPANIES/EXHIBITORS	3,523 participating companies represented
PARTICIPATING COUNTRIES	Exhibitors from over 65 countries
NEW PARTICIPATING COUNTRIES	Afghanistan, Denmark, Finland, Greece, Iraq, Kenya, Ukraine
NATIONAL GROUPS	National Groups from over 25 countries
NEW NATIONAL GROUPS	Bulgaria, Turkey, Switzerland
VISITORS	Over 136,114 trade professionals from over 135 countries
SPECIALISED SECTORS	GULFCOMMS (Za'abeel Hall), Business Solutions: Network & Security (Halls 1 & 2), Hardware (Office & Print Automation) (Halls 3 & 4), Software IT Solutions (Halls 5, 6, 7 & 8) Consumer Electronics (Sheikh Saeed Hall) Government (Sheikh Rashid Halls), Global Conferences (Sheikh Maktoum Hall)
NEW for 2010	Cloud Confex-Exhibitor & Conference (Sheikh Rasid and Sheikh Maktoum Halls) GITEX Mobile Apps & Content World (Sheikh Saeed Halls) GITEX Global Leaders Summit (Sheikh Maktoum Hall)
WEBSITE	www.gitex.com
2011 DATES	9-13 October 2011
ORGANISED BY	Dubai World Trade Centre LLC

Organised by



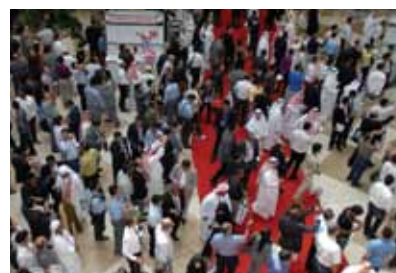
مركز دبي للتجارة العالمية
DUBAI WORLD TRADE CENTRE

VISITOR PROFILE

GITEX TECHNOLOGY WEEK 2010 BUYER OVERVIEW

136,114 TOTAL TRADE ATTENDEES

TRADE VISITORS FROM OVER **139 COUNTRIES**



NUMBER 1
in the MEASA regions

136,114
ICT PROFESSIONALS
from 139 countries
around the world

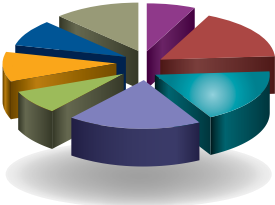
93%
trade visitors
rated the
show as good
to excellent

Join
3,523
companies from
65 countries

84%
of exhibitors either
met or exceeded
their ROI
expectations

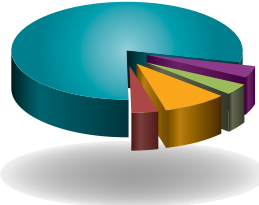
Engage with
1,400+
media from
72 countries

REASONS TO EXHIBIT



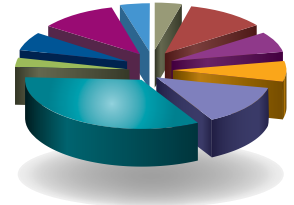
- 7% Secure orders at show
- 17% Meet existing clients
- 18% Generate new sales leads
- 19% Promote corporate image
- 8% Recruit agents and distributors
- 10% Launch new products and services
- 9% Gather market information
- 12% Establish distribution & retail channels

VISITOR ATTENDANCE BY REGION



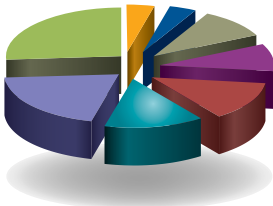
- 4% Africa
- 4% Americas
- 9% Asia
- 4% Europe
- 79% Middle East

GITEX 2010 VISITOR BY TOP 10 INDUSTRY SECTOR



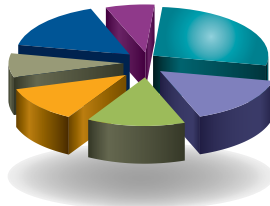
- 34% IT
- 13% Government, Authorities & Municipalities
- 11% Banking & Finance
- 11% SME
- 7% Education
- 7% Energy / Oil & Gas / Mechanical
- 6% Retail / Hospitality / Tourism
- 4% Telecommunications
- 4% Advertising & Media / PR & Publishing
- 3% Logistics / Transportation

TOP VISITOR ATTENDEES BY JOB TITLE



- 4% IT Manager
- 4% Marketing & PR
- 10% COO / Board Member / Chairman
- 9% General Manager
- 13% Sales
- 14% Director
- 20% IT Executives
- 26% Manager

VISITOR REASONS FOR ATTENDING



- 7% Purchase and place new orders
- 27% Learn about new technologies and trends
- 16% Source new suppliers
- 14% Meet with current suppliers
- 12% Research buying decisions
- 8% Attend the GITEX Global Conferences
- 16% Business Development

VISITOR BUDGET AUTHORITY



- 56% Up to US\$ 250,000
- 21% US\$ 250,000 - US\$ 500,000
- 10% US\$ 500,000 - US\$ 1 million
- 7% US\$ 1 million - US\$ 5 million
- 6% Over US\$ 5 million

TOP CORPORATE BRANDS THAT VISITED GITEX



EXHIBITOR PROFILE

3,500
COMPANIES REPRESENTED

OVER
76,000 m²

EXHIBITORS FROM OVER **65 COUNTRIES**





Motivated by Dubai eGovernment's successful participation in earlier editions of GITEX, we decided to expand our space from 800 to 2800 sqm, more than three times larger, to accommodate the needs for all the 28 government departments participating under one umbrella.

Ahmed Bin Humaidan

Director General of Dubai eGovernment.

MARKETING & PR

BRINGING THE BUSINESS BUZZ TO MILLIONS

- A PR Campaign that generated US\$ 5 million + worth of international press coverage for GITEX 2010
- Engage with 1400 + media from 72 countries
- GITEX 2010 delivered a trade campaign worth US\$ 2 Million+ in advertising and editorial
- A dedicated television campaign across CNN and CNBC that reaches business leaders
- A dedicated marketing and PR team to support your participation every step of the way
- GITEX delivers a powerful global reach with visitors from 139 countries

REACHING CORPORATE DECISION MAKERS

From dedicated industry publications to business specific Radio, Television, Online and a dedicated social media platform, the GITEX marketing and PR team will work with your company to raise your profile to a targeted buyer and media audience.

GITEX MARKETING AND PR DELIVERS ACROSS CONTINENTS

Media partners include: CNN, CNBC, Al Arabiya, Al Bayan. Dubai Eye, Dubai TV, Google, Arabian Business, CEO Middle East, Gulf News, Khaleej Times and 150 + leading English and Arabic global technology publications and websites.

Supporting Media



Sponsors and Supporting Partners



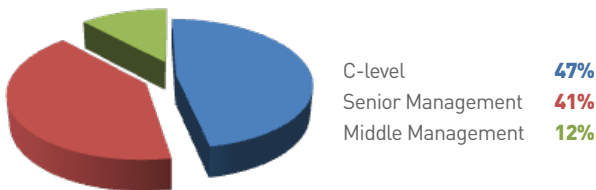
GITEX CONFERENCES

Over 1,350 delegates attended the GITEX 2010

GITEX GLOBAL LEADERS SUMMIT
GITEX CLOUD CONFEX
GITEX GLOBAL CONFERENCES



JOB FUNCTION BREAKDOWN OF CONFERENCE DELEGATES



INDUSTRY BREAKDOWN OF CONFERENCE DELEGATES



GITEX GLOBAL LEADERS SUMMIT

GITEX Global Leaders Summit opening keynote presentations featuring leaders from prominent global IT organizations addressing a range of topics from emerging communications to technology trends to the use of social media & social networks in government and business organizations.

KEYNOTE SPEAKERS

- Mr. Rajeev Asija: Executive Vice President, Enterprise Solution & Services Business: **HCL Infosystems**
- Mr. Ali Faramawy: Vice President, Microsoft International and Area Vice President, **Microsoft Middle East & Africa**
- Mr. Bhaskar Gorti: Senior Vice President and General Manager Communications: Global Business Unit: **Oracle**
- Miss. Randi Zuckerberg: Director of Market Development: **Facebook**

EXCLUSIVE INTERNATIONAL KEYNOTE

- Mr. Steve Guggenheimer: Corporate Vice President, Original Equipment Manufacturer Division, **Microsoft**
- Mr. Jim Balsillie, Co-Chief Executive Officer: **Research in Motion (RIM) Blackberry**



GITEX is an important opportunity to connect with organizations in the Middle and share its business solutions with different stakeholders. The Gulf in particular represents a great investment opportunity for Microsoft and we remain strongly committed to the region. For Microsoft, it's about technology and product innovation and engaging with regional partners, customers and governments at an event like GITEX.

Charbel Fakhoury

Regional General Manager of Microsoft

GITEX CLOUD CONFEX

As part of the inaugural GITEX Cloud Exhibition, this two day highly informative conference brought together regional and international experts to address key issues and benefits around cloud computing, combining interactive knowledge exchange and outstanding networking opportunities.

CLOUD EXPERT SPEAKERS FROM

- Amazon Web Services
- AMD
- Etisalat
- Fujitsu
- Google
- HP
- IBM
- Microsoft
- Oracle
- Salesforce
- Symantec
- ...and many more



GITEX GLOBAL CONFERENCES

3 BUSINESS FOCUSED TRACKS **30 SESSIONS** **50+ SPEAKERS**

FEATURING TRACK SESSIONS ON

- SME BASICS:** Practical IT advice and solutions for SMEs
- BUSINESS MEETS IT:** Key IT challenges for businesses explained
- GULFCOMMS:** Latest developments and innovations in telecoms for business
- INDUSTRY LUNCH BRIEFINGS:** C-level interactive discussions ranging in topics from Women in IT to Corporate Security to Greening the organization
- DEVELOPER DAY:** An opportunity for developers from across the region to hear about the latest technologies and development platforms

SPEAKERS INCLUDED INDUSTRY SECTOR EXPERTS FROM

- Alcatel-Lucent
- Orange
- VM Ware
- BT
- Oracle
- ...and many more
- Dell
- RIM
- MacAfee
- Symantec

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OFFICIAL CONFERENCE PARTNER



CONFERENCE KNOWLEDGE
PARTNERS



Co-LOCATED CONFERENCE

Dubai Silicon Oasis hosted a one-day seminar on 'Opportunities and Challenges in Building Technology Companies in the MENA Region' Industry professionals from technology majors such as Oasis 500, CMEA Capital, Global Foundries, CISCO, Motorola, SonicWall, Mentor Graphics, Synopsys and Ericsson gathered for the seminar at Al Multaqua Ballroom to share their insights.

EVENTS & FEATURES

GITEX TECHNOLOGY WEEK 2010 Show Features

GITEX TECHNOLOGY WEEK offered an exciting platform for a range of visitors and exhibitor features. The 30th edition focused on a celebration of the historic growth both of the show and of the ICT in the region.



GITEX TECHNOLOGY WEEK celebrates 30th Anniversary

Thought leaders from the IT industry came together on the first night on GITEX 2010, for a special Gala Dinner at the Trade Centre Arena to celebrate the 30th Anniversary of GITEX TECHNOLOGY WEEK.

Dubai World Trade Centre, the organisers of GITEX, played host to hundreds of senior executives from the regional ICT sector, with a number of awards presented to those who have made significant contributions to the success of the event over the years.



GITEX MAJLIS Executive Programme

The GITEX Majlis, a VIP club with a difference, is a bespoke business experience built around the unique needs of today's senior corporate executives. Via this highly coveted networking programme, GITEX brings together the industry's key influencers – CEOs, CTOs, CIOs – to share experiences, identify best practices and review the latest industry offerings.



ConneXions@GITEX

GITEX TECHNOLOGY WEEK 2010, brought you one step closer to the product and services that match your business needs, at the 30th anniversary show, GITEX launched a new dedicated online product portal adding value and providing serious buyers the opportunity to identify key companies and products.



Vendor Presentation Theatres

Vendor presentation theatres offered a valuable opportunity for GITEX exhibitors to showcase and demonstrate their products, services and visions to visitors. Vendor presentations were located across the show and kept visitors up-to-date with the latest industry trends.

Redefine the Future

GITEX TECHNOLOGY WEEK

EMPOWERING.CONNECTING.ENTERTAINING.

9 - 13 OCTOBER 2011

DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE



GITEX BUSINESS SOLUTIONS



GULFCOMMS



CONSUMER TECHNOLOGY



GITEX CONFERENCES



GITEX MOBILE, APPS
& CONTENT WORLD



GITEX CLOUD CONFEX

ALONGSIDE GITEX 2011, YOU SHOULD EXPECT

- GULFCOMMS
- Knowledge Exchange Forums
- Network & Security
- Hardware IT Solutions
- Digital Media and Marketing
- Software IT Solutions
- Card Technology
- GITEX Cloud Confex
- GITEX Mobile Apps & Content World
- Consumer Technology
- + NEW niche sectors to soon follow
- Government
- Global Conferences

To register your stand space or for any further information, please visit our website or contact:

GITEX TECHNOLOGY WEEK Team on Tel: +971 4 308 6468/ 6623/ 6037/ 6566/ 6012

Fax: +971 4 318 8607 • Email: gitex@dwtc.com • Web: www.gitex.com

Register online

www.gitex.com/businessbenefits

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DUBAI WORLD TRADE CENTRE