



For immediate release:
September 26, 2010

QATAR EMERGES AS TOP TIER MARKET FOR ICT SPEND IN MIDDLE EAST

Qatar Companies Increase Four-Fold at 2010 GITEX Exhibition

Doha, Qatar:

With a growth of 24.5% forecasted over the next year*, Qatar has become one of the leading markets for ICT investments in the Middle East according to the latest research from Business Monitor International. This growth is driven by increased opportunities in private sectors such as finance and energy, and the public sector including healthcare and education.

Qatari companies are fast establishing a reputation as drivers of ICT development such as small business solutions, telecoms and cloud computing and the rapidly increasing IT demands in the Middle East are being met by Qatari companies.

MEEZA, the largest Qatari contingent at this year's 30th anniversary of GITEX, is a specialist in cloud computing and recently won the award for Best New Cloud Services in the Middle East at the Data Centre Strategies Forum, in Abu Dhabi.

To reflect the growth in investment and to attract further business, the presence of Qatari ICT companies at GITEX TECHNOLOGY WEEK has increased **four-fold** compared to 2009. Leading names joining MEEZA include Soft Solutions and Pracoss Technologies.

GITEX TECHNOLOGY WEEK, which takes place at Dubai International Convention and Exhibition Centre, 17 – 21 October 2010, is the largest ICT event in the Middle East and Africa and provides an essential platform for companies looking to grow into the region.



“The 30th anniversary of GITEX is a key milestone for the region’s ICT industry,” said Abdulla Qassem, Senior Vice President, Dubai World Trade Centre, organiser of GITEX. “This very special event will help more Qatari organisations build business relationships with the global ICT community, which is now prioritising its attention to this part of the world. Qatar is one of the fastest growing economies in the Gulf and the infrastructure and ease of conducting business has made it a key market for international technology companies.

“GITEX TECHNOLOGY WEEK is the most significant ICT show of the year in the Middle East and Africa and is making an increasing impact on the global technology events stage. Companies across the region are able to use GITEX as a platform to highlight the latest technological advancements and explore opportunities for growth,” he added.

“It is important that our clients, stakeholders and the broader public have an opportunity to hear about new and emerging IT solutions, and understand how these technologies are impacting organisations in Qatar and across the region,” said James Fanella, VP Sales & Marketing, MEEZA. “GITEX TECHNOLOGY WEEK is the essential ICT event in the region, and we are looking to develop a strong working relationship with global companies as Qatar’s ICT landscape expands.”

Many leading regional and international companies have confirmed their presence at GITEX TECHNOLOGY WEEK, including Amazon, Avaya, Blackberry (RIM), Cisco Linksys, Comguard, Datel, Yahoo! Maktoob, Etisalat, Ford, Fujitsu/Netapp, Genius/Edimax, Hitachi, HP, IBM, Kaspersky, Logicom, Microsoft, Monster, Music Master, Nokia, Oracle, Panasonic, Promate, RTA Secureway, Sharp, Symantec, Tandberg, Thuraya, Touchmate, Yahsat, and many more.

To ensure the show maintains its pace setting agenda, brand new elements have been added, including specialist features on the latest technology innovation and ICT business opportunities. Among the keynote speakers at the new Global Leaders Summit is Randi Zuckerberg, official Facebook spokesperson, Director of Market Development and sister of CEO and co-founder Mark Zuckerberg. Alongside Ms Zuckerberg, Ali Faramawy, Vice President of Microsoft International, and Bhaskar Gorti,



Senior Vice President and General Manager of the Communications Global Business Unit for Oracle will share their expertise in ICT business strategy in emerging markets.

Another new addition, Cloud Confex, debates the growing phenomenon of Cloud Computing, and GITEX Mobile Apps & Content World covers the highly lucrative and largely untapped market of mobile phone applications in the Middle East.

Alongside these debut features, the GITEX 2010 Global Conference sees a gathering of some of the ICT industry's most respected and experienced professionals addressing some of the most contemporary issues in today's ICT landscape. This dedicated knowledge exchange forum – the largest in the region – will include 30 individually streamed seminars with topics as diverse as 'Women in Business', 'Greening the Organisation' and 'The New Age of Security'.

GITEX TECHNOLOGY WEEK embodies the continuing momentum of growth in the Middle East ICT sector and draws global attention and mounting investment to the region. The show connects more than 133,000 industry professionals from 135 countries with over 3,500 suppliers and is one of the most influential and high-profile events in the global ICT sector today.

GITEX TECHNOLOGY WEEK runs from 17 - 21 October 2010, at Dubai International Convention and Exhibition Centre. Admission is for trade and industry professionals only. To register or for more information please visit www.gitex.com.

**Source: Economic Intelligence Unit (Gulf Talent)*

Photo Caption: Qatar emerges as top tier market for ICT spend in Middle East

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About GITEX TECHNOLOGY WEEK

Website: www.gitex.com

Now in its 30th year, GITEX TECHNOLOGY WEEK 2010 delivers the ultimate platform for the international ICT industry to meet and conduct business. The event is a definitive gateway not just to the Middle East market but to the wider region.



GITEX TECHNOLOGY WEEK hosts thousands of key suppliers and market innovators across four core disciplines:

- **GITEX Business Solutions:** The leading international ICT trade event for enterprise solutions and SMBs for the MENASA region.
- **GULFCOMMS:** The largest international telecommunications trade event for mobile, fixed IP and satellite.
- **Consumer Electronics:** The MENASA region's premier international trade event for consumer electronics, entertainment, IT systems, components and peripherals.

New for 2010 – GITEX Global Leaders Summit:

As part of the 30th anniversary celebrations, it is our privilege to announce the GITEX Global Leaders Summit - Inspiring Innovation and Collaboration - taking place on the opening day, 17 October 2010.

GITEX Global Leaders Summit is an exclusive, by invitation only opportunity to network with the region's top decision makers as some of the world's foremost thinkers divulge global insights into today's hottest topics and issues. It offers an exceptional opportunity for collaboration and knowledge sharing for senior executives involved in the evolving ICT sector in the MENA region. Announcements will follow soon about which top names will be speaking this year.

GITEX Global Conferences:

The region's largest dedicated knowledge exchange forum. This key networking platform brings together the crème de la crème of industry experts and ICT professionals under one roof and will feature an unparalleled series of strategic keynotes, seminars and dynamic networking sessions.

New for 2010 – GITEX Cloud Confex – ‘Shaping the future of cloud computing in the Middle East’:

Introducing an exhibition and conference for cloud computing specialists to showcase their newest services and innovations, compare and research new ideas, garner new partnerships and knowledge share. The event will also discuss the pros and cons of this new IT strategy including dynamic infrastructure, flexibility, cost reductions and increased reliability within a two day dedicated conference.

New for 2010 – GITEX Mobile Apps & Content World:

Mobile Applications and content are in a fierce battle for market share, with mobile operators and manufacturers scrambling to open up their own apps stores. From carrier alliances to apps stores buyouts, the market is evolving rapidly as popular demand for apps to buy and download increases. The opportunities are immense, none more so than within the emerging telecoms market of the Middle East.

GITEX Mobile Apps & Content World is a brand new proposition within the biggest and most influential ICT event for the Middle East & Africa region. Providing a high profile, dynamic framework for the mobile applications and entertainment market, this is the first event of its kind in the region. It's an unmissable opportunity to showcase apps and related products/services to a commercially switched-on audience.

ConneXions@GITEX:

A new product location tool that provides serious buyers with the opportunity to identify key companies and products at GITEX 2010.

GITEX Majlis:

This executive business programme for CEOs and other top level executive attendees is designed to ensure that they enjoy a fast-track experience at the show. Keeping their busy schedules in mind, members can enjoy easy pre-completed registration, advance issuance and delivery of the GITEX Majlis Badge and Executive Lounge facilities. These are just a few of the benefits offered to GITEX Majlis members. For more information, please visit www.gitex.com/majlis

GITEX TECHNOLOGY WEEK Opening Hours

17 October 2010	1pm-7pm
18-20 October 2010	10am-7pm
21 October 2010	10am-5pm



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE



TRADE VISITOR INFORMATION

	Online rate*	Onsite rate
5 day pass	AED 100	AED 120
1 day pass	AED 50	AED 60

Admission is for trade and industry professionals only and persons below the age of 18 will not be permitted entry. Consumer Electronics halls will be open to consumers on Tuesday 19 – Thursday 21 October for preview purposes only.

About Dubai World Trade Centre (DWTC)

Website: www.dwtc.com

As the organiser of GITEX TECHNOLOGY WEEK, Dubai World Trade Centre offers more than 31 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

Our team organises 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region. Our commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors.

DWTC works the region's leading trade bodies and industry associations to ensure that all conferences deliver full value and are built upon the real needs of their specific sector.

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