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CHARGING THE FUTURE: UNLEASHING INNOVATION

As we stand at the threshold of a new era, driven by dynamic transformation, in the GCC Region, the winds of change are blowing stronger than ever. The landscape of business is evolving at a pace previously unseen, and it is our responsibility as leaders to not only embrace this change but to shape it for the better.

In this issue of BT, we talk about a critical topic that lies at the heart of this transformation, the two intertwined pillars: innovation and organizational culture and electric vehicle and power. This issue shares insights on how these elements are guiding our journey of business transformation in the GCC and what this means for the regional players.

Our exclusive cover story with Ali El Kontar of Zero&One is a testament of this vision. Embodying the spirit of empathy, the company understands that technology is not an end in itself but a means to create meaningful experiences.

Customer obsession drives Zero&One to go above and beyond, constantly raising the bar and exceeding expectations. Their innovative approach, fueled by design thinking principles, has allowed them to create solutions that evoke emotions, captivate users, and leave a lasting impact.

Do check out their interesting story inside.

Change isn't without its challenges, and skepticism might rear its head. Therefore, we must lead by example. As leaders, we must be the torchbearers of this transformation, showcasing our commitment to learning, adaptation, and growth. By demonstrating our willingness to evolve and innovate, we pave the way for our teams to embrace change as a positive force.

We hope you enjoy reading this issue of BT!

Ronak Samantaray
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ZERO&ONE

A TECH REVOLUTION
TO EMPOWER,
ENRICH LIVES

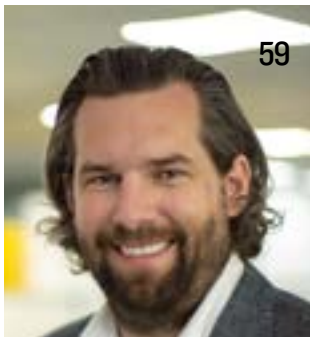


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FACILITIES MANAGEMENT IN ACTION – BEST WAYS TO OPTIMISE SERVICE OPERATIONS

With regard to outcome-based contracts, full asset lifecycle support is one approach that offers a positive route forward. Whereas traditional contracts are transactional in nature and focus on service delivered over a limited time frame, outcome-based performance contracts concentrate on value and outcome delivered over an asset's lifecycle.

According to Fortune Business Insights, the global facility management market is projected to grow from \$1,260.36 billion in 2022 to \$1,856.44 billion by 2029, at a compound annual growth rate (CAGR) of 5.7% in the forecast period. To take advantage of this growing market demand, facilities management (FM) companies must effectively respond to several trends, challenges and macro-environment changes that have significantly impacted the industry.

First, in the new age of hybrid working, they are having to deal with a more distributed workforce. This model forces facility managers to be more strategic about managing and maintaining office space, building infrastructure, and investing in technology that supports hybrid collaboration. While many companies are scaling back their headquarters operations, others are increasing the number of satellite offices closer to where people live to encourage in-person collaboration. That's creating new demands and challenges for FM companies.

Second, customers are becoming more demanding and are increasingly looking for outcome-based contracts that provide defined end results and guaranteed solutions to problems rather than traditional ones that simply deliver a product, or a service.

Third, due to an aging workforce and resource shortages, many facilities management teams lack the workers and skills they need. Subcontractors can help to fill in gaps, yet over-dependency can reduce profit margins and result in inefficiencies. It can also hurt customer satisfaction if subcontractors do not deliver the same quality of service as the organisation's own field engineers, who ultimately serve as brand





MARK BREWER
VP of Service Industries
IFS

KEY

TAKEAWAYS

- Due to an aging workforce and resource shortages, many facilities management teams lack the workers and skills they need.
- There is an ongoing drive from facilities management companies to reduce the environmental emissions and waste generated in the buildings they look after today.
- In terms of sustainability, they are witnessing facilities management providers looking to cloud-based technology.
- The facilities management industry continues to grow dynamically today but for those delivering services, shrinking real estate footprints, the drive towards sustainability, and changing customer expectation.

ambassadors.

Fourth, there is an ongoing drive from facilities management companies to reduce the environmental emissions and waste generated in the buildings they look after today. According to research by Frost & Sullivan, 40% of CO₂ emissions, 75% of electricity consumption and around 35% of waste production comes from our creation and use of buildings. These sobering statistics underline why we can expect, globally, to see a far greater enforcement of sustainability policies. This is not just about legislation. More and more, companies who demonstrate credible Environmental, Social and Governance (ESG) performance are being commercially rewarded – winning tenders and business contracts in preference to competitors who, from a sustainable practice perspective, are lagging behind.

FINDING A SOLUTION

Given all the above, we see a growing list of challenges ramping up for facilities management companies across the sector, the industry is increasingly coming to terms with these and addressing them through a series of interlinked solutions.

In terms of hybrid working, facilities management companies need to come to terms with the variability in demand for services. With peaks and valleys in workplace utilisation, its no longer economical to provide services on a scheduled basis. Instead, FM companies must migrate to a more on-demand service model.

One way they can help support building efficiency is through predictive maintenance. By integrating IoT, data analytics

and AI/ML with a field service management software platform, FM companies can anticipate service issues, avoid unnecessary onsite visits, and deliver a proactive experience.

To deliver on this promise, FM companies need to be able to configure contracts to account for all the service tasks, resources, and processes that make the outcome possible over the asset's lifecycle.

To address skills shortages, FM companies can drive customer self-service. That starts by providing customers with the ability to book, cancel and reschedule appointments themselves.

Finally, in terms of sustainability, we are witnessing facilities management providers looking to cloud-based technology to help them understand whole-life costs and manage and model complex projects and built assets in the most sustainable way.

There is a greater use of sensors to provide real-time data to ensure heating, ventilation and air conditioning (HVAC) systems are operating effectively and efficiently, minimising the use of energy whilst detecting and addressing any system degradation.

LOOKING AHEAD

The facilities management industry continues to grow dynamically today but for those delivering services, shrinking real estate footprints, the drive towards sustainability, and changing customer expectations can all affect the bottom line. Fortunately, we are seeing tools coming on line that can address all these challenges and thereby help ensure that companies across the sector can forge ahead positively and achieve the growth that is projected for them ■



EVALUATING THE DIFFERENCES IN TRADING AND INVESTING TO MAXIMISE PROFITABILITY

Trading is regarded as a higher risk activity as a result of the greater market volatility and the need to act quickly in response to shifting market conditions.

In financial markets, trading and investing are terms that are frequently used interchangeably by the general public. In reality, these are two distinct activities, each with its own goals and characteristics. Understanding the differences between these two approaches is crucial for achieving profitability and financial success, whether you are a seasoned trader or a novice investor.

INVESTORS CONCENTRATE

Trading is most often used to describe the short-term buying and selling of assets, like stocks, bonds, currencies, or commodities. Traders seek to profit from market fluctuations, based on their research on technical analysis and other market indicators; while the objective is short term capital gains. Investing, on the other hand, typically entails purchasing and holding assets for a more prolonged period, typically several years, with the aim of generating long-term returns. Investors

often concentrate on fundamental analysis, as well as the general health and growth potential of the businesses or industries in which they make investments.

While buying and selling assets is a part of both investing and trading, the two activities differ primarily in their time periods and approach to investment decisions. The degree of risk involved in trading versus investing is also another significant distinction. Due to greater market volatility and the need to act quickly in response to shifting market conditions, trading is typically regarded as a higher risk activity, while investing involves a longer time horizon and a more patient approach, potentially making it a lower risk activity.

Additionally, trading provides a variety of financial instruments, such as futures and options, in addition to conventional assets like CFDs, forex, and commodities. Due to their high leverage, forex and CFD trading have further



SERAJ ASAD KHAN

Managing Director
Orient Finance

KEY

TAKEAWAYS

- Trading is most often used to describe the short-term buying and selling of assets, like stocks, bonds, currencies, or commodities.
- The degree of risk involved in trading versus investing is also another significant distinction.
- As far as investing or trading is concerned, there is no 'right' or 'wrong' approach.
- It is critical to understand that investments are not always a sure-fire way to increase your money over time.

grown in popularity in recent years. Financial instruments allow users to hold onto underlying assets for as long as needed, whether they be stocks, commodities, forex, or cryptocurrencies.

MAKING AN IMPACT

By being aware of these distinctions, traders and investors can avoid making common errors like treating long-term investments like short-term trades or taking unwarranted risks in the hope of making quick profits. As far as investing or trading is concerned, there is no 'right' or 'wrong' approach. Both approaches have the potential to be profitable, though they necessitate different skill sets and mindsets. In order to be a successful trader, you need to be disciplined, patient, and able to respond quickly to changing market conditions. On the other hand, successful investors must be able to recognise businesses or sectors with long-term growth potential and be prepared to hold onto their investments for longer durations. It is critical to understand that investments are not always a sure-fire way to increase your money over time, as external factors such as global inflation and conflicts can have an impact on your investment, either positively or negatively.

Eventually, it should be noted that trading and investing are two distinct activities that call for varied strategies and mindsets. By evaluating the key differences between both activities and sharing best practices and knowledge with upcoming traders and investors, all stakeholders can ensure success and maximise profitability ■



THE WORLD CIO 200 SUMMIT MOROCCO EDITION

The World CIO 200 Summit 2023 Morocco edition was successfully held on 1st June 2023 at Hôtel Les Jardins De La Koutoubia . Panelists, winners and attendees joined the event and made it a great success. The World CIO 200 Summit Morocco edition honored nearly 10 top IT decision makers.

Attendees and keynote speakers were welcomed by Anushree Dixit, Global Head, Global CIO Forum. She also shared the collective vision of the Global CIO Forum as a platform of knowledge sharing and networking for like-minded CIOs globally, with the audience.

The event followed the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus. Through a series of workshops, knowledge-sharing sessions, thought-provoking life experiences, panel discussions, and networking events, the event explored the latest trends and innovations in IT leadership.

The CIO leadership panel on 'Rise of the Power' was together joined by,

- Mohamed El Mehdi Driouiche-Vice President Digital & IT/ Royal Air Maroc
- Youness Zmirli-CIO/Foundever
- Mohammed Belrhiti- CIO/BANK AL YOUSR
- Mohammed Bahri-CIO/ASWAK ASSALAM
- Dr. Ing. Imen Hbiri-Co-Founder, CTO/Robocare

The panel discussion was moderated by Anushree Dixit, Global Head, Global CIO Forum. The panelists discussed the qualities and traits needed for an IT leader and how they understand the technology to be able to align the business and technology strategies.

It was an unforgettable event for the technology heads and Morocco witnessed great responses from the IT experts as well ■





THE WORLD CIO 200 SUMMIT SOUTH & EAST AFRICA EDITION

The World CIO 200 Summit 2023 South & East Africa edition was successfully held on 14th July 2023 virtually. The event was embellished by some inspirational panelists, winners and attendees. The World CIO 200 Summit South & East Africa edition honored 17 top IT leaders.

Attendees and keynote speakers were welcomed by Anushree Dixit, Global Head – Content & Strategic Alliances, Global CIO Forum. She also shared the collective vision of the Global CIO Forum as a platform of knowledge sharing and networking for like-minded CIOs globally, with the audience.

The event followed the theme of ‘Rise of the power’. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus. The event was kicked off by George Njuguna, Director, Digital IT (CIO), Safaricom PLC with his country inaugural keynote on ‘Evolution of the role of the CIO’.

The following panelists joined the panel discussion on the topic ‘Rise of the Power’,

- Dr. Makaziwe Makamba, Board Member & Senior Research Analyst, Department of Communications & Digital Technologies, Republic of South Africa

- Isabellah Mokaya, IT Manager, Bayobab Kenya
- Bernard Rono, Head of ICT/CIO, Kenya Tea Packers Limited
- Warren Hero, CIO, Webber Wentzel

The panelists discussed the traits and qualities that IT leaders need to cultivate in their respective industry and how these qualities can help them to develop and apply the skills in the workplace. The panel discussion was moderated by Amit, Saxena, CIO, Ramco Group Kenya.

Venkatesh Mahadevan, founding member, CaaS, shared the aim and vision of CaaS which is a technology revolutionary platform that has been formed with the purpose of delivering technology-enabled solutions at a better price and great quality by subject matter experts themselves. Jayakumar Mohanachandran, Chief Research Officer, CaaS shared his views on RaaS, Research-as-a-Service, which is a research division of CaaS. According to him RaaS works directly with end customers, works directly with partners to find out what the end customers really need and works with major principles to analyze feedback on any product or services, go to market strategy and more.

Global CIO Forum felicitated 17 winners with The World CIO 200 Awards 2023 ■





**THE WORLD CIO 200 SUMMIT UAE
EDITION WITNESSED THE**

RISE OF THE POWER

OF IT LEADERS



The World CIO 200 Summit 2023 UAE edition was successfully held at Address Sky View Dubai on 18th July. UAE witnessed a momentous event with the participation of influential leaders and their remarkable knowledge sharing sessions. The World CIO 200 Summit UAE edition felicitated 125 top IT leaders with the World CIO 200 Awards.

Attendees and keynote speakers were welcomed by Ronak Samantaray, Co-Founder & CEO, Global CIO Forum. He shared the vision of The World CIO 200 Summit which identified the latest trends and innovations in the IT industry and recognizes the IT leaders and like-minded technology heads.

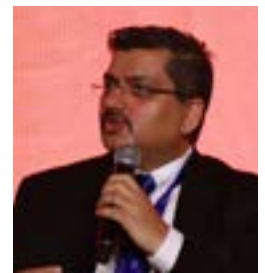
The event followed the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus.



The event was embellished by some thought provoking and influential speakers and they shared their perspectives on the growing importance of technology and the emerging technologies that are predicted to be disruptive in the near future. Abrar Hussain, Regional Sales Leader, Oracle shared his vision on the topic 'Oracle and the Modern Enterprise'. Ali El Kontar, Founder & CEO, Zero&One spoke about 'The Art of Possible', Charbel Zreiby, Director, Channel Presales, Middle East, Turkey and Africa, Dell

Technologies spoke about 'Accelerate intelligent outcomes everywhere with AI', and Chaitanya Peddi, Co-founder & Product Head, Darwinbox shared his vision on the topic 'Innovation Redefined: Leveraging AI to Shape the Future of Work. Keyur Joshi, Head of Advanced Computing, META, Eviden shared his vision on the topic 'AI in Digital Transformation' and Naveen Hemanna, Regional Head - Middle East, Turkey & Africa, Xoxoday spoke about 'Transforming Businesses with Digital Rewards & Incentives'.

FOLLOWING ARE THE PANELISTS WHO TAKE PART IN THE PANEL DISCUSSION ON THE FOLLOWING TOPICS:



RISE OF THE POWER

Aditya Kaushik, CIO, ZMI Holdings , Aamir Khan, Head of Enterprise & Data Architecture, Al Tayer Group, Mohammed Ameen, IT Director, Masafi LLC, Ahmed Shawky, Regional Director of Information Technology, Millennium Hotels and Resorts.

Moderated by: Jayakumar Mohanachandran, Chief Research Officer, I am CAAS



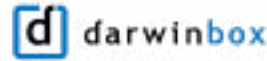
ELIMINATING DATA DEBT AND REPLACING LEGACIES

Muhamed Noufel, Cluster IT Manager, Royal Continental Hotels & Suites, Sunil Paul, Co-Founder & MD, Finesse Global, Gigi Mathew Thomas, Group Director IT & Digital Transformation, Ittihad International Investment LLC and Riasat Ali, Group Head of IT, RAK PORTS

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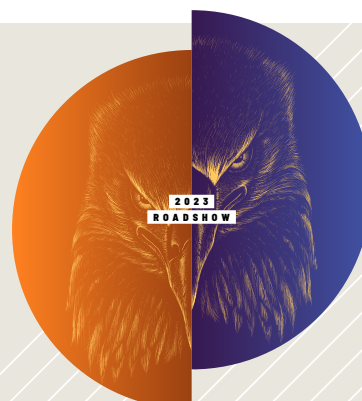


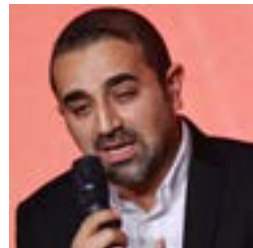
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RISE OF THE POWER
GRAND FINALE
17-19 SEP 2023 | AZERBAIJAN, BAKU





BUSINESS TRANSFORMATION VS DIGITAL TRANSFORMATION - HOW DOES A CIO UNDERSTAND THE LINE OF DIFFERENCE AND BRING CHANGE

Stacy Samuel Vanchippara, Corporate Director of Technology, Ishraq Hospitality, Aus Alzubaidi, Director IT & Digital Transformation Leader, MBC GROUP, Syed Ashar Ahmed, Head of Malls IT & PMO, Emaar, Shahood Siddiqui, CTO, COFE App

Moderated by: Zeeshan Hadi, Country Manager UAE & Africa, HPE Aruba Networking



LEADERSHIP DOS AND DON'TS

H.E. Mubarak Ibrahim, Acting CIO, Emirates Health Services, Akshay Lamba, Chief Digital Officer, Kalaam Telecom Group, Jayaraj Perumalsamy, Group Head of IT, Barakat and Alan Brouard, Director IT, Etihad Rail

Moderated by: Rajat Goel, Deputy Vice President, 3i Infotech Ltd. ■



THE WORLD CIO 200 SUMMIT BAHRAIN EDITION SUCCESSFULLY HELD UNDER THE PATRONAGE OF H.H. SHAIKH KHALID BIN HAMAD AL KHALIFA

The World CIO 200 Summit 2023 Bahrain edition was successfully held at The Art Hotel & Resort, Bahrain on 20th July under the patronage of H.H. Shaikh Khalid bin Hamad Al Khalifa. H.H. Shaikh Khalid bin Hamad Al Khalifa, First Deputy President Supreme Council for Youth and Sports, President of the General Sports Authority, and President of the Bahrain Olympic Committee, presented CIO & CEO Country Awards 2023 to the winners in The World CIO 200 Summit Bahrain Edition.

Attendees and keynote speakers were welcomed by Dr. Jassim Haji, President, IGOAI. He shared the

technological vision of Bahrain, deploying modern technologies to further develop the country's services and shared the aim of The World CIO 200 Summit which identifies the latest trends in the IT industry and recognizes like-minded technology heads.

The event followed the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus. All the influential panelists gathered for the discussion at the World CIO 200 Summit made the event a more interesting and thought provoking one.



Welcomed by Dr. Jassim Haji, President, IGOAI



FOLLOWING ARE THE PANELISTS WHO TAKE PART IN THE PANEL DISCUSSION ON THE FOLLOWING TOPICS:

RISE OF THE POWER

Anas Kamaluddin – Head of Technology – Strategic Business Units Yusuf bin Ahmed Kanoo Group,
Anupama Prasanth – Dean – College of Computer Studies – University of Technology Bahrain, ERKAN AYTÜRK – Chief Technology Officer – Ebrahim Khalil Kanoo

Moderated by: Khalid Jalal, Bahrain Country Manager – International Group of Artificial Intelligence



LEADERSHIP DOS AND DON'TS

Alka Srivastava – ICT Manager Healthcare – Ibn Al-Nafees Hospital, Kai Miethig – CEO and Founder – W-AI-STE and Fatema Akbar – Head of Technology and Innovative Teaching Unit – Gulf University

Moderated by: Mahmood Aladraj – Chief Executive Officer – VirtuThinko

ELIMINATING DATA DEBT AND REPLACING LEGACIES

Ahmed M Buti – Regularity Audit Manager – Bahrain National Audit Office, Shaker AlOwainati – CIO – Ahjar Gallery Online, Wafeeq Ajoor – Executive IT/ Cloud Advisor – National Health Regularity Authority (NHRA) – Kingdom of Bahrain, Shaima Almeer – Senior Space Data Analyst – NSSA

Moderated by: Ahmed Saleh AlBalooshi – Managing Director – Fintech ICT Services & Consultations ■





THE WORLD CIO 200 SUMMIT 2023 MALAYSIA EDITION

On 24th July 2023, Malaysia witnessed the gathering of many top inspiring IT leaders in The World CIO 200 Summit at W Kuala Lumpur Hotel. The like-minded technology heads shared their knowledge and vision on the growing tech trends and how businesses are leveraging these technologies to improve their services and productivity. The World World CIO 200 Summit Malaysia edition felicitated 25 top IT leaders with the World CIO 200 Awards.

Attendees and keynote speakers were welcomed by Jennefer Lorraine Mendoza, Project Lead Manager, GEC Media Group. She shared the vision of The World CIO 200 Summit which identifies the latest trends and innovations in the IT industry and recognizes the remarkable contributions of

the IT leaders to their industry.

The event follows the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus.

Dr. Shubhabrata Samantaray-Founder-Enheroes Global Energy kicked off the event with his country inaugural keynote on 'Championing Corporate Sustainability with Responsible AI'. The event became more engaging and interesting through a thought-provoking panel discussion by some influential panelists.

Joo Ming Thang -Group CIO- UCSI Group,
Mohamed Ariff Ameen -Chief Information Officer- Universiti Malaysia Pahang, Ts.
Izuddin Abdullah - Head of IT-TNB Integrated



Learning Solution, Julian Wong – Senior Vice President – Chief Technology Officer-Magnum 4D Berhad and Yap Ming Cur-Head of IT-Biocon Biologics who all took part in an interesting panel discussion on the topic 'Rise of the Power'.

The panel discussion was moderated by Ts. Saiful

Bakhtiar O. – Head of IT, Shared Services-PNB Commercial Sdn. Berhad.

The World CIO 200 Summit Malaysia edition honored 25 top IT leaders with World CIO 200 Awards in Legend, Master, Leader and Next-Gen CIO categories.

The event was successful with

the support of the sponsors and also made the event an unforgettable experience for all the attendees.

Below are the sponsors for the World CIO 200 Summit Malaysia edition,

- Positive Technologies
- SeeBurger
- Xoxoday



THE WORLD CIO 200 SUMMIT 2023 PHILIPPINES EDITION

The World CIO 200 Summit Philippines edition honored top IT leaders with the World CIO 200 Awards on 26th July at City of Dreams Manila, Philippines. The event was successful with the presence of top IT leaders who made the event more engaging and effective.

Attendees and keynote speakers were welcomed by Jennefer Lorraine Mendoza, Project Lead Manager, GEC Media Group. She shared the success story of World CIO 200 roadshow in every country and honoring the success of CIOs for their contribution to the industry.

The event follows the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus.

Sheridan Leroy P. Laroza, Senior Director of Information Technology, Thermo Fisher Scientific kicked off the event with his country inaugural keynote. DM Varun, Regional Head-SEA, Xoxoday spoke about every industry's growing technology needs and trends and innovations in the tech world. The event became more engaging and interesting through a thought-provoking panel discussion by some influential panelists.

Sheridan Leroy P. Laroza-Senior Director

of Information Technology-Thermo Fisher Scientific, Oliver Junio-Dean / Information Technology Director-University of Perpetual Help System – Laguna, Gemma Rose D -CIO-Cyber Security Philippines CERT, Noel Adalia Dimasacat-CIO-Alexander Karl Group Corp., Kenneth Catugas-Head of IT-ING and Arlene Romasanta-Chief/Information Technology Officer-DICT-MISS took part in an engaging panel discussion on the topic 'Rise of the Power'.

The panel discussion was moderated by Dr. Mary Joy Abueg-President-National ICT Confederation of the Philippines (NICP).

The World CIO 200 Summit Philippines edition honored 23 top IT leaders with World CIO 200 Awards in Legend, Master, Leader and Next-Gen CIO categories.

The event was successful with the support of the sponsors and also made the event an unforgettable experience for all the attendees.

Below are the sponsors for the World CIO 200 Summit Philippines edition,

- Positive Technologies
- SeeBurger
- Xoxoday
- Lingaro
- Inypay





THE WORLD CIO 200 SUMMIT 2023 KUWAIT EDITION



The World CIO 200 Summit Kuwait edition honored top IT leaders with the World CIO 200 Awards on 1st August at Millennium Hotel and Convention Centre, Kuwait. The event was successful with the presence of top IT leaders who made the event more engaging and effective.

Attendees and keynote speakers were welcomed by Jai Kumar, Project Specialist, GEC Media Group. He shared the success story of World CIO 200 roadshow in every country and the vision of World CIO 200 Summit which is a great opportunity to develop and enhance leadership qualities of every IT leader.

The event follows the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus.

Mohammed Alqahtani, IT Manager, Kuwait Fire Force kicked off the event with his country inaugural keynote. Dinesh Varadharajan, Chief Product Officer, Kissflow shared his perspective on the growing importance of technology and the emerging technologies that are predicted to be



disruptive in the near future. The event became more engaging and interesting through a thought-provoking panel discussion by some influential panelists.

PANEL DISCUSSION: RISE OF THE POWER

- Dr. Thalaya Alfozan, IT Director/ IT Consultant, Kuwait Ministry of Finance
- Manoj Ramachandran, Group CIO, Al Babbain Group of Companies
- Anis Mattur, Group Head of

IT, ALHASAWI GROUP and

- Adiy Al-Nakhal -IT Infrastructure Manager-Ali Alghanim Sons Automotive Co.

Moderated by: Basil Al-Suwaidan, CISM, SSCP, CDPSE Al-Suwaidan-General Manager – Information Security, Privacy and Anti-Fraud Department-KIB

RAPID FIRE SESSION: LEADERSHIP DOS AND DON'TS

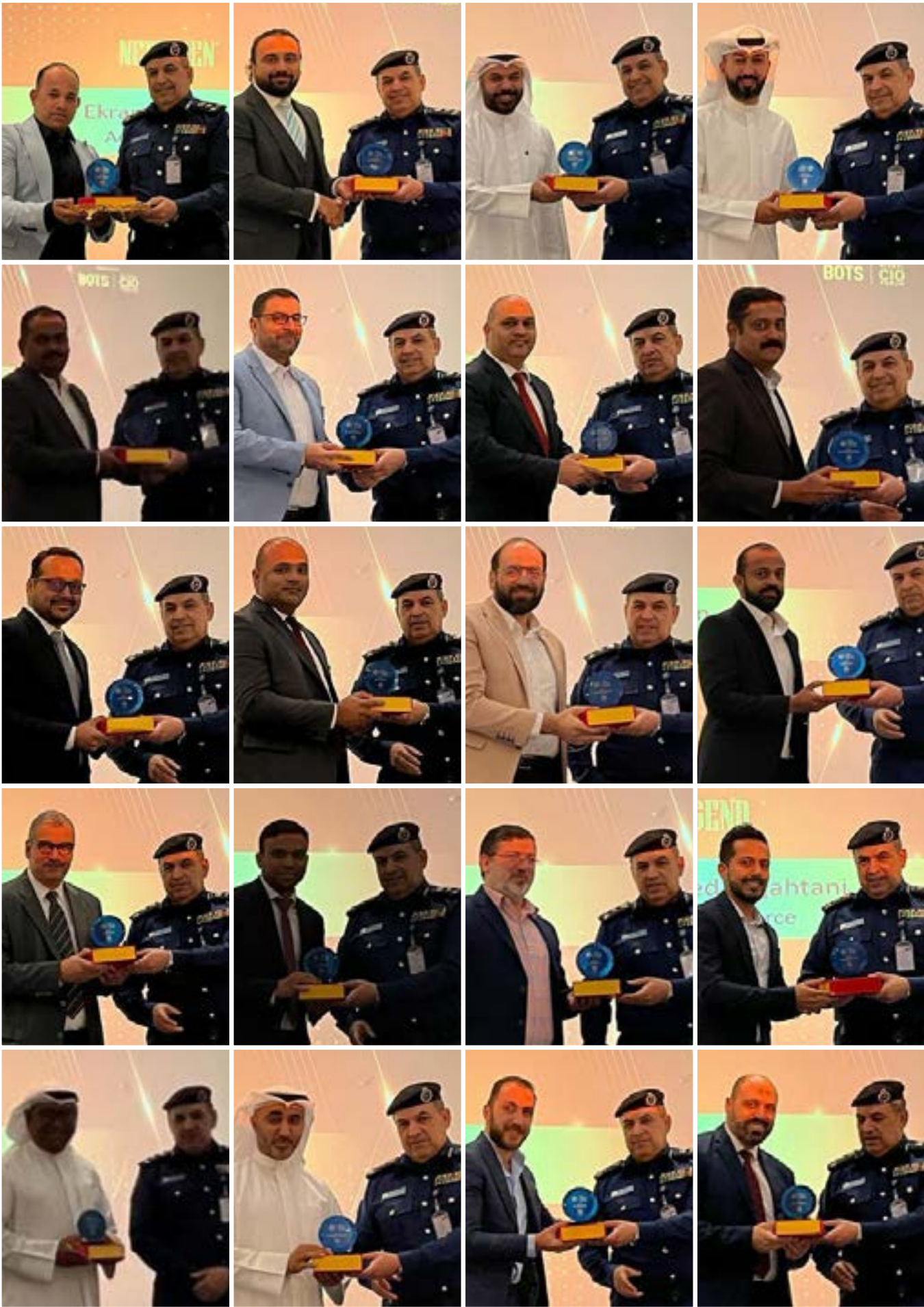
- Husain A ALNakkas, CIO, National Assembly of

Kuwait, Imran Anwar, ICT Manager, Alghanim Healthcare

- Ekrami Sedhom-Infrastructure Manager-ACE Hardware
- Mohammed Alqahtani-IT Manager-Kuwait Fire Force

Moderated by: Kamal Eldesouky-Group IT Director-United Real Estate (URC)

The World CIO 200 Summit Kuwait edition honored 29 top IT leaders with World CIO 200 Awards in Legend, Master, Leader and Next-Gen CIO categories ■





THE WORLD CIO 200 SUMMIT 2023 KSA EDITION

On 2nd August 2023, Saudi Arabia witnessed an overwhelming crowd of tech leaders at Hyatt Regency Riyadh Olaya, Saudi Arabia. It was a prestigious gathering of IT leaders and professionals from various industries. The event aimed to foster collaboration, exchange knowledge, and recognize outstanding contributions in the IT sector. Attendees enjoyed a day filled with insightful panel discussions, engaging speaking sessions, and culminated with the prestigious World CIO 200 Awards ceremony.

Attendees and keynote speakers were welcomed by Anushree Dixit, Global Head - Content & Strategic Alliances, Global CIO Forum. She shared the vision of The World CIO 200 Summit which is designed to explore the latest advancements, trends, and opportunities in the IT domain.

The event followed the theme of 'Rise of the power'. The World CIO 200 2023 roadshow is designed to help IT leaders develop and enhance the qualities of leadership, power, vision and focus.

Dr. Maher Aldukheil, VP of Technology and Digital Transformation, Hail Health Cluster kicked off the event with his country inaugural keynote.

Renowned industry experts delivered keynotes and presentations on cutting-edge technologies

and strategies. Ali El Kontar, Founder & CEO, Zero&One shared his vision on 'The Art of Possible'. Michael C., Synology Sales Head, APAC & MEA Region spoke about 'Empowering Business Resilience: Three Steps to Effective Data Protection' in an interesting tech talk session. Omar Elsayi, Territory Manager KSA Egypt Levant Kuwait – Collaboration, Barco spoke about 'The Evolution of Meetings and Meeting Rooms in the Post-COVID Era'. Abhimanyu Choudhary, Co-Founder, Xoxoday spoke about how Xoxoday is making every day a rewarding day with their unique digital rewards and loyalty program. Dinesh Varadharajan, Chief Product Officer, Kissflow shared his vision on the technological trends that are reshaping businesses and industries.

CAAS, the technology revolutionary platform that has been formed with the purpose of delivering technology-enabled solutions at a better price and great quality by subject matter experts themselves, was also highlighted by the organizers of CAAS from different countries. Jayakumar Mohanachandran, Research-as-a-Service, Chief Research Officer, I am CAAS spoke about the Research-as-a-service arm of CaaS and how it is all set to disrupt the research and market study landscape. Mohammed Mahnashi,



I am CAAS Saudi Arabia shared his vision on CaaS' outreach and establishment in the Kingdom of Saudi Arabia.

Expert panels discussed current trends, challenges, and future prospects in IT.

'RISE OF THE POWER'

- Jayesh Maganlal, CIO, ROSHN
- Suhail Akhtar, Chief Information Office, AlKifah Contracting
- Aamir Khalid Pirzada, CIO, National Metal Manufacturing and Casting Company (Maadaniyah)
- Anas Mosa, IT Director, Public Investment Fund (PIF)

Moderated by: Jayakumar Mohanachandran, Chief Research Officer, I am CAAS

BUSINESS TRANSFORMATION VS DIGITAL TRANSFORMATION – HOW DOES A CIO UNDERSTAND THE LINE OF DIFFERENCE AND BRING CHANGE

- Fadwa AlBawardi, Founder & CEO, FSAB Consulting Office: Digital Transformation & Strategic Planning Consultation
- Reem Alattas, Digital Transformation Expert, SAP
- Ahmed AlZahrani, Director of Health Technology Development, Ministry of National Guard Health Affairs (MNG-HA)
- Mohammed Al Shobani, CIO, SAICO Insurance

Moderated by: Dr Ismaeel Almakrami, Director, Ministry of Health Saudi Arabia

The event culminated with the prestigious World CIO 200 Awards ceremony, recognizing top IT leaders for their exemplary contributions.





The success of the IT Summit was made possible by the valuable support and contributions from the following partners:

PLATINUM PARTNERS

- ZERO&ONE
- Kissflow

GOLD PARTNERS

- BARCO

- MindfireTechnologies
- PAESSLER PRTG
- CloudHost
- Logitech
- Positive Technologies
- Synology

DIGITAL REWARD PARTNER

- Xoxoday

SUPPORTING PARTNER

- Finesse

GLOBAL STRATEGIC PARTNERS

- OPX Technology
- CAAS

The World CIO 200 Summit KSA edition proved to be a resounding success, uniting IT leaders, fostering knowledge exchange, and recognizing outstanding contributions in the field. The event's impact is expected to resonate throughout the IT industry for months to come ■



THE WORLD CIO 200 SUMMIT HONGKONG & VIETNAM EDITION

The World CIO 200 Summit 2023 Hongkong & Vietnam edition brought together many prominent CIOs, IT leaders, and technology enthusiasts for an unparalleled experience in shaping the digital future. The virtual event happened on 5th August was a great success with insightful discussions and networking opportunities that left a lasting impact on the attendees.

With the theme “Rise of the Power” the World CIO 200 Summit 2023 focuses on exploring the transformative potential of emerging technologies and how they can drive innovation across industries. The event featured a lineup of keynote speakers, interactive panel discussions and winners.

Attendees and keynote speakers were welcomed by Malavika Shanker, President SEA, GEC Media Group. She shared the vision of World CIO 200 roadshow which brings together top minds from the IT industry to share knowledge and shape the future of technology.

Manoj Saxena, Chairman, RosettaNet Singapore GS1 Digital standards consortium kicked off the event with his keynote on Global CIO Forum, I am CaaS. Aaron Lee, Chief Technology Officer, YF Life Insurance delivered his country inaugural keynote on Hong Kong and Rizwan Khan, Partner, Acclime Vietnam, delivered his country inaugural keynote on Vietnam.

Engaging panel discussion examined the challenges and opportunities presented by disruptive technologies. The leaders and industry experts shared their insights, strategies, and success stories, providing guidance to the audience.

CIO LEADERSHIP PANEL - THE RISE OF POWER

- Dr. Andy Luk, Head of Digital Transformation and Insights, HK Express Airways
- Darron Sun, Head of Information Technology, Hong Kong Housing Society
- Stephen Leung, Head of IT, The Bank of East Asia Limited



Moderated by: Dr Toa Charm, Founding Chairman, Data Literacy Association Limited. The summit recognized outstanding achievements in the IT sector by presenting prestigious World CIO 200 awards to deserving CIOs and IT leaders for their contributions to the IT industry.

The World CIO 200 Summit 2023 was made possible through the generous support of the sponsors,

SUPPORTING PARTNERS:

- TechnoPlus
- Rosettanet
- Data Literacy Association

GLOBAL STRATEGIC PARTNERS:

- OPX technology
- CAAS

Global CIO Forum is always thrilled with the resounding success of the World CIO 200 Summit 2023 roadshow. The roadshow will continue in the remaining countries and will culminate in a grand finale at Baku, Azerbaijan from 17th to 19th September ■



THE WORLD CIO 200 SUMMIT 2023 SINGAPORE EDITION

The highly anticipated World CIO 200 Summit, Singapore Edition, happened on August 7, 2023, at Shangri-La Rasa Sentosa, Singapore, with resounding success, bringing together esteemed Chief Information Officers (CIOs), IT leaders, tech experts, and industry visionaries from all over the country. The event aimed to foster knowledge exchange, networking, and collaboration within the technology and digital transformation landscape. The event provided a platform for keynote presentations, interactive panel sessions and award ceremony.

Attendees and keynote speakers were welcomed by Malavika Shanker, President SEA, GEC Media Group. She shared her vision on 'Exploring the

Journey of the Global CIO Forum in South East Asia: Unveiling the Future Roadmap'.

Ronak Samantaray, CEO & Co-Founder, Global CIO Forum made the event more engaging by sharing his views on 'Charting the Path: Navigating the Global CIO Forum Journey – From CIO 200 in 50 Countries to the 2023 Edition in Baku'. He shared the vision of The World CIO 200 Summit that facilitated an atmosphere of meaningful connections, networking, and collaboration and recognizes the remarkable contributions of the IT leaders to their industry.

The industry leaders shared their insights and experiences in leading digital transformations and driving innovation in their respective organizations. Manoj Saxena, Chairman, RosettaNet spoke on the



topic 'Journey Thus far: Global CIO Forum & RosettaNet GS1 Digital Standards Consortium'. Loh Sin Yong, Director, Trade Trust (IMDA) made a Sneak Preview of TradeTrust cross border Program in the event. Arivuvel Ramu, CEO, Inypay shared his vision on the topic 'Journey of CIO to CEO'.

Distinguished panelists engaged in stimulating discussions on emerging technologies and the role of the CIOs in the emerging market.

PANEL DISCUSSION: 'RISE OF THE POWER'

- Khalid Nizami, Regional Leader IT and Digital

Transformation, Ecolabs

- Arvind Mathur, CIO, Kellogg Asia Pacific
- Juliana Chua, Sr. Director, Group Digital Technology (Global), EssilorLuxottica
- Supriya Patwardhan, Executive Vice President, DHL Group, IT Services, DHL

Moderated by: Vinay Awasthi, SVP and Managing Director, Greater Asia. HP

The summit culminated in a prestigious awards ceremony honoring exceptional CIOs who have demonstrated exceptional leadership, innovation, and strategic vision in their respective domains.

The success of the World CIO

200 Summit, Singapore Edition, would not have been possible without the invaluable support of the sponsors.

SUPPORTING PARTNERS:

- ROSETTANET
- Lingaro
- Inypay
- SEEBURGER
- TradeTrust

GLOBAL STRATEGIC PARTNERS:

- CAAS
- OPX TECHNOLOGY

The World CIO 200 Summit Singapore Edition, marked a pivotal moment in the technology industry's journey, encouraging IT leaders and CIOs ■





THE WORLD CIO 200 SUMMIT INDONESIA EDITION

The prestigious World CIO 200 Summit 2023 Indonesia Edition concluded on 8th August, leaving an indelible mark on the technology landscape. The event brought together an exclusive gathering of CIOs, technology leaders, and industry experts from across Indonesia and beyond, fostering knowledge exchange, innovation, and collaboration.

Attendees and keynote speakers were welcomed by Ronak Samantaray, Co-Founder & CEO, GEC Media Group. He shared his vision of The World CIO 200 Summit which is a great opportunity to connect and network with peers, collaborators, and potential partners.

The summit follows the theme of 'Rise of the Power' highlighting the critical role of IT leaders in driving business growth and development in the digital age. The discussions and connections made during the summit are expected to inspire new strategies and initiatives that will drive digital transformation in the country and beyond.

Setiaji Setiaji, Chief of Digital Transformation Office, Ministry of Health of Republic Indonesia kicked off the event with his country inaugural keynote. Engaging panel discussion provided a platform for in-depth conversations on cutting-

edge technologies, trends, and strategies shaping the future of IT.

PANEL DISCUSSION- RISE OF THE POWER

- Edmund Situmorang, Group Chief Technology Officer, PT. Asian Bulk Logistics
- Hendy Harianto, CIO and Head of Business Process Transformation, Meratus Group
- Ichwan Peryana, Co-Founder & Director, Pinjam Modal (PT Finansial Integrasi Teknologi)
- Ashish Mathur, Sr. Vice President, PT VFirst Komunikasi Indonesia

Moderated by: Ronak Samantaray-Co-Founder & CEO-GEC Media Group

The event also recognized exemplary CIOs and technology leaders through the prestigious World CIO 200 Awards.

The success of the World CIO 200 Summit Indonesia Edition would not have been possible without the generous support of the sponsors.

GOLD PARTNER

- Positive Technologies

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- SEEBURGER





Mitgo launches Mitgame partner network and user acquisition platform for gaming

Mitgo, a global IT, MarTech company, launches Mitgame, a specialised one-stop partner network and user acquisition platform for games and online gaming services that has MENA in its sights for expansion. The first six months of 2023 saw Mitgame partners help gaming projects in MENA increase their purchase GMV by 86% YoY. Released as a stand-alone business in 2023, Mitgame grew out of the online gaming segment of performance

network Admitad, a Mitgo company.

In the last 12 months, online gaming revenues across Admitad's partner network grew by more than 50%, with the US, MENA and Germany as the most significant markets. Seeing rapid growth, it was decided to launch Mitgame as a separate business entity with a separate business model focussing exclusively on the online gaming market.

Primarily targeting client,

browser and console games, the network already has more than 200,000 publishers, 100+ game brands as clients, and has attracted more than 500,000 active players for its partners in the first half of 2023 alone. Current Mitgame partnerships include Epic Games, Perfect World, Plarium, MY.GAMES, Wargaming, Gaijin, Nexters, Innogames, Upjers and other top-notch brands. The company also has a track record of successful cooperation with such industry leaders as PlayStation, Xbox and Riot Games.

Publishers working with Mitgame, as well as Admitad partners, can take advantage of accelerated payouts via Instant Payout Pro. Thanks to this, they are able to withdraw rewards just one day after the target action made by their audience (install, purchase or registration in the game).

Mitgo plans to invest more than \$9 million USD into the further development of Mitgame by 2025, with plans for Mitgame to become a global market leader.

SimpliFi to receive unified financial data platform from Lune, Hub71 startup

SimpliFi, a Cards as a Service platform for MENA and Pakistan, and Lune, a transaction data enrichment and analytics company that is part of Hub71, Abu Dhabi's global tech ecosystem, have signed a partnership that will harness the power of artificial intelligence to drive transformative outcomes for businesses in the region. With an annual growth rate of 30 percent projected for insight-driven businesses, this partnership will capitalize on Lune's cutting-edge technologies to deliver a "unified financial data platform" to SimpliFi's customers. By integrating finance management,



Left to Right Ali Sattar Founder and CEO of SimpliFi Helal Tariq Lootah Co Founder of Lune

data enrichment, and analytics solutions with SimpliFi's unique card issuance offering, this partnership aims to elevate the potential of financial data for businesses.

Lune was selected to join Hub71

in 2022 and has been part of Abu Dhabi's global tech ecosystem alongside over 240 startups, accessing its network of partners, government entities, and active investors, while benefiting from its business-friendly environment and solid talent base.

SimpliFi, serving clients in the UAE, Saudi Arabia, Bahrain, Egypt, and expanding into new markets, understands the diverse data needs of its clientele. The partnership with Lune aims to empower businesses with data-driven decision-making, strategy optimization, and unlocking new growth opportunities in a dynamic market landscape. Together, SimpliFi and Lune are set to revolutionize how businesses leverage data, propelling their success to unprecedented heights.



SK Telecom, Deutsche Telekom, e&, Singtel create Global Telco AI Alliance

SK Telecom, Deutsche Telekom, e& and Singtel announced that they formed the Global Telco AI Alliance to create a new customer experience and make a difference in the lives of global citizens using AI technology. The four members of the Global Telco AI Alliance agreed to make joint efforts to accelerate AI transformation of the existing telco business, and develop new growth

drivers through new AI-powered business models.

They signed a Multilateral Memorandum of Understanding for cooperation in the AI business. The Multilateral MOU signing ceremony took place in Seoul, Korea with the presence of key executives of the four telcos who attended online and in-person, including Claudia Nemat,

Board Member Technology and Innovation at Deutsche Telekom, Hatem Dowidar, Group CEO of e&, Khalifa Al Shamsi, CEO of e& life, Yuen Kuan Moon, Group CEO of Singtel, Chey Tae-won, Chairman of SK Group, and Ryu Young-sang, CEO of SKT.

The four telcos will jointly develop the Telco AI Platform by combining their respective technologies and capabilities. The Telco AI Platform is expected to serve as the core foundation for new AI services, including those designed to improve the existing telco services, digital assistants, and super apps that offer a wide range of services.

To facilitate the cooperation, they will form the Global Telco AI Alliance Joint Working Group, which will have detailed discussions on issues such as co-investment opportunities and the co-development of the Telco AI Platform to reach a definitive agreement.

LG Electronics completes installation of video walls at DMCC's Almas Tower



LG Electronics recently completed the installation of its state-of-the-art video walls at the Almas Tower in Dubai. The milestone collaboration between LG and DMCC is a testament towards LG's commitment to transforming the digital signage landscape while enhancing visitor experience at the skyscraper. The video walls installed at Almas Tower boast LG's industry-leading 55" 500 nits FHD

0.44mm Even Bezel Video Wall and the 49" 500 nits FHD Slim Bezel Video Wall, both which deliver stunning picture quality, vibrant colors, and exceptional contrast ratios. Both models come with razor-thin bezels and a seamless design, offering visitors an uninterrupted and captivating viewing experience which enable it to be the right platform for displaying information and videos all-day.

The displays come with both high and wide viewing angles, while also offering high performance and scalability for all-round viewing. The larger 55" model comes with smart calibration options and a non-glare panel with an intuitive menu structure. The 49" model on the other hand, comes with easy color and white balance adjustments and an intuitive interface for a better user experience.

Located on its own artificial island in the centre of the Jumeirah Lake Towers Free Zone, Almas Towers is one of the tallest skyscraper constructed by Taisei Corporation of Japan and Arabian Construction, also marking it as one of the tallest skyscrapers in Dubai. The tower is also home to the Dubai Multi Commodities Centre, the developer of the tower who was the first to move in.

Nafisa Shams Academy for Arts and Crafts launches online e-learning platform

Nafisa Shams Academy for Arts and Crafts, one of the organisations supported by Community Jameel Saudi Foundation, launched an online e-learning platform to expand its offerings and provide remote training to a wider audience with more flexible schedules. Notably, the Academy obtained accreditation from the National eLearning Center, the regulatory body for certifying e-learning institutions and programs in Saudi Arabia. The license recognises the Academy's capability and readiness to deliver online education and training programs, in accordance with best practices and national standards.

Launching the new platform

is in line with Nafisa Shams Academy's strategy that focuses on empowering Saudi women in the arts and crafts fields through training and education. The Academy delivers a host of training programmes to develop skills and abilities, supporting women in establishing their own businesses, and achieving financial sustainability. It also supports Vision 2030's goals, including strengthening women's participation in the labor market, aligning academic outputs with the labor market needs, and developing the youth's skills.

Nafisa Shams Academy of Arts and Crafts was established in 2006 under the umbrella of Community Jameel Saudi (or Abdul Latif Jameel



Community Service Programs at the time). It was named after the wife of the late founder of the group, Sheikh Abdul Latif Jameel. The Academy works hands in hand with Nafisa Shams Company, which specializes in traditional arts and crafts manufacturing, to provide a comprehensive empowering ecosystem that enables women to contribute to Saudi's economic and social development in the Kingdom. Since its establishment, the Academy has trained more than 17,000 beneficiaries in various fields.

Mohamed bin Zayed University of AI welcomes STEM undergraduates for internship

Mohamed bin Zayed University of Artificial Intelligence has welcomed 34 of the world's most promising STEM undergraduate students to its Abu Dhabi campus for a one-month research internship as part of the inaugural edition of the university's Undergraduate Research Internship Program (UGRIP).

Drawn from a large pool of applicants, aspiring researchers from the USA, Canada, Italy, India, and Singapore joined their counterparts from the UAE, Saudi Arabia, Egypt, and Morocco. Together, they built foundational artificial intelligence (AI) knowledge and skills by participating in several of MBZUAI's ongoing research



projects in sustainability, education, and healthcare.

After a rigorous selection process, the 30-plus UGRIP interns selected lines of inquiry based on their academic and career interests. Those eager to tackle challenges like detecting and preventing fake news, developing chatbot technology, or advancing speech recognition engaged in projects within MBZUAI's Natural Language Processing Department.

Interns in the Computer Vision Department contributed to research ranging from AI detection of severe weather patterns to healthcare applications, including tumor

diagnosis. Machine learning interns participated in a deeper dive into AI data and algorithms, aimed at making AI models more accurate and efficient.

To complement their research and engaging discussions with some of the leading minds in AI, MBZUAI's inaugural interns also immersed themselves in the UAE's rich history and culture. Facilitated by the Abu Dhabi Residents Office (ADRO) and the Department of Culture and Tourism – Abu Dhabi (DCT), they visited key destinations such as Sheikh Zayed Grand Mosque, Qasr Al Watan, Louvre Abu Dhabi, and the Abrahamic Family House.

Abu Dhabi Health Services Company partners with Sanofi to improve diagnostic performance

In a significant milestone in the UAE's efforts to alleviate the economic and clinical burden associated with rare diseases and to provide effective solutions for individuals living with rare genetic disorders, the Abu Dhabi Health Services Company, a subsidiary of PureHealth, the largest healthcare platform in the Middle East, has entered into a collaborative agreement with Sanofi, one of the most innovative global healthcare companies. The partnership aims to enhance diagnostic performance and accuracy in



the field of rare diseases, with a particular focus on expediting the screening process for lysosomal storage disorders (LSDs) and reducing the average diagnostic journey for rare disease patients.

Working in collaboration with SEHA, Sanofi will leverage its extensive expertise in disease pathways to expedite the generation and application of clinical knowledge for the accurate diagnosis of patients with lysosomal storage disorders (LSDs), including Gaucher disease, Acid Sphingomyelinase Deficiency

(ASMD) disease B and A/B, Pompe disease, Fabry disease, and Mucopolysaccharidosis diseases.

Moreover, Sanofi will offer a comprehensive suite of sponsored services to enhance patient access to an

early and precise diagnosis. The company will assume the expenses associated with laboratory testing, as well as the packaging, storage, and shipment of samples to accredited send-out laboratories. In addition, Sanofi will provide training to SEHA's healthcare professionals (HCPs) on sample collection procedures and best practices. This will enable SEHA to integrate the testing into their electronic systems, facilitating differential diagnostics panels and early detection of rare conditions.

e& enterprise and Tap Payments partner to create extensive payment acceptance ecosystem

e& enterprise and Tap Payments announced a strategic partnership aimed at revolutionising the digital payments landscape. The collaboration combines the strengths and expertise of both organisations to create an extensive payment acceptance ecosystem with unique features tailored to regional markets. The strategic alliance between e& enterprise and Tap Payments empowers businesses of all sizes to optimise their payment processes and expand their digital capabilities across the region, fostering growth and success in the ever-evolving digital economy.

The partnership utilises Tap's extensive network of merchants and financial institutions



and e& enterprise's advanced digital payment platforms and technologies to deliver pioneering solutions that provide numerous advantages for businesses. These include diverse payment options, seamless integration, enhanced security, and an improved customer experience.

Through e& enterprise's services, businesses gain access to Tap's regional digital payment instruments which encompasses a wide range of

payment options tailored to each market's preferences. The seamless integration between the platforms streamlines payment operations and boosts overall efficiency, allowing businesses to focus on their core operations and growth strategies. Additionally, the partnership prioritises robust security measures, utilising state-of-the-art fraud detection and prevention tools to ensure secure transactions and protect sensitive customer data.

As part of this strategic alliance, e& enterprise's flagship Payment Gateway, "EPG", will be enhanced to provide businesses with a secure and unified payment solution. The platform will also offer a comprehensive range of value-added services, including dynamic currency conversion, acceptance of loyalty points, and customisable features, providing businesses with a competitive edge.

Hub71, Wio Bank partner to assist banking experience for Abu Dhabi startups



Hub71, Abu Dhabi's global tech ecosystem, and Wio Bank PJSC, the region's first platform bank, launched a strategic partnership to transform the banking experience for startup founders in the capital. Designed to enhance bank account processes for SMEs, Wio becomes the official banking partner of Hub71, enabling

startup founders to benefit from expert mentorship and commercialisation opportunities that foster innovative new products and services in Abu Dhabi.

By streamlining the banking process, Hub71 and Wio are making it easier for startups in Abu Dhabi to access funding

and essential banking products that support the growth and development of early-stage innovative tech businesses.

Wio Bank was set up with the core mission of contributing to the future readiness of the SME segment in the UAE. As an official banking partner, Wio will streamline the bank account opening process when startups join Hub71. The digital bank will also participate in Hub71 events and initiatives that align with its growth strategy.

Hub71 startups will also have access to Wio's network of subject matter experts to receive mentorship and strategic advice to support business growth and development. With access to expert guidance and insights, founders can better navigate unique challenges, make more informed decisions, and unlock new opportunities for the economic growth of Abu Dhabi.

Mastercard partners with Geidea in Saudi Arabia to expand access to contactless payments



Mastercard has partnered with Geidea to offer consumers and businesses greater access to advanced card and payment solutions. Through Mastercard, Geidea will extend its range of services and products, operating as an issuer. As part of the agreement, Geidea will leverage Mastercard's leading-edge technology to issue BIN ranges and enable consumers, merchants and fintechs across the Kingdom to benefit from innovative payment solutions.

The partnership will contribute to the advancement of Geidea and Mastercard's digital enablement ecosystems through the creation of a diverse selection of BIN Sponsorship offerings. Underlining both entities' commitment to transforming the Kingdom into a hub of innovation, the agreement will also lead to greater fintech enablement across the country and wider region, bolstering the Saudi and MENA digital economies.

This new partnership builds on previous collaborations

between Geidea and Mastercard. It follows a strategic agreement launched in 2021 paving the way for Geidea to accept Mastercard payments on its novel Tap-on-Phone solution in Saudi Arabia — the first such agreement to be signed in the Middle East and North Africa. Geidea is the first fintech company to roll out this contactless payment acceptance technology across the Kingdom, which will enable businesses to use smartphones as payment acceptance devices.



AmiViz is the first B2B enterprise marketplace focussed on Cybersecurity business in the Middle East and Africa, designed specially to serve the interests of enterprise resellers and vendors

**10 Years
Industry
Experience**

**500+
Resellers**

**50+
Vendors**

UAE

KSA

AFRICA

EGYPT

QATAR



ZERO&ONE

A TECH REVOLUTION TO EMPOWER, ENRICH LIVES

At the heart of Zero&One's journey lies a captivating storyteller -Ali El Kontar, the CEO of Zero&One - whose passion for narrative weaves a spellbinding tapestry of inspiration, connection, and imagination. Welcome to the extraordinary story of Zero&One, a trailblazing technology company that has been on an exhilarating journey of growth and transformation since its humble beginnings in Beirut in 2017.



DEFYING GRAVITY - A JOURNEY OF EXPANSION

Zero&One's story begins in 2017, with a small team of innovators committed to redefining what is possible with technology. Since then, the company has embarked on a trajectory of rapid growth and expansion. In 2020, they moved their headquarters to Dubai, positioning themselves at the heart of innovation in the region. By 2022, Zero&One had already expanded into two new countries - Saudi Arabia and Egypt - a testament to their global ambitions.

With a relentless commitment to innovation and customer obsession, Zero&One has consistently doubled its business year over year for the past three years. As 2023 unfolds, the company is poised to achieve unprecedented growth, surpassing all previous milestones.

EMPATHY IN ACTION - REDEFINING CORE COMPETENCIES

What sets Zero&One apart in the market is their unwavering dedication to putting humans at the center of everything they do. Embodying the spirit of empathy, the company understands that technology is not an end in itself but a means to create meaningful experiences.

Customer obsession drives Zero&One to go

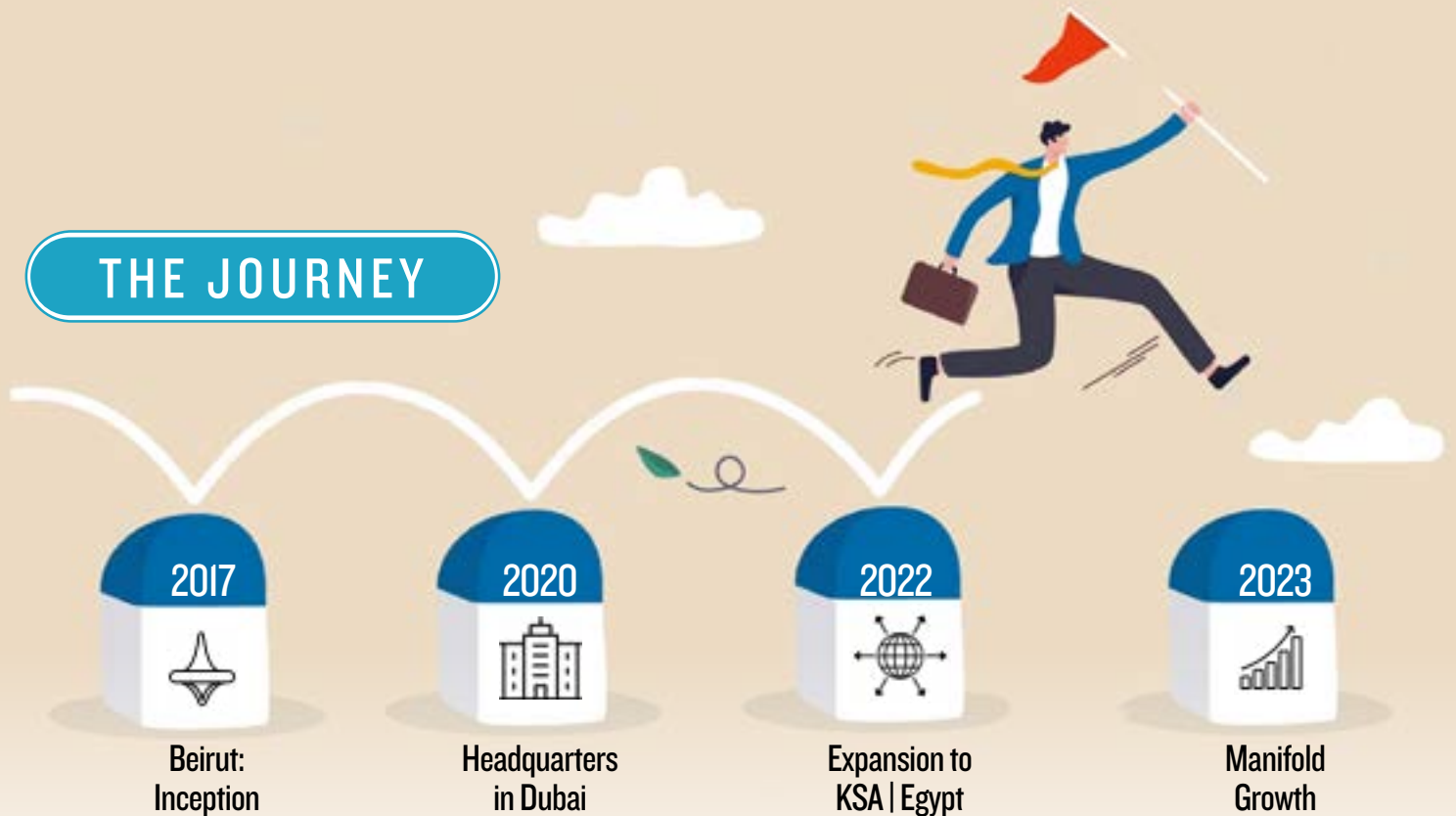
above and beyond, constantly raising the bar and exceeding expectations. "Our commitment to customer obsession drives us to go above and beyond, constantly raising the bar and exceeding expectations. We are not just a company; we are a movement that is revolutionizing the way technology empowers and enriches lives", says Ali El Kontar.

Their innovative approach, fueled by design thinking principles, has allowed them to create solutions that evoke emotions, captivate users, and leave a lasting impact.

EMPOWERING INNOVATION - CUTTING-EDGE TECHNOLOGIES AND METHODOLOGIES

At Zero&One, innovation is in their DNA. The company employs cutting-edge technologies and methodologies to drive their solutions forward. By disrupting the ordinary and pushing boundaries, Zero&One consistently stays ahead of the curve. "We believe in disrupting the ordinary and pushing the boundaries of what is possible. Our team of brilliant minds harnesses the principles of design thinking, infusing empathy and human-centricity into every step of our development process", says Ali El Kontar.

THE JOURNEY



Collaboration and cross-functional expertise foster a culture of innovation that produces solutions transcending mere problem-solving. Zero&One combines storytelling, data-driven insights, and intuitive design to create solutions that make a real difference in people's lives..

SUSTAINABILITY AT THE CORE - CLOUD NATIVE SOLUTIONS

Zero&One is deeply committed to sustainability, and this commitment is embedded in the very essence of their solutions. As a cloud-native company, they optimize on-demand managed services governed by the AWS well-architected framework. Purpose-built services eliminate waste and reduce carbon footprints, ensuring a greener and more sustainable future.

IMPACTFUL SOLUTIONS - SUCCESS STORIES

Zero&One's solutions have made a significant impact across various sectors. One such story centers around the COVID-19 pandemic, where they swiftly enabled remote education for 50,000+ students across the region when schools were forced to close.

In another remarkable achievement, Zero&One helped a Global Organization build and launch an upskilling and employability platform in developing countries, leading to more than 5,000 employments within the first year of its operation.

COLLABORATION AS THE CATALYST FOR GROWTH

Collaboration lies at the heart of Zero&One's approach. "We

firmly believe that by joining forces with like-minded companies and organizations, we can achieve greater heights and create truly transformative solutions. We actively seek out partnerships based on shared values, complementary expertise, and a shared vision for innovation", says Ali El Kontar.

"Through these collaborations, we leverage collective knowledge, harness diverse perspectives, and tap into a vast network of talent and resources. By working together, we co-create solutions that address complex challenges, accelerate time-to-market, and deliver unparalleled value to our customers. Trust and mutual respect form the foundation of these collaborations, allowing us to build enduring relationships that foster continuous growth

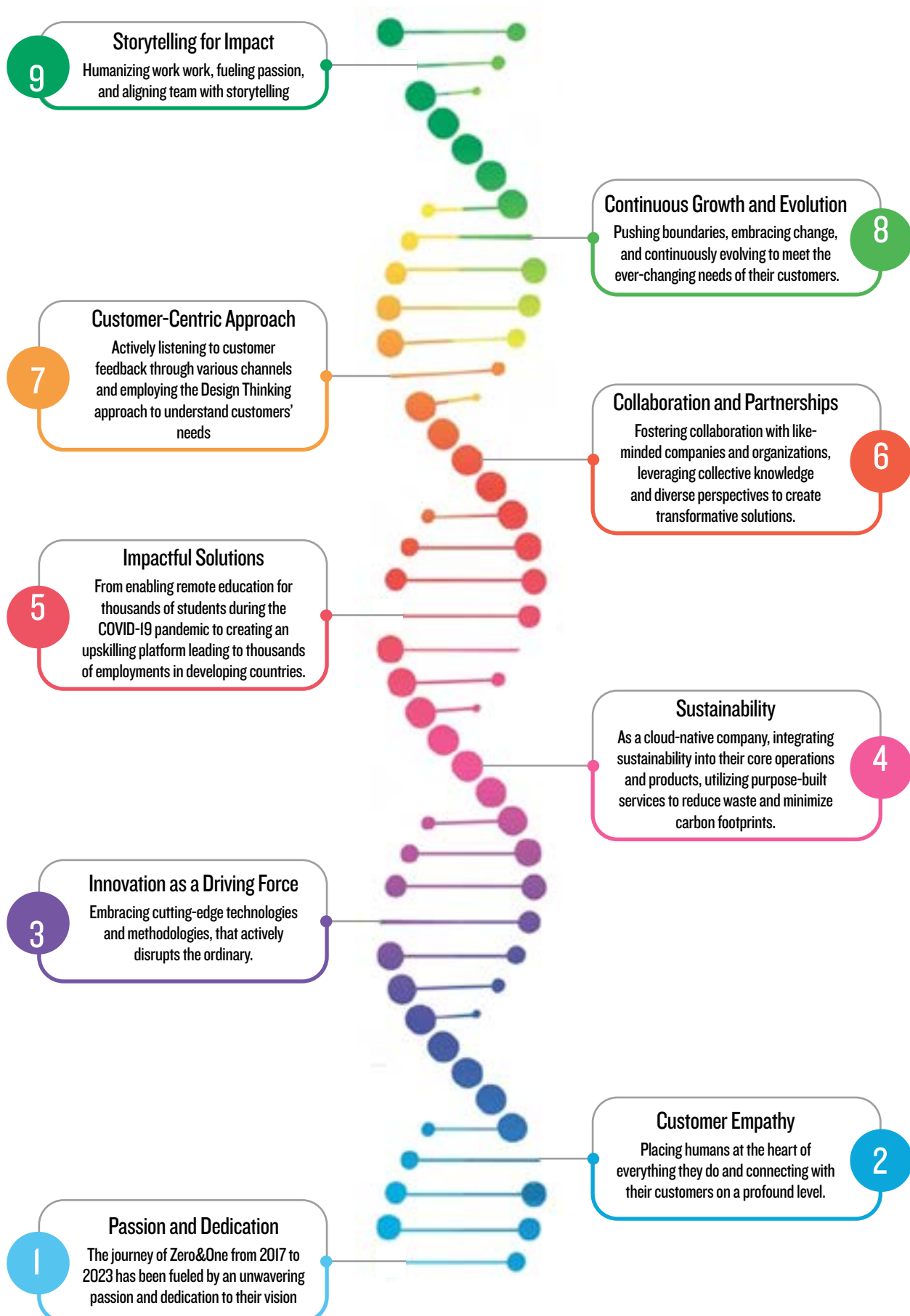
*We are not just a company;
we are a movement that
is revolutionizing the way
technology empowers and
enriches lives*

ALI EL KONTAR

Founder and CEO
ZERO&ONE



THE DNA OF ZERO&ONE





and unlock new opportunities”, he adds.

CUSTOMER-CENTRICITY - LISTENING AND LEARNING

Zero&One’s customer-centric approach is anchored in active listening and understanding their customers’ needs. They employ various channels to gather feedback, employing the principles of Design Thinking to empathize, define, ideate, prototype, and test solutions. By truly understanding their customers’ pain points, aspirations, and expectations, they gain insights that shape their product development and improvement processes.

A FUTURE OF INFINITE POSSIBILITIES

Zero&One’s growth strategy centers on innovation, customer obsession, and an openness to change. Their future plans include expanding market reach, diversifying offerings, and staying ahead of emerging technologies and trends. “We are constantly exploring new horizons and identifying emerging technologies and market trends to stay ahead

of the curve. This includes strategic partnerships that complement our capabilities and expand our portfolio. We are committed to nurturing a culture of continuous learning and development, empowering our team to thrive in a rapidly evolving technological landscape”, says Ali El Kontar.

ALI EL KONTAR, THE STORYTELLER

Storytelling serves as the transformative force that humanizes Zero&One’s work, ignites their passion, and aligns them with a collective vision of making a positive and lasting difference in the world. Guided by the profound narratives spun by Ali El Kontar, Zero&One embarks on a journey that transcends boundaries, redefines possibilities, and leaves an indelible mark on the ever-evolving landscape of technology and human experience.

“I draw inspiration from the experiences and journeys of our customers, employees, and partners. Their triumphs, struggles, and aspirations shape the narratives I share.

These stories manifest into our day-to-day success by instilling a sense of purpose, reminding us of the impact we have on the lives of others”, says Ali El Kontar. “By weaving stories into our daily work, we create a shared sense of purpose and connection. These stories remind us of the real-world impact of our solutions and inspire us to go the extra mile,” he adds.

EMBRACING CHANGE, IMPACTING LIVES

In conclusion, Zero&One’s journey from 2017 to 2023 has been nothing short of remarkable. Their relentless commitment to innovation, customer-centricity, and sustainability has allowed them to make a profound impact on the world. Driven by empathy and a passion for storytelling, Zero&One continues to defy boundaries, shaping a future where technology enriches and empowers lives. As their story unfolds, one thing remains clear – the best is yet to come for Zero&One and the countless lives they touch ■

WHAT IS NEEDED TO SUPPORT SAFE EV CHARGING?

Today, more than ever, the electrical infrastructure supporting commercial buildings must be able to adapt to change. That means designing buildings to support the EV charging needs of the future safely.



The global energy transition replaces carbon-based fuels with renewables and electrifies more applications, including transportation. Electric vehicle charging infrastructure (EVCI) involves more than just adding chargers; it impacts a building's electrical infrastructure. Increased energy consumption can affect utility service, and power distribution, necessitating distributed energy resources like solar and battery storage, to offset utility demand and time-of-use rates.

The rise of EVs is happening globally, including the UAE, which is launching several plans to aid EV adoption over recent years, one of the most

notable being the Dubai government's Green Charger initiative that provides public charging infrastructure for EVs. According to the Global Electric Mobility Readiness Index 2022 report published last year, it was observed that the demand for electric vehicles (EVs) in the UAE is projected to experience an annual growth rate of 30% between 2022 and 2028. The Minister of Energy and Infrastructure stated last year that the UAE is aiming to increase the share of EVs to 50 percent of total vehicles on our roads by 2050. The country is already supporting the electric transition and is working on increasing the number of operational charging stations from



ASHRAF YEHIA

Managing Director,
Eaton Middle East

500 to 800. It is also working on adding new laws related to charging infrastructure.

CODES AND STANDARDS FOR SAFE EVCI SYSTEM INSTALLATION

In Abu Dhabi, UAE, various laws are already implemented, such as section 4.2.2 of Abu Dhabi's regulatory policy for electric vehicle charging infrastructure that requests the Parking Competent Authority to conduct regular load demand assessment, forecasts, and location planning for EV charging infrastructure. Section 4.2.4 states that all new residential developments must comply with EV-ready requirements. To ensure safety, section 4.3.3 states that the Distribution Company must verify all EVSE installations in accordance with DoE's Electricity Wiring Regulations.

Both AC and DC charging options have their place, and each comes with business and installation considerations. AC charging is typically used to charge where a vehicle will spend the most time parked, for example at work, school, shopping, entertainment or hotels. Level 1 charging can also be used in locations where vehicles you park overnight but can take up to 12 hours to fully charge, whereas Level 2 charging typically takes approximately four hours to charge.

Depending on vehicle routes and dwelling time, DC-type

charging is preferred in some applications and for specific needs. This type of charging involves more power and can deliver a required charge in as little as 30 minutes.

It's expected that AC charging will represent the largest global public installs through 2025, and DC charging will provide critical network support on long travel routes like interstate highways as well as support for fleet operations and charging at popular destinations.

Further, EV charging systems can be optimized with charge management software, battery energy storage and renewables like solar PV integration to meet cost, resilience and sustainability goals.

STRATEGIES TO INCREASE ELECTRICAL CAPACITY

When upgrading or designing building systems, planning for future EVCI capacity needs to avoid significant changes and costs later are important. In other words, you need to future-proof and provide the electrical architecture for what's to come. How many chargers will be required? How much additional power (KVA) do you need to accommodate for growth? It is critical that incoming utility electrical service and power distribution feeders are sized appropriately to be able to power EV charging safely and reliably.

Building owners should consider this vastly increased power requirement before

adding EVCI because sufficient electrical capacity may not be available. Current versions of DC rapid chargers typically have a power demand of 20 to 350 kW. However, more powerful chargers are becoming available. Careful planning and system design are essential to maximize the return on investment for costly site upgrades associated with pulling more power from the electric grid.

Vehicle-to-Grid (V2G), also known as Vehicle as a Grid, is an innovative approach that integrates EVs into the electrical grid infrastructure to optimize energy use and create a more sustainable energy ecosystem. V2G involves integrating EVs into the existing energy infrastructure to optimize energy usage and support the transition to a low-carbon future. The approach leverages both eMobility solutions and established electrical solutions to improve EVs' efficiency, safety, and performance.

The innovative approach is capable of changing the world, as it can offer various features and capabilities, such as:

- **Ensure power availability at homes and buildings during grid outages:** Vehicle-to-home (V2H) utilizes your Vehicle's battery to supply essential electricity. With power outages becoming more frequent and impactful, having a backup energy source becomes crucial to maintaining vital functions when the grid is offline.
- **Grid Balancing:** Vehicle-to-Grid harnesses the stored energy in EV batteries and feeds it back to the grid. This enables utilities to effectively manage electricity supply and demand during peak

usage times, providing an additional tool for grid balancing.

- **Transfer Power:** Vehicle-to-vehicle (V2V) charging allows for convenient recharging anywhere by simply plugging into another EV. This capability offers flexibility in situations where immediate power transfer is necessary.
- **Simplifying the Energy Transition:** Vehicle-to-everything (V2X) utilizes the stored power in vehicles to sustainably provide essential energy during emergencies or in locations with limited or no access to the electric grid. Whether on a camping trip, at an industrial site, or anywhere in between, V2X ensures the availability of vital power whenever and wherever it's needed.

Vehicle as a Grid represents a paradigm shift that unlocks the potential of EVs as dynamic energy assets, ensuring reliable power supply, reducing energy costs, integrating renewables and storage, and contributing to a more sustainable and resilient energy system.

SAFE, FLEXIBLE EVCI WILL POWER 21ST-CENTURY TRANSPORTATION

Building safe and flexible EVCI is crucial for commercial buildings. Electrical infrastructure must go beyond distributing power to meet the growing EV demand. Power can be managed more effectively by embracing decentralization, electrification, and decarbonization.

With proper design and consideration of safety and reliability, adding EVCI can be done without unnecessary costs or complications. EVCI design and codes will continue to evolve to ensure efficient and safe energy infrastructure ■

MANAGING ELECTRIC VEHICLES AND POWER: A KEY TO REDUCE EMISSIONS

A key to reducing emissions is reducing miles travelled, ensuring more tasks are completed on a single trip, improving first-attempt delivery success and eliminating empty miles.

EVs have zero tailpipe emissions and hence will play a critical role in limiting global warming to below 2°C, a major objective of the Paris Agreement target. The UAE aims to boost the number of EVs to 50% of total vehicles on the roads by 2050. The UAE government is investing in charging infrastructure to accelerate the transition towards sustainable transportation. Market research has revealed that UAE's EV market is expected to grow at an annual rate of 27% over the next six years. Logistics stakeholders can leverage automation to ensure greater and smarter usage of EVs in the last mile.

INTEGRATING SUSTAINABILITY AND TECHNOLOGY

The solutions of Shippy empower businesses to drastically reduce carbon emissions by reducing miles travelled and ensuring that whatever miles are being driven are greener.



**DHRUV AGRAWAL**

Co-Founder & COO
Shipy

Leveraging Machine Learning and automation-powered route optimiser, logistics stakeholders are auto-prioritizing usage of EVs, eliminating multiple delivery attempts, ensuring more deliveries and pickups are done on a single trip and reducing empty miles, unnecessary diversions and vehicle idling. These efficiencies reduce carbon emissions and help businesses reduce overall logistics costs.

Advanced logistics management technologies powered by AI, predictive intelligence and automation enable businesses in the Middle East to mitigate transportation risks, reduce costs, shrink carbon footprint, improve decision-making accuracy, provide personalised customer experiences, and ensure seamless collaboration across supply chain stakeholders.

TRENDS AND INNOVATIONS

Here's a glance at some of the key logistics trends that will transform businesses:

- Generative AI will take empower businesses to get closer to a fully autonomous supply chain.
- Mission-critical logistics workflows will move from web portals to interactive chat interfaces like WhatsApp.
- Companies that manage field force just like would manage end customers with truly digital experiences will become competitive differentiators.
- With the cost of capital changing drastically, technology leaders must demonstrate clear cost savings that can also be passed to end customers.
- Business intelligence will move towards predictive

and prescriptive analytics for superior customer experience.

TAKING THE BUSINESS FORWARD

In recent quarters, Shipy has experienced rapid growth in African markets by acquiring customers in various sectors, including courier services, express and parcel delivery, last-mile delivery, eCommerce, and retail. The company is dedicated to transforming logistics operations in the continent, and this commitment is reflected in its plans to hire local talent, explore technology partnerships, and enhance customer service.

The online commerce sector in Africa is gaining significant traction, presenting lucrative opportunities for SaaS-based logistics management platform providers. According to the International Trade Administration, Africa is expected to have over 500 million eCommerce users by 2025, with a steady compound annual growth rate (CAGR) of 17%. Fashion and electronics products are the primary revenue generators, with fashion projected to reach annual sales of \$13.4 billion and electronics predicted to reach \$11.2 billion by 2025.

Shipy enables retailers and logistics service providers to capitalise on these market opportunities by automating core logistics processes. Through their advanced AI and automation-powered logistics management solutions, they optimise routes based on business objectives and real-time constraints. The solutions proactively address transportation risks, enhance serviceability, automate carrier selection, and ensure sustainable, profitable, and customer-centric deliveries ■

SUSTAINABILITY IN THE EMERGING TECH WORLD

Company's journey represents a remarkable example of how organizations can successfully navigate the complexities of business and digital transformation to drive growth and deliver exceptional services in the logistics sector.



Electric vehicles, including trucks, play a significant role in reducing CO2 emissions, with an average truck emitting over 2,000 tons of CO2 per year. By shifting to electric transportation, we can break the dependence on fossil fuels and their associated carbon emissions. Electric vehicles produce zero tailpipe emissions, relying on renewable energy sources instead. This transition not only reduces air pollution but also lessens the ecological impact of transportation.

DHL is actively embracing this change by increasing the electrification of company's last-mile network and utilizing other sustainable delivery modes. By doing so, we contribute to a cleaner and more sustainable future. Embracing electric transportation is a significant step towards curbing emissions, protecting the environment, and securing a brighter future for all.

INNOVATIVE TECHNOLOGIES

DHL continually embrace innovative technologies to enhance safety and performance across all operations.

One example is Saloodo!, company's platform that connects reliable and vetted suppliers. Saloodo! implements a comprehensive onboarding and vetting process, ensuring the excellence and reliability of carriers on the platform. This helps with reducing empty miles, minimizing carbon emissions and improving efficiency. Through Saloodo!, DHL prioritizes

sustainability in supply chain management and freight transportation.

Furthermore, launched the first Mobile MEA Innovation Centre in the United Arab Emirates, Dubai where company's subject-matter experts provided a direct and tangible experience of current technologies and innovations. We also launched a new 23,500 -sqm EV Hub in Dubai South to drive the EV circular economy to provide end-to-end aftermarket solutions for EV batteries.

DRIVING BUSINESS GROWTH

After the industrial revolution (second half of the 18th century) and the development of the standard container (TEU, in the 1960s) in ocean freight, digitalization is definitely the next big thing for the global economy and logistics. Digitalization affects almost all aspects of life and has the potential to transform countries and societies, industries and global trade. As with many other industries and sectors, the digital transformation in the logistics sector gains momentum. From company's point of view digitalization is a driver for customer centricity.

It is for this reason that "delivering excellence in a digital world" lays the foundation for DHL's strategy 2025, and we are committed to investing further in this area. The DHL Group's recently invested 2 billion Euro in technology to drive its digitalization objective.

Technology plays a pivotal role in the business

**TOBIAS MAIER**

CEO

Saloodo! Middle East and Africa

growth of the logistics industry by streamlining operations, enhancing supply chain visibility, improving customer service, and enabling data-driven decision-making. Automation and digitization reduce errors and expedite processes, while real-time tracking and monitoring improve transparency and customer satisfaction. Warehouse and transportation management systems optimize inventory and route planning, while data analytics provide valuable insights for optimization and risk mitigation. E-commerce integration and mobile solutions enhance connectivity and last-mile delivery.

BUSINESS OR DIGITAL TRANSFORMATION JOURNEY

DHL and Saloodo have embarked on an impressive business and digital transformation journey. Saloodo, established in the MEA region in 2019 as a subsidiary of DHL, has played a significant role in driving this transformation.

Through their journey, DHL and Saloodo have embraced the power of digitalization to enhance their logistics services. Over time, Saloodo has grown into a substantial business, employing approximately 100 people in the region. This growth is a testament to the success of DHL's digital transformation efforts.

LEADING INITIATIVES

Sustainability is a fundamental aspect of company's DHL Strategy 2025. We have implemented various initiatives to integrate sustainability into company's products and operations. For instance, DHL Global Forwarding's partnership with Total Energies for the

UAE is another step towards achieving company's zero-emissions logistics ambition by 2050. This partnership's goal is to solarise eight of DHL's sites in Dubai to cover the equivalent of over 46,000m² of photovoltaic panels, saving more than 6,000t of CO₂ in the first year. The whole solar system will produce over 14,000 MWh per year, enough energy to power over 16,000 homes yearly in the UAE. Moreover, eight electrical vehicle charging stations will also be installed – which contributes to the group's goal of electrifying 60% of its fleet by 2030.

FUTURE FOCUS

In addition to electric vehicles, we have implemented other sustainability initiatives. Company's Direct Rail Joint Venture optimizes goods distribution within the UAE by utilizing the railway network, reducing reliance on road transport and carbon emissions. It is the first multi-modal cargo solution that connects the GCC through a combination of rail and road transportation. This initiative reflects company's dedication to finding efficient and sustainable ways to deliver goods.

Company's plan for 2023 revolves around company's commitment to addressing the pain points of company's customers and driving continuous improvement. We will continue to follow the proven cycle of identifying customer challenges, developing innovative solutions, implementing them, and continuously learning and improving. We are confident in company's ability to take the business forward and achieve sustainable growth in 2023 and beyond ■

SIMPLIFYING CLOUD MIGRATION: THE EASIEST WAY TO MOVE YOUR DATA?



Bespin Global expedite and simplify the cloud migration process for their clients through the provision of expert guidance, seamless migration, efficient management, continuous support, and skill enhancement.

BESPIN GLOBAL IS A WORLD LEADER IN PUBLIC CLOUD PROFESSIONAL AND MANAGED SERVICES. DISCUSS SOME OF THE TRENDS AND INNOVATIONS YOU ARE CURRENTLY FOLLOWING OR IMPLEMENTING IN YOUR COMPANY?

As an internationally recognized cloud consulting and management company, we are committed to remaining at the forefront of technological advancements and trends. Our primary focus is on automation, and our mission is to become the world's most automated company. Our belief is that automation enables organizations to achieve enhanced operational efficiency, accelerated time-to-market, scalability, reliability, and cost optimization. We have seen businesses we've helped focus more on innovation, and agility as their routine tasks and infrastructure management are handled automatically. We also embrace DevOps methodologies to streamline processes, accelerate deployment and enhance collaboration to get new features at speed.

Moreover, we advocate for the implementation of multi-cloud strategies, allowing organizations to leverage the strengths of various Cloud Service Providers (CSPs) based on their specific workload requirements.

We also place significant emphasis on the value of Data & Analytics and harnessing the power of Artificial Intelligence and Machine Learning. These technologies empower organizations

to extract valuable insights from data and make informed decisions to enhance customer experiences.

WHAT ARE YOUR CORE AREAS OF EXPERTISE AND HOW FAR THESE ARE EFFECTIVE IN THIS RAPIDLY EVOLVING MARKET?

We are industry leaders in the cloud domain, specializing in a wide range of professional services, managed services, cloud strategy, cloud migration, FinOps, DevOps, and Data & Analytics, among other areas. These core competencies are specifically tailored to address the evolving challenges that organizations face in today's rapidly changing marketplace.

In the current business landscape, migrating to the cloud is no longer a matter of choice, but rather a necessity that all businesses will inevitably embrace. Our expertise in cloud migration and managed services provide businesses with the assurance that they can navigate the complexities of the cloud environment with a trusted partner who understands their unique needs and supports them on the technological front. Additionally, our adoption of FinOps techniques allows us to assist businesses in optimizing their costs through the utilization of our innovative cost management tool, OpsNow.



MOUTEIH CHAGHLIL

CEO, Middle East & Africa,
Bespin Global,
an e& enterprise company

HOW BESPIN GLOBAL IS ACCELERATING AND SIMPLIFYING THE CLOUD JOURNEY OF ITS CUSTOMERS?

To achieve rapid scalability, businesses are increasingly recognizing the necessity of adopting the cloud. However, embarking on this journey entails numerous challenges and complexities and many companies lack the time and expertise to reap its full benefits. That's when our role comes into play to evaluate their existing infrastructure and propose appropriate strategies and approaches to fully leverage the potential of the cloud and facilitate their growth.

We expedite and simplify the cloud migration process for our clients through the provision of expert guidance, seamless migration, efficient management, continuous support, and skill enhancement. By harnessing our extensive expertise and comprehensive services, customers can navigate the complexities of the cloud environment with certainty, unlock the complete capabilities of cloud computing, and successfully accomplish their digital transformation objectives.

HOW DOES BESPIN GLOBAL FOSTER PARTNERSHIPS WITH E& ENTERPRISE TO ENHANCE THE PORTFOLIO OF OFFERINGS?

We announced lately our joint venture with e& enterprise with the aim to strengthen our portfolio, providing unparalleled experience and cutting-edge solutions.

We believe combining the forces of our 2 leading companies in the cloud space is poised to further propel success for organizations in the Middle East, Turkey, Africa, Pakistan (METAP) region. With the reach and reputation of e& enterprise

supported by our team's deep knowledge and expertise, our solutions will be more adapted to the market requirements, business needs, and fast technological pace. We are confident, that our joint efforts will bring more business value to our clients and help every organization thrive through Cloud.

AS A COMPANY WITH A CUSTOMER-CENTRIC, MULTI-CLOUD APPROACH HOW DOES THE COMPANY GATHER CUSTOMER FEEDBACK AND INCORPORATE IT INTO PRODUCT DEVELOPMENT AND IMPROVEMENT PROCESSES?

At Bespin Global, we understand that gathering customer feedback is crucial for continuous improvement and developing products and services that exceed expectations.

To ensure we maintain a customer-centric approach, we employ various methods that start with actively engaging with our customers through surveys to collect their insights, opinions, and suggestions. These surveys help us understand their experiences, identify areas of improvement, and gather valuable ideas for enhancing our offerings.

Additionally, we establish open lines of communication with our customers through dedicated account managers and customer support teams, enabling us to gain deeper insights into their specific requirements and align our development roadmap accordingly.

Once we have gathered customer feedback, our product development and improvement processes kick into action. Our dedicated teams review and analyze the feedback,

categorize it based on priority and relevance, and incorporate it into our product roadmap.

DISCUSS THE COMPANY'S FUTURE PLANS AND GROWTH STRATEGY.

We intend to become the largest pure-play managed service provider in the region.

Our goal is to expand our footprint in key markets across METAP. We are focused on streamlining digital transformation and building a digital culture across our societies. With the upcoming year expected to witness a substantial boost in public cloud adoption, fuelled by the Generative AI movement, organizations will require the right support and reliable partners to guide them through their journey. We are confident in our ability to provide the expertise and assistance necessary to navigate the dynamic landscape with utmost

assurance and achieve successful outcomes.

HOW DOES YOUR END-TO-END CLOUD MANAGEMENT PLATFORM, OPSNOW, HELP THE CUSTOMERS MANAGE MULTI-CLOUD ASSETS?

With the increase in cloud adoption, organizations are avoiding vendor lock-in and choosing different Cloud Service Providers for their different workloads. Managing multi-cloud accounts comes with a lot of complications that sometimes leave the business leaders and their teams with higher costs than expected and spending too much time on managing their cloud operations. For that reason, our unique cloud FinOps management platform, OpsNow, assists organizations with their multi-cloud cloud cost management. Through streamlining operations and simplifying the complexities of managing different cloud

accounts, our cutting-edge tool gives organizations visibility into their cloud expenses, resources, and consumption per department. It allows teams to stay focused on the business and manage cloud cost operations in a seamless and easy way.

DESCRIBE YOUR LEADERSHIP STYLE AND HOW DOES IT CONTRIBUTE TO THE COMPANY'S OVERALL VISION AND GOALS?

Within our company, we'd like to foster a culture that encourages, nurtures, and supports talents leading them to believe in their capacities and pushing them to become transformational leaders themselves. This approach has helped upskill our employees' capabilities, and therefore help us achieve our mission to capitalize on our greatest asset to make our business and other businesses thrive.

We also have a strong emphasis on cultivating a culture of continuous learning and sharing knowledge, where we actively embed our motto "Learn, Do, Share" among our ingenious employees. This culture helps us accelerate our growth path and create a digital culture within our company and society. When it comes to learning, we're proud of our team's achievement of acquiring more than 400 certificates across various specializations, sourced from different vendors and CSPs. These certifications are a testament to our commitment to staying updated with the latest solutions and technologies. In terms of "Do", we actively support our team members in implementing their innovative ideas, and lastly for "Share" we encourage them to pass on their knowledge to colleagues, customers, and other enthusiasts within the digital space ■



Emirates NBD Group signs UAE Climate-Responsible Pledge supporting UAE's net zero initiative



Emirates NBD has signed the UAE Climate-Responsible Companies Pledge initiated by the UAE Ministry of Climate Change and Environment. As a part of its ongoing commitment to achieving net-zero goals, Emirates NBD Group is among the seventh cohort of 15 signatories in the UAE to sign the pledge and commit to implement carbon emission reduction goals and

follow more sustainable methods in managing their operations, according to a timeline compatible with the UAE's national path to climate neutrality by 2050. The pledge was made in the presence of Her Excellency Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment at the launch of the 11th National Dialogue for Climate Ambition organised by the Ministry under

the slogan 'Accelerating the Shift; Decarbonizing Ground Mobility' in collaboration with Emirates Driving Company.

The initiative coincides with the UAE's Year of Sustainability as the Emirate of Dubai prepares to host the Conference of the Parties, COP28 meetings this year.

The pledge commitments include organisations stepping up their collective efforts to combat climate change by measuring and reporting their greenhouse gas (GHG) emissions in a transparent manner, developing ambitious science-based plans to reduce their carbon footprint, and sharing these plans with the UAE government to contribute to achieving the national net-zero target by 2050. Moreover, signatories pledge to factor in climate change mitigation and adaptation as core values and principles of their businesses and operational models, and adopt an all-inclusive approach that engages youth, women, and vulnerable segments of society in developing their net-zero plans.

At Cisco Live US, the vendor highlighted advancing sustainability and products

During Cisco Live US 2023, Cisco's flagship global event, the company highlighted its culture of advancing sustainability, along with some critical new product announcements. These reflected the company's purpose: Powering an Inclusive Future for All.

Data centers are responsible for significant energy consumption and costs, with the International Energy Agency (IEA) estimating that 1 percent of all global electricity is used by data centers.⁵ According to IDC's Datacenter Operations and Sustainability Survey, energy consumption, in fact, can represent up to 30 percent of



Abdelilah Nejari Managing Director for Gulf region at Cisco

data center costs. So, optimizing energy usage should be a major concern for forward-looking

organizations.

The buildings and construction sector accounts for over 34 percent of energy demand, and around 37 percent of energy and process-related CO₂ emissions. This includes both operational emissions, which come from energy use for heating, cooling, lighting, and appliances, as well as embodied emissions, which come from the construction materials and processes.

Overall, new Cisco equipment is designed from the ground up with energy efficiency as a priority. Energy management continues to be a big part of Cisco's long-standing focus on sustainability, along with its goal to reach net-zero greenhouse gas emissions across its value chain by 2040.

UAE online searches for electric vehicles soars 60% in IH2023 says CARS24



The move to electric mobility is gathering pace among UAE motorists according to a new report from CARS24, which showed online searches for electric vehicles in the first half of 2023 have soared 60% compared with H2 of 2022. The CARS24 Used Car Market Insights H1 2023 Report shows that electric vehicles currently make up just over 1% of the UAE car market, but the switch to electric is clearly becoming a popular option with car buyers with the rapid rise in searches.

The movement aligns with the UAE's drive towards electric

mobility. Dubai recently announced plans to grow its electric charging station network by 170% by 2025, from the current 370 to more than 1,000. A report by Arthur D Little ranks the UAE 8th on the global readiness scale for electric mobility, while the improving infrastructure and rising fuel prices have contributed to a rise in the number of drivers considering purchasing an EV.

Meanwhile, the CARS24 H1 report also underlines the strength of the UAE used car market and increasing popularity of pre-owned vehicles. According to the report, for every new

car sold in the UAE, three pre-owned vehicles are purchased. Additionally, UAE's increasing population, which is now around 10.2 million people, has increased demand for vehicles.

Subsequently, there has also been strong growth in the pre-owned car market, particularly among millennial car buyers (aged 25-44). Buyers within this segment have increased 20% in the first half of H1 compared with the second half of 2022.

There is a rising awareness among young consumers about the associated costs of owning a new car, with budget and trust in the auto retailer among key considerations when looking at pre-owned cars.

The CARS24 report also revealed a rise in the number of female drivers interested in buying a pre-owned car. In the first half of 2023, the number of female buyers on the CARS24 platform rose by 15%, compared with a 13% rise in male buyers.

Danzas, DHL, EnviroServe partner to introduce electric vehicle battery recycling in UAE

DHL Global Forwarding, the market leader in freight forwarding and logistics, and EnviroServe, the largest e-waste recycling company in the Middle East and Africa region, jointly announced their collaboration to revolutionize electric vehicle battery recycling solutions. This groundbreaking partnership aims to establish a circular economy model for EV batteries, maximizing resource efficiency and minimizing waste generation. Danzas AEI Emirates LLC, the joint venture between DHL Global Forwarding and Al



Tayer Group, will take the lead on this partnership.

The combined expertise of both companies will maximize resource efficiency and minimize the environmental impact associated with EV battery waste. As the region's first-ever EV and battery logistics hub, DHL EV Centre of Excellence will help enable the circular flow of EV batteries, in collecting used products for recovery, linking markets, and providing transparency across the

circular value chain. EnviroServe's extensive experience in EV battery recycling will employ advanced processes to extract valuable materials from spent EV batteries, such as lithium, cobalt, nickel, and other rare earth metals, which can then be reused as raw materials in future production cycles. This collaboration represents a significant step forward in achieving a greener and more sustainable future for the electric vehicle industry in MEA.

Dubai Islamic Bank selects IBM Consulting to accelerate its data transformation journey



Dubai Islamic Bank has chosen IBM Consulting as its services provider to accelerate its data transformation journey and help the bank to build a robust foundation and data roadmap required to support DIB's vision of becoming the most progressive

Islamic financial institution in the world.

IBM Consulting is implementing a design-led, data-driven approach for DIB by leveraging the IBM Garage, a proven, collaborative method to help clients accelerate digital

transformation. By facilitating accelerated innovation, providing access to specialized skills and cutting-edge technologies, DIB will unlock multiple use cases while ensuring regulatory compliance. IBM and DIB have also built a customer journey analytics engine to serve as foundation for AI and Machine Learning models. Designed to support customer retention and allow more personalized offers to its customers, these models will also allow DIB to deliver enhanced digital services to its customers across different channels.

Dubai Islamic Bank's dedication to innovation and economic growth has solidified its position as a leading and growing financial institution in the region. DIB's commitment aligns seamlessly with the UAE leadership's vision of a world-leading digital economy.

Astana City signs MoU with Abu Dhabi based Presight for smart solutions in traffic, utility, energy

The Astana City Administration in Kazakhstan recently signed a Memorandum of Understanding (MoU) with Presight, the region's leading big data analytics company powered by artificial intelligence and based in Abu Dhabi, UAE.

Aimed at contributing to Astana's development as a thriving hub of innovation and economic prosperity, the MoU was signed between Erlan Bekmurzayev, Deputy Mayor of Astana and Thomas Pramotedham, CEO of Presight during the Forum of Mayors that took place as part of Astana's 25th anniversary celebrations.

Under the agreement, the Astana City Administration and Presight will work closely together and leverage advanced digital technologies to further



Left to Right Thomas Pramotedham
CEO of Presight Erlan Bekmurzayev
Deputy Mayor of Astana

the dialogue in city environment digitalization, focusing on key areas such as smart traffic management, smart city utility management, and smart energy management.

Presight's smart city solutions empowers governments, city planners and local municipality administrators with big data analytics capabilities to improve the services offered to residents.

These include tourist journey and spend analytics, healthcare digitization, city-wide traffic optimization and retail insights.

Presight has previously had success in deploying similar smart city solutions as the smart city solutions provider for Expo 2020 Dubai. Larger in size than the Principality of Monaco, the Vatican City or Disneyland Resort in California, Expo 2020 Dubai witnessed more than 120,000 visitors and over 6,500 vehicles every day. The integration of Presight smart sensors, video analytics, big data, digital twins, and AI capabilities – all seamlessly deployed on a secure cloud infrastructure – helped Expo 2020 Dubai achieve operational intelligence success and set a benchmark for smart city management.

DUBAL Holding and Thailand based Oriental Copper to invest AED 150M for manufacturing plant

DUBAL Holding, the investment arm of Dubai Government in the commodities, mining, power, energy, and industrial sectors, signed a Memorandum of Understanding with Oriental Copper, a leading manufacturer of high conductivity copper products in Thailand, to manufacture high-quality copper products in the UAE. The MoU was signed by Ahmad Hamad Bin Fahad, CEO of DUBAL Holding LLC, and Tuang-Hong Thiptarangoon, President of Oriental Copper Co., Ltd., during a ceremony in the presence of representatives from both sides.

This partnership aligns with the MENA region's goal of shifting away from the heavy reliance on copper imports and meeting the growing demand for downstream copper products. A significant step towards import substitution, this



partnership aims to manufacture high-quality copper products including ETP and oxygen-free copper bus bars, profiles, strips, sheets, tapes, alloys, and magnet wires through a production unit with an installed capacity of 30,000 MT of copper processing per annum.

Under this MoU, DUBAL Holding will provide assistance with local resources, in addition to being a co-investor, while Oriental Copper will contribute its

extensive technical, operational, and market expertise. This joint venture will further boost the regional economy and provide employment opportunities for around 700 individuals at a local level.

As part of the MoU, both parties will invest a capital expenditure (Capex) of about AED 150 million. The production unit will utilise innovative techniques including hot extrusion methods and conform processes.

etisalat by e& launches business solutions for startups and micro establishments



etisalat by e& announced launch of its new tailored business solutions for startup and micro businesses. The innovative solutions have been specifically designed to provide comprehensive services and support for small businesses based on their unique requirements. etisalat by e&'s tailored solution packages offer the best solutions that meet the specific needs of various business categories, with customers having the flexibility

to customise their plans by adding additional services and add-ons based on their business requirements. As part of the company's commitment to continuous improvement, there are plans to expand the range of solution categories in the future. The expansion will ensure that businesses from diverse industries have access to tailored support and guidance, further enhancing their chances of success in an ever-evolving marketplace.

The main plan includes 4G, 5G Internet with unlimited data, a 4G, 5G router, a UCaaS voice line, and 100 flexi minutes bundled. Additionally, customers can select from a range of add-ons, such as Microsoft 365, a domain name, an eStore, website design and support, two cameras and a network video recorder (hardware only), payments essential, managed signage, payments premium, VAT registration, and filing, among others.

Saudi based ACWA Power signs MoU to receive land for 10 GW wind project in Egypt



ACWA Power, a Saudi-listed company and the world's largest private water desalination company, the first mover into green hydrogen, and a leader in energy transition, signed a memorandum of understanding with the New and Renewable Energy Authority to allocate land

for a 10 GW wind project in Egypt.

The agreement was signed at the headquarters of the Council of Ministers in the new city of El Alamein, between Dr. Mohamed El Khayat, Chairman of NREA, and Eng. Hassan Amin, Country Director – Egypt, ACWA Power. The signing ceremony took

place in the presence of the H.E. Dr. Moustafa Madbouly, Prime Minister of Egypt; H.E. Dr. Mohamed Shaker, the Egyptian Minister of Electricity; Mr. Mazyad bin Muhammad Al-Huwaishan, Consul General of Saudi Arabia in Alexandria, Eng. Sabah Mashaly, Chairman of EETC; and Marco Arcelli, CEO, ACWA Power. This MoU marks the next step in the development of this large-scale renewable energy facility.

The MoU allocates approximately 3,000 square kilometres of land west of Sohag, an urban centre, for the project. The wind project is expected to generate around 50 thousand gigawatt-hours of clean energy annually, providing electricity to around 11 million households and mitigating the impact of 25.5 million tonnes of carbon emissions each year.

Mubadala Energy, Abu Dhabi Future Energy Company, to explore energy transition

Mubadala Energy, the Abu Dhabi-based international energy company and the Abu Dhabi Future Energy Company, Masdar have entered into an agreement to explore and potentially engage in opportunities relating to decarbonization and energy transition initiatives.

The partnership will see both companies jointly explore collaborations that leverage Mubadala Energy's deep technical capabilities across its operated and non-operated portfolio, together with Masdar's world-leading expertise in decarbonization and energy transition technologies.

With a focus on Mubadala Energy's core regions, including the Middle East and North Africa (MENA) and Southeast Asia (SEA), and with the option



of exploring other regions of mutual interest, the partnership will cover a range of synergistic areas. This includes technical solutions to decarbonize or improve the energy efficiency of upstream oil and gas assets, potential joint investments in value-accretive new energy and lower carbon projects, and collaboration on emissions management initiatives.

Masdar, the UAE's clean energy powerhouse, has been actively developing cutting-edge

programs in support of global decarbonization efforts, in areas like green hydrogen, investing and innovating in renewable energy since 2006. It is committed to advancing the UAE's net-zero journey and creating value for Abu Dhabi by diversifying the economy.

With a portfolio spanning 11 countries, including a significant operated positions in Southeast Asia, and investments across the Middle East, North Africa and South Asia, Mubadala Energy is actively pursuing growth opportunities while supporting the energy transition and energy security priorities of host governments. The company's strategic pivot announced last year has also seen a renewed effort to expand across the gas value chain and into new energy sectors, with this agreement providing further momentum to these efforts.



LEVERAGING THE BEST FOR OPTIMAL PERFORMANCE AND FLEXIBILITY

The customers of Nutanix continue to recognize the benefits of Hybrid Cloud in terms of its scalability, flexibility, and cost effectiveness.

As per the global findings of Nutanix's fifth global Enterprise Cloud Index (ECI) survey and research report, the majority (60%) of IT teams leverage more than one IT infrastructure, whether it is a mix of private and public Clouds, multiple public Clouds, or an on-premises datacentre along with a hosted datacentre. That number is expected to grow to nearly three quarters (74%) in the near future. However, this leads to challenges and 94% say they'd benefit from having a single place to manage applications and data across diverse environments.

In the Middle East and Africa region, there is certainly growing momentum in the Cloud space. According to Business Market Insights' research,

the Middle East & Africa Cloud computing market was valued at US\$ 17,813.65 million in 2022 and is expected to reach US\$ 54,235.27 million by 2028, registering an annual growth rate of 20.4% from 2022 to 2028.

LEADING CLOUD TRENDS IN THE MIDDLE EAST & AFRICA REGION

When it comes to hybrid Cloud adoption in the MEA region, although there are no research figures for the overall region, Nutanix's Saudi findings from its latest Enterprise Cloud Index (ECI) survey throw up some interesting facts that might represent the larger region. Less than half of Saudi companies (45%) currently use multiple IT modes. This is substantially lower than the

**SAMMY ZOGLAMI**Senior Vice President EMEA
Nutanix

It is important to mention that there are macro factors at play here, when it comes to, not just technology, but overall business challenges.



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GROWING CHALLENGES IN CLOUD/HYBRID CLOUD ADOPTION

It is important to mention that there are macro factors at play here, when it comes to, not just technology, but overall business challenges. We have a looming recession, the war in Europe, oil prices, etc. These factors are posing challenges for businesses already.

With regards to hybrid cloud adoption, there are still concerns around security, data sovereignty and most importantly skill shortage. I've outlined some of the main challenges below:

- **IT Complexity:** Hybrid Cloud can increase IT complexity in terms of a number of vendors, more support needs, more IT personnel/teams.
- **Security** – 66% of IT professionals consider security to be a major challenge to Cloud adoption.

The reality is that public Cloud service providers invest far more in their security than any individual company or government department ever could. A move to the Cloud doesn't decrease security – it increases it. Overcoming this challenge is less about new security infrastructure and more about a cultural shift.

- **Vendor lock in** – Vendor lock-in remains a serious concern for many companies. The worry is that once all systems have been moved to the Cloud, the company will be bound to the same vendor even if their prices increase. This is especially relevant given the steadily decreasing costs of Cloud services globally.
- **Skills Gap** – One of the most pressing challenges to Cloud adoption is a skills gap. How can a company move to the Cloud if it doesn't have the right people to make it happen? In a 2020 PwC CEO Survey, 77% of CEOs were worried about the availability of key skills.

TOWARDS A SUCCESSFUL ROLLOUT OF A HYBRID CLOUD STRATEGY

Hybrid cloud strategies are fundamental for digital transformation as well as accelerating and sustaining growth. Businesses that accelerated quickly to the public Cloud, are now realizing that it is not a one-size fits all scenario and that they may need to re-think and re-structure where they run their applications and workloads.

At the end, you must find a cloud balance in a hybrid Cloud world. Choice and simplicity will be the key factors for businesses. You will need:

KEY**TAKEAWAYS**

- With regards to hybrid cloud adoption, there are still concerns around security, data sovereignty and most importantly skill shortage.
- Vendor lock-in remains a serious concern for many companies.
- Hybrid cloud strategies are fundamental for digital transformation as well as accelerating and sustaining growth.
- With over 23,000 customers worldwide Nutanix built the trust and transformed some of the most significant business across the region.

1. **To be Agile and secure:** Take your time choosing your Cloud provider, and avoid a vendor lock-in. Avoid the need to re-platform, and determine which workloads belong in the public Cloud and which belong closer to home.
2. **Empower your employees:** It is never too soon to educate and build on the skills set of today (not the future). Consider building a talent enablement program (TEP) which is designed to promote and develop necessary skills. This program can help you define skills the organization needs and improve recruiting efforts. You need to find creative ways to bridge the gap.
3. **Limit your re-factoring of applications:** There is no need to re-invent the wheel, and in this case, it is a very costly and time-consuming endeavour to re-factor applications for the public Cloud. Use the time again to determine which legacy applications should remain on-premise, and which potentially newer applications can be built for the Cloud.

LEADING THE MARKET FOR SO MANY YEARS

For many years Nutanix has been known as the leader in the HCI and legacy data center modernization space. However, today we are one of the only vendors that can do hybrid Cloud - PERIOD. Nutanix is the only player that can deliver ONE platform to run an organization's apps and manage data. Aside from this our key strengths and USPs are:

1. **Data Centricity:** Our origins are as a data centric

company - whether it's offering all storage types from objects to files, offering the best performance for cost, ease of data mobility, and finally, security/governance. Hybrid cloud today is more data centric than apps, with a focus largely on data tiering, disaster recovery, and backups as the prominent use cases.

2. **The Power of Simplicity:** Our simplicity and ease of use have been hallmarks of why customers appreciate us - they simply love the 1-click simplicity we bring to all things complex.
3. **Freedom of Choice:** We are the antidote to vendor lock in. We give freedom to our customers to choose which hypervisor, which hardware, and which Cloud they want to use. Our belief is choice of everything.
4. **Customer Experience:** We pride ourselves on this USP the most. We have consistently had a Net Promoter Score (NPS) above 90 for over 7 years and have had a 97% customer satisfaction rate. We are obsessed with customer success, and it is evident in every interaction with our customers across all functions of the company.

With over 23,000 customers worldwide we have built the trust and transformed some of the most significant business across the region.

Nutanix partners with leaders and innovators across major technology categories, enabling our partners to leverage over 700+ ecosystem vendors and provide delightful experience for the multi-product solutions our customers are looking to build ■



Six Senses Southern Dunes, part of Saudi Arabia's Red Sea Project, appoints Fredrik Blomqvist

Six Senses Southern Dunes, the first property set to open in Saudi Arabia's Red Sea Project, will open its doors late 2023 with General Manager Fredrik Blomqvist at the helm. Native of Sweden and a graduate of the International Hotel Management Institute in Lucerne, Switzerland, Fredrik brings more than 2 decades of luxury Hotel experience. Before joining Six Senses Southern Dunes, Fredrik worked with Four Seasons Hotels and Resorts for 16+ years across the globe including Ireland, USA, China, Thailand, Indonesia and India. Nestled between Umluj and Al Wajh, among golden shimmering dunes, volcanic rocks and mountain ranges, the resort is the first in Saudi Arabia to fully run on solar energy. Reflecting the rich heritage of Saudi Arabia, every corner of Six Senses Southern Dunes embodies an artistic expression that pays tribute to the country's cultural roots.



Sarah Hammond appointed as Director Sales and Marketing at Anantara Mina Al Arab RAK

Minor Hotels, a hotel owner, operator and investor, currently with a portfolio of 530 hotels and resorts in 56 countries across Asia Pacific, the Middle East, Europe, the Americas, Africa and the Indian Ocean, announces the appointment of Sarah Hammond as Director of Sales and Marketing at Anantara Mina al Arab Ras Al Khaimah Resort beginning July 2023.

Sarah brings more than two decades of experience working with luxury hotels in the UAE, Indian Ocean, and properties around the world. She is a highly motivated and skilled leader with a proven track record in driving results through strategy, dedication, and communication at the highest level of the hospitality industry.

As Director of Sales & Marketing for Anantara Mina Al Arab Ras Al Khaimah Resort, which is scheduled to launch in Q4 this year, Sarah will bring her extensive experience, expertise, and natural flair for sales and marketing to ensure the success of the new resort which will bring Maldivian-style overwater villas and tranquil elegance to the coast of the Arabian Gulf.



Emerson elevates Mathias Schinzel as new President for Middle East and Africa region

Emerson has appointed Mathias Schinzel as the new president for its Middle East and Africa region. He has been with the company for 26 years, most recently as Vice President for the DACH, Germany, Austria and Switzerland region in Europe. Schinzel will collaborate with Emerson's global sales leadership team to continue to grow the company's business in the MEA region.

Schinzel joined Emerson in 1997 and has held key leadership positions in the United States, Asia Pacific and Europe. He also served as the chief financial officer for both the Emerson Automation Solutions Europe business as well as the global isolation valves business.

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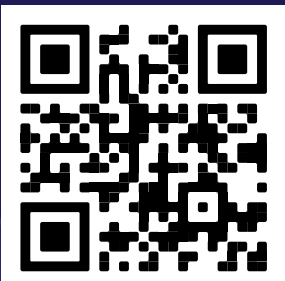


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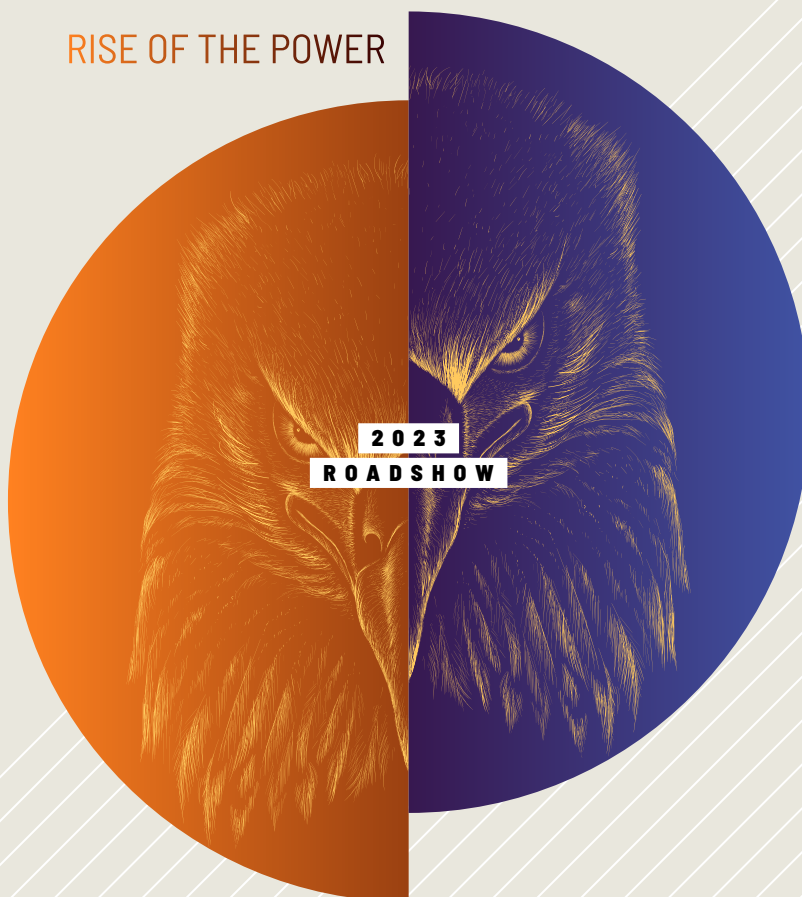
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