Business Transformation is today's mantra for business survival.
The pandemic has thrown into the centre stage, the necessity to adopt digital technologies and transform a business. Digital and business transformation are no longer just buzz words but the essence of a framework that ensures a business can survive through the next but inevitable disruptions.

While many surveys point to mixed opinions about the benefits and necessity of having remote work as an option for workers, moving to a hybrid mode of working seems inevitable for many global businesses.

In this decade we will see a host of new challenges that are likely to disrupt business, making it necessary for enterprises to ensure they have invested, prepared and mastered business continuity, agility, scalability, and hybrid modes of working, amongst others.

Climate change is already ravaging vast swathes of geographies, increasing the costs for government to maintain and provide the basic standards of living and in many cases increasing the failure to provide this. Industrial and commercial cyber security attacks, geopolitical tensions, civil unrest, are likely to disrupt everyday business, commerce, and global routes of supply and delivery.

Businesses will need to be far more intelligent, agile and robust in this decade to survive and deliver to their shareholders, workers and to the social community.
Launched by GEC Media in 2018, the goals and purpose of Business Transformation are more relevant today than they were when the brand was first launched. Today, Business Transformation is a content portal, publication, event organiser, and event partner, amongst others, launched with the objective of partnering with businesses, consultants and technology vendors to enable the process of digital transformation and business restructuring for the digital age.

The primary focus of Business Transformation is to showcase how business success can be enabled when organisations are ready to rebuild themselves using digital technology platforms. Digital technologies are transforming applications and user experience making them ubiquitous for any device and any user, anywhere.

Organisations have little choice but to transform their structures, culture and job roles to enable this transformation to take place and allow business models to move to the next higher level of customer engagement. As a repository of content, Business Transformation is focused on showcasing the full stack of milestones along the road of organisational transformation.

Inside the print and digital edition some of the key sections include Opinion, Industry Comment, Innovation Gallery, Executive Corner, Looking Glass, Transformation Champions, Market Outlook, Research, Cover Feature, and News about Events, Partnerships, Disruption, Use Cases, Research, People, amongst others. Some of the primary categories of content used for the online web site are listed below.
Some of the primary categories of content used for the online web site are listed below.

TECHNOLOGY
3D printing
5G
Alliances
Analytics
Artificial intelligence
Augmented reality
Big data
Broadband
Business applications
Cloud
Datacentres
Industrial IoT

IoT
Industrial robots
Mobility
Networking
Open platforms
Robotic process automation
Smart City
Security
Service providers
Smart cities
Workflow

BUSINESS MANAGEMENT
Business intelligence
Change management
Customer experience
Employee productivity
New business revenue
Transforming business model
Transforming department
Transforming governments
Transforming job roles
Transforming nations
Transforming organisation
Workflow and collaboration

MARKETS
Agriculture
Banking and finance
Connected cars
Building and construction
Distribution, Logistics, Supply Chain,
Warehousing
Drones, UAV
Education
Energy
Events, entertainment, hospitality
E-vehicles
Government
Green energy
Healthcare
Homeland security
Hospitality
Manufacturing
Oil and gas
Real estate, buildings, construction
Retail
Telecom
Transportation
Utilities

COUNTRIES
Africa
Americas
Asia Pacific
Europe
Levant
Middle East
GCC
India
Turkey
UAE
Saudi Arabia
Oman
Bahrain
Kuwait
Qatar
EDITORIAL CALENDAR

Main feature

January: Building Management Systems
February: Customer experience and digital user interfaces
March: Strategies and challenges for technology decision makers
April: Technologies and use cases for industrial and consumer robots
May: Regional women entrepreneurs
June: Top executive strategies and leadership challenges

JUL
Startups and venture capital investments
Trends in farming
Transformation of organizations and managing the hybrid workforce
Trends in government
Trends in utilities and micro grids
Trends in manufacturing
Trends in warehousing
Trends in solar energy

AUG
Transformation of the transportation sector, e-vehicles, autonomous vehicles, flying taxis
Trends in aviation
Trends in retail
Trends in manufacturing
Trends in warehousing
Trends in solar energy

SEP
Top transformation champions
Transformation of the oil and gas energy sector
Trends in retail
Trends in manufacturing
Trends in warehousing
Trends in solar energy

OCT
Top disruptive events in 2022

NOV
Public and private transformation initiatives across UAE
Public and private transformation initiatives across Saudi Arabia

DEC
READERSHIP

BY COUNTRY

- UAE 20%
- Saudi Arabia 15%
- Oman 8%
- Bahrain 7%
- Kuwait 5%
- Levant 3%
- North Africa 9%
- Turkey 7%
- Europe 4%
- Americas 7%
- Asia Pacific 14%

BY MARKETS

- Hospitality 16%
- Banking 16%
- Government 10%
- Oil and gas 10%
- Healthcare 9%
- Education 7%
- Logistics 7%
- Retail 5%
- Manufacturing 5%
- Energy 5%
- Others 12%

*Homeland security, Telecom, Transportation, Utilities*
## Advertisement Tarriff

### PRINT

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### ONLINE

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### Material Specifications Advertisement
- **Dimensions (H x W in centimetres):**
  - Double Spread: 28h x 40w, 31h x 43w
  - Full Page: 28h x 19w, 31h x 22w
  - Half Page Horizontal: 12h x 19w
  - Half Page Vertical: 28h x 9w

### File Format: PDF or TIFF
- Colour Mode: CMYK
- Resolution: 300 DPI
- All advertisements must include a Colour Proof
- Electronic files may be supplied on DVD / FTP or through email

### Business Transformation
- **INNOVATIVE ADVERTISING**
  - All the price mentioned above are excluding VAT