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UNVEILS VISIONARY INSIGHTS WITH THE MIDDLE EAST IT INDUSTRY FORESIGHTS SURVEY 2024



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Welcome to the February edition of the Business Transformation Magazine! This time around, we're putting the spotlight on something pretty cool – smart cities and IoT that make our lives better. Many smart minds, like those at du, have shared their thoughts on this, so let's read through!

In the hustle and bustle of city life, we deal with the same old problems – traffic, crime, and keeping things clean. But guess what? Technology is here to rescue us with the idea of "smart cities".

So, what's the big deal about smart cities? Imagine a city where everything – from streetlights to cars – talks to each other using the Internet of Things (IoT). It's like having a superhero team making sure our city life runs smoothly.

Smart cities are all about solving old problems in new ways. Think about sensors everywhere, keeping an eye on things happening in real-time. This info helps cities quickly fix issues like traffic and crime – turning problem-solving into a high-tech art form.

But hold on! While we're excited about these cool changes, let's make sure our privacy and security are safe. Using technology wisely is key to making our cities better without messing with our rights.

Get this: by 2025, there will be a crazy 75 billion connected gadgets! From our trusty smartphones to cool wearables, everything will be talking to each other, making our lives a whole lot easier.

And here's the best part – smart cities aren't just about flashy gadgets; they're about making life better for everyone. Whether it's making healthcare better, changing transportation, or redoing education, the real magic is in sharing information.

The future is knocking, and it sounds pretty awesome!

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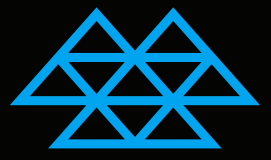
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TOWARDS AN AI DRIVEN WORLD & ECONOMY



UAE, 19TH FEBRUARY 2024



KSA, 27TH FEBRUARY 2024



MUMBAI, 9TH MARCH 2024
BANGALORE, 11TH MARCH 2024



SINGAPORE, MARCH 2024



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SIX TIPS TO PROTECT YOUR ORGANISATION FROM HOLIDAY SCAMS

Shopping is becoming more streamlined as retailers harness AI technology for personalisation, gamification and support.

With the winter holiday season fast approaching, scams targeting online shoppers will be on the rise. Attackers and bad actors will go to any lengths to get your data and hard-earned cash using techniques including phishing emails and mobile texts containing links to fake websites designed to look like legitimate brands.

All it takes is one employee or user to open an authentic-looking phishing email or text on a corporate device, click on a link to launch what's claiming to be a real-life website, and your business could be under attack from ransomware, malware, and other nasty threats that will place your organisation, network, apps, and data in danger.

So, here are six ideas to help educate and protect your organisation, and your employees and users, from attacks.

1. Remind employees and users their work devices shouldn't be used for personal business, especially shopping.
2. Schedule refresher phishing training to coincide with the upcoming holidays. Or send a reminder to employees and users not to access personal email or texts on work devices, and especially not to open unsolicited emails or texts. Or, not to click on links in any email or text. Instead, they should directly access the URL and website of the source company.
3. Point out that, even if a website, text, or ad may look legitimate and be encrypted—with the little padlock in the URL address—it may be a route to a phishing website. They shouldn't provide any credentials, including login info, or personal or financial info on the site. Again, they should access the source company's URL and website directly.
4. Note that an email, text, or ad promoting any deal that sounds too good to be true is likely a trap. Don't click on the provided link. Always go directly to the retailer,



JAY KELLEY, SENIOR

Product Marketing Manager
-BIG-IP Security, F5

- e-commerce company, or manufacturer's website to find the item. The same goes for items that are sold out on any website but available—and only for a limited time—from a single source. Don't click that link!
5. Tell employees and users if they receive an email or text about an upcoming delivery that includes a link to track the order, says the order is lost and provides a link to trace it, or provides any other link, to not click the link but to go to the provider's web page directly and track or trace their order from there.
 6. Be wary of emails or texts from delivery services asking for credit card or other personal or financial information in order to deliver a package. Again, go to the provider's web page directly to track or trace the order.
- Unfortunately, these types of reminders and warnings may not be enough. All it takes is one employee or user to slip up and click a link, and your business can be negatively affected.

That is why it's always worth having additional layers of security in place – especially to defend what matters most: your apps, APIs, and underlying infrastructure. Organisations should also consider bot protection that can secure web and mobile apps and APIs from automated attacks, which can quickly escalate to advanced emulation of human behaviour. ■



NAVIGATING FINANCIAL HEALTH: COMMON PAIN POINTS AND SOLUTIONS FOR BUSINESSES

By Andreas Schlosser, Partner and Global Automotive Group Leader at Arthur D. Little, Philipp Seidel, Principal at Arthur D. Little Germany, and Joseph Salem, Partner and Travel and Transportation practice lead at Arthur D. Little Middle East.

Maintaining strong financial health is essential for long-term success and growth. Financial stability not only ensures a company's survival but also paves the way for prosperity. Despite its critical importance, many businesses find themselves grappling with several financial challenges. From cash flow fluctuations and debt management to budgeting intricacies and late payments, these obstacles can pose serious threats to a company's well-being. In fact, a U.S. Bank study, revealed that a staggering 82% of businesses that failed cited cash flow problems as a factor in their failure.

With companies in the Middle East currently shifting from a 'stabilise and survive' focus to a 'recovery and growth' one, let's delve into these common financial pain points, examine their far-reaching impacts, and understand the actionable solutions to navigate through these turbulent waters.

COMMON FINANCIAL PAIN POINTS & THEIR IMPACT

Financial pain points are not mere inconveniences; they have tangible repercussions on a company's growth, sustainability, and profitability:

Cash Flow Crunch: Cash flow is the lifeblood of



ARMIN MORADI,
Co-founder and CEO at Qashio

any business, and insufficient liquidity can cripple even the most promising ventures. The ebb and flow of cash can be unpredictable, leading to tight spots and missed opportunities. Without effective expense management systems, managing this crucial aspect can be challenging, particularly for SMEs. According to a study by QuickBooks, 61% of small businesses face cash flow problems, and 32% have been unable to pay their vendors, employees, or themselves due to cash flow issues. This can hinder investment in expansion, hiring, or innovation, stifling growth opportunities.

Debt Dilemmas: Debt can be a useful tool for growth, but excessive or mismanaged debt can lead to a financial dilemma. As many companies juggle multiple loans, high-interest rates, and varying payment schedules & terms, this can quickly turn into a nightmare, stifling business growth. Excessive debt can lead to higher interest payments, reducing profitability. Moreover, the constant pressure of servicing debt can hinder the pursuit of strategic initiatives, such as product development or market expansion.

Budgeting Battles: Budgeting is the roadmap for financial stability, yet many businesses struggle to create and stick to budgets. The complex interplay of revenue and expenses can lead to overspending or insufficient allocation of resources, putting the company's financial goals at risk. This can result in reduced profitability, missed opportunities, and difficulty

in weathering economic downturns.

Late Payment Predicament: Late payments from clients or customers can disrupt cash flow, causing cash reserves to dwindle and operational challenges to arise. The arduous process of chasing overdue payments can strain relationships and divert valuable time and resources. Late payments can damage relationships with suppliers and contractors, leading to strained partnerships. Additionally, the time and effort spent on chasing overdue payments could be better utilized for business growth.

SOLUTIONS AND BEST PRACTICES

To navigate these financial pain points, businesses can adopt proactive strategies and best practices:

Cash Flow: Implementing efficient invoicing and payment collection processes is key to ensuring a steady stream of income. Additionally, considering the use of cash flow management tools like Qashio can provide real-time insights and forecasts to anticipate and navigate fluctuations. It's also wise to maintain a financial buffer for emergencies, which can act as a safety net during unforeseen challenges.

Debt Management: Businesses can benefit from consolidating high-interest debts whenever possible, reducing interest costs and simplifying repayment. Negotiating favorable terms with creditors can alleviate some of the financial burden, while developing a robust debt repayment plan ensures a structured approach to becoming debt-free. ■



FOUR WAYS AI WILL CHANGE THE FUTURE OF SOCIETY

The uses of technology and AI for business are endless and fascinating, but when you zoom out, what are the real implications for society? Here's how some of Salesforce's top minds see 2024 playing out.

1. AI WILL BE USED AS A FORCE FOR GOOD, BUT ONLY WITH EQUITABLE ACCESS.

"AI presents a massive and exciting opportunity for purpose-driven organizations to better serve their communities – but adopting this technology will require funding and expertise



Suzanne DiBianca, EVP ESG/Sustainability and Chief Impact Officer, Salesforce

that many resource-constrained organizations lack. This will be a critical new endeavor for the philanthropic community: ensuring equitable access to AI for the nonprofits that are tackling the world's toughest social and environmental challenges." – Becky Ferguson, CEO, Salesforce Foundation, and SVP of Philanthropy, Salesforce

2. HEALTHCARE WILL BEGIN A ONCE-IN-A-LIFETIME TRANSFORMATION THANKS TO GENERATIVE AI.

"The U.S. alone spends \$3.7 trillion on healthcare, which equates to \$1 trillion in administrative waste. With this in mind, my prediction is that generative AI will transform healthcare, fundamentally changing the cost trajectory of the industry. The technology

will be used to create efficiencies in claim management and summarization, turn unstructured data into insights and spot patterns to predict at-risk patients, and create new diagnosis and prevention checkpoints." – Amit Khanna, SVP & GM, Health & Life Sciences, Salesforce

3. AI WILL HELP FIGHT THE CLIMATE CRISIS.

"2023 has been a frightening year for our planet. And yet, we have promising AI-powered solutions for both climate change mitigation and climate adaptation. WeaveGrid deploys machine learning to optimally orchestrate EV charging for utilities, automakers, and drivers, while Pano AI uses AI to detect wildfires earlier."

– Claudine Emeott, Partner, Salesforce Ventures

4. SUSTAINABILITY REPORTING STANDARDS WILL GROW UP — AND AI WILL BE A KEY PART OF THE PROCESS.

"Companies will increasingly face a global web of more rigorous standards due to new climate-related reporting requirements — from the recently passed SB 253 in California to the upcoming SEC climate disclosure rule to the EU's Corporate Sustainability Reporting Directive. AI will be a crucial tool to help businesses meet these standards while reducing the burden of sustainability reporting."

– Suzanne DiBianca, EVP and Chief Impact Officer, Salesforce. ■

CAAS RESEARCH UNVEILS VISIONARY INSIGHTS WITH THE MIDDLE EAST IT INDUSTRY FORESIGHTS SURVEY 2024



UAE, JANUARY 29, 2024 –CAAS Research, a globally recognized research powerhouse, proudly presented the outcomes of its expansive survey, offering a panoramic view of the current state and future trajectory of the Middle East's IT industry. The readout event was held at the DIFC Academy in the presence of more than 50 Industry leaders, CIOs and technology strategists in the region.

The survey stands as a pivotal resource, providing deep insights into the intricate blend of economic landscapes and cultural diversity that defines the region.

The Middle East has firmly established itself as a dynamic nucleus for technological advancements, with nations harnessing IT as a catalyst for economic diversification,

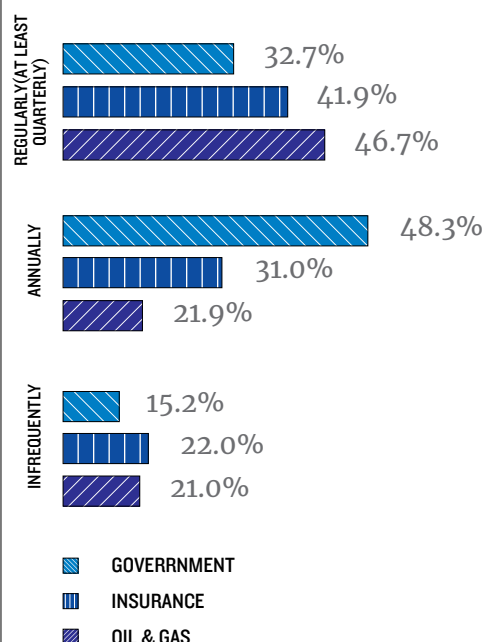
innovation, and societal progress. CAAS Research, through its latest survey, played a pivotal role in unraveling the ongoing IT evolution in Middle Eastern countries.

"At CaaS, leading change in the industry is not just a duty; it's a commitment. The Middle East IT Industry 2024 Foresight Survey is our pragmatic offering, a result of hands-on collaboration with CIOs. It's not about predictions; it's about practical insights for navigating the IT landscape. I welcome you to join us in making strategic decisions that shape success in the digital era – a journey we embark upon together, grounded in simplicity and industry leadership." Venki Mahadevan, Founding Board Member, IamCaaS.

Differentiating itself from conventional research methodologies, CAAS Research forged a unique alliance with Chief Information



CLOUD INFRASTRUCTURE REVIEW AND UPDATE TO OPTIMIZE COSTS AND PERFORMANCE



Officers (CIOs) globally. This collaborative effort not only enriched the understanding of the complex technological landscape but also provided a strategic edge in crafting insightful analyses. The partnership with CIOs allowed CAAS Research to delve into challenges and emerging trends, offering a depth of understanding and foresight unparalleled in the realm of research and analysis.

"Our goal with the Middle

East IT Industry 2024 Foresight Survey was to provide organizations with a roadmap for navigating the rapidly evolving IT landscape in the region," stated Jayakumar Mohanachandran, Chief Research Officer at CAAS. "Our collaboration with CIOs gave us a distinctive advantage, ensuring that our clients received cutting-edge, well-informed insights for strategic decision-making."

Leveraging a comprehensive

range of qualitative and quantitative data, including proprietary insights, CAAS Research's relentless pursuit of knowledge ensured trustworthy and unparalleled research. The firm upheld transparency and consistency through structured methodologies, publicly available and adhering to the highest standards of unbiased research.

This groundbreaking research not only benefited clients but also extended its



EVENT HIGHLIGHTS

- Chi Ngwube, Director, KPMG Lower Gulf Limited, discussed “Crafting the Future: The Impact of Tech Leaders on Tomorrow’s Landscape.”
- An expert panel explored ICT industry trends and 2024 predictions, featuring esteemed panelists Basil Ayass (META Sales Lead, Public Sector at Google Cloud), Ali Kontar (Founder and CEO, Zero&One), Charbel Zreiby (Channel PreSales Director - MERT, DELL Technologies), Sandra Reivik (Head of AI Development), and Gopan Sivasankaran (General Manager, META SecureWorks).
- Dharshana Kosgalage, Senior Vice President – Redington, provided insights into the Technology Landscape in MEA.
- Jayakumar Mohanachandran, Chief Research Officer, introduced the RaaS Middle East IT Industry Foresight Survey.
- The event concluded with a fireside chat between Venkatesh Mahadevan, Founding Member, CAAS, and Sanjeev Walia, President, Spire Solutions

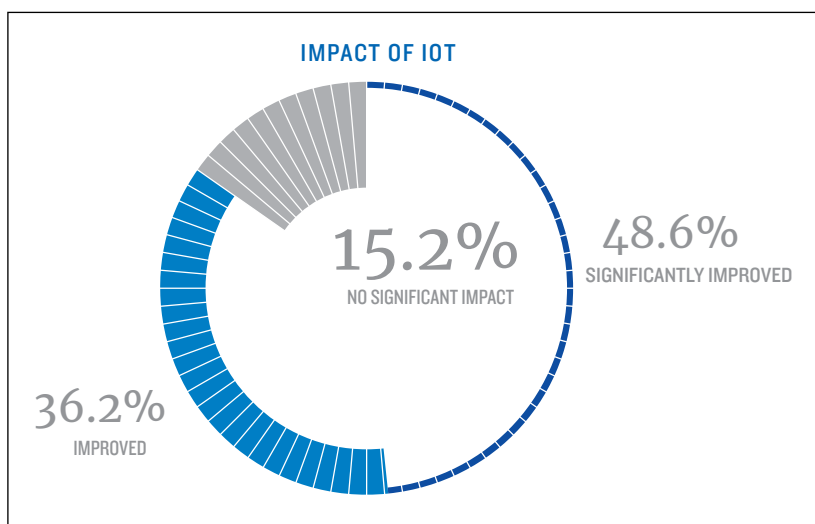
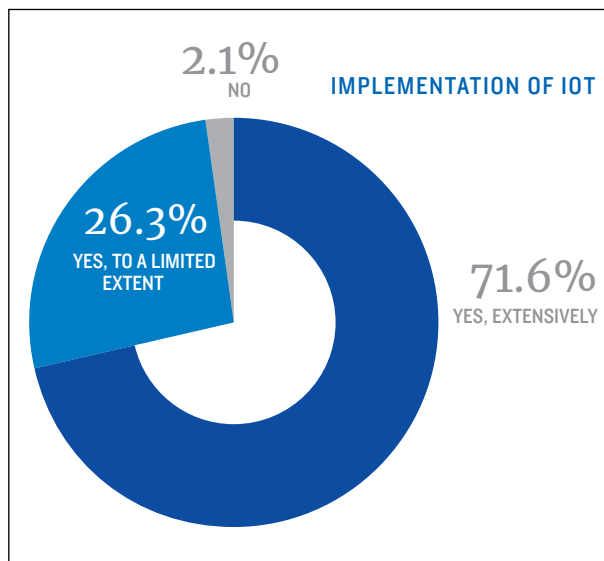
value to partners, vendors, and end customers. The insights generated empowered stakeholders across the board, facilitating well-informed decisions and strategic planning.

The survey covered a spectrum of topics, including the adoption of emerging technologies, the impact of IT on economic diversification, and the role of innovation in shaping the future of the Middle East. CAAS Research aimed to empower organizations seeking a competitive advantage by providing in-depth analyses and actionable foresight.

As the Middle East entered a new era of technological transformation, CAAS Research emerged as a trusted partner for organizations steering the evolving IT landscape. The Middle East IT Industry 2024 Foresight Survey is now available, offering valuable insights and foresight for decision-makers in the region.

“Our collaboration with CAAS Research for a recent solution launch and market study marks a powerful synergy of innovation and insights,” says Sanjeev Walia, President, Spire Solutions. “As we embark on this transformative journey, we eagerly anticipate future collaborations. The CAAS Research team demonstrate radical prowess in getting the right audience for research, emerging as a powerhouse propelled by the very essence of our end customers. Together, we are shaping the future of disruptive solutions with an unwavering commitment to excellence.”

CAAS Research also unveiled the distinguished members of the 2024 Middle East IT Industry Research Council, a group comprising influential leaders in technology and innovation. These esteemed individuals represent a diverse array of organizations and play pivotal roles in steering the course of IT development



Leading Holding Company
Saudi Arabia

- Qasim Nadeem Sr. IT Manager Leading Solution Provider Saudi Arabia
- Samit Jha Group Head, IT Leading Oil & Gas Organization UAE
- Tushar Vartak Director IT Risk, Fraud Prevention & Detection Leading Banking Organization UAE
- Ahmed Shawky Regional Director, IT (MEA) Leading Hospitality Organization UAE

across the Middle East.

- Mohammed Mahnashi CIO/CTO Leading Educational Organization Saudi Arabia
- Dr. Salim Al-Suhaili Director, AI & Advanced Tech Government Oman
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- Chander Raina Head, IT&T Leading Hospitality Organization Qatar
- Jacob Mathew Head, IT Government UAE
- Aamir Khan Head,

Platform Services

Leading Manufacturing Organization United Kingdom

- Sheeba Hasnain Sr. PMO & Digital Transformation Specialist Government UAE
- Nagi Reddy Bomareddy IT Manager Leading Manufacturing Organization Qatar
- Abdus Salam Head, Business Continuity Management Leading Banking Organization Qatar
- Aamir Khalid Pirzada CIO/CTO Leading Manufacturing Company Saudi Arabia
- Davender Manral CIO

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<https://www.iamcaas.com/foresightsurvey/>
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ABOUT CAAS RESEARCH:

CAAS Research is committed to providing unparalleled value through unbiased and technically informed insights. With a unique approach marked by collaboration with Chief Information Officers (CIOs) worldwide, CAAS Research stands as a trusted partner for organisations seeking a competitive advantage through cutting-edge decision-making. ■

Samsung announces integration with Tesla connecting SmartThings Energy to Tesla products

Samsung Electronics announced that it has established a service integration with Tesla, to be showcased at CES 2024, that will connect SmartThings Energy to Tesla products such as Powerwall home battery, Solar Inverter, Wall Connector charging solutions and electric vehicles. Made possible through Tesla's open APIs, this collaboration will result in the further expansion of SmartThings Energy's already-comprehensive level of connectivity and contribute to Samsung's ultimate goal of enabling more convenient, seamless home experiences for consumers. "Tesla Energy's customers can now manage and monitor the power status



of their homes through SmartThings Energy and Samsung devices in addition to the Tesla app, ensuring more access and connectivity," said Chanwoo Park, EVP and Head of IoT Development Team of Device Platform Center at Samsung Electronics. "This new

collaboration is a key milestone for Samsung Electronics in making our solution more widely available beyond home appliances."

The key consumer benefit of Samsung's collaboration with Tesla allows SmartThings Energy to connect to Tesla Powerwall, Solar Inverter, Wall Connector charging and EVs, allowing SmartThings Energy to display information relating to users' energy production, storage and usage. Additionally, consumers will be able to better prepare for power disruptions and outages through SmartThings Energy's ability to sync with the Tesla app's Powerwall "Storm Watch" function.

ICAEW delivers workshop at Heriot-Watt University to champion nature-positive action

Recognising the urgency of integrating nature into business strategy, ICAEW delivered a nature reporting workshop in Dubai during Heriot-Watt University's Climate Hub event. Held in December on the sidelines of COP28, the session equipped finance professionals with the knowledge and tools to champion nature-positive action within their organisations and protect the planet's finite resources.

According to ICAEW, nature is no longer a peripheral concern, it's a foundation for economic prosperity. With over half of global GDP tied to value chains susceptible to nature loss, ignoring these risks is no longer an option. Embracing nature reporting and building resilience to environmental challenges

offers a pathway to thriving in a nature-positive future. The workshop's core message for finance teams centered around four key actions and practical frameworks:

- **Assess:** Uncover the company's impact on nature, dependencies on crucial ecosystems, and potential risks and opportunities.
- **Commit:** Set ambitious, science-based targets with clear timelines and integrate sustainability incentives into budgetary and reward systems.
- **Transform:** Adapt decision-making processes, business models, and strategies to align with nature-positive commitments.
- **Disclose:** Foster transparency



Hanadi Khalife,
Head of Middle East, ICAEW

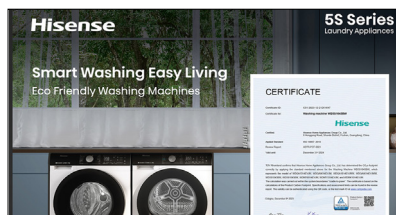
through clear and consistent reporting for investors and stakeholders, leveraging frameworks like the Taskforce on Nature-related Financial Disclosures tool

Beyond singular targets, the workshop acknowledged the complexity of nature and the interconnectedness of environmental and economic well-being.

Hisense receives carbon footprint certification for 5S Series Washer-Dryer machine division

Fresh from Dubai's successful hosting of COP 28, the president of Hisense Middle East and Africa has revealed the global consumer electronics and appliances corporation has been awarded product carbon footprint certification for its new Hisense 5S Series Washer-Dryer and Corporate Carbon Footprint (CCF) for its washing machine division.

The two prestigious awards were based on and in accordance with the ISO 14067 and ISO 14064-3 standards by TÜV Rheinland, a leading provider of technical services worldwide. In meeting and complying with ISO 14067 standards, Hisense worked with TÜV Rheinland to develop a PCF accounting boundary



encompassing raw material acquisition and pre-treatment, product manufacturing, distribution, usage, and waste recycling stages.

The carbon footprint data from the production and manufacturing stage was achieved by collecting, sorting, and verifying early-stage data from suppliers and the company itself by applying data modelling techniques. The life-cycle carbon footprint statistics for the application stage for several target exporting nations were

acquired by using product energy consumption testing standards, including the EU No 2019/2023, EN 60456:2006+A11:2020, and EN IEC 62512:2020+A11:2020, standards.

The PCF result recognises the premium 5S Series Washer-Dryer's outstanding energy-saving capability, in helping lower electricity bills and achieving environmental sustainability in energy efficiency certified at European Standard A Class. With the mission of "smart washing, easy living" the 5S Series Washer-Dryer aims to please customers through technical innovation, standards of hygiene, and ease of use, therefore improving living standards.

Bespin Global, an e& enterprise company, recognises Tadweer's digital endeavours

Bespin Global MEA, an e& enterprise company and a cloud consultancy and management firm, has recognised Tadweer, Abu Dhabi Waste Management Company, for its pioneering digital endeavours focused on advancing sustainability initiatives. The recognition was granted during a special ceremony took place at e& pavilion, as part of the 28th United Nations Climate Change Conference (COP28), held at Expo City Dubai.

The accolade, titled 'Digital Transformation Pioneer,' celebrated Tadweer—part of ADQ portfolio and the sole entity responsible for waste management in the emirate of Abu Dhabi—for spearheading



measures that also promote sustainability.

Bespin Global MEA had previously collaborated with Tadweer to facilitate its transition to cloud technology. This collaboration involved migrating Tadweer's expansive data infrastructure—comprising over 25 applications such as waste management systems, end-user applications, and various governmental interfaces—from on-premises servers to the cloud. Leveraging cloud technology, Tadweer significantly enhances

its operational efficiency, allowing for quick and flexible reactions to the market changing dynamics. This approach aligns perfectly with Tadweer's dedication to delivering superior customer satisfaction, fostering innovation, and rapidly adapting to the changing needs of its clients. This ongoing initiative showcases Tadweer's pursuit of excellence through continued modernisation and digitisation. Last year, Bespin Global entered into a joint venture agreement with e&, a global technology group, to create 'Bespin Global MEA, an e& enterprise company', a new entity that will provide public cloud services for the Middle East, Turkey, Africa, and Pakistan.

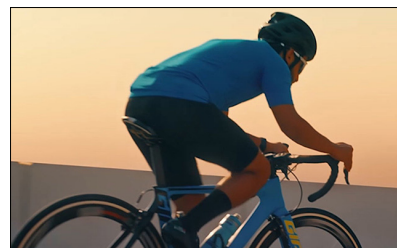
PureHealth launches second phase of regional longevity trial using biomarkers blood pressure, heart rate

PureHealth, the largest healthcare platform in the Middle East, has launched the second phase of a regional longevity trial after the initial stage showed the staggering benefits of improving biomarkers such as blood pressure and heart rate. Longevity 2.0 will be the largest longevity trial in the Middle East. It builds on Longevity 1.0, a first-of-its-kind trial that aimed to help more than 100 participants improve their health and lifespan in an intensive 90-day longevity program.

During Longevity 1.0, participants increased their projected lifespans by an average of 2.2 years due to improved biomarkers, which was achieved

through exercise and a healthier diet, under clinical supervision. At the start of the trial, lab results showed 9 participants were at risk of diabetes. By day 90, just 3 participants were classified as at risk. The level of physical activity among participants increased by 25%, with the most active group losing on average 3.5kg.

Longevity 2.0 will involve more than 3,000 participants and will focus on helping participants improve key biomarkers that are often impacted by aging. The aim is to combat common age-related diseases and extend the period of life spent in good health. Improving essential biomarkers that impact body composition, functional fitness,



cardiovascular fitness, and well-being, can enhance longevity. To improve biomarkers, people can make healthier lifestyle choices such as eating better, exercising more and avoiding smoking.

Last year, PureHealth unveiled the future of healthcare in its new vision, brand identity, and brand promise of advancing the science of longevity, which promises to help people in the UAE and across the world live longer, healthier, happier, and fuller lives.

Samsung adds medication tracker to Samsung Health mobile application

Samsung announced a new medications tracking feature that will be added to the Samsung Health app to help users manage their health more comprehensively. The new feature will help users easily keep track of both their prescription and over-the-counter medications and provide important, relevant information and tips about these medications. In particular, it can assist those who take medications regularly and those taking supplements for general well-being.

“Samsung Health aims to help people better understand and manage their health through a holistic platform by connecting devices, services and people,” said Hon Pak, Vice President and



Head of Digital Health Team, MX Business at Samsung Electronics. “With the addition of the new Medications tracking feature, we believe users will be able to more conveniently manage their medications, improve adherence, and ultimately maintain better health overall.”

Upon entering the name of a select medication into Samsung

Health, the Medications feature will provide users with detailed information that includes general descriptions as well as possible side effects, for instance, adverse reactions that could occur from drug-to-drug interactions, or if taken alongside certain food and substances such as caffeine. Users can even log the shape and color of their medications, allowing them to easily differentiate between the pills they are taking. Dosage, time of consumption and other details can also be added to avoid any potential confusion.

Users can set up alerts that remind them both when to take their medications and when they should consider refilling them.

Mastercard partners with Banking-as-a-Service digital platform, 4thWave to drive B2B payments

Mastercard has partnered with 4thWave, an innovative finance and Banking-as-a-Service digital platform provider, to streamline business-to-business payment flows. The collaboration will leverage 4thWave's advanced supply chain finance platform for managing B2B payments to benefit Mastercard's commercial customers, enabling cashflow for corporate buyers and suppliers. The partnership will strengthen the offerings available as part of Mastercard's InControl for Commercial Payments (ICCP), an industry-leading solution that helps to streamline B2B payments using unique, dynamically generated virtual account numbers to



make payments to suppliers, flexible, robust and secure. Mastercard's straight through processing (STP) will further increase virtual card account acceptance to deliver funds for approved transactions to suppliers' bank accounts. Around 72% of organizations experience strained vendor relationships due to inefficient invoice and payment processing, leading to sub-optimal supplier relationships[1]. Mastercard is creating a paradigm shift in

the B2B payments landscape, putting an end to the operational and financial challenges shaped by inefficient processes and multiple varying point-of-origin payment systems. "In line with our commitment to helping businesses worldwide transform the way they pay and get paid, we are investing in enhanced capabilities in the commercial B2B payments space. Our partnership with 4thWave, a result of our continued focus on solving for B2B accounts payable and receivables, will allow us to jointly provide enhanced value to all participants in the supply chain," said Clyde Rosanowski, Senior Vice President of Commercial Solutions, EEMEA, Mastercard.

mplus partners with Delos to improve home health and wellbeing of UAE residents

Property maintenance services provider mplus has elevated its services in partnership with Delos, a global leader in science-backed solutions for healthier indoor spaces, to improve the overall home health and wellbeing of residents in the UAE. mplus' latest service offerings will enhance air and water quality within indoor environments, utilising technologically advanced and research-based solutions that prioritise the health, efficiency, and overall comfort of occupants in properties. The newest service upgrades align with mplus' commitment to delivering the highest standards of home health and wellbeing in enclosed spaces and improving living standards across the country.

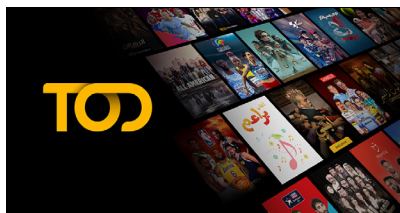
High temperatures in the UAE make the use of air conditioning all year-round commonplace. While air conditioning systems may not cause illnesses, they can circulate contaminants that are the root of allergies and other respiratory conditions. They can also spread viruses and bacteria, and ensuring they are well-maintained and cleaned is one of the first steps to improving air quality in enclosed spaces. Clean and pure water contributes significantly to various aspects of wellbeing, including skin and hair health. Improved water quality also minimises a person's exposure to contaminants and reduces the risk of water-related illnesses, emphasising its crucial role in maintaining a healthy home. With its enhanced range



of services, mplus is looking beyond air conditioning and faucets, and offering solutions to help residents achieve the highest quality of air and water in their homes.

Surveys have shown that 76 per cent of home owners believe their residences are detrimental to their personal health and overall wellbeing. 40 per cent of millennials and 35 per cent of Gen X residents are inclined to introduce in-home health and wellness features.

MENA entertainment streaming platform, TOD partners with Cleeng, subscriber SaaS platform



TOD, the leading sports and entertainment streaming platform in the Middle East and North Africa, has partnered with Cleeng, a leading SaaS platform for Subscriber Retention Management in media and entertainment, to deliver exceptional customer care across its entire subscriber journey including preferred devices.

With the partnership, TOD leverages Cleeng's best-in-class Subscriber Retention Management suite, optimising its subscriber experiences across diverse customer touchpoints

from onboarding to post-sales support. It gives subscribers access to dynamic checkout, increased payment options, flexible subscription plans and recurring billing, improved activations, and promotional offers as well as prompt and comprehensive 24/7 customer support with AI-enabled digital tools to handle peak traffic during big sporting events.

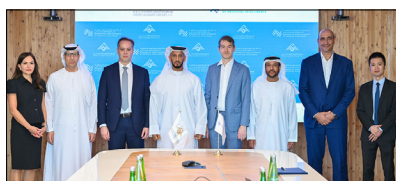
"The improved experience will be felt from the first touch through to a top-tier customer support interface that has been a priority since our launch," commented James Walmsley, Director of Product, Technology, and Analytics at TOD. "This partnership will enable us to deliver a premium user experience worthy of our compelling and unparalleled

sports and entertainment content. We're also excited to leverage Cleeng's industry expertise to expand our outreach, serve more regional subscribers, and extend 24/7 client support, in both Arabic and English." The partnership also enables TOD subscribers to access Cleeng's propriety Hi5 chatbot – a comprehensive customer support ecosystem crafted to cater to the unique demands of OTT subscribers. Hi5 addresses a wide array of subscriber needs, from streaming issues to payment concerns, and understanding geo-restrictions. It responds to questions, anticipates needs, and offers solutions proactively while fostering satisfaction, and enduring subscriber relationships.

MBZUAI, United Al-Saqer sign 10-year research agreement to advance digital health

Mohamed bin Zayed University of Artificial Intelligence MBZUAI, the world's first university dedicated to AI research, and United Al-Saqer Group, a UAE-based business conglomerate, have signed a 10-year research endowment agreement aimed at advancing education, knowledge, and innovation in digital health. The funds contributed by United Al-Saqer Group will be used to establish and sustain health research projects at MBZUAI under the name of H.E. Sheikh Mohamed bin Butti Al Hamed.

Healthcare has been a key focus area for MBZUAI, and United Al-Saqer Group also has a strong commitment to



support the development and enhancement of the sector.

HE Sheikh Abdulla Al Hamed, Member of United Al-Saqer Group's Board of Directors, said: "The UAE is committed to innovation in healthcare to improve the lives of nationals and residents, and to propel the nation forward as a global leader in the sector while aligning with the healthcare aims of Abu Dhabi 2030 Economic Vision. Through this research endowment agreement, United

Al-Saqer Group and MBZUAI will ensure that the UAE remains at the cutting edge of AI innovation across the healthcare ecosystem."

MBZUAI President and University Professor, Eric Xing, said: "This strategic research endowment aligns with MBZUAI's commitment to advancing education, research, and innovation, and will prove instrumental in shaping the future of AI in healthcare in the UAE and beyond. We look forward to closely collaborating with United Al-Saqer Group to conduct cutting-edge AI research that delivers tangible healthcare solutions."

Metito partners with Kazakhstan Investment Development Fund for wastewater treatment project

Metito, a global provider of intelligent water management solutions, has signed the Heads of Agreement with Kazakhstan Investment Development Fund, Kazakhstan Centre for Modernization and Development of Housing and Communal Services, and Akimat of Akmola region for the implementation of a transformative wastewater treatment project in the city of Kokshetau.

Signed in the Central Asia Pavilion at the 28th UNFCCC Conference of the Parties COP28, in the presence of senior officials, including Kazakhstan Minister of Energy, Almassadam Satkaliyev, and Minister of Ecology and Natural Resources, Yerlan Nyssanbayev, the agreement is another key milestone in Metito's expansion

in Central Asia and marks the first Public-Private Partnership in the water and wastewater sector in the Republic.

"Kazakhstan's leadership is very forward-looking – President Kassym – Jomart Tokayev has stressed the importance of water security at multiple addresses throughout the year – including at COP 28 – highlighting the need for the accelerated introduction of water-saving technologies to mitigate a looming water crisis. We are honoured to partner with the government of Kazakhstan to support the realization of its water security goals through pioneering the first PPP of its kind in the Republic," commented Rami Ghandour, Chief Executive Officer, Metito Utilities Limited.

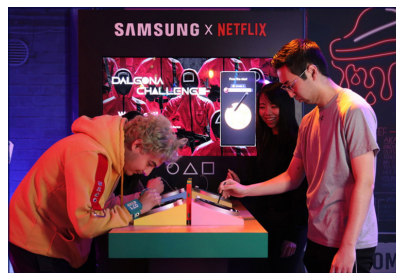


"Partnering with top-tier global firms like Metito can facilitate investments, recruitment of skilled professionals and cutting-edge technologies, fostering the advancement and enhancement of sewage systems. Given Metito's vast expertise across multiple countries, they can play a pivotal role in assisting Kazakhstan in its objectives related to wastewater treatment," said Zhandos Temirgali, Acting Chairman of Kazakhstan's national investment agency Kazakh Invest.

Samsung official partner for Netflix's immersive popup experience, Squid Game

Bybit, the world's third-largest crypto exchange by volume, partnered with DMCC Crypto Centre to successfully wrap up a groundbreaking hackathon, empowering Web3 innovation in Dubai. The collaborative effort between Bybit and DMCC, announced in June to foster the mass adoption of Crypto and Web3 in Dubai, culminated in the largest hackathon in the MENA region. The event featured a \$110,000 prize pool dedicated to advancing crypto innovation within the Web3 ecosystem, marking a significant milestone in their partnership.

Ten pioneering teams showcased their groundbreaking innovations in diverse blockchain domains, including



GameFi, decentralized finance (DeFi), Web3 infrastructure, NFTs for Web3 Education, and sustainable blockchain solutions during the hackathon's final stage. The competition resulted in three standout projects claiming the top spots.

Bybit has been at the forefront of fostering Web3 competencies on a global scale, empowering individuals worldwide with the skills to navigate this evolving landscape. The selection of

the UAE as the inaugural Arab country to host such a monumental hackathon is not mere happenstance. The UAE stands as a beacon of innovation, consistently leading the charge in groundbreaking initiatives. As a nation that embraces pioneering endeavors, Bybit is deliberate in its commitment to support and equip this community, particularly youth, in their pursuit of excellence and exploration into uncharted territories.

Bybit and DMCC's collaboration aims to empower new cryptocurrency businesses, with Bybit offering substantial financial support totaling AED 500,000 (USD 136,000) for enterprises establishing their presence at DMCC Crypto Centre.

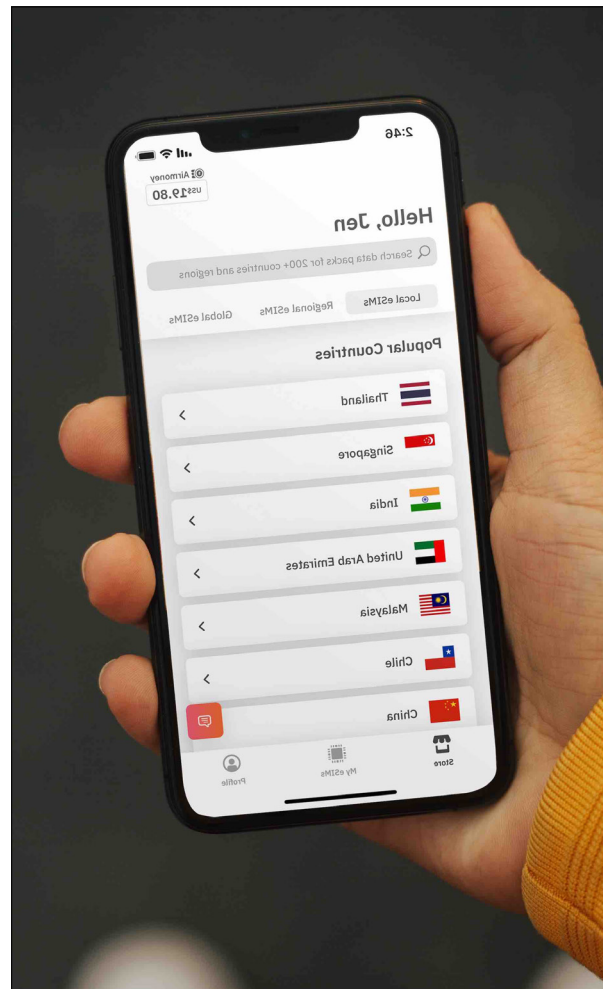
Embrace Travel Freedom in the UAE with the Convenience of eSIMs this holiday Season

Traveling for business or leisure has never been more liberating thanks to the advent of embedded SIMs, or “eSIMs” for short. These tiny digital wonders are revolutionizing the way we stay connected while traveling during the holidays; travelers are now simply downloading apps, choosing an eSIM plan, and following the installation steps to install an eSIM and stay connected on-the-go. This is where Airalo comes in, and its eSIMs offer a game-changing solution, providing seamless connectivity without the constraints of physical SIM cards.

Airalo redefines global connectivity by enabling seamless access to local mobile plans in various countries —eliminating the hassle of dealing with physical SIM cards or navigating through roaming issues. By using eSIMs from Airalo, travelers can effortlessly transition between local networks as they move from one destination to another, all without the need to change SIM cards or visit physical stores for activations. This convenience ensures a smooth experience for travelers arriving in the UAE, allowing them to stay connected effortlessly throughout their journey.

Elevating itself as the top choice for global travelers, Airalo has firmly established its position as the leading eSIM provider. Airalo takes pride in offering the best prices per gigabyte of data, ensuring a cost-effective solution for travelers in search of seamless connectivity. The user-friendly interface of Airalo's website and app guarantees a hassle-free experience, adding to the overall appeal of its eSIM solutions. With a global user base exceeding 5 million and an impressive 4.7-star reviews across the Play Store and App Store, Airalo has become synonymous with reliability and customer satisfaction, securing its place among the top 5 travel apps in terms of ranking.

For those venturing to and from the UAE, Airalo currently offers a range of plans catering to different connectivity needs. Aside from local eSIM plans, Airalo also



offers regional plans if you're traveling to more than a country in one region, and global plans for worldwide coverage, such as Discover+. Some eSIM plans, like Menalink, which covers the Middle East and North Africa, start with a 1 GB data plan, offering 7 days of connectivity across 15 countries. On the other hand, the global Discover+ plan, which offers calls, SMS and data, goes up to 20 GB.

Most recently, Airalo expanded its language offerings to 53 languages, offering millions of users the opportunity to scroll through the Airalo app and website in their preferred language. The eSIM marketplace also recently launched Airalo Partners, an innovative connectivity solution tailored to businesses and organizations across the globe. ■

DFYA embarks on a transformative journey: Spearheading French innovation in Saudi Arabia's industry mission

DIFYA, a leading French company at the forefront of technological innovation, played a pivotal role in the Industry 4.0 Symposium organized by Business France in Saudi Arabia on the 6th of December 2023. This event served as a dynamic platform for fostering collaboration between France and Saudi Arabia in the rapidly evolving industry sector.

DFYA showcased its expertise and cutting-edge solutions that align with the principles of Industry 4.0, demonstrating France's commitment to advancing technology and industrial cooperation. The company's active participation highlighted the potential for mutually beneficial partnerships between French and Saudi businesses in areas such as automation, smart manufacturing, and digital transformation.

By actively engaging in discussions, sharing insights, and exploring collaborative opportunities, DFYA contributed to reinforcing France's position as a key player in the global industry landscape. The symposium not only underscored the significance of technological exchange but also strengthened the ties between the two nations, setting the stage for continued cooperation in shaping the future of industry through innovation and collaboration.

On the other hand, a couple of months ago, FuturMaster, a market leader in Supply Chain Planning and Trade Promotion Management & Optimization (TPx) solutions, has entered into a strategic Value-Added Reseller (VAR) agreement with DFYA, an innovative player in supply chain management. This partnership aims to amplify digital transformation across the Middle East and North Africa (MENA) region, with DFYA selling and implementing FuturMaster's advanced solutions.

This strategic agreement harnesses FuturMaster's state-of-the-art solutions and industry expertise alongside DFYA's advanced exobrain technology. The partnership seeks to enhance supply chain decision-making capabilities and operational efficiency across the region, particularly in the Gulf Cooperation Council (GCC) countries, facilitating their journey through expansive digital



Yacine Zeroual CEO de FuturMaster with
Amine Benmesbah Co-Founder &
President of DFYA

transformation.

Amine Benmesbah, Founding Partner at DFYA, shared the enthusiasm about this partnership. "Representing FuturMaster in the MENA region is a significant step towards a technologically advanced supply chain in this area. Together, we are bringing FuturMaster's next-generation, AI-driven solutions that will catalyze the digital transformation currently underway. We're confident that this partnership will support the region in achieving the ambitious objectives outlined in Vision 2030, and we are proud to be part of this transformative future."

The partnership aligns with the ambitious Vision 2030 plan, Saudi Arabia's roadmap for digital and economic diversification. The plan envisions transforming the region into a global hub connecting Asia, Europe, and Africa while enhancing the non-oil sectors of the economy. The combined expertise of FuturMaster and DFYA, driven by FuturMaster's innovative solutions, will equip businesses in this transformational journey. ■

Fujairah Research Centre unveils 'The Emirati Researchers'

Fujairah Research Centre today unveiled 'The Emirati Researchers', a brand-new initiative dedicated to promoting, supporting, and funding vital scientific analysis and exploration projects in the UAE.

In line with the organization's enduring vision to invest in future generations and drive meaningful applied research and technology advancements as per UAE Centennial Plan 2071, The Emirati Researchers has been launched to meet several overarching objectives.

With an emphasis on up-and-coming talent, the initiative will empower Emirati scientists, providing them with the necessary resources to conduct high-quality research across various disciplines. While Emirati Youths are given full support in pursuing innovative projects from planning through to execution, their body of work and achievements will also be published and promoted, thereby raising further research activities awareness and recognition at the national level.

"Today represents the start of another exciting chapter for the UAE, one where new generations of researchers make scientific breakthroughs that instigate vital social and economic advancements," said Dr. Fouad Lamghari, Director of Fujairah Research Centre. "This announcement is a testament to our unwavering commitment to nurturing talent with a view to long-term national development and prosperity. By paving the way for a transformative era fuelled by research-backed discovery, we can help ensure a legacy of innovation and progress for many decades to come."

Under the stewardship of Fujairah Research Centre, The Emirati Researchers will strive to become a leading incubator for groundbreaking research and discoveries while inspiring and empowering new generations of professionals. By mentoring students, sponsoring projects, and helping to bring innovative ideas to life through technical and financial support, the initiative can become a benchmark for others to emulate moving forward, with key programs at the heart of its success.

One such program earmarked to make outstanding contributions is the 'Research



Incubation Program', through which experienced researchers will guide entry and early-level Emirati researchers. Additionally, the program will present a host of career development opportunities alongside training in areas such as research collaboration, networking, publication support, data sharing, and open science.

"Learning from researchers with vast experience and expertise is a pre-requisite for young talent honing their craft and taking quantum leaps en route to realizing their full potential," added Dr. Lamghari. "Providing platforms for students to learn from some of the nation's most distinguished researchers is a prospect we're very excited by, as is cross-sector collaboration."

As per today's announcement, Fujairah Research Centre aims to collaborate with industries via The Emirati Researchers to showcase the value of research and development in driving innovation and economic growth. Furthermore, the Centre aims to partner with universities and research institutions to promote the achievements of Emirati researchers and broaden interdisciplinary research. ■

Al Masaood power division earns "Best of Class Customer Service" award, setting new standards in the power generation industry"



Al Masaood Power Division, the official distributor of MTU in the UAE and Bahrain, was recently recognised as the "Best of Class Customer Service in the year 2022" by MTU & Rolls Royce Power Systems Europe, Middle East, and Africa. This award marks another significant milestone in Al Masaood's commitment to excellence in the power generation segment.

At the recently held MTU Power Generation Symposium Middle East, Al Masaood Power

Division's exceptional dedication to achieving excellence in sales, aftersales service solutions, and the delivery of comprehensive turnkey solutions for power generation applications among regional clients set it apart as the deserving winner.

Rasso Joerg Bartenschlager, General Manager of Al Masaood Power Division, expressed his gratitude and emphasized, "Our longstanding collaboration with MTU has empowered us to deliver world-class services and equipment across industries such as marine, oil and gas, and power generation. For decades, we've strived to provide top-tier power solutions and complete life-cycle support, positively impacting the sectors and economies of Abu Dhabi and the UAE. This award is a reflection

of our collaborative efforts and achievements, setting new milestones year after year."

He further added, "We view this accolade as a testament to MTU's confidence and trust in our capabilities as a high-performing global partner in this region and are grateful to MTU and Rolls Royce for this honour. We eagerly anticipate strengthening our partnership in the forthcoming decades."

Operations in the UAE by 2030. The group has deployed energy-efficient wireless equipment at its mobile network sites. This transformation has led to a remarkable 52 per cent reduction in energy consumption compared to conventional equipment. This translates to an annual decline of 7.6 tonnes of carbon emissions per site.

Rebound and circular packaging association (CPA) partner to advance sustainable packaging solutions

In a significant move at the 28th Conference of Parties (COP28), Rebound, a pioneering business focused on keeping plastics in the economy and out of the environment, proudly announces its partnership with the Circular Packaging Association (CPA). This alliance is set to bolster efforts in standardizing plastics recyclates, propelling the UAE and the global community towards unified material standards.

The agreement's official signing, a highlight of COP28, took place at the International Holding Company's (IHC) stand in the Green Zone. This partnership between Rebound and CPA is poised to develop



crucial data analytics and insights, particularly around material volume estimates in the UAE and the Gulf Cooperation Council (GCC) region. Utilizing Rebound's global trade expertise, the collaboration is dedicated to fostering sustainable packaging solutions.

Priya Sarma, Chair of the Circular Packaging Association highlighted the importance of this collaboration: 'We firmly believe that collaboration is

not only crucial but integral to achieving a circular economy. Our partnership with Rebound will leverage the expertise of our organizations to accelerate the adoption of sustainable packaging solutions, paving the way for a more sustainable future.'

As part of this collaboration, Rebound will be a Knowledge Partner to the Circular Packaging Association, offering valuable insights on global recycled plastics quality and infrastructure. This collaboration will encompass both food-grade and non-food-grade materials, ensuring the development of, and access to high-quality recycled plastics.

Accenture to set up Riyadh Air's cloud, cybersecurity, making it a digitally native airline

Riyadh Air has signed a three-year strategic agreement with Accenture to help deliver its technology foundation and capabilities as part of its vision to be the world's first digitally native airline. Accenture will help set up Riyadh Air's cloud-only infrastructure, cybersecurity capabilities, managed services and operations as the airline gears up for its launch.

The initiative will enable Riyadh Air to operate in a new era of aviation with digital services at its core, using cutting-edge technologies such as cloud data and AI to help deliver a seamless travel experience for its guests and employees. The core



enterprise system will enable the company to scale as it aims to offer over 100 destinations by 2030.

Adam Boukadida, chief financial officer of Riyadh Air, said, "As a digitally native airline, Riyadh Air will be at the forefront of innovation and technology, allowing us to deliver world-class service to our guests. There is a considerable amount of

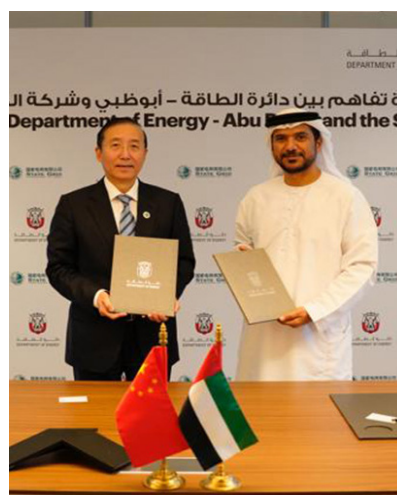
unseen work taking place behind the scenes enabling both our operations and user experience, with Accenture, as our strategic technology partner, helping us to deliver, secure and operate foundational capabilities."

Emily Weiss, senior managing director at Accenture and head of its Travel practice globally, said, "The launch of Riyadh Air is a landmark moment for the aviation industry as a whole; a brand-new airline that's designed from the ground up, harnessing the latest technologies to create hyper-connected experiences that meet the demands of today's, and tomorrow's travelers."

Dept of Energy Abu Dhabi, State Grid Corp of China, sign MoU for smart grids, advanced metering

The Department of Energy in Abu Dhabi has signed a Memorandum of Understanding with the State Grid Corporation of China (SGCC) to build a strong, highly efficient smart energy and power system utilising diversified sources, particularly clean and renewable energy. The MoU is in line with the overall strategy of the energy sector of the Emirate of Abu Dhabi and the UAE to drive sustainable development through energy transition and to achieve net zero by the year 2050.

The MoU was signed by His Excellency Engineer Awaida Murshid Al Marar, Chairman of the Department of Energy in Abu Dhabi, and Xin Baoan, Chairman of the International Cooperation Organisation for the Development of the Global Energy Grid, and Chairman of the Board of



Directors of SGCC.

His Excellency Engineer Awaida Murshid Al Marar, Chairman of the Department of Energy in Abu Dhabi expressed the significance of the agreement: "The Memorandum of Understanding aligns with the Department's commitment to strengthen

collaborations and to foster the exchange of global experiences and expertise within the energy sector." His Excellency further emphasised that this cooperation will enhance efficiency, boost productivity, optimise operations, and facilitate the seamless transfer of knowledge and technology. Top of Form

His Excellency stated: "We stand at a critical point in our shift toward clean energy. We are implementing impactful policies to bring significant enhancements to our electricity network. Our focus is on elevating operational efficiency through the integration of smart grids powered by AI tools. We also stand committed to building local capabilities for the effective operation and maintenance of these networks."

Delegates of Green Hydrogen Summit Oman drive to Sohar using BMW iX5 Hydrogen



Delegates of the recent Green Hydrogen Summit Oman embarked on a journey from Dubai to Sohar, driving a fleet of the BMW iX5 Hydrogen, marking a significant milestone in the pursuit of sustainable mobility. Led by Dr Jurgen Guldner, General Manager of Hydrogen at BMW Group, the drive also highlighted BMW's commitment to establishing a sustainable hydrogen infrastructure,

working hand-in-hand with key regional stakeholders.

Over the course of the drive, the BMW iX5 Hydrogen demonstrated their viability and practicality as advanced sustainable mobility solutions. The journey culminated at Sohar Port, with an informative workshop focusing on the role of hydrogen fuel cell technology in future mobility. The session emphasised the crucial role

of hydrogen fuel technology in accelerating the transition towards sustainable mobility and its potential for large-scale reductions emissions alongside battery electric vehicles.

In addition to the drive from Dubai to Oman, BMW Group Middle East has been actively collaborating with key stakeholders across the region, including Saudi Arabia, Qatar, Jordan, the UAE, and the Sultanate, to foster sustainable hydrogen infrastructure development. These efforts focus on demonstrating first-hand experiences with the fleet and the exchange of invaluable insights with key stakeholders, as the region looks to expand the overall hydrogen economy.

Dubai's Rental Disputes Centre reduces time for executing judgment to 2 days in 2023

Dubai's judicial system is experiencing significant and sustained advancements, marked by consistently improving performance efficiency. These strides are a direct result of the commitment and dedicated oversight of His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance of the UAE, and Chairman of the Dubai Judicial Council, who has been instrumental in driving the adoption of cutting-edge technologies within the judicial sector. Furthermore, he has actively supported the development of exceptional competencies within the sector by approving the appointment and promotion of new judges,

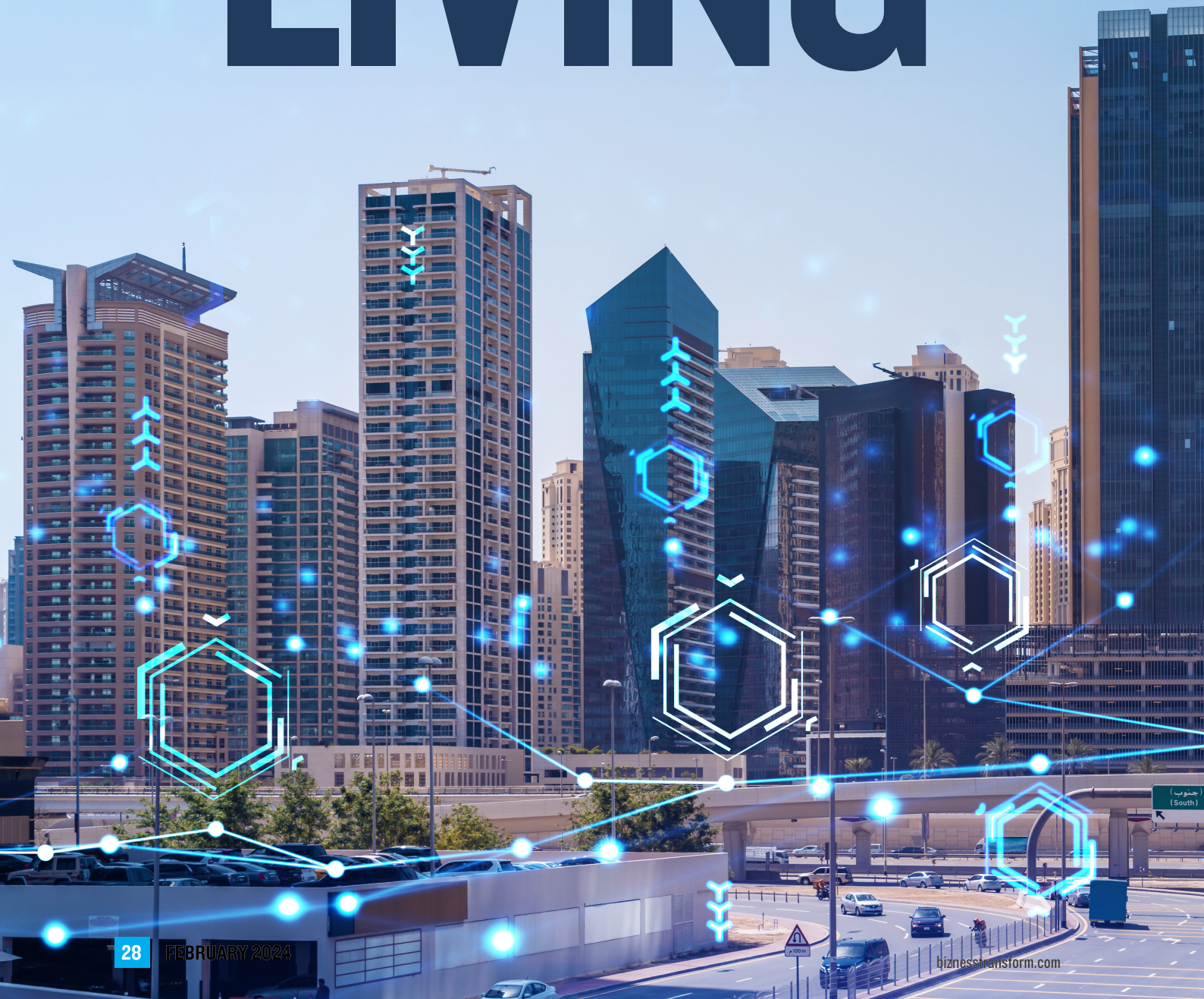
including those serving in the Rental Disputes Center in Dubai.

Over the past decade, the Rental Disputes Center (RDC), the judicial arm of Dubai Land Department (DLD), has embarked on a transformative path to improve the effectiveness of its resolution system for rental and jointly owned real property disputes. This journey has led to a groundbreaking development – the introduction of 'Metaverse Litigation,' a pioneering virtual platform that leverages metaverse technology to conduct real estate litigation sessions. Additionally, the RDC has introduced the 'Judicial Probe' service, a novel concept that represents a fully integrated court utilising AI to provide a comprehensive range of



litigation services, marking a significant innovation in the legal landscape. This qualitative development in developing litigation procedures and methods at RDC is aligned with its strategic vision aimed to be the global judicial benchmark in resolving rental and jointly owned property disputes through a digital and innovative judicial system characterised by speed and accuracy to support sustainability.

TECH RESHAPING URBAN LIVING



In an exclusive interview with Jasim Al Awadi, Chief ICT Officer at du, discover how IoT seamlessly integrates into urban planning, propelling the UAE into a realm of sustainable, efficient, and smart cities.

We are living in an era marked by technological advancements, digital transformations, and groundbreaking innovations. The impact of Information and Communication Technologies on various aspects of our lives, especially in the creation of smart cities, cannot be overstated. This interview with Jasim Al Awadi, Chief ICT Officer, du explores how the Internet of Things is seamlessly integrated into the urban planning process, revolutionizing cities and making them smarter and more efficient.

SMART CITIES IN THE UAE

Jasim Al Awadi, states that the United Arab Emirates (UAE) stands at the forefront of embracing digital transformation and innovation, with a strong emphasis on sustainability. The rulers of the UAE are driving a robust



digital transformation agenda, and IoT technology is a mature and integral component of this transformative journey. Government entities, in collaboration with private companies like du ICT, are playing a pivotal role in incorporating IoT into urban planning, creating opportunities for sustainable and efficient cities.

PUBLIC-PRIVATE PARTNERSHIPS AND DIGITAL SOLUTIONS

In this interview, Jasim talks about how collaborative efforts between public and private sectors are vital in the integration of IoT for urban planning. Du ICT, as a key player, is actively involved in smart city projects that span various domains. Examples include smart

energy management, fleet management, crowd mapping, integrated fire alarm systems, drones for surveillance, Industry 4.0, smart manufacturing, and smart agriculture. These initiatives contribute significantly to making cities more efficient, productive, and inclusive.

SUCCESS STORIES

Talking about the success stories so far Jasim Al Awadi takes an example of the Masdar City in Abu Dhabi which serves

JASIM AL AWADI,
Chief ICT Officer, du



“UAE pioneers smart cities with IoT, transforming urban living sustainably and efficiently—a testament to boundless possibilities.”

as a shining example of a city successfully leveraging IoT for sustainable development. The partnership between Masdar City and du involves the implementation of a Smart City Platform, combining physical infrastructure, shared data, and smart applications. This collaboration aims to optimize city operations, improve services, and position Masdar City as a global leader in sustainable, 5G-enabled urban living.

IOT REVOLUTIONIZING TRANSPORTATION SYSTEMS

Talking about the diversified scope of IoT Transportation

systems in smart cities are undergoing a transformative revolution due to IoT integration. The partnership between du and Dubai's Road and Transport Authority (RTA) showcases the implementation of a Digital Twin solution in Dubai Metro. This solution utilizes IoT sensors and a private 5G network to enable real-time fault detection and analysis, ensuring seamless citywide operations and enhancing the overall transportation experience.

CYBERSECURITY MEASURES FOR IOT INFRASTRUCTURE

For any technical advancement, cybersecurity measure is the prime concern which arises. As IoT becomes more prevalent, ensuring robust cybersecurity measures is paramount. Dubai sets an example by partnering with du to deploy a 5G network for security drones controlled by the Dubai Security Agency (DSA). This initiative enhances security and safety during crowded events through real-time video recording and live streaming, showcasing the importance of cybersecurity in safeguarding IoT infrastructure.

EMPOWERING INDUSTRIES AND MANUFACTURING WITH IOT

In this feature we have got an idea on how public and private partnerships play a crucial role in leveraging IoT for industries and manufacturing. The collaboration between du and the Ministry of Industry and Advanced Technology in the UAE exemplifies the power of collaboration in supporting visionary government initiatives. In manufacturing, IoT and Big Data are rewriting the rules, increasing productivity, efficiency, and

safety while reducing waste. A significant milestone is highlighted with the creation of a sustainability solution for a manufacturing client in Abu Dhabi, emphasizing the fusion of technology with eco-friendly pursuits.

IOT IN HEALTHCARE AND EMERGENCY RESPONSE:

Jasim Al Awadi talks about the healthcare sector and the need of the emergency response. IoT is making significant contributions to enhancing healthcare services and emergency response systems in smart cities. Du's partnership with the Dubai Health Authority (DHA) focuses on transforming the cloud infrastructure of critical digital applications. This collaboration streamlines operations, enhances efficiency, and supports the DHA's digital transformation efforts, setting new benchmarks in digital innovation for modern healthcare systems.

The integration of IoT into urban planning processes is a transformative force that is reshaping the way we live, work, and interact with our cities. The UAE, with its visionary leadership and strategic partnerships, stands as a beacon of innovation in creating sustainable, efficient, and smart cities. The success stories highlighted, ranging from Masdar City to healthcare and transportation initiatives, underscore the profound impact of IoT on urban living. As we continue on this digital journey, the possibilities for smart cities are limitless, promising a future where technology seamlessly integrates with sustainability, efficiency, and inclusivity. ■

A COMPREHENSIVE LOOK AT SUSTAINABLE URBAN PLANNING, TRANSPORTATION, SECURITY, AND HEALTHCARE

This feature explores the multifaceted impact of IoT on urban development, highlighting its role in sustainable network planning, energy efficiency, transportation systems, security challenges, and the enhancement of healthcare services.

The integration of (IoT) technology has become a important force in reshaping urban planning processes. The ability to quantify environmental progress through hard scientific data has become a reality, thanks to IoT sensors and real-time monitoring. This transformation is not just about creating smarter cities; it's about fostering efficiency, sustainability, and improved quality of life

SUSTAINABLE URBAN PLANNING:

The shift towards a smarter society has opened up new avenues for sustainable urban planning, driven by the collection and analysis of data through IoT technology. The SV Score

System is a prime example, providing a reliable and comprehensive presentation of data to accelerate the adoption of sustainable network planning and construction globally. Standardization, ease of installation, speed to market, and specialized capabilities are common features of the IoT networks shaping the cities of the future. Digital Distributed Antenna System (DAS) technology is reducing power and cooling consumption by up to 55%, making smart cities more energy-efficient.

SUCCESSFUL IMPLEMENTATION IN SMART CITIES:

Several cities around the world have successfully leveraged IoT for sustainable development and infrastructure management. The United Arab





GARY NEWBOLD,
VP, EMEA, RUCKUS Networks,
CommScope

66

In the heart of smart cities, IoT technology silently shapes a future of sustainability, efficiency, and interconnectedness – transforming urban landscapes, securing systems, and enhancing lives.

99

Emirates (UAE), particularly Dubai and Abu Dhabi, has been at the forefront of this transformation. Dubai's Smart City initiative, established in 2021, integrates IoT, AI, and sustainable infrastructure to turn the city into a smart and sustainable urban environment. Abu Dhabi's Masdar City, initiated in 2006, showcases how IoT technologies optimize energy consumption, monitor traffic flow, and contribute to overall urban development.

TRANSFORMATION OF TRANSPORTATION SYSTEMS:

IoT is playing a crucial role in

transforming transportation systems within smart cities. The implementation of 5G technology is at the forefront of this revolution, offering unparalleled speed, low latency, and vast capacity. Real-time monitoring of traffic patterns, optimized traffic flow, and improved mobility are key outcomes of IoT-driven smart transportation. The integration of 5G technology is vital for unlocking the full potential of transportation hubs, making them safer, more efficient, and seamlessly connected.

SECURITY CHALLENGES AND SOLUTIONS:

The widespread adoption of IoT in smart cities brings security challenges, primarily due to vulnerabilities in IoT devices. Cyberattacks on these devices can have severe consequences, making collective efforts between manufacturers, users, and solution providers crucial. Addressing vulnerabilities requires robust back-end tools and continuous collaboration to prevent data theft and security breaches. A commitment to solving challenges and finding innovative solutions is essential for ensuring the security of IoT devices in smart cities.

IOT IN HEALTHCARE SERVICES AND EMERGENCY RESPONSE:

IoT is revolutionizing healthcare services and emergency response systems in smart cities by enhancing connectivity and engagement. The integration of IoT with Wi-Fi modules facilitates real-time monitoring, remote care through video consultations, medication reminders, and efficient patient care. The ability to connect hospital assets and patient care services using

enhanced connectivity provides end-to-end solutions for hospitals, making healthcare delivery more efficient and patient-centric.

SUCCESS STORIES IN PUBLIC HEALTH OUTCOMES:

The Internet of Medical Things (IoMT) has emerged as a significant player in improving public health outcomes. The adoption of health-focused IoT devices, wearables, telemedicine, and clinical informatics has led to substantial advancements. Success stories from Dubai's Healthcare Authority, with its "Mawaheb" platform, exemplify how integrating IoT and smart solutions enhances medical care. The rise of IoT-integrated systems, including smart platforms and wearables, contributes to the overall improvement of public health outcomes.

The integration of IoT technology into smart cities is reshaping the landscape of urban development, sustainability, and the quality of life for residents. From sustainable urban planning to transportation systems, security challenges, and healthcare services, IoT is playing a pivotal role in creating smarter, more efficient, and interconnected cities. As technology continues to advance, the collaborative efforts of governments, industries, and solution providers are essential in overcoming challenges and realizing the full potential of IoT for the benefit of present and future generations. The journey towards truly smart cities is not just a technological evolution; it's a commitment to building a better, more sustainable future. ■



A COMPREHENSIVE EXPLORATION OF IOT'S IMPACT ON SMART CITIES

Internet of Things (IoT) technology has emerged as a key driver for creating smarter, more efficient, and sustainable cities. Devin Young, Group Senior Vice President for Enterprise IoT Products and Services at NTT Ltd, brings valuable insights into the multifaceted impact of IoT on urban planning, transportation systems, environmental sustainability, security challenges, and the broader socio-economic landscape of smart cities.

REVOLUTIONIZING URBAN PLANNING WITH IOT

Urban planning has evolved with the incorporation of IoT technology, aiming to enhance the local economy, citizen safety, and overall quality of life. Young emphasizes that reliable, real-time data is crucial for evidence-based decision-making, replacing outdated and manual data collection methods. NTT Data, in collaboration with entities like the World Economic Forum and NTT's Urban

Development Group, plays a pivotal role in demonstrating how technology and Public-Private Partnerships (PPPs) can be harnessed for urban transformation.

A standout example is the partnership between NTT Data and the City of Las Vegas, a city experiencing rapid growth. Through IoT solutions, Las Vegas achieved a 50% reduction in wrong-way accidents and an impressive 93% accuracy in crowd control, showcasing the


DEVIN YAUNG,

Global SVP, Enterprise IoT Products and Services at NTT Ltd.

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As cities embrace the synergy of IoT, connectivity, data, and innovation, we pave the way for resilient, sustainable, and inclusive smart cities—a future where technology serves every resident.”

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tangible benefits of smart city initiatives.

SUSTAINABLE DEVELOPMENT AND INFRASTRUCTURE MANAGEMENT

The City of Las Vegas serves as a beacon of successful IoT implementation for sustainable development and infrastructure management. NTT Data's solutions have contributed to creating safer public spaces, improving mobility, and making informed city-planning decisions. Notably, the collaboration has expanded to include plans for deploying and operating the most extensive private 5G network in the United States, showcasing the scalability and future potential of such initiatives.

TRANSFORMING TRANSPORTATION SYSTEMS WITH IOT

IoT is poised to revolutionize transportation systems in smart cities through Vehicle-to-Vehicle (V2V) and Vehicle-to-Infrastructure (V2X) communication. Although the full realization of these promises is still on the horizon, IoT is already making tangible impacts with Smart Charging stations for electric vehicles, weather stations for road conditions, and smart parking sensors providing real-time information on parking availability.

NTT Data's involvement in public transport initiatives, such as the City of Victoria in Australia, exemplifies how IoT contributes to maintaining accurate schedules and improving overall efficiency. Real-world outcomes, such as the 90% reduction of wrong-way driving incidents in Las Vegas, underscore the practical benefits of integrating IoT into

transportation systems.

SECURITY CHALLENGES IN THE AGE OF SMART CITIES

As smart cities embrace IoT on a larger scale, security becomes a paramount concern. Yaung highlights that a breach in one device can compromise the entire network, leading to severe disruptions in public infrastructure. Security must be integrated across all layers, including devices, networks, cloud, applications, and integration. Moreover, the potential backlash from the public, particularly in response to the deployment of cameras and other sensors, necessitates a delicate balance between security and privacy considerations.

5. IoT Contributing to Environmental Sustainability
Sustainability and reduced carbon emissions take center stage in the quest for smarter cities. IoT offers a myriad of use cases, ranging from trash sensors and smart meters to smart grids, leak detectors, and smart lighting. For instance, NTT Data's sustainability solution for the water authority of Belgium, CILE, demonstrates how IoT can address critical issues such as water leaks and forecast demand. Yaung points out that the indirect benefits of IoT, such as reducing the need for manual inspections through the deployment of sensors and actuators across the urban environment, have a direct impact on fuel and resource usage.

MONITORING AND REDUCING ENVIRONMENTAL IMPACT

The City of Liège in Belgium provides a compelling case study where IoT is instrumental in monitoring and reducing

environmental impact. NTT's deployment of gateways and sensors for CILE allows real-time insights into the state of the water delivery network. Accurate data on water usage and leaks enables better management, automation of billing systems, and ultimately, conservation of water resources. The deployment of sensors and actuators across the urban environment not only reduces the need for fleets of vehicles for inspections but also contributes to increased efficiency. Yaung highlights the potential for monitoring post-consumer waste as a future frontier for sustainable solutions.

INCLUSIVE IOT INITIATIVES FOR ALL RESIDENTS

Addressing the digital and economic divide is a critical challenge in the adoption of IoT in smart cities. While initiatives from global organizations aim to bridge this gap, strong city leadership and government funding are essential for ensuring technology equity across all citizens.

The City of Las Vegas serves as an example, where prioritizing education and healthcare for disadvantaged communities is central to their IoT initiatives. The inclusive deployment of private 5G and IoT technologies aims to benefit all residents, showcasing the importance of equitable access to technological advancements.

THE SYNERGY OF 5G AND IOT FOR BUSINESSES AND GOVERNMENTS

The collaboration between NTT Data and the City of Las Vegas has evolved from enhancing services using IoT to deploying the most extensive private 5G network. This partnership focuses on improving remote

learning connectivity, bolstering security, and delivering robust connectivity for residents and healthcare services.

The combination of 5G and IoT unlocks new possibilities for enhanced services, improved throughput, low latency, and significant monetization opportunities for businesses and local governments. The deployment of private 5G in Las Vegas is a testament to the potential for creating an open platform that facilitates enhanced services for citizens and visitors alike.

ECONOMIC GROWTH AND INNOVATION THROUGH IOT INTEGRATION

Contrary to concerns about job displacement, Yaung sees IoT as a catalyst for economic growth and innovation. By freeing up resources for higher-value activities, cities can draw in more people, boosting businesses and enhancing the overall quality of life. The partnership between NTT Data and NTT Urban Development exemplifies how IoT contributes to a smarter, safer city, creating opportunities for economic growth and innovation.

In conclusion, Devin Yaung's insights provide a comprehensive understanding of how IoT is reshaping the urban landscape. From urban planning to transportation, environmental sustainability, and inclusive initiatives, IoT emerges as a cornerstone of the smart city revolution. As cities worldwide embrace these technologies, the synergy between connectivity, data, and innovation becomes the driving force for a more resilient, sustainable, and inclusive urban future. ■



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THE RISE OF SMART CITIES

From revolutionizing urban planning to bolstering sustainability, transportation, cybersecurity, healthcare, and economic growth, the influence of IoT is omnipresent

Internet of Things (IoT) technology has emerged as a key driver in transforming urban landscapes into smart cities. Radu-Casian Mihailescu, Associate Professor at the School of Mathematical and Computer Sciences at Heriot-Watt University Dubai, sheds light on the profound impact of IoT across various dimensions, from urban planning to sustainability, transportation, cybersecurity, healthcare, and economic growth.

URBAN PLANNING FOR SMARTER CITIES

The infusion of IoT into urban planning processes is fundamentally altering the way cities operate, enhancing efficiency, and ensuring sustainability. By deploying sensors across infrastructure, cities gain access to real-time data on critical aspects such as traffic patterns, waste management, and energy consumption. This wealth of information empowers data-driven decision-making, optimizing resource allocation and reducing environmental impact. The global IoT market in smart cities is projected to skyrocket from \$148.6 billion in 2022 to a staggering \$931.5 billion by 2032, marking a significant 20.5% CAGR.

Cities globally are leveraging IoT for sustainable development, illustrating its transformative impact. Initiatives such as Dubai's Smart Grid, Singapore's 'Smart Nation,' Barcelona's waste management sensors, and Copenhagen's 'Cloudburst Management Plan' showcase the versatility of IoT in creating environmentally aware and resilient urban spaces, setting the stage for sustainable urban development.

TRANSPORTATION SYSTEMS IN SMART CITIES

IoT is at the forefront of revolutionizing transportation in smart cities, ushering in real-time data and enhanced connectivity. Smart traffic management, powered by IoT sensors, mitigates congestion and improves traffic flow. Projections by Tata indicate substantial growth in the global IoT automotive market, expected to reach \$191 billion by 2028. Public transportation benefits from IoT through predictive maintenance, elevating reliability, while parking systems integrate IoT to provide real-time availability, reducing both traffic congestion and emissions. The overall impact of IoT on transportation is profound, making it more sustainable, efficient, and responsive to the dynamic needs of smart cities.

ADDRESSING SECURITY CHALLENGES IN SMART CITIES

While the benefits of widespread IoT adoption are evident, it brings forth heightened cybersecurity risks for smart cities. Data breaches and vulnerabilities in critical infrastructure become pressing concerns. A Cisco report reveals a startling 300% increase in IoT-related cyberattacks, necessitating robust measures. To address these challenges, cities must implement encryption, regular updates, and authentication protocols. Additionally, AI-driven threat detection and response systems play a crucial role in enhancing cybersecurity resilience. Collaborative efforts between government bodies, tech companies, and cybersecurity experts are imperative for information sharing and collective defense. Sustained investment in cybersecurity education and research becomes pivotal to stay ahead of



RADU-CASIAN MIHAILESCU,
Associate Professor, School of
Mathematical and Computer
Sciences, Heriot-Watt University
Dubai

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The transformative power of IoT is not just about connecting devices; it's about creating a future where technology seamlessly integrates with the fabric of urban life, fostering sustainability, innovation, and efficiency.

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evolving threats, ensuring the secure progression of smart cities and their IoT-driven infrastructure.

ROBUST CYBERSECURITY MEASURES

Cities worldwide are increasingly recognizing the importance of robust cybersecurity measures for safeguarding IoT infrastructure. Singapore's 'Smart Nation' initiative adopts a comprehensive strategy, focusing on threat intelligence and collaboration. Barcelona places a significant emphasis on data protection and privacy in its smart city initiatives, ensuring secure IoT deployments. New York City invests in cybersecurity measures, particularly to safeguard its LinkNYC public Wi-Fi kiosks. A recent Guidehouse Insights report projects a substantial increase in yearly revenue for global smart city cybersecurity, anticipated to grow from \$7.6 billion in 2021 to \$26.0 billion in 2030, with a commendable CAGR of 14.6%. These examples underscore the growing recognition of cybersecurity's importance in smart city planning as cities intensify efforts to protect their IoT infrastructure from evolving threats.

CONTRIBUTIONS TO ENVIRONMENTAL SUSTAINABILITY AND ENERGY EFFICIENCY

The impact of IoT technology extends beyond urban planning and transportation, playing a pivotal role in advancing environmental sustainability and energy efficiency within smart city initiatives. Smart grids, empowered by real-time data collection and analysis, optimize energy distribution, minimizing waste and

enhancing efficiency. IoT-enabled sensors streamline waste management operations, minimizing environmental impact through optimized waste collection routes. Smart buildings leverage IoT for intelligent climate control and energy consumption monitoring, fostering energy efficiency and contributing to the overall resource optimization of smart cities.

INSTRUMENTS OF ENVIRONMENTAL IMPACT MONITORING AND REDUCTION

IoT emerges as a powerful tool for monitoring and reducing environmental impact within urban environments. Cities such as Barcelona deploy IoT-enabled bins for smart waste management, optimizing collection routes and reducing fuel emissions. Singapore employs IoT to monitor water quality, ensuring efficient resource use. In Amsterdam, smart street lighting adjusts brightness through IoT, conserving energy, while Copenhagen leverages IoT for water management to prevent flooding. These instances exemplify how IoT enables precise and sustainable urban resource management, providing real-time data and insights that contribute to lower emissions and efficient energy use.

OPPORTUNITIES AND CHALLENGES OF 5G AND IOT INTEGRATION

The integration of 5G and IoT presents unprecedented opportunities for businesses and local governments alike. Improved connectivity facilitates real-time data exchange, enhancing efficiency in healthcare, transportation, and smart infrastructure. Businesses are poised to

drive innovation through IoT applications, fostering economic growth. Notably, the United Arab Emirates (UAE) leads the global 5G market, as reported by Ookla in Q2 2023. However, challenges in the MENA region include cybersecurity threats, infrastructure investment needs, and regulatory frameworks. Overcoming these challenges, ensuring secure and reliable networks, addressing privacy concerns, and establishing comprehensive policies are crucial steps in fully realizing the transformative potential of 5G and IoT integration.

LEVERAGING IOT FOR HEALTHCARE AND EMERGENCY RESPONSE IN SMART CITIES

The revolution sparked by IoT extends its influence into healthcare services and emergency response systems within smart cities. Wearable devices and sensors enable real-time health monitoring, providing proactive patient care. In emergencies, IoT facilitates swift responses by connecting medical devices, ambulances, and hospitals. Projects such as Chicago's Array of Things, monitoring air quality through IoT sensors, and Barcelona's CityOS platform, integrating IoT for real-time data, exemplify the versatility of IoT in enhancing emergency management. Moreover, with the growing aging population, IoT solutions for elderly care, such as fall detection systems using wearables, are rapidly advancing. These applications not only improve patient outcomes but also enhance the efficiency of emergency services, showcasing the transformative contribution

of IoT to healthcare and emergency response in smart city environments.

SUCCESS STORIES IN PUBLIC HEALTH IMPROVEMENT:

IoT technologies have undeniably played a pivotal role in significantly improving public health outcomes. Singapore's 'Smart Health' initiative stands out, employing IoT for remote patient monitoring, reducing hospital visits, and improving chronic disease management. In Barcelona, IoT sensors tracking air quality contribute to heightened respiratory health awareness. These success stories underscore how IoT enhances disease prevention, monitoring, and management, ultimately improving public health outcomes through real-time data-driven decision-making and personalized healthcare interventions.

ECONOMIC GROWTH AND INNOVATION THROUGH IOT INTEGRATION

The seamless integration of IoT into urban landscapes is not merely a technological feat but a catalyst for economic growth and innovation. A McKinsey report projects that IoT applications could generate a staggering \$11.1 trillion in economic value annually by 2025. The impact is felt across sectors, with smart infrastructure, driven by IoT in transportation and energy solutions, enhancing operational efficiency, reducing costs, and minimizing environmental impact. The real-time data and connectivity provided by IoT serve as stimulants for innovation, particularly in sectors such as healthcare, transportation, and logistics, positioning

cities as hubs of technological advancement.

OVERCOMING INFRASTRUCTURE CHALLENGES FOR WIDESPREAD IOT ADOPTION

Despite the transformative potential of IoT, cities encounter significant challenges in scaling its adoption. Fragmented infrastructure, compatibility issues, and high implementation costs pose formidable barriers. To overcome these hurdles, standardized protocols and collaborative partnerships among stakeholders become imperative. Strategic investments in robust, interoperable systems are essential for widespread IoT adoption. Equally vital is the addressing of privacy and security concerns, ensuring that the deployment of IoT at scale is not only efficient but also secure.

From revolutionizing urban planning and transportation to addressing cybersecurity challenges, enhancing sustainability, and catalyzing economic growth, the influence of IoT is far-reaching. The success stories highlighted throughout the feature underscore the tangible benefits that IoT brings to diverse aspects of urban living. As cities continue to grapple with challenges, the transformative power of IoT remains a beacon for creating smarter, more efficient, and interconnected urban environments. The journey towards truly smart cities is well underway, with IoT paving the way for a future where technology seamlessly integrates with the fabric of urban life, creating a landscape that is both sustainable and innovative. ■



Stuart Brazier, CEO of Advanced Inhalation Rituals

Stuart Brazier elevated from CFO to CEO, Advanced Inhalation Rituals

Stuart Brazier began his new appointment as CEO of Advanced Inhalation Rituals, the global leader in shisha and heat-not-burn products, yesterday. He succeeds Reinhard Mieck, who has been CEO since 2021, who assumes the role of Chairman of the Board of Directors for AIR.

Since 2021 AIR has grown from the global leader in shisha molasses, built around a single brand, Al Fakher, to a consumer-centric, lifestyle company built around a portfolio of leading brands and platforms. In a market which is demonstrating strong growth, AIR has considerably grown its capabilities, extended its brand leadership and international footprint, and successfully launched OOKA, the charcoal free heat-not-burn shisha device which is revolutionizing shisha markets. AIR has transformed into a company with an exciting brand portfolio and an expanding D2C business to complement and supplement its existing go-to-market models.



Chris, Julie Ramsey use all-electric Nissan Ariya to complete 30,000km, pole to pole journey

Chris and Julie Ramsey, husband and wife adventurers, have completed their all-electric journey to the South Pole in Antarctica. Their 10-month, 30,000 km adventure that started on the frozen Arctic Sea at the 1823 Magnetic North Pole, has seen them drive the varied terrains and conditions of North, Central and South America before carefully traversing the most remote continent on the planet, to reach the South Pole. This is the first time any car, let alone an EV, has completed such a journey.

Across long distances and challenging off-road terrains, the all-electric expedition vehicle, a Nissan Ariya with e-4ORCE all-wheel control, has passed the toughest tests at extreme temperatures and high altitudes.



Hamda Eid AlMheiri

SHUAA Capital appoints Hamda Eid AlMheiri to its Board of Directors

SHUAA Capital appointed Hamda Eid AlMheiri to its Board of Directors effective 13 December 2023. AlMheiri joins the SHUAA Board following a distinguished career spanning several years in private and public sector leadership roles, including extensive experience in the UAE investment industry through her current position with ADQ, an Abu Dhabi-based investment and holding company. Fadel Al Ali, Chairman of SHUAA Capital, said: "The appointment of Hamda Eid AlMheiri to SHUAA's Board of Directors underscores the company's commitment to excellence and a leadership team of the highest calibre."

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