

25 Years
ANNIVERSARY
CELEBRATION

Quarter of a Century Driving
Technology Forward

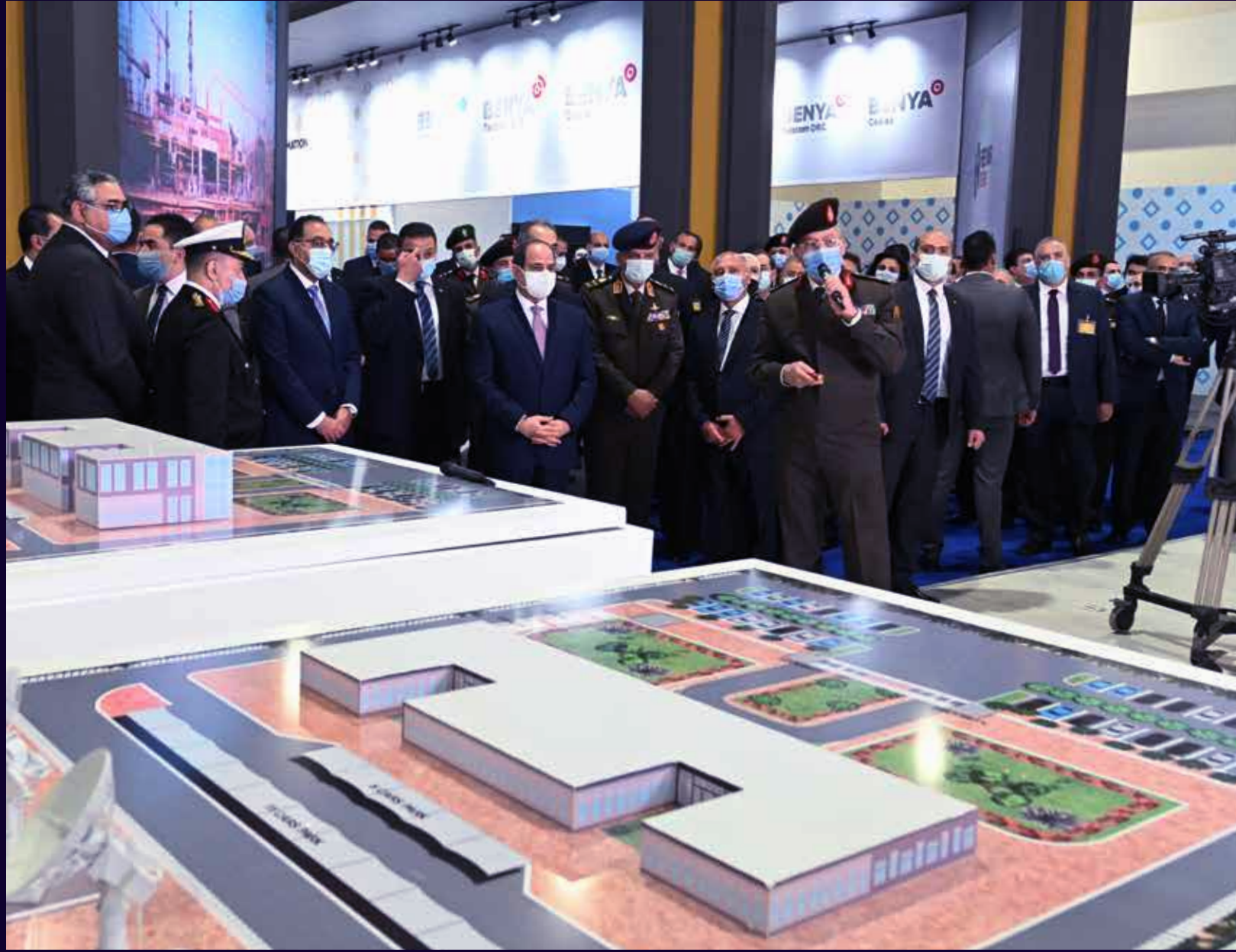
THE DIGITAL CHALLENGE



CAIRO ICT ²⁰²¹

The **25th** Technology
Fair & Forum
for the Middle East & Africa

15-18 November
Egypt International Exhibition Center
New Cairo





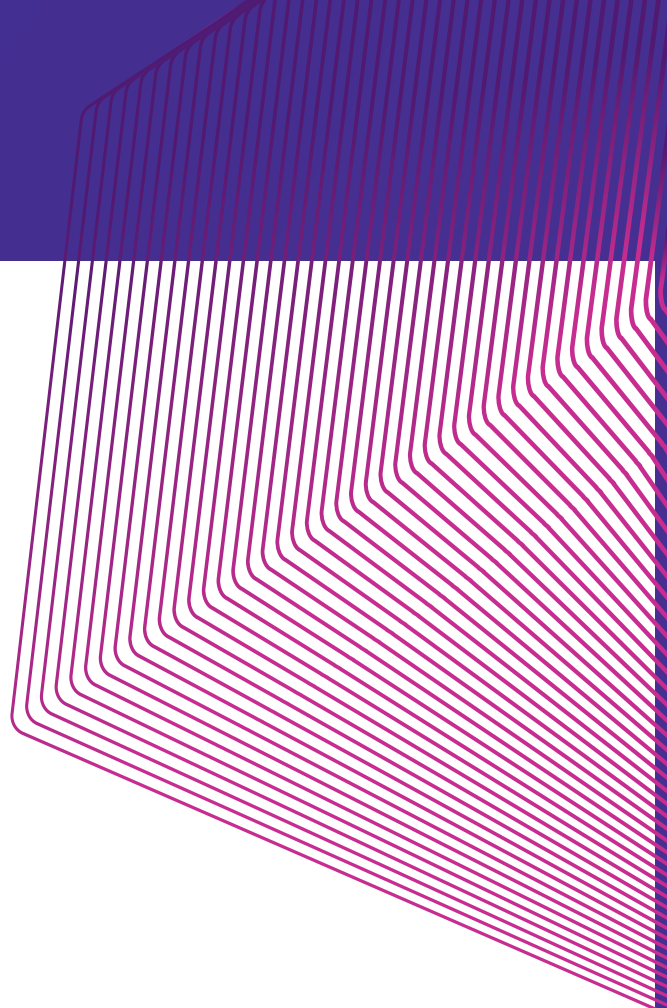
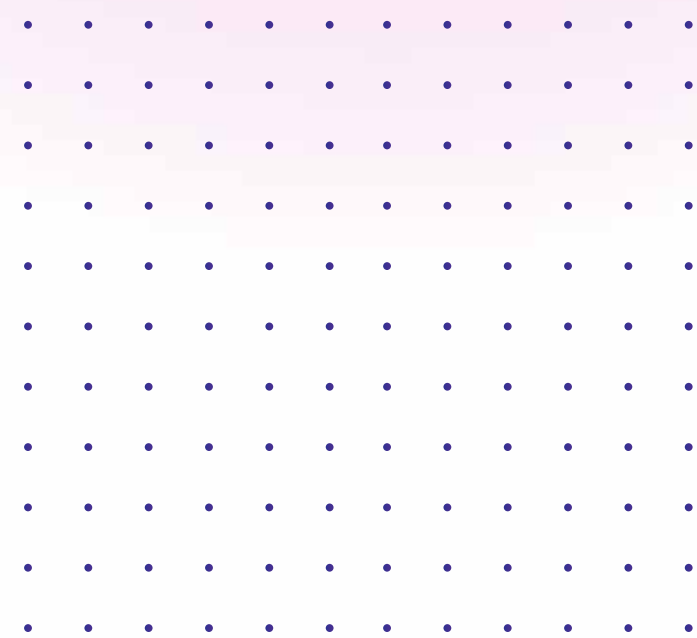
“Egypt is ready to be the main platform for exhibitions and events, such as Cairo ICT, for the sake of humanity, progress, peace and advancement of the whole world”.

President Abdel Fattah Al Sisi,
PRESIDENT OF EGYPT

CAIRO ICT ONE EVENT SUPPORTED BY ALL

H.E. President Abdel Fattah Al Sisi – President of Egypt – inaugurated Cairo ICT six years in a row since 2015. Accompanied by most of the cabinet ministers, top officials and international and regional dignitaries, the President spent hours at each round to learn from the industry leaders what new trends are available to digitally transform the country.

Cairo ICT serves as an annual checkpoint to revise KPI’s introduced the year before and new ones for the year to come. International officials from the world’s top organizations and neighboring countries express enthusiasm, year after another, about being at this leading event.

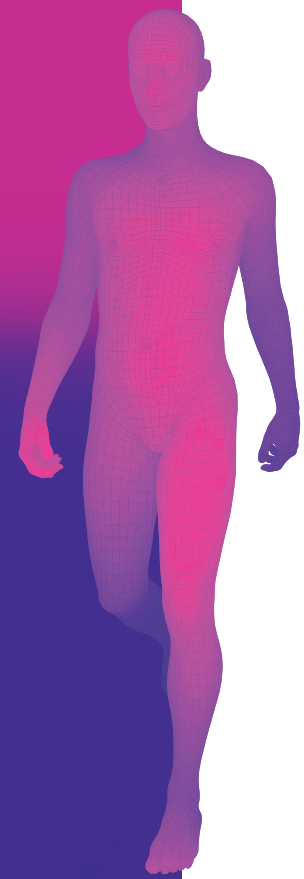


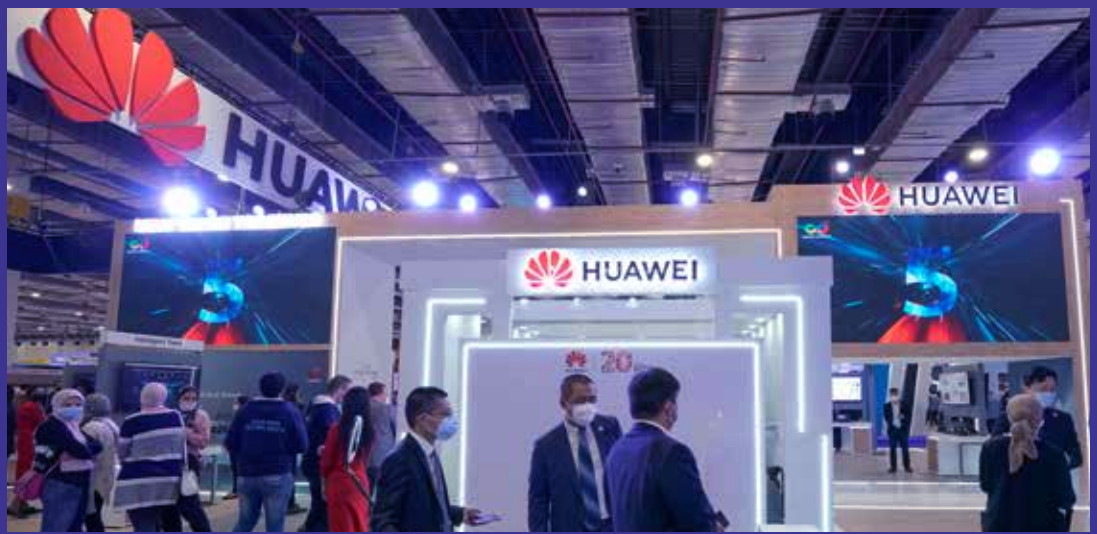


CAIRO ICT 2020 THE BIG RESET

President Abdel Fattah Al Sisi, accompanied by top officials and international dignitaries, opened yet another phenomenally successful round of Cairo ICT – the 24th version. Held under slogan **“The Big Reset”**, Cairo ICT 2020, came as the world exercised a full shut-down and cancelled all physical events. Cairo ICT showed resilience by attracting local, regional and international players to an audience of +80,000, making Cairo ICT 2020 The World’s 1st Hybrid Technology Event.

The presence of H.E. President Al Sisi and global leaders for more than two hours among exhibitors sent strong messages to the world: **“Egypt is Open for Business”** and **“Cairo ICT Continues to be Star of the Region”**.





CAIRO ICT 2021

THE DIGITAL CHALLENGE

This year's slogan is significant on many fronts. Cairo ICT has had slogans along the years that cried out the essence of the industry, hammering the state-of-the industry year after another. We are facing a digital challenge; and the digital world itself is facing its own challenges. Vendors, developers and innovators will come to a standoff at Cairo ICT in competitions that juries will determine the best of the best of each product, service or solution.

STANDBY FOR THESE CHALLENGES ON WWW.CAIROICT.COM

Cairo ICT 2021 continues to bring topics it has unveiled in previous rounds, but their continued significance and growth in today's tech world, makes them incumbent – with a twist – namely:

5-G or Multi-G

5-G or Multi-G: 5G is more than just a fast 4G. Network core provides the critical services and features providing the expected added value of 5G. The mobile core is the multi-service hub for mobile networks, supporting 2G, 3G, 4G and 5G services. Multi-G support drives support 2G, 3G, 4G and 5G services, instead of 4G and 5G integration.

The Hyperscale Revolution

The Hyperscale Revolution: Large and expandable data centers are used to enable businesses to rapidly enter new markets, by building hyperscale data centers. How does it happen? What technologies are employed? What conditions to attract hyperscalers?





Robotics & Drones

Robotics & Drones: Mechanical devices automated or remote controlled for manufacturing, for surgery or semiconductor production and unmanned vehicles.

AR & VR

AR & VR: Hardware and software that create content and distribute AR-related products. VR software and hardware that immerse users in a three-dimensional, virtual world. Wearable devices, environments where users can interact through avatars are target here.

IoT & IIoT

IoT & IIoT: Industrial Internet of Things (IIoT) is expected to transform industries and open new markets. However, IoT adoption faces the challenge of simplifying complexities. The lack of standards in interfaces, protocols and architectures is slowing down IoT applications implementation.

Cloud-Tech & DevOps

Cloud-Tech & DevOps: How do organizations develop, operationalize and monitor software and applications at scale. Hybrid cloud computing and the need for digital intellectual property is driving demand for tools and services to improve software development and operation capabilities.

Zero-Trust Architecture & Cybersecurity

Zero-Trust Architecture & Cybersecurity: Vendors are moving towards built-in security models. Automated verification is a key tenet of zero trust models enabling built-in security, while encryption is increasingly important to ensure systems are capable of maintaining data confidentiality, where data and executables are protected at all points.



A SMARTER DIGITAL SOCIETY A SMARTER DIGITAL GOVERNMENT

CAIRO ICT THE UNIQUE TECH SHOW

What made Cairo ICT unique is a magical blend of technologies, industries, audience, spearheaded with a far-sighted vision about what we need in the Middle East & Africa. Cairo ICT is the Tech event that serves national objectives, businesses, development, and human resources. Cairo ICT 2021 will continue to amaze as a leading Tech event with 10 new domains converged into the tech world; making the 21st round duly dubbed as the Tech Event of the year; namely:



Health-Tech

Health-Tech: Mobility and other information technologies improve healthcare delivery, while technology services, optimize patient-centric healthcare. Other untraditional technologies are involved in Health-Tech, noting the Covid-19 effect.

Agri-Tech

Agri-Tech: Technologies to automate, manage and promote farming, including: wireless sensors to monitor soil, air and animal health, as well as remote-controlled irrigation systems, biotech platforms for crop yields, data-analysis software to augment planting, herd, poultry and livestock management.

Space-Tech

Space-Tech: Space technology companies provide services, and technologies to improve life and most significantly communications. This includes micro-satellites, ground station networks, satellite imagery, satellite telecommunications, and space-based data.





Ed-Tech

Ed-Tech: The adoption of app-based services and personalization with focus on AI/ML. Classrooms have become tech-infused with tablets, interactive online courses and even robots. EdTech tools are changing classrooms and education at large.

Retail-Tech

Retail-Tech: Products and services to improve consumer experiences. It targets, hypermarkets and retailers at large. It also covers the entire supply chain from factory to consumer. Also, restaurant customer-based technologies help owners increase profitability, efficiency and customer engagement, acquisition and retention.

Ad-Tech

Ad-Tech: Advertising technology including software and services that deliver, control and target online advertising, create targeted advertisements based on user interest and behavior.

Entertain-Tech

Entertain-Tech: This is not only about changing user consumption, but is also about creating new channels and devices to engage with content. Also, gaming is bigger than ever, where 2021 is another year of disruption for media and entertainment.



Sport-Tech

Sport-Tech: Technology has transformed the field of sports training and advanced technology has become smaller and more resilient, bringing new opportunities. Wearable tech conveys real-time information and can prevent injuries; GPS pinpoints motion; live metrics help trainers determine aspects each athlete needs to focus on.

Prop-Tech

Prop-Tech & Construct-Tech: Prop-Tech is changing the way we buy, sell, and interact with properties. Big data, property management software, (IoT) devices, data analysis tools, A/R and V/R applications, and crowdfunding are some subsectors. And with the boom in the construction, efficiency and productivity is much needed. This includes project management software, job-site survey tools, building information modeling, modular and pre-fabrication solutions, and risk management tools.

Museum-Tech

The region is seeing a boom in building museums, not only in countries with long heritage, but also in countries wanting to own artifacts from the world to establish their own culture attraction. Technologies in this domain are endless.



Fintech, Insure-Tech, Mortgage-Tech, E-commerce, digital currencies and blockchain are covered within PAFIX – the 8th Payment & Digital Inclusion Expo (Part of Cairo ICT)



25 YEARS & STILL FORGING AHEAD

Looking back at 24 years of success. Cairo ICT was launched in 1996 as a single technology fair and forum in North Africa, and rapidly became the success story of MEA. With expert knowledge of Tradefairs International team, long years of experience and a keen understanding of the latest disruptive technology trends, Cairo ICT established itself as the leading technology platform.

Revolutions, economic crunches and downturns, fierce competition, Covid-19 and other challenges were never show-stoppers as the team always took upon themselves that: "The Show Must Go On!"

As we celebrate with our partners the SILVER JUBILEE special features, gifts and ideas will be revealed to celebrate this very special year for Cairo ICT.

THE SILVER JUBILEE





WHY CAIRO ICT?

Cairo ICT is built around creating targeted exposure with theme-specific technologies to enable exhibitors showcase products/services to a highly motivated targeted audience in a unique business environment.

- Discover new opportunities in virgin markets
- Understand how core industry themes will affect your business
- Exhibit next to a conference featuring top tier regional industry speakers
- Use a strong cross-border PR campaign, where next-generation innovations are introduced
- Find new partners
- Consolidate existing customer relations
- Grow your network and get competitive edge over your competition

**4 DAYS OF HIGH-LEVEL NETWORKING EVENTS WITH ENDLESS OPPORTUNITIES
INCREASE YOUR BRAND EXPOSURE
POSITION / REINFORCE YOUR BRAND AS AN INDUSTRY LEADER**

Dr. Abdel Rahman Al Sawy – the leading telecom figure in the region – was the one who gave the go-ahead for Cairo ICT to take place, announcing the support of the Telecom Industry Committee of the IDSC 25 years ago. The last public appearance of the veteran **Dr. Al Sawy** was while moderating one of the most important panels of Cairo ICT 2020. Shortly after his heart gave away to the grief of an entire community. We remember and honour this noble man of knowledge in 2021.



MRS. AMANI GHANEM
CO-FOUNDER CAIRO ICT

IN THE LOVING MEMORY OF A HEART OF GOLD

This round of Cairo ICT is dedicated to the soul of **Mrs. Amani Ghanem** – co-founder of Cairo ICT – who gained the love and respect of the entire industry along many years. **Mrs. Ghanem** last celebrated with us the 20th Anniversary Success 5 years ago, and today we dedicate the coming round to her loving soul. To those who joined us along the pathway to 25 years of success, her name has been carved in her memory.

WHO ATTENDS?

100,000 + professionals from around the region, including:

- Heads of Government
- Ministers & Regulators
- Government CIO's
- Business Leaders
- C-Level Industry Executives
- Financiers and Venture Capitalists
- Military & Homeland Security Technology Experts
- Small & Medium Enterprises
- Retailers, Resellers & Distributors
- Manufacturers
- Real Estate Developers
- Banking Sector Professionals
- Researchers & Educators
- Architects & Engineers
- Regional Electronic and Print Media



Intelli-Cities

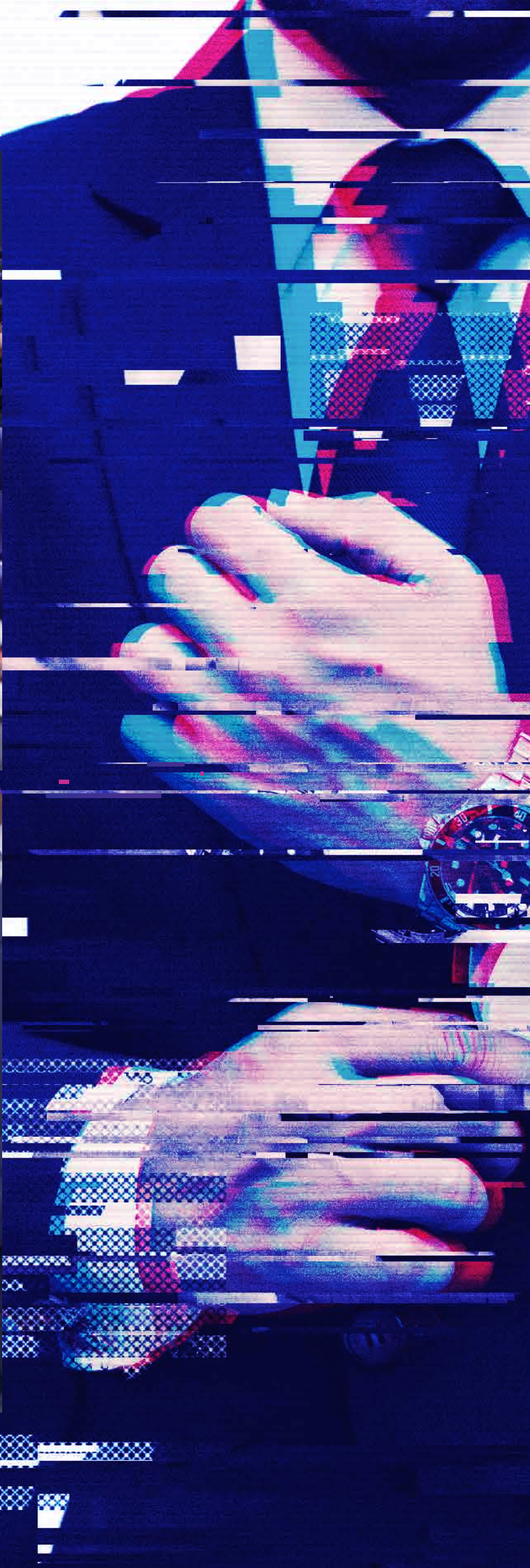


INCORPORATED EVENTS

Incorporated events are targeted exhibition areas and conferences that attract professional in their respective domains. This creates a hype around Cairo ICT, and channels visitors for better time management.

- **PAFIX:** The 8th Payments & Digital Financial Inclusion Technology Expo
- **DSS:** The 7th Defense, Security & Public Safety Fair & Forum
- **Intelli-Cities:** The 8th Smart Communities, Cities & Homes Fair & Forum
- **Innovation Arena:** The 5th Innovation Meeting Point





HIGH-LEVEL NETWORKING

Gain Direct Access to Key Decision-Makers

Over the past 24-year Cairo ICT continues to attract a growing number of regional leaders, decision-makers from within the ICT and respective industries, alongside key decision-makers from important sectors including government, finance, health, education, tourism, real state, transport, aviation, and armed forces. Networking events include:

- Pre-Event Dinner
- Opening Ceremony
- VIP Networking Lunch
- 40 + Forum Sessions Featuring top tier industry Speakers
- Ministerial Sessions, Panel Discussions Sessions, B2B Sessions and B2C Sessions
- Daily VIP tours with top-level decision makers and regional buyers
- VIP Gala Dinner





THE BEST OF CAIRO ICT

The Best of Cairo ICT is a new idea introduced in 2021 to help a large audience compare products, services, and technologies to the finest detail. To a specialized jury and an enthusiastic audience, vendors, developers, innovators and integrators – large and small – will show the best of what they have to clinch **“Best of ICT 2021”** Awards.



Standby for details on this on our website
www.cairoict.com/the_best_of_ICT





UNIQUE CAMPAIGN

Cairo ICT has one of the largest campaigns in the region, using all vehicles that lead to the widest exposure. Regional specialized media, TVs and the internet are our field of action.



ORGANIZED BY



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