37TH GITEX TECHNOLOGY WEEK

08 - 12 OCT 2017

DUBAI WORLD TRADE CENTRE

Learn from the **first-movers.**

VERTICAL DAYS

CONFERENCE AGENDA

SUN 08	MON 09	TUE 10	WED 11	THU 12
THE GITEX KEYNOTES	HEALTHCARE SMART CITIES RETAIL	FINANCE SMART CITIES TECH LEADERS	TRANSPORT & LOGISTICS DIGITAL MARKETING	EDUCATION

THE GITEX KEYNOTES - DAILY AT 4PM

Organised by

DUBAI WORLD TRADE CENTRE

مركز دبي التجاري العالمي

37TH GITEX TECHNOLOGY WEEK

08 - 12 OCT 2017
DUBAI WORLD TRADE CENTRE

At GITEX, it's more than discovering new technologies. It's about changing your mindset. Innovate to survive and thrive. It's all about re-imagining business realities.

GITEX Vertical Days Experience Includes:

230+ case-studies from industry practitioners

SUN 08 — The GITEX Keynotes
Big Data | Clean Energy | Mobile | Blockchain | Digitalisation

MON 09 — Healthcare
Robotics | 3D Printing | AR/VR | Patient Experience
Cyber-security | Mobile & Cloud | Blockchain

MON 09 — Retail
Digital Transformation | Customization | AR/VR | Drones
Artificial Intelligence | Magic Mirrors

MON 09 TUE 10 — Smart Cities
Big Data | Happiness | Artificial Intelligence
Cognitive Cities | Blockchain

TUE 10 — Finance
Blockchain | Artificial Intelligence
Robotics Process Automation | Machine Learning

TUE 10 — Tech Leaders
Leadership | Diversity & Inclusion | STEM

WED 11 — Transport & Logistics
Autonomous Vehicles | Robotics | Artificial Intelligence | Smart Technology

WED 11 — Digital Marketing
Gamification | Data Analytics | Artificial Intelligence
Digitalisation | Automation

THU 12 — Education
AR/VR | E-Education | Smart Education
Campus Of The Future | Gamification

PLUS! Invite only executive briefings daily
Hosted by Consensys, Dark Matter, Enterprise Ireland, F5, Google, Microstrategy, Oracle, SAP, VMWare, Wipro

Dr. Werner Vogels, CTO, Amazon.com

Named among Wired's World's Top 10 Cloud Influencers & Thought Leaders and the driving force steering Amazon to its 2027 mission of US$ 1 trillion market cap,
8th October 2:00pm

BREAKING NEWS
First time ever in the region!

explore
a range of advances and use cases on:

AR/VR • AI • Cloud • Big Data • Blockchain
Robotics • IoT • Digitalisation • Mobile
Autonomous Tech • Gamification •

insights

Google, World Wrestling Entertainment, City of Amsterdam, OSVehicle, MIT, Singularity University, Walmart, Aon, Instagram and more.

SUN 08	MON 09	TUE 10	WED 11	THU 12
THE GITEX KEYNOTES	HEALTHCARE / SMART CITIES / RETAIL	FINANCE / SMART CITIES / TECH LEADERS	TRANSPORT & LOGISTICS / DIGITAL MARKETING	EDUCATION

THE GITEX KEYNOTES - DAILY AT 4PM

VERTICAL DAYS

Delve into the minds of the world's leading business practitioners as they reveal their "this-is-how-we-did-it" success stories and give businesses a preview of value-creation through innovation. Here's a snapshot of the 2017 line-up.

THE GITEX KEYNOTES
Building a great disruptive business

Patrick Grove, Co-Founder & Group CEO of Catcha Group | Co-Founder & Chairman of iFlix

RETAIL
Turning high end fashion into high tech retail

Scott Emmons, Head Innovation Lab, Neiman Marcus

SMART CITIES
Presenting Dubai's smart city

Dr. Aisha Bin Bishr, Director General, Smart Dubai

SMART CITIES
The secrets of successful transformation to blockchain government

Matthew Spoke, CEO and Co-Founder, Nuco

FINANCE
Embarking on a digital crash diet: Utilising technology to trim the fat from your operational expenditure to reveal a new leaner financial institution

Saravanan Kumar, Global Head of Automation, Aon

DIGITAL MARKETING
Waking up from a sleeper hold – How the WWE used mobile payments and Direct Carrier Billing to monetize it content and increase revenues of its international market
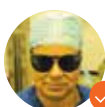
Carlo Nohra, Vice President and General Manager, WWE

TRANSPORT & LOGISTICS
How to go a 1000 miles on 1 tank of fuel. Assessing new sustainable transport methods

Jelani Aliyu, Director General, National Automotive Design and Development Council

HEALTHCARE
Disrupting the doctor patient relationship – how social media, AI and VR will interface with the healthcare industry & improve patient care for all.
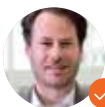
Shafi Ahmed, Professor of Surgery, Associate Dean, Futurist, Entrepreneur, Innovator, Barts Medical School, Singularity University

RETAIL
Harness service design to re-think your tech and products, and make your business immune to competition

Benjamin Running, Director Innovation Lab, Jet.com a Walmart Company

SMART CITIES
Examining Smart City Enablement technologies that will facilitate greater innovation and facilitate truly smart cities

Marijn Fraanje, CIO, The Hague

FINANCE
Harnessing the power of digital technologies to reimagine your business and drive growth in a disruptive age

Marcus Teacher, Global Head of Strategic Accounts, Ripple

TECH LEADERS
Changing the technology game, Creating the leaders of tomorrow to drive innovation

Michelle WU, CIO, GE Power Services

DIGITAL MARKETING
How to build a 60 million + online community – the secrets of Instagram's Middle East success

Priya Patel, Business Development Lead, Instagram

EDUCATION
The Living Lab- Insights into the multi award winning smart campus that is driving innovation

Prof Regiane Relva Romano, General Coordinator, FACENS

HEALTHCARE
Combating the Digital Lifestyle: The next habitat for tech-humanity

John Nosta, Google Health Advisory Board Member, Digital Health Professor, Singularity University, President, Nostalab

RETAIL
The digitization of business: The effect of e-commerce strategies on revenue growth in retail companies

Branden Williams, SVP, MUFG

SMART CITIES
Insights into Amsterdams government efficiency programs, assessing how technology can reduce the cost of government

Ger Baron, Chief Technology Officer, City of Amsterdam

FINANCE
UK Retail Banking. Too big to disrupt?

Paul Clarke, CTO, Tandem

TECH LEADERS
Discussing the role of educational establishments in attracting females to STEM

Barbara Hughey, Associate Director Women in Technology Program, MIT

TRANSPORT & LOGISTICS
Connected & Autonomous EV revolution

Tin Hang Liu, CEO & Founder, OSVehicle

Top 5 sessions you cannot miss!

1. **Dr. Werner Vogels, Chief Technology Officer of Amazon.com**

   Breaking news - First time in the region! - *The genius responsible for driving Amazon's world-dominating technology vision*

   Powerful Keynote:
   The prolific Amazon story: transforming an ecommerce start-up into one of the world's most remarkable technology companies

   Experience at The GITEX Keynotes, Vertical Conferences
   Date & Time: 14:10, Sunday October 8
   Location: Sheikh Makhtoum Hall, The Keynote Stage

2. **Planet of the Apps, Live Panel – Apple's global celebrity App Financing TV hit is coming to Middle East – Live with digital input from Will I Am**

   Moderator
   Ben Silverman, Creator/Executive Producer, Planet of the Apps, Former Chairman of NBC
   and creator of the Tudors and the Biggest Loser

   Panelists
   Winston Thomas aka DJ Blackout Co-Founder **RecordGram, Grammy Award Winning DJ and Producer**
   Lauren Farleigh, Founder, **Dote – Raised US$10.8 million through Planet of the Apps and mentored by Gwyneth Paltrow**
   Sunny Uppal, Founder, **Tracks**
   Erik Mendelson, Co-Founder, **RecordGram - mentored by Will I AM and received $650k investment on show and went on to win TechCrunch's Startup Battlefield**

   Experience at The GITEX Keynotes, Vertical Conferences
   Date & Time: 16:05, Wednesday October 11
   Location: Sheikh Makhtoum Hall, The Keynote Stage

3. **Dr. Shafi Ahmed**, Professor of Surgery, Associate Dean, Futurist, Entrepreneur, Innovator, **Barts Medical School, Singularity University**
   World's first surgeon to live-stream surgery via AR & VR – over 54 million views via Google Glass, Snapchat and Twitter

   Session: Disrupting the doctor patient relationship: Social media, AI and VR's interface with the healthcare industry to improve universal patient care
   Experience at Healthcare Conference, Vertical Conferences
   Date & Time: 11:50, Monday October 9
   Location: Sheikh Makhtoum Hall

4. **Patrick Grove**, Co-founder & Group CEO, **Catcha Group/**co-founder & Chairman, **iflix**
   Top Entrepreneur under 40 (Business Week) |judge of Talent Unleashed Awards |member XPrize Innovation Board

   Session: The 5Ps to building a great disruptive business
   Experience at The GITEX Keynotes, Vertical Conferences
   Date & Time: 16:05, Monday, October 9
   Location: Sheikh Makhtoum Hall, The Keynote Stage

5. *Tin Hang Liu, CEO & Founder, OSVehicle*
   Saved mobility sector millions of $$$ creating an open-source, modular autonomous vehicle platform

   Session: Connected & Autonomous EV revolution
   Experience at Transport & Logistics Conference, Vertical Conferences
   Date & Time: 11:05, Wednesday, 11 October
   Location: Sheikh Makhtoum Hall

	Day One, Sunday, 8th October 2017 **THE GITEX KEYNOTES**
	The GITEX Keynotes features the world's market-movers and heavy-hitters talking about what matters – *the future of tech, ideas and concepts that will change the business world and daily lives.*
14:00	**Welcome from Chair** **Simon Baptist, Global Chief Economist; Managing Director, Asia, The Economist**
14:10	**Opening Keynote: The prolific Amazon story: transforming a start-up into the world's most remarkable technology firm** *Dr. Werner Vogels, Chief Technology Officer, Amazon.com* **The tech genius responsible for driving Amazon's world-dominating innovation vision**
14:40	**Keynote: Power to the People** *Mike Sutcliff, Group Chief Executive Officer,* **Accenture Digital**
15:10	**Trust and our Digital Society: A dive into the importance of cybersecurity in today's world** *Faisal Al Bannai, Founder and Chief Executive Officer ,* **DarkMatter** *Eddie Schwartz, Executive Vice President of Cyber Services,* **DarkMatter** *Rabih Dabboussi, Senior Vice President – Sales, Marketing & Business Development,* **DarkMatter**
15:40	**Global Launch of the new Blackberry device: A sneak peek** *Francois Mahieu, Chief Operating Officer,* **BlackBerry Mobile**
15:50	**Networking break**
	HUAWEI INNOVATION SUMMIT
16:00	*HUAWEI INNOVATION SUMMIT*
18:30	**End of Day 1 – The GITEX Keynotes**

Day Two, Monday, 9th October 2017
Healthcare

11:00	***Welcoming Address by Chairman*** ***Ian Khan, Technology Advisor, 3x TEDx Speaker, Futurist***
11:05	***Combating the digital lifestyle: The next habitat for tech-humanity*** *John Nosta, Google Health Advisory Board Member, Digital Health Professor,* ***Singularity University, President, Nostalab***
11:25	***Improving healthcare delivery: How systems can improve our understanding of how patient behave and engage*** *Olivier Oullier, President,* ***EMOTIV***
11:50	***Disrupting the doctor patient relationship: Social media, AI and VR's interface with the healthcare industry to improve universal patient care*** *Shafi Ahmed, Professor of Surgery, Associate Dean, Futurist, Entrepreneur, Innovator,* ***Barts Medical School, Singularity University***
12:10	***The A.I. will see you now: meet the digital doctor*** *Asad Khan, Managing Director Health & Public Services,* ***Accenture***
12:35	***Blockchain and it's use in healthcare: Just what the doctor ordered!*** *Dr. Robert Learney, Associate Director Centre for Cryptocurrency Research and Engineering*, ***Imperial College***
13:00	***Healthcare's digital transformation: megatrends & opportunities*** *Rajat Karol, General Manager- Healthcare IT,* ***GE Healthcare***
13:30	***Lunch and Networking***

14:30	**Preventing breaches in healthcare cyber security: identify vulnerabilities and ensure patient safety** *Nader Henein, Regional Director Security,* **Blackberry** *Mahir Nayfeh, Partner,* **McKinsey & Company** *Rajat Karol, General Manager- Healthcare IT,* **GE Healthcare** *Megha Kumar, Research Director,* **IDC**
15:10	**Digital lifeline for the unconnected: patient in remote areas to leverage medical care** *Najat Abdulrahman, Executive Director - Business Development,* **Yahsat**
15:35	**VR and AR for healthcare innovation** *Christopher Queen, Surgeon,* **Umm Suqeim Veterinary Centre**
16:00	**THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda**

	Day Two, Monday, 9th October 2017 *Retail*
11:00	**Welcoming Remarks from Chairman** *Debbie Hauss, Editor-in-Chief,* **Retail TouchPoints, US** *David Hogan, Chief Information Officer,* **National Retail Federation (former)**
11:05	**Inside the Store- What's next? Seven key questions to help you evaluate new in-store technology** *Case study with insights on Macys, Nordstorm, Saks and Holt Renfrew* *Ian Khan , Technology Advisor, 3x TEDx Speaker, Author, Editor*
11:30	**Cloud tech evolution in retail- Linking buyers and sellers through online marketplaces** *Clinton O'Leary, Chief Commercial Officer,* **Yvolv**
11:50	**Fireside Chat – Leveraging the power of e-commerce to transform from a home-run shop to a globally recognised brand** *Sophia Amoruso, Founder,* **Girlboss Media**
12:10	**eCommerce and Retail Digital Transformation in MENA** *Acile Sleiman, Retail Industry Head in MENA,* **Google**
12:40	**The New Norm: Disruption Through Innovation** *Paul Walsh, SVP – Platform Strategy & Innovation,* **VISA**
13:10	**Turning high-end fashion into high tech retail** *Scott Emmons, Head Innovation Lab*, **Neiman Marcus**
13:30	**Lunch and Networking**

14:30	***Make your business immune to competition: Harness service design to re-think your tech and products, and*** *Benjamin Running, Director Innovation Lab, **Jet.com a Walmart Company***
15:00	***The digitization of business: The effect of e-commerce strategies on revenue growth in retail companies*** *Branden Williams, SVP, **MUFG***
15:30	***Gazing into the retail crystal ball – How you can identify what your customer wants before they do*** *Mansour Salameh, Client Solutions Manager, **Facebook***
16:00	***THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda***

Day Two, Monday , 09th October 2017   *Smart Cities*

11:00	***Welcoming remarks from Chairman*** *Renato De Castro, International Adviser, **WEGO (World E Government Organisation)***
11:05	***Keynote Address: Presenting Dubai's smart city strategy*** *Dr. Aisha Bin Bishr, Director General, **Smart Dubai***
11:20	***Panel Discussion: Detailing the financial models that to deliver cost effective and efficient development of the world's future intelligent cities -*** *focus on partnerships between the public, private sector and people* *Ger Baron, Chief Technology Officer, **City of Amsterdam*** *Siim Sikkut, Government Chief Information Officer, **Government of Estonia*** *Sean O'Brien, General Manager and Leader for Public Services, **SAP*** *Marijn Fraanje, Chief Information Officer,, **The Hague***
12:00	***Digital Economies: Driven by smart cities*** *Safder Nazir, Regional Vice President of Digital Industries, **Huawei Middle East***
12:20	***Panel Discussion: Developing a circular economy to improve city efficiency:*** *business, civil society and public administration's roles in driving the transformation to a 'Blue Economy'- an economy based on innovation* *Jorge Saraiva, Smart Cities Adviser, **European Union*** *Er-Ti Chen, Sustainable Urban Development Associate, **Smart Eco City*** *Philip Bane, Managing Director, **Smart Cities Council*** *Sky Kurtz, Co-Founder, Pure Harvest* *Dina Tamimi , Director of Future City, **Honeywell***
13:00	***Dubai Police: Special Project Presentation*** *Brigadier Khalid Nasser Alrazooqi, General Director of Smart Services Department, **Dubai Police GHQ***
13:15	***Let the start-ups tell you how:*** *3 of the most innovative smart city startups will discuss their technologies innovations and tell their stories*

13:30	**Lunch and Networking**
14:15	**Panel Discussion:** **Moving beyond the ordinary:** *Advanced predictive analytics and state of the art cyber security to make for truly smart and safe cities* *Marijn Fraanje, CIO,* **The Hague** *Mohammad Al Shehhi, COO,* **Dubai Design District** *Alhaji Yusuf Kazaure, CEO,* **Galaxy Backbone Ltd** *Rabih Dabboussi, Senior Vice President – Sales, Marketing & Business Development,* **DarkMatter** *Karim Hodeib,Principal Solution Architect,* **GE Digital** *Fadi Shanaah, Regional Director Business Development – MEA,* **Orange Business Services**
14:45	**Amsterdam spotlight: Insights into Amsterdam's government efficiency programs and leveraging technology to reduce government expenditure** *Ger Baron, Chief Technology Officer,* **City of Amsterdam**
15:05	**Interactive Discussion Groups:** *Attendees have the opportunity to spend an hour with a table leader to deep dive into a topic. Participants are encouraged to contribute to the discussion own experiences and challenges to result in tangible solutions* *Discussion Group topics and leaders :* • **The impact of cognitive machine learning to improve smart city decision making** *Atif Jamil , Director of Smart City, MBB & IoT Solutions,* **Huawei Middle East** • **The importance of open data and open application programming interfacing are running smart cities** *Marijn Fraanje, CIO,* **The Hague** • **Cyber-security challenges in Smart Cities: Safety, Security and Privacy** *Scott Manson, Cyber Security Leader for Middle East, Africa and Turkey,* **Cisco** • **Implementing innovation successfully in future cities** *Dmitry Karandin, Head of Special Projects - Smart City Lab,* **City of Moscow** • **Artificially intelligent cities** *Greg Cross, Chief Business Officer,* **Soul Machines**
16:00	**THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda**

Day 3, Tuesday , 10th October 2017 Smart Cities Day 2	
11:00	**Welcoming Address from Chairmen** *Philip Bane, Managing Director,* **Smart Cities Council**
11:05	**City design: the essence of happy and efficient citizens and residents** *Jorge Saraiva, Smart Cities Adviser,* **European Union**
11:20	**Cognitive Cities: how artificial intelligence will dominate cities of the future** *Dr. Mohammed Rafiq Swash, Chief Technical Officer,* **Digi Robotics Technologies** *Dr. Mohibullah Driverless Vehicles Director,* **Digi Robotics Technologies** *Eng. Hamad Al Ameri, Managing Director,* **Trojan Holdings**

	*Dr. Khalid Al Saif, CEO, **Taqnia Robotics and intelligent systems*** *Dr. Amr Reda Almaddah, COO, **Manga Productions***
11:45	***Nowhere to hide: Examining Moscow's groundbreaking facial recognition CCTV project*** *Dmitry Karandin, Head of Special Projects - Smart City Lab, **City of Moscow***
12:00	***Redefining the way cities and communities interact*** *Shukri Eid, Managing Director – East Region, **Cisco Middle East***
12:20	***Dubai Spotlight: Showcasing Dubai Data and Dubai Pulse – how are*** *Younus Al Nasser , Assistant Director General, **Smart Dubai Office***
12:40	***Cyber Resilience in Smart Cities*** *Harshul Joshi, Senior Vice President Cyber Advisory Services, **DarkMatter***
13:00	***Public value for money -Why do Governments need to think like impact investors in the digital age?*** *Gianmario Pisanu , Managing Director and Management Consulting Lead in the Middle East and Turkey, **Accenture***
13:20	***Adaptive Security Architecture: Securing dynamic and pervasive systems based on behavior analysis*** *Luiz Firmino, Group Chief Information Security Officer, **Porto Seguro***
13:40	***Lunch and Networking***
14:25	***Maximising the effectiveness of government decision making*** *Jorge Saraiva, Smart Cities Adviser, **European Union*** *Fady Younes, Deputy Managing Director and Operations Director East Region, **Cisco Middle East*** *Dr Isa Ali Ibrahim Pantami FBCS , Director General, **National Information Technology Development Agency*** *Dmitry Karandin, Head of Special Projects - Smart City Lab, **City of Moscow*** *Senior Representative, **Dubai Internet City***
14:55	***Measuring a city's smartness – assessing how to benchmark and improve the quality of life of citizens*** *Philip Bane, Managing Director, **Smart Cities Council***
15:10	***Executive insight: Digital transformation leading the way*** *Ranjit Rajan, Head of Research, IDC Middle East, Turkey & Africa, **IDC***
	Masterclass
15:20	***The secrets of successful transformation to blockchain government*** *Matthew Spoke, CEO and Co-Founder, **Nuco***

16:00	*THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda*

Day 3, Tuesday, 10th October 2017
Finance

11:00	**Welcoming Address from** Raj Chowdhury, Blockchain I Cryptocurrency : **Advisor, Investor, Consultant**
11:05	**Keynote Address: Harnessing the power of IoT, big data and Artificial Intelligence reimagine business and drive growth in a disruptive age** *Navin Gupta, Managing Director SEA,* **Ripple**
11:20	**Blockchain: New tech on the block: Understanding the benefit, limitations and practical uses of blockchain technology** *Moderator* *Ian Khan ,* **Technology Advisor, 3x TEDx Speaker, Author, Editor** *Raj Chowdhury, Blockchain I Cryptocurrency :* **Advisor, Investor, Consultant** *Matthew Spoke, CEO and Co-Founder,* **Nuco** *Navin Gupta, Managing Director SEA,* **Ripple** *David Kravitz, Vice President Crypto Systems Research,* **DarkMatter** *Andreas Wallendahl, Co-Head of Strategic Initiatives,* **ConsenSys**
12:00	**Examining financial services in a mobile first world: how to increase customer engagement and improve loyalty** *Eleni Kitra, Head of Financial Services,* **Facebook**
12:20	**Real security is boring: take a step into the future** *Dan Lamorena, Vice President, Global Solutions,* **ForeScout Technologies**
12:50	**'UK Retail Banking. Too big to disrupt?'** *Tandem is creating a digital retail bank that aims to completely disrupt the banking industry in the UK.* *Paul Clark, CTO,* **Tandem**
13:10	**Advanced tech financial ecosystems: the interplay between financial institutions and fintech companies – how to ensure success** *Emre Karter, Head of TTS,* **Citigroup** *Deji Oguntonade, Head of Fintech and Innovation,* **Guaranty Trust Bank** *Juan Llanos, FinTech & RegTech Lead***, ConsenSys** *Rasool Hujair, CEO,* **Najm** *Trey Goede, Head of Portfolio and Investment Management,* **Saudi Aramco Entrepreneurship Ventures** *Petr Klimes, Global Head of Marketing and Co-Head of Digital,* **ADIB**

13:40	**Lunch and Networking**
14:30	**Embarking on a digital crash diet: Utilising technology to trim the fat from your operational expenditure to reveal a leaner financial institution** *Julen Mohanty, VP,* **JP Morgan Chase** *Saravanan Kumar, Global Head of Automation,* **Aon** *Hilal Houssain, Senior Financial Product Development Specialist, Fintech,* **Islamic Development Bank Group** *Greg Cross, Chief Business Officer,* **Soul Machines**
15:00	**Banking: the live business** *Piercarlo Gera, Global Managing Director FS Distribution & Marketing,* **Accenture**
15:20	**All Hail the King: His Excellency, The Customer** *Gopi Krishnan, Chief Information Officer,* **Al Hilal Bank**
15:30	**Interactive Discussion Groups:** *Attendees have the opportunity to spend an hour with a table leader to deep dive into a topic. Participants are encouraged to contribute to the discussion own experiences and challenges to result in tangible solutions Discussion Group topics and leaders :* • **Assessing the use of Robotic Process Automation to improve efficiency and minimize operational costs.** *Julen Mohanty, VP,* **JP Morgan Chase** • **Who is better positioned to lead Digital Transformation: Can CIOs become CDOs ?** *Gopi Krishnan, Chief Information Officer,* **Al Hilal Bank** • **Blockchain masterclass – Examining the benefits of blockchain in finance** *Raj Chowdhury, Blockchain I Cryptocurrency :* **Advisor, Investor, Consultant** • **Exploring the use of blockchain to reduce the cost of interbank transactions and improve profitability** *Emre Karter, Head of TTS,* **Citigroup** • **Investigating the use of machine learning and artificial intelligence to develop more robust cyber security** *Branden Williams, SVP Cybersecurity,* **MUFG** • **Managing change effectively to facilitate a smooth transformation process** *Mohammed Roushdy, Advisor CEO,* **Bank Al Bilad** • **Digital transforming your business to achieve better business performance** *Paul Black. Program Director, Telecoms & Networking, Middle East and Africa,* **IDC** • **Artificial Intelligence in Banking** **Greg Cross, Chief Business Officer, Soul Machines**
16:00	**THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda**

Day 3 Tuesday, 10th October 2017 **Tech Leaders**	
11:00	**Welcome Chairperson** Natasha Dsouza, Tech Journalist and Columnist, **Women@Forbes** **Welcoming Remarks** Amel Murphy, Co-Founder, **Sustain Leadership**
11:05	**Keynote Address: Inspiring Leadership** Zeynep Sarilar, Chairwomen, **ITEA Office**
11:25	**Panel Discussion: Driving innovation through diversity – Examining how a diverse gender workforce leads to tech innovation** Moderator: Tamara Pupic, Managing Editor, **Entrepreneur Magazine** Dina Tamimi , Director of Future City, **Honeywell** Michelle WU, CIO, **GE Power Services** Deanna Kosaraju, Founder and CEO, **Global Tech Women** Amel Murphy, Co-Founder, **Sustain Leadership** Anvita Varshney, Co-founder and Investment Committee member, **Dubai Angel Investors**
12:00	**Panel Discussion: Discussing the role of educational establishments in attracting women to STEM** **Moderator:** Kim Kelaita, Reporter, **CNN** Barbara Hughey, Senior Lecturer in Mechanical Engineering and Associate Director, Women's Technology Program, **Massachusetts Institute of Technology** Shafi Ahmed, Professor of Surgery, Associate Dean, Futurist, Entrepreneur, Innovator, **Barts Medical School, Singularity University** Zeynep Sarilar, Chairwomen, **ITEA Office**
12:40	**Organisational culture: Creating an environment for entrepreneurship to thrive** **Moderator:** Sonia Weymuller, Founding Partner, **VentureSouq** Khaled Kteily, Lead, **World Economic Forum** Jackie Waring, CEO & Founder**, Investing Women** Amina Sambo, National Coordinator - Office for ICT Innovation and Entrepreneurship, **NDITA** Ramzy Ismail, Managing Director, **Techstars Dubai** Vera Futorjanski, Global Head of Communications, **Dubai Future Foundation** Najla Al-Midfa, General Manager of Sheraa, **Sharjah Entrepreneurship Center** Alper Celen, Founder**, Enhance Digital**
13:20	**Keynote: Femtech Startups Funding and Investing** **VC experience. The aim is to provide women tech start-ups or any the opportunity to understand more about what is expected of them, the barriers they may face and what is available out there for them** Brigitte Baumann, Founder, **Go Beyond Early Stage Investing**
13:40	**Lunch and Networking**
14:40	**Panel Discussion: Addressing the best practices in recruiting and retention of talent in the tech industry** **Moderator: Natasha Dsouza** Alia Al Rifai, Chief Financial Officer, **Siemens** Trey Goede, Head of Portfolio and Investment Management, **Saudi Aramco Entrepreneurship Ventures** Lina Hediah, Executive Director, **ConsenSys** Ruth Fletcher, VP-People, **Careem** Sky Kurtz, Co-Founder, **Pure Harvest**

15:20	***Ask the expert table discussion (entrepreneurship round):*** *Attendees have the opportunity to spend an hour with a table leader to deep dive into a topic. Participants are encouraged to contribute to the discussion own experiences and challenges to result in tangible solutions*
	Discussion Group topics and leaders :
	
	• ***Understanding the various funding routes available to finance your business***
	  Sonia Weymuller, Founding Partner, ***VentureSouq***
	
	• ***Investigating the critical success factors in climbing up the corporate ladder***
	  Amira Rashad, CEO, ***BulkWhiz***
	
	• ***Examining the leadership strategies necessary to get the best out of a diverse workforce***
	  Amel Murphy, Co-Founder, ***Sustain Leadership***
	
	• ***Assessing how to successfully pitch to investors and secure huge investments***
	  Anvita Varshney, Co-founder and Investment Committee member, ***Dubai Angel Investors***
	
	• ***Developing a comprehensive business plan to transform good ideas to successful businesses***
	  Najla Al-Midfa, General Manager of Sheraa, ***Sharjah Entrepreneurship Center***
	  *Alper Celen, Founder****, Enhance Digital***
	  Heather Henyon, CFO Advisor, ***Needlist***
	  Anvita Varshney, Co-founder and Investment Committee member, ***Dubai Angel Investors***

16:00	**THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda**

	Day 4, *Wednesday, 11th October 2017* *Digital Marketing*
11:00	***Introduction from Chairman***
11:05	***Fireside Chat: Waking up from a sleeper hold – How the WWE used mobile payments and Direct Carrier Billing to monetize it content and increase revenues of its international market*** *Carlo Nohra, Vice President and General Manager, **WWE*** *Interviewed by* *Michael Tomlins, CEO, **Infomedia***
11:30	***Harnessing key marketing trends to accelerate your digital presence*** *Hussein Dajani, General Manager – Digital Marketing, **Nissan Motor Cars***
11:55	***Careem's acceleration past it's competition - Customising your messaging for a smooth marketing ride*** *Christian Eid, Vice President - Marketing, **Careem***
12:20	***Highlighting Carrefour's marketing success stories*** *Franck Boissinot, Vice President - Marketing & Digital, **Carrefour***
12:40	***Sink or swim: your brand's survival guide in a social media tsunami*** *Meghan Doyle, Lead International Partnerships, **Twitter***
13:00	***Replicating international success in the Middle East Market – The Starz Play Story*** *Danny Bates, Co-Founder and CCO, **Starz Play***
13:30	***Lunch and Networking***
14:30	***How to build a 60 million + online community – the secrets of Instagram's Middle East success*** *Priya Patel, Business Development Lead, **Instagram***
14:50	***Are we virtually there yet? - If virtual reality is so great, how come you don't have it?*** *Rasha Rteil, Head of Innovation MENA, **UM Labs***
15:20	***Data Monetisation: why brands are changing the game of the advertisement market?*** *Pierre Santamaria, Programmatic and Monetization Lead, **Accenture*** *Didier Uljasz, Managing Director Digital Marketing Lead Middle East, **Accenture Interactive***
15:40	***Generation Z - Targeting the main influencers of 90% of the household's spending*** *Suhail Rizvi, Co-Founder & CEO, **Engaged***
16:00	***THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda***

GITEX
TECHNOLOGY
WEEK

08 - 12
OCT 2017
DUBAI WORLD TRADE CENTRE

Day 4, Wednesday, 11th October 2017 Transport & Logistics	
11:00	**Welcoming Remarks from Chairman** Dr. Brittar Lang, Technical Director, Road Safety & Transport Consultants
11:05	**Connected & Autonomous EV revolution** Tin Hang Liu, CEO & Founder, **OSVehicle**
11:25	**Investigating the future of Human Mobility** Bibop Gresta, Chairman & Co-Founder, **Hyperloop Transport Technologies**
11:40	**The Four Pillars: the Future Mobility and Connectivity** Gary D West, Urban Active Operations Manager, **General Motors**
12:00	**Fulfilling expectations in a connected world** Marc Nolla Harvey, Director Digital Transformation Office, **SAP**
12:20	**Assessing new sustainable transport methods: How to go a 1000 miles on 1 tank of fuel** Jelani Aliyu, Director General, **National Automotive Design and Development Council**
12:40	**Eliminating ownership: how the sharing economy will drive sustainable transport in the future** Er-Ti Chen, Sustainable Urban Development Associate, **Smart Eco City**
13:00	**Breaking through the road block: how blockchain will change the transport and logistics business** Andreas Wallendahl, Co-Head of Strategic Initiatives, **ConsenSys**
13:20	**Let the start-ups tell you how:** 3 of the most innovative transport startups will discuss their technologies innovations and tell their stories
13:40	**Lunch and Networking**
14:30	**Cognitive Robotics leading the way for a more intuitive future** Dr. Mohammed Rafiq Swash, Chief Technical Officer, **Digi Robotics Technologies**
14:50	**B2C is dead its now B2MEL the new business model driving economies** Idriss Al Rifai, Founder & CEO, **Fetchr**

15:20	*How Aramex managed to cut 40% of time wastage through smart location based technology* *Giles Rhys Jones, CMO,* **what3words**
15:40	*Assessing the development of Intelligent mobility networks in the Middle East* *Nabeel Al Zaka, CEO,* **Surface Mobility**
16:00	*THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda*

Day 5, Thursday, 12th October 2017 Education	
11:00	*Welcoming remarks from Chairman* Mohamed Bitar, Founder, **Grow Me**
11:05	*The Living Lab: Insights into the multi award winning smart campus that is driving innovation* *Prof. Regiane Relva Romano, General Coordinator,* **Faculdade de Engenharia de Sorocaba (FACENS)**
11:25	*Blockchain in Education: Creating a dynamic educational institute to capitalize on disruptive technologies* *Dr. Robert Learney, Associate Director Centre for Cryptocurrency Research and Engineering,* **Imperial College**
12:00	*Transforming education for the unconnected: creating access to those who don't have access* *Hamed Odeh, Senior Manager - Business Development,* **Yahsat**
12:30	*Why VR? Revealing the 8 key reasons to adopt VR in education!* *Steve Bambury, Head of Digital Learning & Innovation,* **JESS Dubai**
12:50	*Smart Education: Insights in to the success of Moscow's education system* *Dmitry Karandin, Head of Special Projects - Smart City Lab,* **City of Moscow**
13:10	*Attract the next generation of STEM and technology innovators: educational institutions role in developing an effective ecosystem* *Dr. Ani Atanasova, CEO,* **Pixelhunters**
13:30	**Lunch and Networking**
14:30	*Experiential learning: How educators can create 'impossible' experiences that engage students in all-new ways* *Nikitas Glykas, President,* **HTC MEA**

15:00	**The democratization of education and training – Rise of the Apps**
	Mohamed Bitar, Founder, **Grow Me**
15:15	**Panel: The School of the Future for 21st Century Students: Leaders' Perspectives**
	Moderator: *Mohamed Bitar, Founder,* **Grow Me**
	Mark Steed, Director, **JESS Dubai**
	Prof. Regiane Relva Romano, General Coordinator, **Faculdade de Engenharia de Sorocaba (FACENS)**
	Kamran Shaukat, Head of Education Industry, **Huawei Enterprise Middle East**
	Dr. Robert Learney, Associate Director Centre for Cryptocurrency Research and Engineering, **Imperial College**
	Nikitas Glykas, President, **HTC MEA**
16:00	**THE GITEX KEYNOTES – Please view the GITEX Keynotes Stage Agenda**

Monday, 9th October 2017 THE GITEX KEYNOTES	
16:00	**Welcoming Remarks from Chairman**
16:05	**The 5Ps to building a great disruptive business**
	Patrick Grove, Co-founder & Group CEO, **Catcha Group**/*co-founder & Chairman,* **iflix**
16:30	**Future of work – Digital Transformation**
	Herve Chauveau, VP of Marketing Strategy, **Xerox Corp**
	Anil George, Head Centralized Procurement Department, **Mashreq Bank**
	Sherif Khalifa, Director IT, Middle East & Africa, **Emerson**
	Abdulla Qasem Mohammed Alfaqeeh, Section Head Operations IT, **Health Authority Abu Dhabi (HAAD)**

Tuesday, 10th October 2017 Keynote Stage	
16:00	**Welcoming Remarks from Chairman**
16:05	**People Powered Cities: Man Versus Machine**
	Laurence Kemball -Cook , **CEO, FOUNDER, DISRUPTOR, ENGINEER AND ATHLETE**
16:30	**No money no problem: the reality behind a cashless society**
	Rajat Agarwal, Head of Samsung Pay, **Samsung**
	Gaurang Shah, Senior Vice President Product Management, **Mastercard**
	Maki Vekinis, General Manager, **Emirates Digital Wallet**
	Bashir A. Sheikh, Co-Founder & Co-CEO, **Inov8 Limited**

	Wednesday, 11th October 2017
	THE GITEX KEYNOTES
16:00	**Welcoming Remarks from Chairman**
16:05	**Exclusive Planet of the Apps Panel** **Moderator** **Linh Le, Executive Producer, Planet of the Apps** **Panelists** Winston Thomas aka DJ Blackout Co-Founder **RecordGram, Grammy Award Winning DJ and Producer** Lauren Farleigh, Founder, **Dote – Raised US$10.8 million through Planet of the Apps and mentored by Gwyneth Paltrow** Sunny Uppal, Founder, **Tracks** Erik Mendelson, Co-Founder, **RecordGram - mentored by Will I AM and received $650k investment on show and went on to win TechCrunch's Startup Battlefield**