



Key highlights and opportunities from GITEX Global 2024: A complete rundown

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We have a clear vision to advance the UAE's leadership in the global digital and technology landscape, making it the world's most future-ready nation. And GITEX is a testament to this vision.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai





GITEX GLOBAL (Gulf Information Technology Exhibition), a tech expo held across Dubai World Trade Centre and Dubai Harbour, has concluded on a high note, featuring the evolution and path-breaking impact of AI across industries worldwide. After 44 editions, GITEX remains the leading avenue that brings together top leaders, ingenious talents, and savvy investors worldwide to witness first-hand the latest technological advancements.

This year's show focused on the theme, 'Global Collaboration to Forge a Future AI Economy', featuring approximately 200,000 attendees, 6,500 exhibitors, 1,800 start-ups, 1,200 investors, global unicorns, and government entities from 180 countries. A complete suite of innovative breakthroughs was also on display during the exhibition — from AI and quantum computing to developments in cybersecurity and sustainable technology.

GITEX Global 2024 spotlights the emirate's proactive pursuit towards disruptive innovation, carving the perfect stage for important dialogues

about the present and future of technology and its all-encompassing benefits across sectors like healthcare, finance, and urban planning. Importantly, the event paved the way for international and local firms seeking seamless market entry in Dubai to capitalise on these developments. These advancements are well-ideated to place the emirate among the top three most innovative cities globally.

This content pillar will provide a complete rundown of the internationally renowned GITEX Global, along with its exceptional ecosystem and the unparalleled funding and networking pathways it offers.

Part I

GITEX Global 2024: The vision, ecosystem, and trends



The forward-thinking leadership of H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Dubai Ruler — along with the astute vision and guidance of H.H. Sheikh Mohamed bin Zayed Al Nahyan, UAE President and Abu Dhabi Ruler — has positioned the nation as a global leader in technology and innovation. H.H. Sheikh Mohammed’s strategic vision has indeed contributed to driving the digital transformation of Dubai. The successful launch of the 44th GITEX show exemplified this progress.

GITEX Global 2024 saw an increase in international participation of about 40%, with over 400 government and digital agencies. Remarkably, it drew in major technology giants such as Dell Technologies, Microsoft, Oracle, and Huawei, which further demonstrates its significance in the global tech industry. In addition, this year welcomed new country participants, including Puerto Rico, Austria, Kazakhstan, Vietnam, South Africa, and Singapore.

The tech expo delivered over 120 hours of AI-focused content and launched the region’s largest Data Centre Symposium, setting the stage for the upcoming AI Everything Global 2025. Importantly, H.H. Sheikh Mohammed stated, “GITEX GLOBAL 2024 also further accelerates the growth and innovation momentum created by our recent strategic initiatives like the ‘Dubai Universal Blueprint for Artificial Intelligence’.”





The co-located and sector-specific events of GITEX Global

In line with Dubai's grand vision to become the epicentre of technological innovation, GITEX Global 2024 was launched alongside an ecosystem of events that tackle sector-specific trends, challenges, and future developments. The nine multi-tech sector events include (1) Expand North Star, (2) Future Blockchain Summit, (3) Fintech Surge, (4) Cyber Valley, (5) GITEX Impact, (6) Future Urbanism, (7) GLOBAL Devslam, (8) Marketing Mania, and (9) AI Everything. It's worth pointing out that AI Everything GLOBAL 2025 will take place on 4-6 February 2025. Reinforcing Dubai's status as a hub for digital transformation even further, GITEX marked the debut of GITEX Editions, a platform designed for late-stage tech companies.

Additionally, GITEX GLOBAL is converging with the biggest network of technology shows globally, such as GITEX AFRICA Morocco, GITEX ASIA Singapore, GITEX EUROPE Berlin, and GITEX NIGERIA. offers.

GITEX Global 2024 returns this October with the theme, Global Collaboration to Forge a Future AI Economy: Everything you need to know



Read the accompanying article for more information.

Part II

AI breakthroughs and their influence on high-performing industries worldwide



GITEX Global 2024 was a showcase of cutting-edge technology, featuring advancements such as the Dubai Police's prominent display of Tesla Cybertrucks. The convention emphasised technological breakthroughs in three primary areas: artificial intelligence, quantum computing, and cybersecurity.

In particular, discussions centred on the transformative role of AI, specifically in the future of mobility. With this, conversations highlighted the potential of autonomous vehicles and electric vertical take-off and landing (eVTOL) aircraft. Similarly, cybersecurity emerged as a critical concern, where global participants accentuated the need to secure digital infrastructure amid rising cyber threats.

Impact of technology on other sectors

Participants saw leading-edge AI-based prototypes and developed projects as well as engaged in discussions on its all-encompassing role in different industries during this large-scale tech show. Key innovations were showcased from companies like NVIDIA and Huawei. Particularly:

- GITEX NVIDIA unveiled its latest advancements including RTX for lifelike ray-traced rendering, Avatar Cloud Engine (ACE) for speech and animation, and NeMo for language processing.
- Huawei launched a lineup of F5G Advanced (F5G-A) products and revamped its FTTO 2.0 solution, via the unveiling of its OptiXstar P884E — the sector's first high-density 10G optical terminal — which reportedly achieves 25G coverage.

According to the official news platform of GITEX, GITEX DIGI_HEALTH 5.0 has also captured the essence of AI's role in healthcare,

where industry leaders explored how AI can revolutionise patient care. Robosculptor emphasised their use of an application that works like a taxi or delivery app. This allows people to search for treatments and display the information that users would be interested in. Meanwhile, Xpanceo, a company based in Dubai, gained attention by revealing a smart contact lens for 3D imaging and another for data reading. This demonstrates wireless data transmission capabilities integrated directly into the lens.

In addition, GITEX placed an important priority on sustainable technology, showcasing eco-friendly solutions such as energy-efficient data centres. Global innovators in the financial sector also gathered at the Fintech Surge to display several digital transformations in Dubai and beyond. The event also saw the announcement of several high-profile partnerships, including one involving KAOUN International, a newly established event-organising company of the DWTC. In particular, KAOUN signed a memorandum of understanding with the Digital Dubai Authority to jointly expand the GITEX ecosystem, reinforce the emirate's internationalisation projects, and explore innovative alliances.

These developments align with Dubai's broader vision of becoming a future-ready city. Entities wondering how to start a business in Dubai ought to consider these emerging technologies as part of their market penetration plan.

GITEX Global 2024 and its world-class tech ecosystem: Impact on strategic sectors and economic growth



Read the accompanying article for more information.

Part III

Investor network and funding potential for global and Dubai-based SMEs





In 2023, GITEX generated over AED7.22 billion in economic output, thus underlining its importance in boosting economic activity and innovation in Dubai and the wider MENA region. Among the list of factors driving this substantial figure is, arguably, the inflow of funding from savvy investors for SMEs in Dubai and beyond. Angel investors, venture capitalists, accelerators, and others were present in large numbers, aiming to finance start-ups in AI, cybersecurity, and 5G projects.

Expand North Star reportedly drew in over 923 investors from 56 different countries last year, with a total of \$1 trillion in assets under management (AUM). This network has invested millions into high-potential ventures, which proves how the global exhibition serves as a key hub for generating business opportunities in Dubai. In fact, multiple agreements were forged throughout the five-day event, which are set to drive AI advancements even further. These developments will consequently birth state-of-the-art technologies and boost the market's performance even further, which is projected to reach \$1.34 trillion by 2030 as per Markets and Markets.

At the same time, there are programs like the Supernova Challenge, which is considered the largest start-up pitch competition for early-stage businesses globally. This contest offers businesses the chance to win and secure up to \$100,000 in funding.

The competition sets aside a total of \$200,000 for prizes and helps connect emerging tech firms with investors and important market prospects.

The emirate also has various funding pathways that finance innovative ventures of international businesses. For instance, Seed Group partners with high-potential global technology firms to help establish and facilitate their seamless market entry strategy in Dubai. These partnerships are essential for expanding operations and accessing Dubai's thriving business environment. It's also worth noting that exhibition spaces and prearranged private meetings build invaluable in-person dialogues with wise investors keen on funding promising businesses.

Investor networks and funding programs at the 44th edition of GITEX Global: Improving scaling prospects for businesses



Read the accompanying article for more information.

Part IV

The government's strategic role





Further highlighting and elevating Dubai's role as a future-ready metropolis, the Dubai Government Pavilion at GITEX saw the introduction of various government-led innovations.

The Dubai Electronic Security Centre (DESC) has introduced three new projects intended to enhance cybersecurity across government agencies. The (1) Active Directory Analyzer was launched as a platform for tracking user activity and access, detecting security breaches, and ensuring compliance. This approach, which has already been adopted in 30 federal departments, lowers the need for manual oversight. DESC's other initiatives, such as the (2) Dubai Cyber Index and (3) AI Maha System, strengthen the emirate's cybersecurity measures, hence supporting Dubai's digital transformation.

With a broad goal to empower the next generation of innovators, Digital Dubai inaugurated the 'Digital Dubai Youth Council' at GITEX. This council is made up of young professionals that seek to incorporate youth into Dubai's overall innovation framework.

The formation of this council also benefits Dubai SMEs by fostering youth-led contributions to important areas.

In addition, the pavilion brought out AI-driven solutions targeted at developing innovation in Dubai even further. Among the highlights were AI systems focused on streamlining public services and upgrading urban management. For example, DubaiAI, a city-wide digital concierge, provides real-time assistance to business owners, travellers, and residents.

These platforms, combined with the array of economic initiatives and business incentives in Dubai, contribute to its reputation as a favourable hub for start-ups and SMEs.



A future-ready metropolis

The immense traction of investors, government officials, investors, and visitors present at the recently concluded GITEX Global 2024 reaffirmed Dubai's status as the heart of technological advancements. This large-scale expo serves as a go-to platform for global firms looking to network, seeking funding opportunities, or those wondering how to start a business in Dubai. Indeed, the advancements in AI, sustainable tech, healthtech, and more, as well as strategic collaborations and investor access, have made it an appealing destination for international entrepreneurs.

Additional information and resources



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A screenshot of a web application form titled "Become a Royalty Partner". The form is white and centered on a background of desert dunes. It contains several input fields and a dropdown menu. The fields are arranged in a grid-like fashion. The form includes the following fields: "Company Name", "Type of Business (B2B/B2C/B2G)", "Company Website", "Company Location", "Company Industry" (a dropdown menu with "Please Select" as the current selection), "Product/Service", "Company Phone No.", and "Year of Establishment". There is a small note below the "Company Website" field that says "If not applicable, please type N/A".

Become a Royalty Partner

Company Name *

Type of Business (B2B/B2C/B2G) *

Company Website *

If not applicable, please type N/A

Company Location *

Company Industry *

Product/Service *

Company Phone No.

Year of Establishment

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Over the past 20 years, Seed Group has formed strategic alliances with leading global companies from a variety of regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region.

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