

# GITEX TECHNOLOGY WEEK

EMPOWERING.CONNECTING.ENTERTAINING.

## GLOBAL LEADER'S SUMMIT

INNOVATING TECHNOLOGY THROUGH CREATIVE LEADERSHIP

BOOK YOUR SEAT **NOW!**

**9 October 2011**

Sheikh Maktoum Hall, Dubai International  
Convention and Exhibition Centre

INNOVATION

LEADERSHIP

MANAGEMENT

LEAD SPONSOR

**accenture**  
*High performance. Delivered.*

NETWORKING SPONSOR



Connect and share:



## DEAR INDUSTRY PROFESSIONAL,

The GITEX Global Conference team are excited to present an incomparable selection of Global Leaders and brilliant minds at this year's Global Leaders Summit.

We are thrilled to announce speakers like Chris Dediccoat, Pranav Mistry, Rod Beckstrom, Tariq Hassan and William Saito. The summit will be attended by business leaders, government representatives and senior executives to network and be part of open minded discussions on Innovation, Leadership and Management.

Join us at this high level gathering to uncover, discuss and witness innovative technologies and strategies.

**TOGETHER,  
LET'S REDEFINE THE FUTURE!**

**GITEX TECHNOLOGY WEEK TEAM**

## EVENT HIGHLIGHTS

### INNOVATION

Learn, from some of the most innovative thought leaders on how to think more creatively to ensure greater success in your organisation from true business success stories to young, fresh, innovative minds

### NETWORKING OPPORTUNITIES

Network with a broad range of business and technology executives, from peers to clients in a room with hundreds of same-interest attendees

### INTERACT

During our thought leaders' presentations, you will have the opportunity to have your questions answered from our presenters during our Q&A session

## DELEGATE INDUSTRY

- Public Sector/Government
- Conglomerates
- Oil and Gas
- Banking and Finance
- Healthcare
- Education
- Hospitality
- Manufacturing
- Transport and Logistics
- Telecommunications
- Retail/FMCG

## WHO SHOULD ATTEND

- Chief Executive Officers
- Chief Information Officers
- Chief Strategy Officers
- Chief Operating Officers
- Chief Financial Officers
- Chief Technology Officers
- VPs of Technology
- VPs and Directors of Strategy
- VPs and Directors of Operations
- Government Representatives
- Business Owners
- Entrepreneurs
- Leadership Associations
- Academic Institution Representatives
- Business Development Heads

...and all those interested in creating a more innovative workplace and creative mindset

## REASONS TO ATTEND

- **HEAR** from some of the world's most interesting and high profile leaders in technology
- **NETWORK** with a broad range of business and technology executives
- **GAIN** knowledge advantage through brilliant success stories from pioneers in technology
- **LEARN**, through our leaders, why creativity and innovation in business are the keys to development
- **PRE-NETWORKING** function with high profile senior level executives from the region and abroad
- **WITNESS** amazing new technologies from some of the most innovative young minds in the world



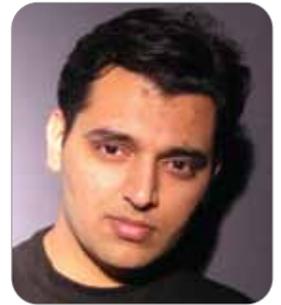
## Chris Dediccoat, President EMEA, **Cisco**

A frequent speaker at industry and government events on the innovation potential of technology to transform business and society. He is a regular media commentator and guest presenter on CNBC.

Currently Chris is President- Europe, Middle East and Africa, at Cisco. Customer success is his first priority and the foundation of the culture for his organisation. Under his leadership, customer satisfaction has increased to an all-time high. He also sponsors a number of initiatives globally and within EMEA geared towards driving a more productive, innovative and inclusive organisation. Dediccoat and his team have received numerous awards across the region for Cisco's leadership as a diverse and great place to work.

## Pranav Mistry, Inventor, **SixthSense**

Inventor of Sixth Sense. A designer, engineer and inventor, Pranav is passionate about integrating the world of information with our real world interactions. Among some of his previous work, Pranav has made intelligent sticky notes that can be searched, located and can send reminders and messages; a pen that can draw in 3D; a public map that can act as Google of physical world; and an invisible computer mouse. Pranav's work the Sixth Sense has been awarded 2009 Invention Award by Popular Science. He has also won Young Innovator Award TR35 by Technology Review and also been named on 2010 Creativity 50 list – the list of the most influential and inspiring creative personalities of 2010. Last month Asian Scientist honored him as one of the 15 ultimate scientists of Asia to watch for.



## Rod Beckstrom, President and CEO, **ICANN**

A best-selling author, avowed environmentalist, public diplomacy leader and, most recently, the head of a top-level federal government agency entrusted with protecting the nation's communication networks against cyber attack. Rod is widely regarded as a pre-eminent thinker and speaker on issues of cyber security, related global issues, organizational strategy and leadership.

Currently, Rod is President and CEO of The Internet Corporation For Assigned Names and Numbers (ICANN). He has also co-authored four books including *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*, a best-selling model for analyzing organizations, leadership styles, and competitive strategy. *The Starfish and the Spider* has been translated into 16 foreign editions and is broadly quoted.

## Tariq Hassan, VP Marketing & Communications, **Hewlett-Packard**

A truly global marketer, who has worked across diverse customers and international markets helping build some of the world's notable brands from Cadillac, Hoover, Morgan Stanley and Lowe's, to leading packaged goods including P&G, Pillsbury, Pepsi, Frito Lay, Gatorade and Quaker Oats.

Tariq is currently responsible for global brand strategy, worldwide marketing and communications activities for HP's Imaging and Printing Group. In this role, he leads both worldwide and regional marketing organizations responsible for portfolio and brand strategy as well as execution of marketing platforms across the division's portfolio and global markets.



## William H. Saito, Young Global Leader of the World Economic Forum 2011, CEO, **InTecur K.K.**

An advisor to governments worldwide, venture capitalist, educator and 2011 Young Global Leader of the World Economic Forum. William has spent two decades shaping information security policy, establishing and selling companies, and managing public corporations. In 1991, he founded I/O Software, Inc., in California, and built it into a global leader in security software development, earning recognition in 1998 as Entrepreneur of the Year from Ernst & Young, NASDAQ and USA Today. After Microsoft bought the company in 2004, Saito founded InTecur K.K., a Tokyo-based consultancy that helps companies identify and develop applications and markets for innovative technologies.

**13:30 – 14:00**

**Registration and Networking Session**

**14:00 – 14:10**

**Welcome and Introduction**

**14:10 – 14:40**

**Technology Innovation as a Driver for Sustainability & Economic Growth**

The Middle East continues to be one of the most exciting and dynamic regions in the world. Smart investments in information and communication technology will help organisations to innovate, drive new business models, increase productivity and create new jobs. This will be fundamental to the continued success of the region. Chris Dedicoat will share his perspective on the trends in the wider economy and how technology can help nations and organisations achieve competitive advantage and drive sustainable growth.

**Chris Dedicoat**, President, EMEA, **Cisco**

**14:40 – 15:10**

**New gTLDs: The Future of Online Innovation**

As the Internet has changed the way the world communicates, new generic top-level domains could change the way people find information on the Internet and how businesses plan and structure their online presence. This keynote will address the biggest changes to the Internet's Domain Name System since its inception and will offer a broad overview of the technology and how it might drive your strategic planning. Even if your organization does not need its own TLD, you'll want to learn about the program and how you can monitor what other organizations are applying for. Don't miss this "imagination-provoking" keynote and learn how new gTLDs may change the online actions of your customers or communities.

**Rod Beckstrom**, President and CEO, **ICANN**

**15:10 – 15:40**

**Topic and Speaker TBC**  
**Accenture**



**15:40 – 16:00**

**Networking Break**

**16:00 – 16:30**

**Invisible Computing**

Information is confined traditionally on paper or digitally on a screen. Although the miniaturization of computing devices now allows us to carry computers in our pockets, keeping us continually connected to the digital world of information, there is no link between these devices and our interactions with the physical world. I am interested in exploring various ways that can bring intangible, digital information out into the physical world around us. It is like painting the real world with dynamic pixels. Similarly, how we can leverage our knowledge about everyday objects and how we use these objects to interact with the digital space. It is about blending the digital world with the physical world and making the computing in true sense invisible.

**Pranav Mistry**, Inventor of SixthSense, PhD candidate, **MIT Media Lab**

**16:30 – 17:00**

**From Science to Implementation: Approaches to Technology Innovation**

While everyone agrees that disruptive events are necessary and essential for growth, no one will suggest that such events can germinate from nothing or grow without a firm foundation to support them. We will look at some approaches to technology innovation and examine how corporate management and public policy can work together to create a controllable, sustainable, environment that can reliably produce the next generation of innovative products and services.

William will examine:

- Eight types of Innovation
  - Vertical to Horizontal Implementation
  - Examples of Change
  - What's next? Automobiles, Cellphones, Nuclear Cleanup, Renewable Energy
- William H. Saito**, Young Global Leader of the World Economic Forum 2011, CEO, **InTecon K.K.**

**17:00 – 17:30**

**Topic TBC**  
**Tariq Hassan**, VP Worldwide Marketing & Communications, **Hewlett-Packard**

**17:30 – 17:45**

**Closing Remarks and Networking Session**

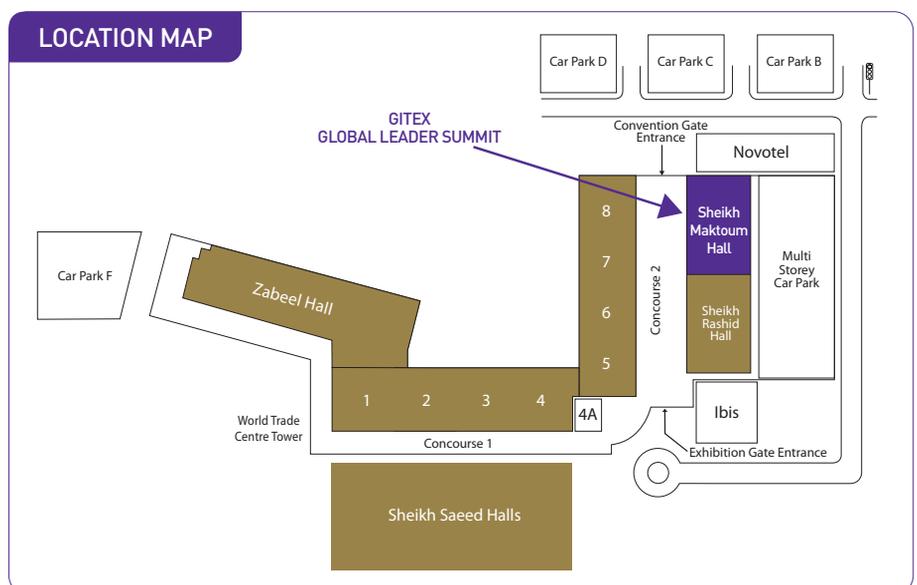
LEAD SPONSOR



NETWORKING SPONSOR



## LOCATION MAP



# CO-LOCATED CONFERENCES



## OFFERING CLOUD USERS KNOWLEDGE-AS-A-SERVICE

10 - 11 October 2011  
[www.gitex.com/cloud](http://www.gitex.com/cloud)

DIAMOND SPONSOR



### TOP SPEAKERS INCLUDE



Steve Dietch  
VP, Cloud Solutions  
& Infrastructure  
**Hewlett-Packard**



Chuck Hollis  
VP Global Marketing &  
Chief Technology Officer  
**EMC Corporation**



Ronald Raffensperger  
Director of Core  
Network Marketing  
**Huawei**



David Teklit  
VP, IT  
**Jumeirah Group**



Illyas Kooliyankal  
Chief Information Security Officer  
**Abu Dhabi Securities Exchange  
(ADX)**

### HOT TOPICS

- ACCEPTING the cloud as a reliable platform for business in the Middle East
- DRIVE towards Governance, Regulation and Compliance of Core Cloud
- BUILDING an Instant-On Business with Cloud Computing
- KEY RISK issues when contracting for Cloud Services



## CONNECTING TELECOMS BUSINESS LEADERS

10 - 11 October 2011  
[www.gitex.com/telecoms](http://www.gitex.com/telecoms)

HEADLINE SPONSOR



### TOP SPEAKERS INCLUDE



Ghassan Hasbani  
CEO, International  
**Saudi Telecom Company (STC)**



Jim Balsillie  
Co-chief Executive Officer  
**Research In Motion Ltd**



Olivier Campenon  
President, EMEA  
**British Telecom**



Osman Sultan  
CEO  
**du**



Zulkapli Mustafa  
VP ICT Services, TM Enterprise  
**Telekom Malaysia**

### HOT TOPICS

- Bigger, Better, Faster: The Future of Telecoms in The Gulf
- Net Neutrality: Every Byte Treated Equally or Pay Per View
- Monetising the 4G services: Traffic and Policy Management (TPM) to uplift ARPU
- Megatrends for profitability in emerging telecom markets

For more information or to register contact  
Sheila Baranda at +971 4 308 6473 or [sheila.baranda@dwtc.com](mailto:sheila.baranda@dwtc.com)

# GITEX GLOBAL CONFERENCES

9 - 11 OCTOBER 2011 | SHEIKH MAKTOUM HALL, DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

CONFERENCE PRICES		EARLY BIRD PRICE UNTIL 31 AUGUST 2011	NORMAL PRICE 1 SEPTEMBER 2011 ONWARDS
Global Leader's Summit	9 October 2011	<input type="checkbox"/> AED 695	<input type="checkbox"/> AED 795
Cloud Confex	10 -11 October 2011	<input type="checkbox"/> AED 2,295	<input type="checkbox"/> AED 2,495
Telecoms Symposium	10 -11 October 2011	<input type="checkbox"/> AED 1,795	<input type="checkbox"/> AED 1,995
Telecoms Symposium - 1 day only		<input type="checkbox"/> AED 1,095	<input type="checkbox"/> AED 1,295

COMBINED REGISTRATION PACKAGES		
<input type="checkbox"/> All 3 conferences		AED 4,495
<input type="checkbox"/> Global Leader's Summit + Cloud Confex		AED 2,795
<input type="checkbox"/> Global Leader's Summit + Telecoms Symposium		AED 2,295
<input type="checkbox"/> Global Leader's Summit + Telecoms Symposium (1 Day)		AED 1,595
<input type="checkbox"/> Cloud Confex + Telecoms Symposium		AED 3,995
<input type="checkbox"/> Cloud Confex + Telecoms Symposium (1 Day)		AED 3,295

## DELEGATE DETAILS

Name _____	Job Title _____	
Email _____	Tel _____	Booking Contact _____
Conference Name _____ (Please list the conferences you want to attend)		
Name _____	Job Title _____	
Email _____	Tel _____	Booking Contact _____
Conference Name _____ (Please list the conferences you want to attend)		
Name _____	Job Title _____	
Email _____	Tel _____	Booking Contact _____
Conference Name _____ (Please list the conferences you want to attend)		

**GROUP BOOKINGS** - Please contact Sheila Baranda at [sheila.baranda@dwtc.com](mailto:sheila.baranda@dwtc.com) or call **+971 4 308 6473**

## COMPANY DETAILS

Company Name _____		
Address _____		Post Code _____
Country _____	Tel _____	Fax _____
Name of Signatory _____	Signature _____	Date _____
Company Stamp _____		

## PAYMENT DETAILS

CREDIT CARD     BANK TRANSFER     CHEQUE

A confirmation letter and invoice will be sent to you upon receipt of your registration. Please know that FULL PAYMENT MUST BE RECEIVED PRIOR TO THE EVENT. Only those delegates who have paid in full will be admitted to the event.

If you are unable to attend, A SUBSTITUTE DELEGATE WILL BE WELCOME IN YOUR PLACE. Registrations cancelled more than 7 days before the event are subject to a AED 500 administration charge. Registration fees for registrations cancelled 7 days or less before the event must be paid in full. SUBSTITUTIONS ARE WELCOME AT ANY TIME.

## DELEGATE PACKAGE INCLUDES

**ACCESS** to the conference session including keynotes, panel discussions and case studies

**ACCESS** to the networking luncheons during Cloud Confex and Telecoms Symposium

**ACCESS** to all networking coffee breaks

**ACCESS** to the GITEX Exhibition

A certificate of attendance for the conference

Organised by



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

To register, please contact Sheila Baranda at [sheila.baranda@dwtc.com](mailto:sheila.baranda@dwtc.com) or call **+971 4 308 6473**

For sponsorship opportunities, please contact Kashif Imam at [kashif.imam@dwtc.com](mailto:kashif.imam@dwtc.com) or call **+971 4 308 6201**