

**Bahrain Pavilion**



**GITEX**  
TECHNOLOGY  
WEEK

**14<sup>th</sup> – 18<sup>th</sup>  
OCTOBER 2018**

DUBAI WORLD TRADE CENTER

# POST SHOW REPORT



## PAVILION INFORMATION

Event Name	Bahrain Pavilion @ GITEX 2018	
Edition	12th Edition	
Dates	14th – 18th October 2018	
Venue	Dubai World Trade Center, UAE	
Pavilion Size	ICT Companies Startups	378 sqm 120 sqm
Show Type	Technology Exhibition	
Frequency	Annual	
Website	<a href="http://gitex.worksmart.bh">gitex.worksmart.bh</a>	
Next Edition	6th – 10th October 2019	
Organizer	Bahrain Technology Companies Society & Worksmart for Events Management	

## EVENT PARTNERS



## BAHRAIN ICT COMPANIES

Abdulaal IT	Ahlia University	Al Amthal Group	Almoayyed Commercial Services
AlNadeem IT	Almoayyed Computers	Arima Insurance Software	Continental Business Solutions
Computer World	CTM 360	Dime Global	Eehaa Enterprises
Etisalcom	Fame Technology Solutions	Fakhroo Information Technology Services	ICT Flex
iWorld Connect	K-Soft Co.	Makgroup Technologies	Mast Information Technology
Microcenter	NGN International	OpenInside	Payment International Enterprise
Posbank Middle East	RIST Information Systems & Technologies	Sadad Electronic Payment System	Script Solutions
Silah Gulf	SMS Country Networks	Spectator Middle East	Syskode Technologies
Sysprove Consulting	Techosmart	The Benefit Co.	Thinksmart Development & Training
Urbansoft	Viacloud	Zayani Inforsystems Middle East	

## BAHRAIN TECH STARTUPS

Alzayani Promotions	Alenbic	Alrawi Books	Bahrain Express
Danowa Sofitech	eNaseej Online Marketplace	Equilibria Digital Solutions	Fleek
IBA Software	Inagrab	Innsys International	Leanium Technologies
Middle Eastern Gaming League	Mutex Embedded	Nabdaa	Regnum Studio
Smart Nakheel	Think Up Technologies	Time Control Technologies	Akalati



# EVENT HIGHLIGHTS



Tamkeen CEO Dr. Ebrahim Janahi officially opened the Bahrain Pavilion and welcomed His Royal Highness Sh. Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai during the VIP Tour of GITEX Technology Week 2018



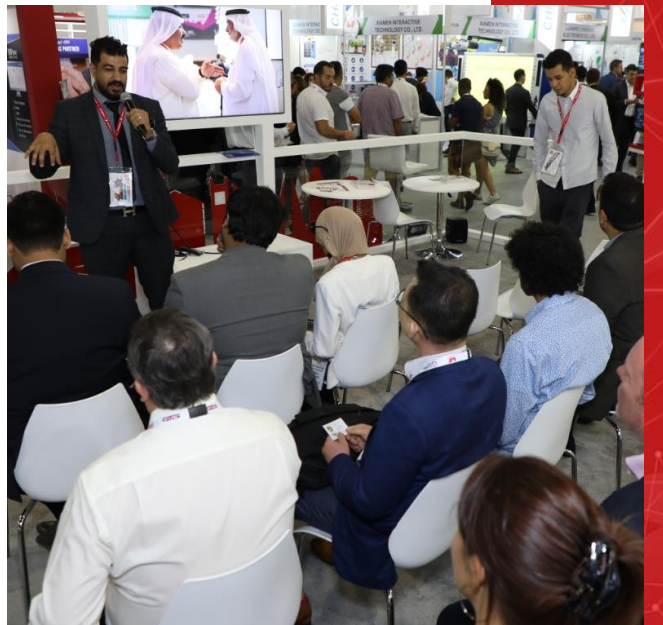
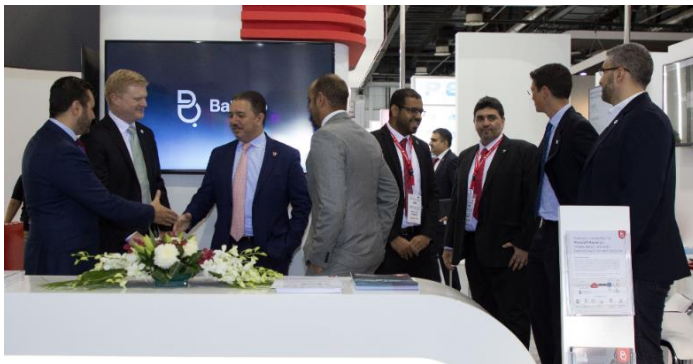
Tamkeen participation as an exhibitor brought huge success to the event. Representatives from Tamkeen were 100% supportive to the exhibitors during the event

Over 4000 visitors from the top CIO's, IT managers and IT Professionals from Bahrain & other countries came to see the Bahrain Pavilion @ GITEX





# EVENT HIGHLIGHTS





## EVENT HIGHLIGHTS

**Bahrain Tech Startups** present their innovative products as they take part in the Bahrain Pavilion @ GITEX Future Stars. 20 Bahrain Tech Startups are present in this prestigious event which gives pride to the ICT Sector of Bahrain.





# EVENT HIGHLIGHTS

**Country Pavilion Visits** Bahrain Pavilion @ GITEX open doors to wide range of opportunities including meeting other international country pavilion through pavilions visits and have done business matching sessions with.





# EVENT HIGHLIGHTS

**Agreements & Memorandum of Understanding** Business starts as soon as you step foot in GITEX, business agreements are settled in the 5-day event.





# EVENT HIGHLIGHTS

**Bahrain Tech Awards** became bigger and better this edition was once again inaugurated by Dr. Ebrahim Janahi of Tamkeen and successfully participated by 51 Nominations from 31 companies to which 13 winners were recognized from different categories (Bahrain ICT Companies, Bahrain Tech Startups, GCC & International Companies)





## ولي عهد دبي يزور الجناح الوطني البحريني



زار سمو الشيخ حمدان بن محمد بن راشد آل مكتوم ولي عهد دبي الجناح الوطني البحريني في جيتكس، حيث كان في استقباله الرئيس التنفيذي لمتكمن، الدكتور إبراهيم جناحي وموظفون عن جمعية البحرين لشركات التقنية والرئيس التنفيذي لشركة «وورك سمات» المنظمة للجناح أحمد عطلة الله الحجيري. وقدم د. جناحي للشيخ حمدان بن محمد شرحاً عن المشاركة البحرينية في جيتكس التي تقام هذا العام للمرة الحادية عشرة على التوالي، وبمشاركة 6٠ مؤسسة بحرينية تقنية والمعلومات والاتصالات من بينها 2٠ مؤسسة ناشئة. ورحب سموه بحضور مملكة البحرين المتميز عاماً بعد عام في معرض جيتكس، الذي يعكس مدى تقدم قطاع تقنية المعلومات والاتصالات في المملكة وحرص القائمين عليه على المضي قدماً في الارتقاء به وتعزيز أدائه

زائر، ويوفر المعرض فرصة غير مسبوقة في منطقة الشرق الأوسط من أجل بناء العلاقات والشراكات مع مطوري التكنولوجيا الرامية الجديدة، كما ستتاح الفرصة لأكثر من ٨٥٠ شركة ناشئة من مختلف أنحاء العالم لقاء أكثر من 1٥٠٠ مستثمر ومشتري من المؤسسات.

وتناقضت. وتشارك الشركات البحرينية في هذا الحدث التقني العالمي جنباً إلى جنب مع أكثر من ٥٠٠٠ شركة من أكثر من 1٠٠ دولة في مساحة تزيد على 1,٤ مليون قدم مربعة، ومن المرتقب أن يستقبل المعرض هذا العام أكثر من 1٠٠ ألف

## Tamkeen Chief Executive inaugurates Bahrain National Pavilion at GITEX

14 Oct 2018 | Last Updated: 05:48 PM | Views: 40



Dubai, Oct. 14 (BNA). The Chief Executive of Tamkeen Dr. Ibrahim Mohammed Janahi inaugurated today the Bahraini National Pavilion at GITEX 2018.

40 companies representing IT and telecommunications sector and 20 start-ups along with three government agencies are taking part in the event. The participating government bodies included the Ministry of Transportation and Telecommunications, the E-Government Authority and the Labour Fund 'Tamkeen'.

## أشادوا بدعم «تمكين» الكامل لهذه المشاركة..

رواد أعمال بحرينيين: مشاركتنا في جيتكس فرصة كبيرة لتطوير أعمالنا



الربعا، 17 تشرين الأول أكتوبر 2018 م  
تشارك 20 مؤسسة بحرينية ناشئة لديها مشاريع مبتكرة بمجال تقنية المعلومات والاتصالات في الجناح الوطني البحريني في معرض جيتكس المقام حالياً في دبي، وذلك في إطار المشاركة البحرينية التي تنظمها جمعية البحرين لشركات التقنية «بتك» وبدعم من صندوق العمل «تمكين» للعام الحادي عشر على التوالي.

# Bahraini pavilion at GITEX inaugurated

- The Pavilion is supported by Tamkeen for the 11th year
- 60 IT companies and 20 startups are taking part in Gitex.



During a group photo session at the event.

**T**he Chief Executive of Tamkeen, Dr. Ibrahim Mohammed Janahi inaugurated yesterday the Bahraini National Pavilion at GITEX 2018. Forty companies representing IT and telecommunications sector and 20 start-ups along with three government agencies are taking part in the event. The participating government bodies included the Ministry of Transportation and Telecommunications, the E-Government Authority and the Labour Fund 'Tamkeen'. This year marks the largest

increase in participation since the launch of the National Pavilion at GITEX, with 20 startups participating for the first time in the national pavilion. Dr. Janahi toured the participating exhibitors at the BNP and was introduced to products and services offered by them including cloud computing, blockchain, as well as exhibitor's unveiling their innovative IT services at the event. Participating enterprises highlighted the opportunities and challenges facing the sector and stressed Tamkeen's role in supporting the ICT sector and enhancing its competitiveness at the regional and international levels. Speaking on the sidelines of the event, Dr. Janahi stressed,

"Tamkeen is keen to support the national participation of Bahrain's national pavilion at GITEX, which comes as part of the Kingdom of Bahrain's national efforts to promote economic growth and Bahrain's capacity. This Bahraini technology conglomerate at GITEX reflects Bahrain's eagerness to further develop its technology sector". Udaydi Udaydi affirmed that

## Tamkeen chief honours institutions at Bahrain Tech Awards 2018

16 Oct 2018 | Last Updated: 09:54 AM | Views: 577



Tamkeen chief honours institutions at Bahrain Tech Awards 2018

Dubai, Oct. 16 (BNA). Dr. Ibrahim Mohammed Janahi, the Chief Executive of the Labour Fund (Tamkeen), honoured the winners of the Bahrain Tech Awards at a ceremony held on the sidelines of the Bahrain National Pavilion at GITEX. The massive IT event is currently ongoing in Dubai with the participation of 40 Bahraini IT-specialist enterprises and 20 startups, supported by Tamkeen for the eleventh year in a row.

The award ceremony took place in the presence of Bahraini institutions, gulf and global decision-makers in the ICT sector, government officials, business owners, entrepreneurs, as well as GITEX participants.

Dr. Janahi stated in a declaration on the sidelines of the honoring ceremony that the success of this award is to motivate Bahraini technology companies to develop their solutions, products and services according to international standards in order to be able to compete in the global IT market, thus encouraging innovation in Bahrain's technology market. Moreover, the event aspires to assist Bahraini companies in meeting the commercial and social needs of the technology market, in addition to the use of international best practices and the effectiveness of the marketing plan.

## Bahraini pavilion at Gitex hosts 40 ICT firms, 20 start-ups

MANAMA, 16 hours, 55 minutes ago

A total of 40 companies representing Bahrain's IT and telecommunications sector, 20 start-ups and three government agencies are part of the Bahraini National Pavilion at the Gitex Technology Week, being held in Dubai, UAE.

Bahrain's labour fund Tamkeen's chief executive, Dr. Ibrahim Mohammed Janahi inaugurated the pavilion today (October 16). The event, a major information and communications technology (ICT) trade fair, will run until October 18, at the Dubai World Trade Centre.

The participating Bahrain government bodies include the Ministry of Transportation and Telecommunications, the E-Government Authority and Tamkeen, a statement said.

This year marks the largest increase in participation since the launch of the national pavilion at Gitex, with 20 startups participating for the first time in the national pavilion, it added.

Dr. Janahi toured the participating exhibitors at the BNP and was introduced to products and services offered by them including cloud computing, blockchain, as well as exhibitor's unveiling their innovative IT services at the event.

During the tour, the participating enterprises highlighted the opportunities and challenges facing the sector and stressed Tamkeen's role in supporting the ICT sector and enhancing its competitiveness at the regional and international levels.

Dr. Janahi said: "Tamkeen is keen to support the annual participation of Bahrain's national pavilion at Gitex, which comes as part of Bahrain's national efforts to promote economic growth and the country's capacity and infrastructure in the ICT sector."

"We are eager to back the ICT sector through providing them with full support to participate in the largest technology event in the Middle East, Africa and South Asia, enabling them to showcase their products and services and further expand their businesses, as well as enhance their competitiveness," he said.

## Tamkeen honours 'Bahrain Tech Awards 2018' winners

TDF | Manama



Winners with officials during a group photo session following the award ceremony held on the sidelines of the Bahrain National Pavilion at GITEX. Exam Hadi, Chairman of the information technology and Syakoda, Microcenter and nologies and Staqoom were Hah, InfoWatch, Embarc, Uti-Bahrain technology companies to Bahrain Technology Award said. progress in this field." The award honouree five startups including Nabheel, global level, eight companies nive Pilot, The Shipping Spoc products and services in the field IT companies: CTR360, FASSE, Nabla, Equilibria, TimeTech- were awarded: Sileera, Centra and Rologic.



20 entrepreneurs taking part in Gitex

MANAMA: Twenty Bahraini information technology entrepreneurs who will take part in the Gitex 2018 tech fair next week in Dubai...



ICT entrepreneurs at the meeting

in co-operation with Tamkeen, the Labour Fund, BTECH met the ICT entrepreneurs in Dubai held a meeting with the Bahrain Technology Companies Society (BTech)...

trends in the IT industry such as digital marketing, education, healthcare, smart cities, retail, energy, finance and developments in the virtual reality games that is expected to rank \$4.4 billion by 2022.

10 «دايم» العالمية تشارك في جناح البحرين بمعرض «جيتكس»



10 «دايم» العالمية تشارك في جناح البحرين بمعرض «جيتكس»

المنتجات متنوعة «دايم» العالمية طوحتها الثورة في مجال تكنولوجيا المعلومات والاتصالات «دايم كوتك» و «دايم بولد» هي جناح البحرين بمعرض جيتكس حيث استعرضت التمكن الرقمي والتوجهات المساندة...

14 ولي عهد دبي يزور الجناح الوطني البحريني في معرض «جيتكس»

دبي 14 أكتوبر / بنا / راسم الشيخ حمدان بن محمد بن راشد آل مكتوم ولي عهد دبي الوطني البحريني في معرض «جيتكس»...



ولي عهد دبي يزور الجناح الوطني البحريني في معرض

دبي 14 أكتوبر / بنا / راسم الشيخ حمدان بن محمد بن راشد آل مكتوم ولي عهد دبي الوطني البحريني في معرض «جيتكس» حيث كان في استقباله الرئيس التنفيذي «لتمكين» الدكتور إبراهيم جالبي وممثلون عن جمعية البحرين لشركات التقنية والرئيس التنفيذي لشركة «بورق سمات» المهندس لؤي أحمد عظيم الله الجديري.

وقدم الدكتور جالبي لسمو الشيخ حمدان بن محمد شرحاً عن المشاركة البحرينية في «جيتكس» التي افتتح هذا العام للمرة العشر الأولى، ومشاركة 60 مؤسسة بحرينية لتلبية المعلومات والتعاملات من بينها 20 مؤسسة ناشئة.

ويذكر سموه بحضور ممثلة البحرين المتميز عاماً بعد عام في معرض جيتكس، والذي يعكس مدى تقدم قطاع تقنية المعلومات والبحوث في المملكة وحرص الممثلين عليه على المهني فتما في الرابطة مع وتعزيز أداءه ونماسته.

وتشارك الشركات البحرينية في هذا الحدث الثماني العالمي الذي جلب مع أكثر من 5000 شركة من أكثر من 100 دولة في مساحته تزيد على 14 مليون قدم مربع.

10 الاقتصادكي

60 جناًحاً حكومية في جناح البحرين بـ«جيتكس»

تتوقع جمعية البحرين لشركات التقنية البرينية في «جيتكس» والممثلين مع شركة «بورق سمات» للتعامل مع 60 مؤسسة بحرينية لتلبية المعلومات والتعاملات...

وأضاف «تعمل من خلال الجناح الوطني البحريني في «جيتكس» التي افتتح هذا العام للمرة العشر الأولى، ومشاركة 60 مؤسسة بحرينية لتلبية المعلومات والتعاملات...

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Batelco to take part in GITEX

MANAMA: Batelco, Bahrain's leading digital solutions provider, has partnered with Bahrain Technology Companies Society (BTech) to take part in GITEX Technology Week 2018 in Dubai.



Mr Mounir



Mr Al Ubaydi

Batelco's participation demonstrates the company's commitment to support the enhancement of the kingdom's ICT industry and its efforts in developing relevant digital solutions.

Advertisement for Tamkeen, featuring the logo and text: تعرف ملك برامج تمكين المتخصصة عبر زيارة مراكز خدمة العملاء

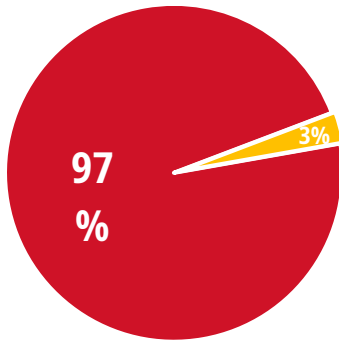
د. جناحي يكرم المؤسسات الفائزة بجائزة البحرين لشركات التقنية



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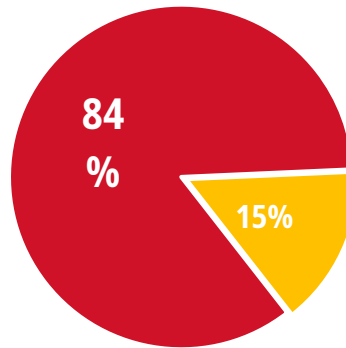
# EXHIBITOR EVALUATION

Overall level of satisfaction in how the exhibition meets your needs?



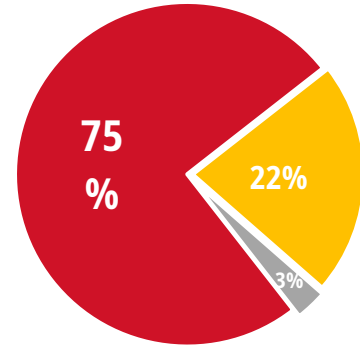
- Very Satisfied
- Satisfied

Did you see your target attendees?



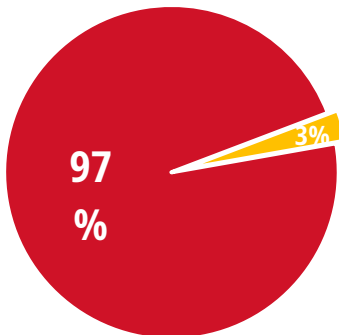
- YES
- NO

How would you rate the quality of these attendees?



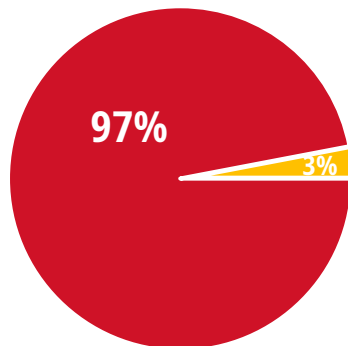
- Very Satisfied
- Satisfied
- Others

Rate the support you received from TAMKEEN for Bahrain Pavilion @ GITEX 2018



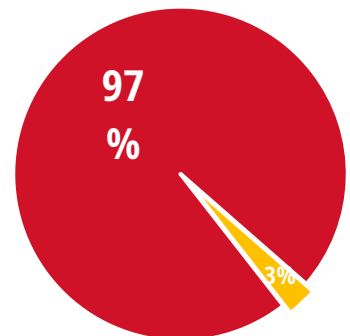
- Very Satisfied
- Satisfied

Are you interested in participating in GITEX 2019?



- YES
- NO

Rate the exhibition process



- Good to Excellent
- Satisfactory



Our first time at GITEX, it has been a positive experience throughout.

**Mr. Emile Mahdi**  
Asst. General Manager  
Arima Insurance  
Software

Our participation would not be possible without Tamkeen

**Mr. Ashraf Bilal**  
Head of Business  
Development  
Al Amthal Group

Participation at the GITEX was helpful to Sysprove Consulting to showcase our services and case studies to a wider audience. We are grateful to Tamkeen for supporting us in the participation.

**Mr. Ravi Jayansundera**  
CEO, Sysprove Consulting

This was the best GITEX participation we had. Everything went good - the location, the stand, ground support, footfall.

**Mr. S.M. Hussaini**  
CEO, Almoayyed Computers

## SHOW INFORMATION



**38<sup>TH</sup> GITEX  
TECHNOLOGY  
WEEK**

**14 - 18**  
OCTOBER 2018  
DUBAI WORLD TRADE CENTRE

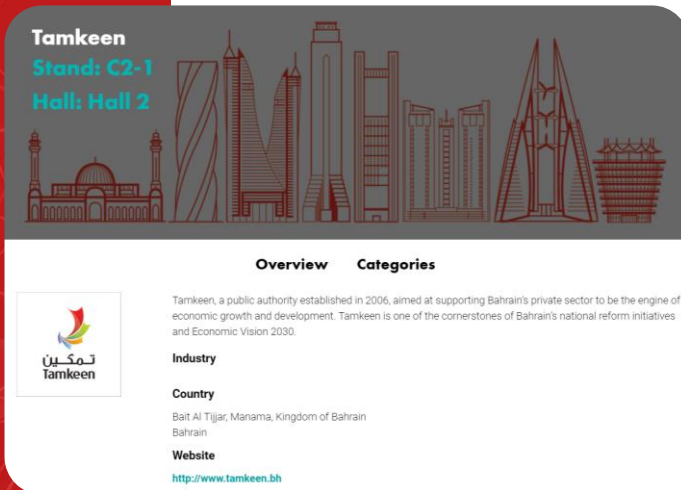
**Experience Future Urbanism**  
WELCOME TO THE LARGEST TECHNOLOGY EVENT  
IN THE MIDDLE EAST, AFRICA & SOUTH ASIA

Show Name	Gitex Technology Week
Edition	38 <sup>th</sup> Edition
Event Dates	14 <sup>th</sup> – 18 <sup>th</sup> October 2018
Venue	Dubai World Trade Center, UAE
Show Size	95 million sq. feet
Participating Exhibitors	5,7K+ World Class Exhibitors
Number Of Visitors	100K+ visitors from 140 countries
Show Type	Exhibition and Conference
Frequency	Annual
Next Edition	6 <sup>th</sup> – 10 <sup>th</sup> October 2019
Organizer	Dubai World Trade Center

*Disclaimer: The above statistics is not final and subject to GITEX official report availability*

# MARKETING ACTIVITIES

**Marketing Power Pack** an online tool for exhibitors. This was provided to exhibitors in the Bahrain Pavilion. The objective of the marketing power pack is to increase their ROI on participating at Gitex Week and brings visibility of their brand. It also creates an awareness about the organization, products and drive traffic towards their stand using the following tools:



**Exhibitors listing** – upload company profiles, logos and new product launches online.

**ConneXion Online** – Dedicated meeting online tools to arrange advance meeting, browse targeted companies to send meeting request and online meeting diary

**Complementary Tickets**- an online one-day free ticket to invite their key customers, partners and other VIPs to visit them during Gitex Week.

**C-Majlis Club** – companies to nominate their top VIP clients to the Gitex Majlis Club with benefits includes complementary refreshments, high-speed wifi connection and involvement in bespoke meeting programs.



## Visitor Scanner

A state-of-the-art application pre-installed onto a rental device. The device allows you to capture visitor contact information by scanning their badge. This information is then available to download instantly, allowing you to follow up on the potential sales leads without delay.



## GITEX Catalogue

Over 50,000 copies were printed and distributed to the participants of GITEX and this was also made available online as a downloadable file.

## Bahrain Pavilion Bookmark

printed 50,000 copies included in the Gitex Catalogue. The bookmark content was the pavilion hall location to be able to know where the pavilion location for an easy access of the visitors. Tamkeen logo was included as the major sponsor of the Bahrain Pavilion.



## Bahrain Pavilion Directory

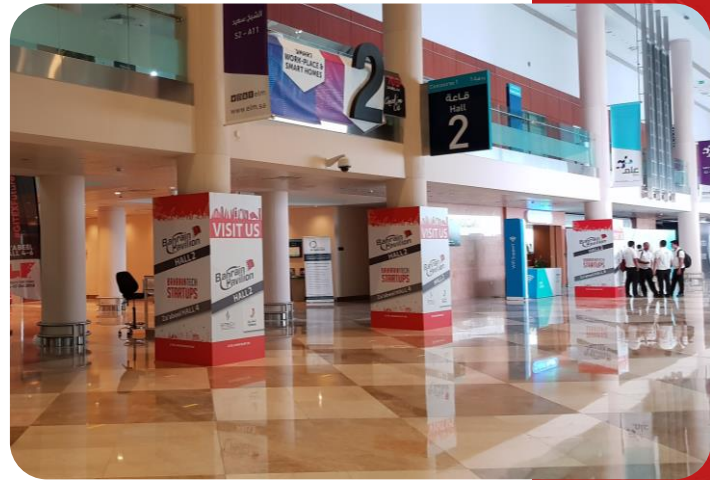
Distributed Bahrain Pavilion directory consists of the list of the participating companies including their company profiles and services. These directory is available in soft copy for future references.



# MARKETING ACTIVITIES

## Bahrain Pavilion Column Cladding

Column cladding located in the entrance of Hall 2 to attract visitors to visit the Bahrain Pavilion inside the hall



## Bahrain Pavilion Flyer

Printed 5,000 copies distributed all throughout the event. Flyer distributor went to different halls to distribute the flyer to be able to attract visitor for Bahrain Pavilion.



## Emails Campaigns

Email campaigns were being broadcasted as early as 3 months before the event which continued during the event dates up until the event finished. Content include invitation to join, mention about the partners, the Tamkeen support as well as the benefits & advantages of participating.

## Social Media Campaign

Online marketing such as social media posting also started as early as last year up until the present. This is to make sure that the event is continuously making a demand to be perceived by its target participants. Social media campaign included: Instagram, Facebook, WhatsApp, and others.

## Photography & Videography

The event's videographer and photographer was available from the set-up day until the end of the show. Action shots which include the business matching, pavilion visits, signing agreements, and all other essential activities were prioritized. Interviews were also made which addressed the exhibitor's commentaries on the event as a whole as well as the Tamkeen support provided to them.

**Bahrain Pavilion**



**GITEX**  
TECHNOLOGY  
WEEK

**6<sup>th</sup> – 10<sup>th</sup>  
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DUBAI WORLD TRADE CENTER

**SEE YOU  
NEXT YEAR!**

