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Marrakesh, Morocco

Organized by



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GITEX AFRICA NEW BUSINESS HORIZON

From those who brought you **GITEX GLOBAL**, kaoun International, the overseas events organising company of Dubai World Trade Centre is now leading tech communities into Africa for a historic launch in the world's next biggest digital economy.

GITEX AFRICA, the continent's largest all-inclusive tech event, will connect tech titans, governments, SMEs, start-ups, coders, investors, and academia, to accelerate, collaborate, and explore new ventures. A curation of emerging technologies from fintech, e-commerce, cloud, IoT, AI, telecom to cybersecurity will be heavily featured during the three-day annual pan-African forum in **Marrakech, Morocco**.

Unleashing the limitless possibilities of the globe's youngest continent, the event will shape the vision for a more sustainable, inclusive, and tech-driven digital economy. **GITEX AFRICA** will amplify the continent's digital aspirations and achievements poered by tech-savvy youth, corporates, and ambitious governments.



THE NEW BUSINESS LANDSCAPE

The African tech landscape is accelerating and evolving at an extraordinary pace. **GITEX AFRICA 2024** introduces three new show profiles that are positioned to leapfrog in the development of diverse technological solutions across the continent: **DIGITAL HEALTH**, smart manufacturing, and Agritech, which underscores Africa's growing importance in the global tech landscape.

Explore the vibrant landscape of the global tech that will shape Africa's future. Whether you're looking to showcase your innovations, forge meaningful connections, experience cutting-edge initiatives, establish thought leadership, or gain industry insights, you will get unmatched business opportunities.

ELEVATE YOUR IMPACT IN AFRICA'S TECH ECOSYSTEM



Access Tech Opportunities Shaping Africa's Future Engage directly with the tech leaders influencing the future of the continent. With over 1.3 billion people, Africa is a rich market for customer acquisition. The showcase spans from big tech to cutting-edge startups, and government-backed projects highlighting the continent's diverse tech ecosystem.



Create Unforgettable Moments with Key Customers & Partners See what the future of Africa looks like with immersive virtual factory tours. Watch exciting new startups compete in the GITEX AFRICA Supernova Challenge. And on the MoU stage, see policy-makers and cross-border leaders make deals to steer forward Africa's growing tech world.



Cultivate synergies Across Borders with Strategic Collaborations Forge lifetime connections to build partnerships with tech experts, all the way, from emerging startups in Nairobi to well-established companies in Johannesburg. Capitalize on the vastest global media outreach visible across Africa from Cairo to Cape Town.

ABOUT THE INTERNATIONAL BUSINESS HUB

The International Business Hub aims to bring together ICT companies from different countries and other ICT verticals from leading tech corporations and inspire pioneers from the next generation of start-ups to create a business.



The International Business Hub at GITEX Africa organized by WorkSmart For Events Management is a great platform to highlight your new innovations as a global and regional knowledge and communications hub. It identifies the unique approach to using technology as one of the successful and advanced countries in the Middle East.

BENEFITS TO COUNTRY



Showcase your country's technologies and advancements to an audience of key decision makers



Highlight investment opportunities within your country



Base your country's delegation office onsite for the duration of the event



Make way for an ideal location to take part in the high level summits and meetings



Creates an ideal venue from which to hold top level talks and discussion with the key players.

LIMITLESS POSSIBILITIES

AFRICA'S LARGEST CURATED SHOWCASE OF START-UPS

1,500+

MEETINGS BETWEEN
START-UP & INVESTORS
OVER 3 DAYS



800+
START-UPS

Including over 200
International Award
Winners featured at
GITEX AFRICA



**AFRICAN START-UPS RAISED
\$5 BILLION** in VC FOUND IN
2022, PROJECT TO RISE TO
10\$ BILLION BY 2025.

Source: African Venture Capital and private
Equity Association (AVSA)



CREATING A BOLD FUTURE FOR AFRICA

AI EVERYTHING CLOUD X IOT X DATA

Enter the race to maximise the opportunities of AI. AI technologies have the potential to generate 3.5 million new jobs in Africa by 2025.

DIGITAL HEALTH

Transformative Digital Health & Lab Innovations set to power Africa's \$11 billion health-tech boom

SMART MANUFACTURING

Unlock the opportunities from Africa's manufacturing sector, which has the potential to reach \$1 trillion by 2025, as the industry moves toward industry 4.0.

CONSUMER TECH

Africa is home to roughly 1.2 billion consumers today, projected to increase to 1.7 billion by 2030.

DIGITAL FINANCE

In Africa's fintech revolution, pioneers redefine financial landscapes and empower millions. \$450 billion of digital payment systems, and cutting-edge fintech solutions drive financial inclusion, economic empowerment, and reshape the future of finance.

START-UPS

Accelerate opportunity in the world's rising start-up ecosystem. African start-ups raised \$5 billion in VC funds in 2022, projected to rise to \$10 billion by 2025.

AGRITECH

Seize the untapped potential of Africa's food & agriculture market, set to reach an astounding \$1 trillion by 2030, as food production needs to grow by 60% over the next decade.

CYBERSECURITY

Ride the wave of growth in an African cybersecurity market that's projected to hit \$10 billion by 2030. 9/10 African businesses seek enhanced cybersecurity protocols

DIGITAL CITIES

Contribute to the more effective and accessible delivery of services, with a focus on e-government, for the 1.4 billion citizens of African nations.

TELECOM INFRASTRUCTURE

Boost connectivity in Africa, the world's fastest growing mobile market, where users have now reached more than 615 million. In Nigeria, analysts suggest smartphone connections will total 85% of the population by 2025.

ALL VERTICALS IN ONE GIGANTIC EVENT



GITEX AFRICA
Digital Health



Agritech



Smart
Manufacturing



AI Cloud X
IoT x Data



Consumer
Tech



Cybersecurity



Digital Cities



Digital Finance



Telecoms/
Infrastructure



Start-ups

PARTICIPATION PROCESS

Download the
booking form



Choose your
location



Fill and
Submit the
booking form



Sales Team
to confirm





Targeted Venue

GITEX AFRICA Exhibition Site, Marrakesh, Morocco

We provide seamless solutions for your participation needs



Space



Customized Stand



Marketing



Mandatory Fee as Co-exhibitor



Event Management

LOCATION MAP



AFRICA

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