

Transforming Ideas into Impactful Events Across the GCC



WorkSmart Event Experience Management

Bahrain Pavillion

Powered by Tamkeen

Every great event tells a story.
At WorkSmart, we design the
stage where Innovation
Meets Opportunity.



Who We Are

WorkSmart is a GCC-based event experience management company with over 20 years of expertise. Founded in Bahrain, we have grown into a regional force, designing and executing impactful events across Saudi Arabia, the UAE, Kuwait, Oman, Qatar, and beyond.

From large-scale international pavilions and technology conferences to trade exhibitions and corporate forums, we bring every event to life with precision, creativity, and a deep understanding of the GCC market.



**EVENT
PLANNING**



**EVENT
ORGANIZING**



**EVENT
MARKETING**



**EVENT
STAFFING**



**EVENT
MANAGEMENT**



Our Mission & Vision



MISSION

To transform creative ideas into concrete opportunities, deliver seamless, high-quality events that connect industries, inspire innovation, and drive business growth across the GCC region.



VISION

To be the leading event experience management company in the Middle East known for setting industry benchmarks, building long-term client partnerships, and delivering exceptional results at every event.



What We Do

We provide a full A-Z event management service handling everything from initial strategy to post-event reporting. Our services include:



**Country Pavilions &
International Representation**



**Corporate Conferences
& Executive Forums**



**Technology &
Trade Exhibitions**



**Special Business
Events**



**Workshops &
Roundtables**



**Virtual &
Hybrid Events**



**Business Matchmaking
& Networking Events**

Our Footprint

WorkSmart operates across the MENA region. Our events and pavilions span:

Bahrain

Home-based



and more...

Saudi Arabia

(Riyadh)



UAE



Kuwait



Regional exhibitions and forums

Oman



Country pavilion representation

Qatar



and regional ICT events

Africa

(Marrakesh, Morocco)



Amsterdam



Microsoft Global AI Leadership Program

Munich



Microsoft Global AI Leadership Program

Our Signature Platforms

Over the years, WorkSmart has built and managed several flagship event platforms:



CONFERENCE

Meet ICT — Bahrain

Bahrain's premier ICT conference and exhibition, running since 2011. Meet ICT drives dialogue on digital transformation, AI, cybersecurity, FinTech, and smart government — connecting public and private sector leaders across the region.



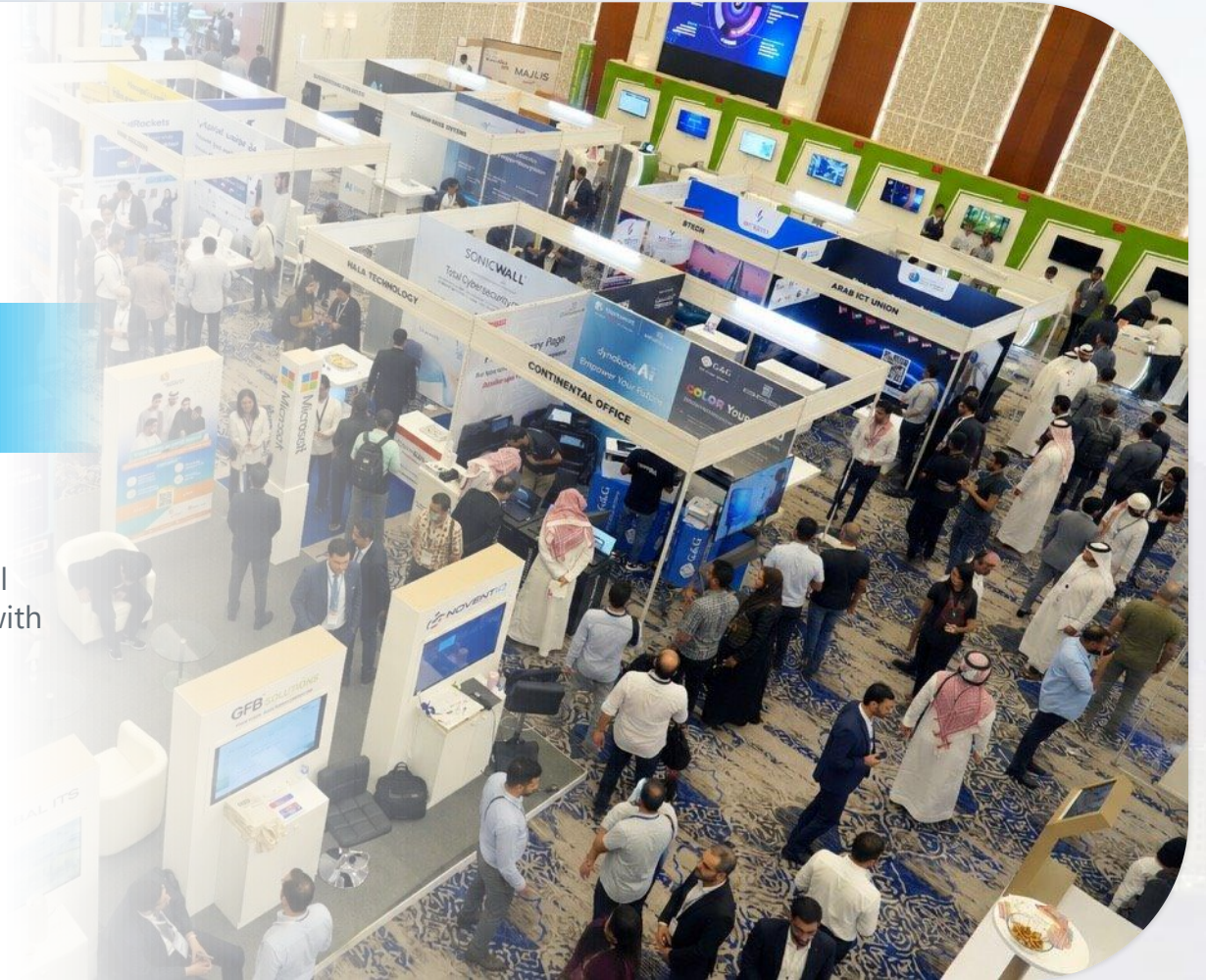
Our Signature Platforms



EXHIBITION

BITEX — Bahrain International Technology Exhibition

A 3-day technology exhibition running alongside Meet ICT, bringing ICT companies together to showcase digital transformation solutions and connect with regional decision-makers.



Our Signature Platforms



Bahrain Pavilion at GITEX — Dubai & Africa

Since 2007, WorkSmart has organized Bahrain's national pavilion at GITEX Technology Week in Dubai — the first Bahrain-based company to do so. We have since expanded to manage country pavilions for Kuwait and Oman, and facilitated Bahrain's presence at GITEX Africa in Marrakesh.



Our Signature Platforms



LEAP — Saudi Arabia

WorkSmart manages the Bahrain Pavilion and International Business Hub at LEAP in Riyadh — one of the world's largest tech events — connecting Bahraini and GCC innovators with global industry leaders and investors.



Our Signature Platforms

Gulfood

Gulfood Exhibition — Dubai

We facilitate strategic trade delegations and the Bahrain Pavilion at Gulfood, supporting Bahrain's food and hospitality sector in building international business connections.



Our Signature Platforms



GCC CIO CONCLAVE - Dubai

CIO-hosted programs to showcase member organizations, executives, strategies & accomplishments. This event is about hearing from the CIOs of the gulf region, who have seen it all and done it all, and they focused their efforts on digital skilling.



Our Signature Platforms



THINKSMART CONNECT

A networking and knowledge-sharing platform designed to connect professionals, industry leaders, and learners through curated sessions, discussions, and collaborations focused on future skills, innovation, and workforce transformation.



Our Signature Platforms



Leading Learning Partners Association

LLPA SUMMIT MOROCCO

A global learning and development summit hosted by the LLPA network, bringing together international training providers and partners to discuss trends in digital learning, certifications, and workforce capability development.



Our Signature Platforms



KUWAIT RISE LAUNCH

A launch initiative focused on introducing and activating a national or regional upskilling and empowerment program in Kuwait, aimed at enhancing digital skills, employability, and workforce readiness.



Our Signature Platforms



LEARNING VILLAGE

An interactive learning zone within major tech exhibitions that showcases hands-on training, workshops, and live demonstrations focused on digital transformation, ICT skills, and future technologies



Our Signature Platforms



Leading Learning Partners Association

LLPA BOARD MEETING - Bahrain

A strategic board meeting of the LLPA (Leading Learning Partners Association) held in Bahrain, focusing on governance, global learning strategies, certification standards, and expansion of partner ecosystems.



Our Signature Platforms

REGIONAL AI LEARNING MEETING - KSA

A regional dialogue session centered on AI education and workforce readiness, bringing together experts and institutions to align on AI learning frameworks, ethical adoption, and skill development across the region.



Our Signature Platforms



FORSATI GOVERNMENT IT EMPOWERMENT FORUM

A flagship government-focused forum under the Forsati initiative dedicated to IT empowerment, digital transformation, and building technical capacity within government entities to support smarter, more efficient public services.



How We Work

Our full-service approach covers every stage of the event lifecycle:



1. Pre-Event Planning

We work closely with clients to define goals, manage budgets, coordinate vendors, and design compelling pavilions and branding — all tailored to each event's unique objectives.



2. Event Execution

Our on-site teams manage all logistics, operations, and real-time challenges — ensuring smooth delivery from setup to closing. We handle hospitality, attendee experience, networking zones, and exhibitor support.



3. Sponsor & Exhibitor Support

We maximize sponsor visibility through premium branding placements, and help exhibitors generate qualified leads through matchmaking tools, pre-scheduled meetings, and networking apps.



4. Post-Event Reporting

We deliver detailed analytics on engagement, brand exposure, and ROI — along with actionable insights to help clients continuously improve their event strategy.

Why Choose WorkSmart?



20+ years of proven experience across the GCC and internationally



Trusted partner for government entities, corporations, and global brands



Cost-effective solutions without compromising on quality



End-to-end event management — from concept to post-event analysis



Track record of successful pavilions, conferences, and exhibitions at tier-1 global events



Strong regional networks across Saudi Arabia, UAE, Kuwait, Oman, Qatar & Bahrain



Our Event Portfolio

A selection of events
WorkSmart has organized or
participated in:



Our Major Partners & Clients



Looking for an Event Experience worth remembering...



Looking for Excellence ? Contact us ..

+973 17002280

info@worksmartbh.com

www.worksmartbh.com

11th Floor Gulf Executive Offices, Bldg. 15
Road 3801, Block 338, Manama, Kingdom of Bahrain

SCAN FOR
WEBSITE



f @worksmartevents