BAHRAIN BACKTO BUSINESS



POST SHOW REPORT 2020

PAVILION INFORMATION



Event Name	Bahrain Pavilion @ GITEX 2020					
Edition	14th Edition					
Dates	6 th – 10 th December 2020					
Venue	Dubai World Trade Center, UAE					
Pavilion Size	Hall 3189 sqmSh. Rashid Hall12 Startup Pods					
Show Type	Technology Exhibition					
Frequency	Annual					
Website	www.worksmart.bh/gitex					
Next Edition	17 th – 21 st October 2021					
Organizer	Bahrain Technology Companies Society & Worksmart for Events Management					





EVENT PARTNERS









PAVILION INFORMATION



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ICT	Companies (8)		Startu	5)		Others (5)		
1	Almoayyed Computers	1	Bahrain Express	11	Tabiib		1	BTECH
2	Arihant	2	Daresni	12	Tamarran		2	WorkSmart
		3	Feeh La	13	TechnoWay		3	GFB
3	Atyaf	4	L5Kasha	14	Think Up			
4	Etisalcom	5	Lumofy	15	Unipal		4	TechoSmart
5	SMS Country	6	Marketology				5	Thinksmart
6	Winsoft IT	7	Maximize Platform			L.		
Ű	Winsort II	8	Mena Hunters					
7	Ahlia University	9	Polemaris					
8	EDX LABS	10	Solver Plus					

PAVILION INFORMATION



GITEX

TECHNOLOGY

in-person

WEEK Live,

10

DEC 2020

DUBAI WORLD TRADE CENT

SUNDAY: DEC 6, 11AM - 5PM | MONDAY - THURSDAY: DEC 7-10, 10AM - 5PM

BAHRAIN BACK TO BUSINESS

Over 23 Bahraini ICT Companies and Startups represent Bahrain in the region's leading technology event – GITEX Technology Week. Bahrain's participation in this event solidifies the role of the ICT Sector in boosting the economy back through international business transactions and opening new opportunities in the field of innovation and technology.





GITEX TECHNOLOGY WEEK Live, in-person

6 - 10 DEC 2020





PAVILION TOUR

Marketo C

OUR

Tamkeen Officials and BTECH board headed a Tour and opening of **BAHRAIN BACK TO BUSINESS** – Bahrain Pavilion @ GITEX 2020. Exhibitors showcased their cutting-edge product and services which brings pride to Bahrain!





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SUPERNOVA STARTUP PITCH COMPETITION

The startup community in GITEX looked forward in the participation of Bahraini Tech Startups as it is expected that Bahrain is a leader in producing successful and motivated startups and entrepreneurs.

2 of our Bahrain TechStartups advanced to the SEMI-FINALS:

DARESNI & LUMOFY

Mr. Ahmed Faraj CEO, Lumofy





Ms. Thanaa Alrabeea Operations and Administration Manager, Daresni



SUPERNOVA STARTUP PITCH COMPETITION

LUMOFY advanced to the FINALS

CATEGORY: BEST INTERNATIONAL START UP, BEST SCALE UP

Lumofy is the only bilingual platform that offers technologyenabled and scalable platform backed by science.

They enable organizations to map their competencies for job profiling, talent management, and align capability development with a Psy assessment tool matrix and personalized learning paths. Lumofy is designed to gradually develop internal learning cultures and drive innovation for organizations of all sizes.

Few companies have a learning platform, and very few turned their learning platform and culture into a competitive advantage.

Lumofy are convinced that those that do will be tomorrow's winners.





PAVILION VISITS AJMAN DIGITAL GOVERNMENT

A delegation from the Bahraini National Pavilion at "GITEX Dubai" discussed with delegates of the Ajman Digital Government the cooperation in the field of projects that rely on modern technologies and Al, and to open further horizons for launching new partnerships between the public and private sectors in the fields of technology, automation, and digital transformation, in addition to the use technology to overcome crises and continuing the work of government institutions and departments.

This was discussed during the Bahraini delegation's visit to the Pavilion of Ajman Digital Government at the "GITEX" exhibition, during which they listened to an explanation from Her Excellency Ohoud Shehail, Director General of Ajman Digital Government, about the Ajman government's experience in the field of the digital transformation through a unified platform that includes 20 specific initiatives that meet and provide the requirements of the digital transformation, which comes in line with the Ajman Government strategy 2017-2022.









PAVILION VISITS BELGUIM

A delegation from Belguim visited the Bahrain Pavilion at GITEX during its 5-day event. Belguim representative – Mr. Samuel Servaes, Economic & Commercial Counsellor representing the Brussel's Government, were pleased to see how strong Bahrain's presence in the technology community despite the challenges the world has faced this year.

The visit opens various opportunities for both countries, Bahraini ICT Companies and Startups were connected to the Belgium Exhibitors during the show.





Mr. Samuel Servaes

Economic & Commercial Counsellor representing the Brussel's Government

ROYAL TOUR



H.H. Sh. Mohammed Bin Rashid Al Maktoom GITEX ROYAL TOUR

H.H. Sh. Mohammed bin Rashid Al Maktoom visited Dubai's





BUSINESS PARTNERSHIPS, MOU SIGNINGS & ICT OPPORTUNITIES

Bahrain ICT Companies & Startups took advantage of the international opportunities and potential collaboration during GITEX, some of the countries that were guaranteed partnerships were:

USA

Saudi Arabia United Arab Emirates Oman Belgium Malaysia Japan

Lebanon







BAHRAIN'S ADVANCEMENT IN AI & OPEN BANKING DISCUSSED

Mr. Ahmed ALHujairy, BTECH Senior Advisor showcased the advancement of Bahrain in terms of Artificial Intelligence and Open Banking during the GITEX conference. He discussed Bahrain's best practices and how AI & Open banking aids the community and its development towards Digital Transformation.



MEDIA PRESENCE



Trade Arabia

10



its walls be clad with a their gender, within a period not asy-to-clean material exceeding fifteen days from the

أتبر من المحاضرة

garding the gradual resump- Mosques will now be open for tion of collective pravers amid Fair (Dawn) Dhuhr (Noon)

جبتكس في دبي، قال: إنه لا بد وتعقيدًا كبيرًا للبنوك والمصارف. المحاضرة إلى أنه رغم التحديات التي

للمديرين التنفيذيين في القطاع المالي خصوصا وأن إحدى مزايا التقنيات تفرضها الخدمات المصرفية المفتوحة في الدول المتقدمة.



The Bahraini National Pavilion was launched yesterday at GITEX 2020 at the Dubai World Trade Center, under the patronage of the CEO of the Tamkeen Labour Fund, Dr Ibrahim Mohammed Janahi. Bahrain is participating in this global event this year with 23 exhibitors from Bahraini ICT companies and startups. The Bahraini National Pavilion is organised by the Bahrain Association of Technology Companies and WorkSmart for organising events, in a strategic partnership with Tamkeen. The exhibition, which will be held until December 10, is the largest of its kind in the technology sector in the Middle East, North Africa and South Asia. Dr Janahi stressed the importance of this participation in opening the way for new opportunities in the technology sector amid the coronavirus (COVID-19) pandemic and its emphasis on technical and digital solutions in support of the growth of international economies.



البحرين بعد دراسة أقضل الممارسات

موسركورة الرائيل منيك تواب التحاد يقته مودك تتولويا ستتم غالبك مقالداتهم وتالف

Start and pick تحت رعاية الرئيس التنفيذي L «تمكين» O Russley Reasoning

الابام

الجناح الوطني البحريني يفتتح أعماله في «جيتكس 2020» بمشاركة 23 عارضا



الطلقة القوم الأعد العمال الممان الوطني المعربشي بدهرهن المبتكين (1910) في دركل من التماري العالي، وذلك تنعت رعاية الرئيس التنفيش استدرى العدل "شكن" البكتين الراهير محمد وذا من وتشارل ستكلا البحرين في هذا الحدي العائل هذا العام ، 13 عارضا من شركاد تقنية العلومات والانصالات البعريتية والشركات الناشئة.

ويطوالجناح الرطي الحريني في جينكس كل من جمع الجمرين لشركاء الطنية البتلا" وشركة الزراب سطره" انطير المعاليات وبشرائة استراتيسيا مع المكن". وينعك سيتكثر عنا العاوشان اللترة من 6 إلى 10 ديسمبر الثالاً. سيد بالى العرض بوسبته الأكبر بزغرعهم فطاو الكلرارجياض بنطقة الشرق الإسط رشطل قبيطيا وجنرب أسياء





Bahraini group Lumofy has been declared one of the finalists at the Gitex Supernova challenge for the best global start-up technology companies at the ongoing event in Dubai, while another Bahraini company has made it to the semi-final stage of the competition with its Dareani electroni niation

Both these companies are part of the Bahraini National Pavilion at Gitex, backed by the kingdom's labour fund Tamkeen

It is a golden opportunity for the Bahrain companies to help boost competitiveness.

BFT

and develop the business model, especially since Gitax provides a broad view of ICT companies in the world, and the technologies and applications of the fifth generation, artificial intelligence and the Internet of things, as

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الشركة البحرينية الناشئة "ليومفي" تتأهل للمرحلة النهائية من مسابقة "جيتكس" للشركات التقنية حول العالم



MEDIA PRESENCE



وكالة أنباء البحرين

Bahrain News Agency





يشار إلى أن جمعية البحر في الجناح. لشركات التقنية ءبتكء وبالتعاور وأكسد البصانييان أهميية مع شركة «وورك سمارت» تنظمار مواصلة التشاور وتبائل الخبرات الجناح الوطني البحريني فر والتجارب الناجحة وأحدث دجيتكس، للعام الرابع عشر علم الإبداعات والإبتكارات والخدمات التوالي، وبشراكة استراتيجية م الذكية فى قطاع التكنولوجيا مبندوق العمل اتمكين، ومشار ك والتقنيات الرقمية والإستفادة بن رؤيبة المؤسسات التى تقود ٢٢ عا، ضبا من شير كان التقني لتكنولوجيا على مستوى العالم

الإنبجاز بالمشماركة ستويا فى مبادرة نوعية، وتلبية وتوفير معرض جيتكس. متطلبات التحول الرقمي التي تتماشى مع استراتيجية حكومة عجمان ٢٠١٧-٢٠٢٣، وتعرفوا بالمقابل نظم القائمون جناح حكومة عجمان الرقمية زيارة للجناح الوطني البحريني إلىى أليبات العمل التي رسخت في جيتكس، تعرفوا خلالها على البدائب قامين خبلالها تصاحاتها بيرز المنتجات والخدمات التر

الوسائل الذكمة وعرزت هذا

المتوالية فى مجال التقنيات الحديثة والتكنولوجيا المتطورة

شراكات جديدة بين القطاعين العام والخاص في مجالات التكنولوجيا والأتمنة والتحول الرقمي، إضافة إلى كيفية استخدام التكفولوجيا في تجاوز الأزمات واستمرار عمل المؤسسات والدوائر الحكومية. جاء نلك خبلال زيبارة الوفد البحريني لجناح حكومة عجمان الرقمية في معرض احتكس، استمع خلالها إلى شرح من عهود شهيل مدير عام دائيرة عجمان الرقمية حبول تجربة حكومة عجمان في مجال التحول الرقمي

بحث وفد من الجناح الوط

البحريني في معرض دجيتكم دبسي، منع ممثلين عن حكوما

عجمان الرقمية التعاون في مجال

المشاريع التي تعتمد على التقنيات الحديثة والذكباء الإصبطناعي

وفتح المزيد من الأضاق لإطلاق

عبر منصة موحدة تتضمن

Daily News

stimulus packages that have Meanwhile, Islamic financial Develo stretched fiscal deficits to the institutions have been respond-based

BNP at Gitex draws 700 visitors

DUBAI: The Bahraini National Pavilion BNP) at 'Gitex 2020 Dubai' has attracted about 700 visitors representing 20 counies in three days.

The visitors were introduced to the ser-ces, products, and innovations provided 24 Bahraini companies working in the T sector. This year, 'Gitex' is the only ajor global tech show that is happening person due to the pandemic, but amid tegrated precautionary measures. The BNP at Gitex is organised for the The BNP at Griex is organised for the thit year in a row by The Bahrain Society T Technology Companies and WorkSmart F Events Management, and in a strategic trinership with labour fund 'Tamkeen'. Bahrain Society for Technology smpanies, chairman Ubaydii Ubaydii sed his satisfaction with the turnout used by the pavilion in light of Covid pandemic, as visitors and exhibitors allowed to conduct fruitful commer-

negotiations and take precautionary s into account at the same time. he number of visitors affirms the suc-



commercial deals, export their products and services, and obtain exclusive agencies ICT companies contributed to the increase to represent major international technology in the number of visitors this year, in addi oid Mr. Dhundli tion to the oran

BNP's delegation at GITEX to discuss technical cooperation with Emirate of Ajman December 11, 2020

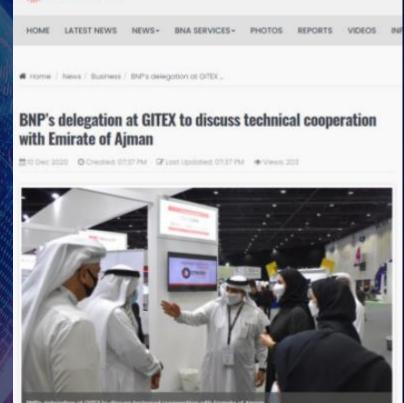
تقدمها ٢٢ شركة بحرينية لتقنية

لمعلومات والاتصبالات مشارك

أخارالخابج

العدد (١٥٦٠٣) - السنة الخامسة و الأربعون - الجمعة ٢٦ ربيع الأخر ١٤٤٢ه. - ١١ ديسمبر ٢٠٢٠م لانتسطة وورشن العمل لإعبادة خلق جو البحرين للإنترنت عبدالله الحامد: «كجرَّه من لقد استضفنا نسختين من مسابقة Name الإكثروني التالي: Danrain Game

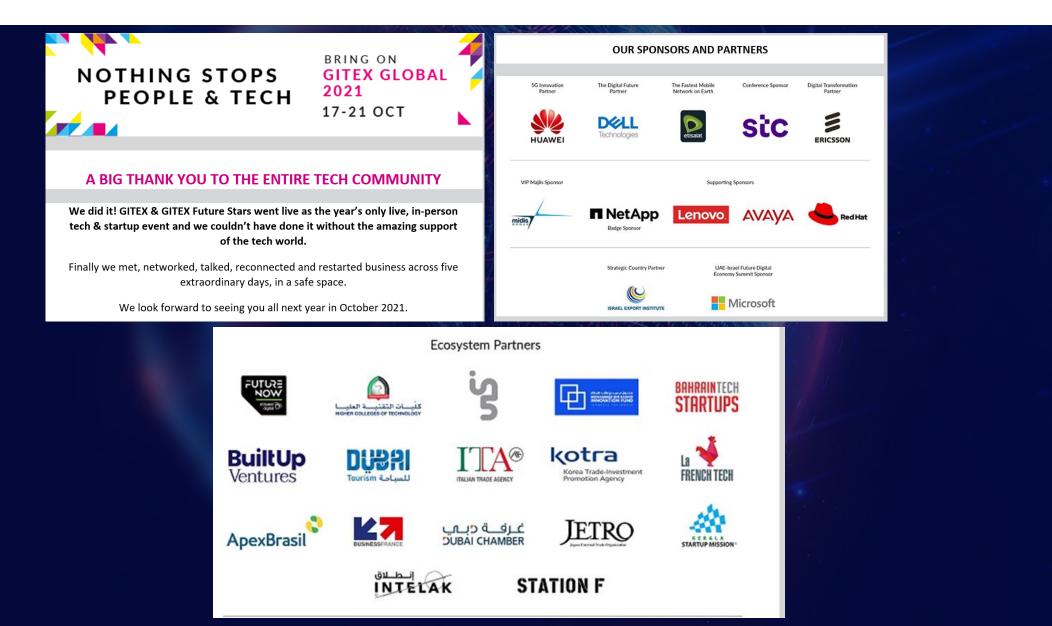




Dubai, Dec. 10 (BhA). A delegation from the Bohraini historial Pavilion "BNP" at "OffEX Dubai" discussed with delegates of the Arman Digital Government the cooperation in the field of projects technologies and Al, and to open further itorizons for lounching new partnenihips between the public and private sectors in the fields of technology, automation, and digital transformation, in addition to the use technology to

BAHRAIN POSITIONING





MEDIA PRESENCE SUMMARY



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No.	Торіс	Date Published	Publication
1	Bahraini National Pavilion to launch at GITEX 2020	19 November 2020	Akhbar Al Khaleej, BizBahrain
2	Bahraini National Pavilion at GITEX 2020 to launch on Sunday	6 December 2020	GDN (Gulf Daily News, Akhbar Al Khaleej, Trade Arabia, Alwatan News, AlBilad News
3	BNP at GITEX 2020 kicked off with participation of 23 exhibitors	7 December 2020	Akhbar Al Khaleej, Alayam, BizBahrain, AlBilad News, Daily Tribune
4	Bahraini banks are pioneers in open banking services – Panel Discussion in GITEX Technology Week	8 December 2020	Alayam, Akhbar Al Khaleej, BizBahrain, AlBilad News, Alwatan News
5	Bahraini company qualify for final stage of GITEX competition	9 December 2020	Trade Arabia, Bahrain Financial Times, BizBahrain
6	BNP at GITEX attracts 700 visitors in first 3 days	10 December 2020	Gulf Eyes, Alayam, Akhbar Al Khaleej, BizBahrain
7	BNP's delegation at GITEX to discuss technical cooperation with Emirate of Ajman	11 December 2020	Bahrain News Agency, Akhbar Al Khaleej, BizBahrain, Alwatan News
8	البحرين مركز الأخبار : مملكة البحرين تسجل مشاركة ناجحة في معرض جيتكس دبي Bahrain records a successful participation in GITEX Dubai	14 December 2020	Bahrain TV
9	Bahrain records successful participation in "GITEX"	21 December 2020	Alayam, Akhbar Al Khaleej, AlBilad News, BizBahrain

EVENT EVALUATION





95%

Exhibitors rated the event as Good to Excellent



81%

Exhibitors were successful in closing business transactions & deals



98%

Exhibitors are interested in participating in GITEX 2021



95%

Rate the support received from Tamkeen as Very Good to Excellent





Exhibitors were successful in meeting their target market



75%

Exhibitors were successful in securing business opportunities with other countries?

BACKTO BUSINESS

LOOKING FORWARD FOR ANOTHER YEAR OF OPPORTUNITIES



17th – 21st OCTOBER 2021

DUBAI WORLD TRADE CENTER, UAE