



GITEX FUTURE STARS

GITEX TECHNOLOGY WEEK

OCTOBER 17 - 21, 2021

DUBAI - UNITED ARAB EMIRATES





G 41st **GITEX**
TECHNOLOGY
WEEK

17-21 OCT 2021
DUBAI WORLD TRADE CENTRE



GITEX FUTURE STARS

17 - 20
OCTOBER 2021

DUBAI WORLD TRADE CENTRE

© DANIEL CHEONG



41st **GITEX**
TECHNOLOGY
WEEK

17 - 21
OCTOBER 2021

GITEX 2021

DUBAI - UNITED ARAB EMIRATES



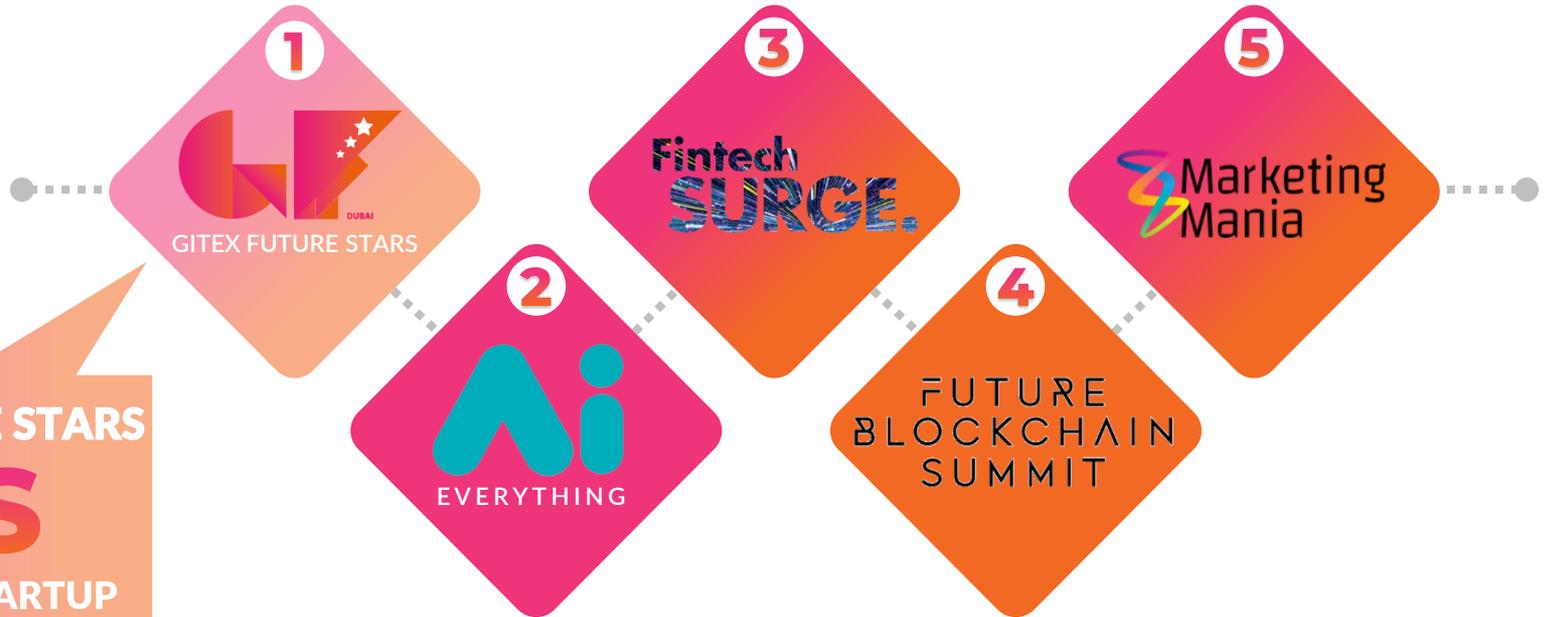
GITEX

THE LARGEST &
MOST INFLUENTIAL
TECH SHOW



GITEX TECHNOLOGY WEEK

UNIFYING **6** SHOWS IN **1**
TO HOST THE FIRST MEGA INTERNATIONAL TECH EVENT
that takes place right after the opening of EXPO Dubai



GITEX FUTURE STARS
GFS
THE Biggest STARTUP
event in the Middle East
& Africa

GITEX 2021

KEY FIGURES

Exhibitors
4 500



Startups
750



Investors
400



International Visitors
100 000



Countries
140



Media
800



Pre-arranged Meetings
26 000



GITEX 2021

EXPLORING TECH TRENDS



5G



**FUTURE
MOBILITY**



**CYBERSECURITY
& RESILIENCE**



**AI & AUGMENTED
ANALYTICS**



**DIGITAL
ECONOMIES**



**CLOUD &
EDGE COMPUTING**



17 - 20
OCTOBER 2021
DUBAI WORLD TRADE CENTRE



GITEX FUTURE STARS

THE biggest startup event in the Middle-East, North Africa & South Asia.
One of the TOP Five Largest Startup Show in The World.
A GLOBAL PLAYGROUND FOR GAME-CHANGERS



Believe the HYPE - it's real.



GITEX Future Stars
N°1
Tech & Startup
Event in the Middle East,
Africa & South Asia

750
Startups
from
75 countries

400
Investors
from
30 countries

5 800
Buyers
corporate

2 000
Meetings
between startups
& investors

19
Tech Sectors
showcasing

19 TECH SECTORS

SHOWCASING AT GITEX FUTURE STARS



Agro-Tech



Artificial
Intelligence



Blockchain



Creative
Economy



Consumer
Tech



Digital &
Social Media



Software



Tourism &
Hospitality



Women
in Tech



Education



Mobility



Fintech &
E-commerce



Healthcare



Immersive



Environmental
& Social Impact



Robotics



Smart Cities
& IoT



Space Tech



Sports Tech

SUPERNOVA PITCH CHALLENGE

THE BIGGEST STARTUP PITCH COMPETITION REWARDING

PITCH & WIN



SUPERNOVA
Champion
wins
\$100 000

10 categories
\$10 000
Cash Prize Each



***Deadline for submitting application August 31st, 2021**

SUPERNOVA 2020 CATEGORY WINNER



Marketing Tech Award
SWITCHY, the French startup wins
\$10 000

10 PITCH CATEGORIES

CASH PRIZE FOR EACH CATEGORY WINNER = \$10 000

BEST INTERNATIONAL STARTUP

Startup with founder(s) residing outside the Arab world

BEST GCC AND MENA STARTUP

Top startup from within the GCC and MENA region

BEST EMIRATI STARTUP

For our UAE resident startup founder(s)

BEST SCALE-UP

Startup that has received \$ 3 Million & over in funding and has a developed product

BEST SOCIAL IMPACT

Startup with an innovation / solution addressing social & cultural issues

BEST ENVIRONMENTAL IMPACT

Startup innovation / solution answering environmental issues

BEST AI STARTUP

Startup innovation / solution incorporating AI

BEST YOUTH STARTUP

Startup with founder(s) who are 30 years old or younger

BEST FEMALE-LED STARTUP

Startup founded by a female entrepreneur(s)

BEST GEN-Z STARTUP

Startup founded by a someone born after 1995 (24 and below)

KEY BENEFITS

WHY EXHIBITING AT GITEX FUTURE STARS

MEETING WITH CORPORATE BUYERS

Enabling partnerships for startups with corporate and regional government buyers



STRATEGIC PARTNERSHIPS

Establishing trade and technological partnerships



ENGAGING WITH VC'S & INVESTORS

Presenting your solution / product to 400 TOP investors from Silicon Valley, Europe and Asia



NETWORKING & PRE-ARRANGED MEETINGS

Connecting and engaging with VC's, investors, corporate buyers and potential partners



ACCELERATION & SCALE-UP

Founder Institute empowers talented & motivated people to build impactful Tech companies worldwide



GAINING NOTORIETY & VISIBILITY

Enhancing your startup notoriety and exposure thanks to the media buzz of the GITEX



PARTICIPATING TO SUPERNOVA CHALLENGE

Pitch & Win a cash prize up to \$100 000 with SUPERNOVA Challenge, the startup competition



VISITING DUBAI EXPO 2020

Don't miss DUBAI EXPO, the World Expo taking place at the same time as GITEX



ACCESSING A BOOMING MARKET

GITEX gives access to the booming Tech Markets of the Middle East, North Africa and Asia



BENCHMARK & BEST PRACTICES

Benchmarking and discovering the latest and greatest tech trends and insights



GITEX FUTURE STARS

WHERE BUSINESS MEETS INNOVATION



Corporate & Government Buyer Program

- ✓ Business matchmaking between startups and interested buyers
- ✓ Startup profiles available to the buyer delegation prior to event via the common GITEX Tech Week & GITEX Future Stars app



International Visitor Lounge

- ✓ International delegates have the opportunity to network and host meetings in a dedicated lounge
- ✓ They have a chance to hear about the latest regional trends in morning breakfast seminars

GITEX FUTURE STARS – EXHIBITOR STARTUP PACK

BOOK YOUR TURNKEY STAND



STANDARD POD

- ✓ Standard Pod: **2 x 1 m2**
- ✓ 2 high chairs
- ✓ 1 Graphic
- ✓ 1 power socket – Wifi
- ✓ Preparing the **Supernova Challenge** Startup Pitch

€ 2 850 VAT NOT INCLUDED

*Pricing are non contractual. Price doesn't include trip expenses.
Flight, hotel and food costs to be covered by the participant.
Stand fees are eligible to financial aids, namely Relance Export Check.

GITEX FUTURE STARS – EXHIBITOR STARTUP PACK

BOOK YOUR TURNKEY STAND



DOUBLE POD

- Ⓜ Double Pod: **4 x 1 m²**
- Ⓜ 3 high chairs
- Ⓜ 1 double graphic
- Ⓜ 1 power socket – Wifi
- Ⓜ Preparing the **Supernova Challenge** Startup Pitch

€ 3 950 VAT NOT INCLUDED

*Pricing are non contractual. Price doesn't include trip expenses. Flight, hotel and food costs to be covered by the participant. Stand fees are eligible to financial aids, namely Relance Export Check.

GITEX 2021 – EXHIBITOR ENTERPRISE PACK

BOOK YOUR TURNKEY STAND



TURNKEY STAND

- ✓ 3 stand sizes available
 - 3 x 2 = 6 m2
 - 3 x 3 = 9 m2
 - 3 x 4 = 12 m2
- ✓ Structure: White wooden panels
- ✓ Fascia Name Board
 - **Company Name**
 - **Stand Number**
- ✓ 1 power socket – Wifi
- ✓ 3 LED long arm lights
- ✓ Carpet
- ✓ 1 syma lockable counter
- ✓ 2 chairs
- ✓ 1 table
- ✓ Insurance**
- ✓ Marketing Power Pack**
- ✓ Lead Generation & Tracking**

starting € 5 900 VAT NOT INCLUDED

*Pricing are non contractual. Price doesn't include trip expenses.

Flight, hotel and food costs to be covered by the participant.

Stand fees are eligible to financial aids, namely Relance Export Check.

**Complementary and mandatory services provided by Dubai World Trade Centre (DWTC).

These are billed in addition to the stand fees.

GITEX 2021 & GITEX FUTURE STARS

BOOSTING YOUR RETOURN ON INVESTMENT

MARKETING POWER PACK*



-  Enriching your Exhibitor Zone on GITEX website listing and App
-  Uploading your Company Logo
-  Uploading your Press Release
-  Highlighting your solution: eBrochures, Videos, Product(s) Deck(s), etc.
-  Sending e-Invitations to your clients, partners, prospects, etc.
-  Promoting your solution via your email signature and banners on your website
-  Leveraging your Social Media buzz:
#GITEXGLOBAL, #GITEX2021, #GITEXFutureStars



LEAD GENERATION & TRACKING*



Displaying your Exhibitor Zone
On GITEX Plus App



-  Scheduling meetings with potential buyers, partners, before and during the show
-  Scanning your visitors badges on your stand
-  Downloading scanned leads directly into your inbox
-  GITEX PLUS App available on  

PACK FLIGHT + HOTEL

TURNKEY OFFER: FLIGHT ARRANGMENT + HOTEL RESERVATION

PACKAGE 6 NIGHTS

starting

€ 1 590 / single room

- Hotels 3***, 4**** et 5*****
- Round Trip Direct Flights with Emirates Airlines departing from Paris Roissy - CDG
- Airport/Hotel/Airport Private Transportation
- Buffet Breakfast + WIFI included
- French / English speaking team & Assistance 24h/24

Visiting Dubaï Expo 2020-On Request



*Rates are for indicative purpose only

Prices may vary as long as your reservations are not confirmed.

You will receive your booking and cancellation terms and conditions with your contract.



**FREE Visa for all European passports, delivered at Dubaï Airport

RELANCE EXPORT CHECK

INTERNATIONAL BOOST SERVICES ARE ELIGIBLE



RELANCE EXPORT
CHECK

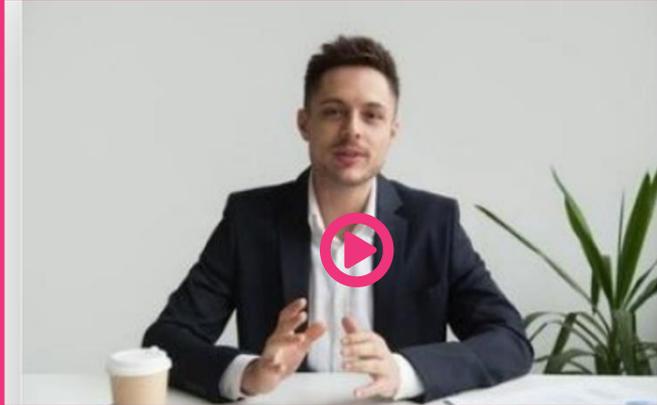
**Receive up to € 2 500
subsidy for all services offered by
International Boost**



**Relance Export Check covers 50 %
of eligible expenses for your
participation to GITEX 2021**

PITCH & WIN AT SUPERNOVA CHALLENGE

MAXIMIZE YOUR CHANCES TO WIN THANKS TO PREMIUM QUALITY VIDEO PITCH



 **Supernova Challenge** Video Pitch

STANDARD PACK

Shooting & Rushs sent by the client
(2 minutes Pitch)

- 3h Editing
- Sub-titles

€ 590

VAT NOT
INCLUDED

PREMIUM PACK

Shooting & Editing
(2 minutes Pitch)

- 2h Shooting
- 3h Editing
- Sub-titles

€ 1 200

VAT NOT
INCLUDED

PRESS RELATIONS PACK - STANDARD

LEVERAGING GITEX MEDIA BUZZ

PRESS RELATIONS PACK - STANDARD

€ 2 200 VAT NOT INCLUDED

OPTIONS

- Editing 2 press releases in French, based on an individual discussion (Company presentation and Solution presentation)
- Targeting priority media and journalists (Press, Radio, TV, Digital)
- Distribution to qualified lists
- Handling media contact and requests
- Online media coverage monitoring
- Additional distribution per country and language
- Press review for published articles further to the press release
- Preparation for interviews

PRESS RELATIONS PACK - PREMIUM

LEVERAGING GITEX MEDIA BUZZ

PRESS RELATIONS PACK - PREMIUM

€ 3 950

VAT NOT
INCLUDED

- Editing 3 press releases, 2 in French and 1 in English,
- Press releases distribution to national and international media
- Pitch for interviews
(Targeting 2 to 3 interviews before and after GITEX. One interview is included in the package.
*Additional interview € 500 VAT NOT INCLUDED
- Individual coaching by **Market Buzz** (our local partner agency).
Market Buzz will help you preparing your media interview and will be present with you throughout the interview.
Follow up with the media after the interview as well as a media coverage monitoring.

*Market Buzz, our agency partner in Dubai, will do its best to insure one interview with a relevant media.

In case no interview can be secured,
International Boost will refund you € 500.



EXPO
2020
DUBAI
UAE

DUBAI EXPO 2020

The **35th** World Expo
For the **FIRST** time in the Middle East
October 1st 2021 - March 31st 2022

**CONNECTING MINDS
CREATING THE FUTURE**

DUBAI EXPO 2020 – ALL EYES ON DUBAI

FOR 170 YEARS, WORLD EXPOS HAVE PROVIDED A PLATFORM TO SHOWCASE THE GREATEST INNOVATIONS THAT HAVE SHAPED THE WORLD WE LIVE IN TODAY

Expo 2020 will continue that tradition with the latest technology from around the globe



192



34



25
Millions



4,4
Km²

*10X Vatican City
*2X Monaco



EL WASL Plaza,
Masterpiece of Dubai Expo
Featuring an immersive dome
on to which images can be
projected around 360°
The largest ever built among
its kind, large enough to contain
an Airbus 380 airplane



DUBAI EXPO 2020

3 FEATURED DISTRICTS

SUSTAINABILITY



As you explore the Sustainability District, you'll see some of the world's most advanced technology in action, what countries are doing to champion sustainability, and experience how the human race can enjoy living in harmony with nature in a high-tech future.

MOBILITY



Experience how the Mobility District creates connections to drive the world forward, bridging the physical and digital worlds to build a harmonious, global society where information, ideas and goods are exchanged faster than ever before.



*The French Pavilion is located in the Mobility District

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OPPORTUNITY



Witness how our lives and actions are interconnected in the Opportunity District. Meet the people worldwide who are transforming dreams and aspirations into the realities of tomorrow, and be empowered to shape the future by unlocking the potential within yourself.

DUBAI EXPO 2020

A UNIQUE GLOBAL PLATFORM TO ATTRACT INVESTMENTS, FORGE AGREEMENTS AND PROMOTE INTERNATIONAL COOPERATION



With millions of visitors and 190+ participating countries, Expo 2020 is the place to rekindle business connections, and open new markets and revenue streams



Expo 2020 : ONE Destination, SO MANY Opportunities

- Investment Forums
- Pitching Sessions
- Best Practice Programs
- Networking
- Online MarketPlace : 120 Countries & 20 000 Entreprises
- Expo B2B App* : Connect & Meet with the right person at the right time before and during Dubai Expo 2020

*App available on GooglePlay & AppStore starting September 2021

DUBAI EXPO 2020

THE MOST IMPRESSIVE COUNTRY PAVILIONS



GERMANY



SAUDI ARABIA-KSA



BELARUS



BELGIUM



SOUTH KOREA



SPAIN



FRANCE



PHILIPPINES



UNITED KINGDOM



RUSSIA



SINGAPORE



SWITZERLAND

DUBAI EXPO 2020

DISCOVERING LIFE-CHANGING INNOVATIONS
AND EXPERIENCING A TRULY CONNECTED HIGH-TECH WORLD

FUTURE VEHICLES



Ride in an autonomous vehicle and see cutting-edge mobility technologies

EXPLORING SPACE



Learn about the latest developments in space exploration, including the UAE National Space Programme and the Emirates Mars Mission

MOBILITY TRACK



See innovative mobility devices in action on a 330-metre track that runs both underground and out in the open

DUBAI – ALWAYS A STEP AHEAD

WHERE THE BOLDEST DREAMS COME TRUE



**DUBAI, 1st City in the World
to launch Driveless Taxi Fleet
in 2023**

4 000 self-driving vehicles to be delivered by CRUISE – USA
Cruise will be the exclusive provider of driverless cabs and ride-hailing services in Dubai until 2029.



**DUBAI,
1st City in the World
to launch flying motorbikes
« Hoverbikes »
for its National Police
in 2017**



**DUBAI,
1st City in the World
to launch drone-like
Autonomous Flying
Taxis in 2017**

*Made by VOLOCOPTER,
Germany



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