

# 3<sup>rd</sup> Saudi IoT

Redefining Communications



8 - 10 March 2020

Riyadh International Convention & Exhibition Center  
Kingdom of Saudi Arabia

BLOCKCHAIN  
CONFERENCE



ARTIFICIAL INTELLIGENCE  
CONFERENCE



CYBER SECURITY  
CONFERENCE



30,000  
Visitors

200  
Exhibitors

80  
Speakers

# SAUDI IoT 2020

Redefining Communications

## A GIANT WAVE IN COMMUNICATIONS CONVERGENCE

Saudi IoT 2020 is slated to be the largest ever event of its kind, greater in focus and gigantic in scope. The eagerly awaited exhibition, conference and workshops will focus on blockchain, cyber security and AI as they converge into the Internet of Things. Saudi IoT 2020 will be path-breaking and pioneering in the technology covered and the effect on the IoT sector in the region. As always, Saudi IoT will showcase the latest concepts and innovations, new opportunities for entrepreneurs and businesses, and the chance to network with leading members of the international IoT community.



# EXPECT THE UNEXPECTED... PREPARE TO BE ELATED!

## SAUDI IoT 2020'S SPOTLIGHT



Saudi IoT  
Exhibition



Saudi IoT  
Conference



Cyber Defence  
Conference



Blockchain  
Conference



AI  
Conference



5G  
Zeal



Live  
Pepcom



Research  
Cynosure



Start-up  
Centriole



IoT  
Workshops



80  
Speakers



200  
Exhibitors



30,000  
Visitors



Business  
Centre

## 5G - Transforming the HYPE into REALITY!

#5GZeal at Saudi IoT

Saudi IoT 2020 introduces 5G:

The launch of the 5G is creating immense enthusiasm globally. 5G is taking a significant leap in the world of telecom for empowering future innovations resulting in transformational impact on the economy. The next generation of wireless communication will revolutionize many areas of our day to day lives.

As 5G technology is inching closer to Reality, it's time to plug in, to maximize the use of 5G for cross-industry applications & Digital Transformation in the Kingdom, making a doorway for a substantial growth of economy in every aspect.

Saudi IoT's #5Gzeal will uncover the value-add of fifth generation of mobile technology (5G), insights on the industry updates, latest developments in the telecom sector, discussions on 5G commercialization, 5G deployment, 5G automation & intelligence, network transformation, network virtualization and more...



# ASTOUNDING SUCCESS

## A REVIEW OF SAUDI IoT 2019

The pioneering first and second editions of Saudi IoT witnessed unprecedented success, with all participants expressing absolute delight with the events. Saudi IoT brought into the limelight the incredible opportunities offered by the Kingdom for technology, especially in the niches filled by next generation technologies. Exhibitors, partners and sponsors were all thrilled with the events, and delegates admired the boundless networking opportunities with prominent stakeholders in the technology sector.



**Cyber Defence Summit:** New Horizon organized **Cyber Defence Summit** for the first time as a co-located event which received an appalling response., CDS was organized in order to proactively tackle cyber security challenges, in protecting Saudi Arabia's critical, sensitive & confidential information.

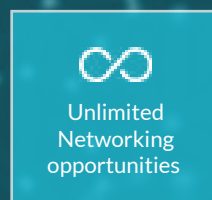
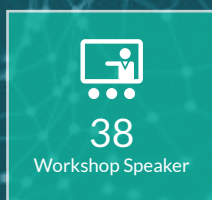
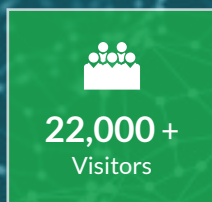
**Capture the Flag Competition:** Trend Micro the Title Sponsor of Saudi IoT organized Saudi Capture the Flag (CTF). This kind of a Competition is the first time in KSA. The CTF competition received a terrific response, the Winners qualified for the Arab Regional Final Competition which was held in Egypt.

**Startup Showcase:** The IoT entrepreneurs showcased their innovative products, services and solutions.

**LIVE DEMO Area:** A primary platform which hosted product demos, announcements etc

**Student Research Area:** Researchers actively participated to showcase their areas of research it was a major highlight of the event.

## SAUDI IoT 2019 AT A GLANCE



# WHAT IS SAUDI IoT?

## THE REGION'S ONE & ONLY BIGGEST IoT EVENT

The largest and only event of its kind, Saudi IoT brings together key players in the IoT sector for 3 days of exploration and discussion. The event covers different industries like manufacturing, supply chain, government and energy. A line-up of outstanding speakers will address delegates at the IoT conference, while the different experience zones will give participants a feel of the latest in technologies and applications.

Saudi IoT will illuminate the tremendous potential offered in the technology sector in KSA, especially different applications and services built on IoT platforms. The event reflects the Kingdom's 2030 Vision, which sees Internet technology as a necessity and the key to finding smarter ways of doing business and adding value to the economy.

The 2020 edition of Saudi IoT will especially focus on the impact of blockchain, AI and cyber security on the IoT, which is especially significant considering the rapid adoption of IoT in various consumer segments. Blockchain is creating a new and secure backbone for the internet, AI is helping maximize IoT development while cyber security is critical to consumer acceptance of IoT platforms.



## WHO ATTENDS SAUDI IoT?

- VIPs • CEOs • CIOs • CISOs • IT Managers • Security Managers • Researchers • Academics • Entrepreneurs
- Policy-makers • Key influencers

Most of the participants in Saudi IoT are entrepreneurs, businessmen, investors, industry leaders and policy makers connected to the IoT sector. Saudi IoT interconnects all these key players and offers a platform for them to network and explore opportunities. Most of the participants are looking for ways to be part of Kingdom's digital effort, which aims to accelerate economic development across sectors.

# Kingdom



## WHY SAUDI ARABIA?

### KSA - THE EMERGING TECHNOLOGY SUPERPOWER

The Saudi Arabian economy is one of the top twenty economies in the world. It is also the MENA region's largest free market economy and accounts for a quarter of the total Arab GDP. Though long considered an Energy Superpower, the Kingdom's economy is rapidly diversifying into other sectors, especially technology. The gigantic domestic market is dominated by a young consumer base with strong purchasing power.

The Kingdom is the MENA region's largest market for technology. Huge public investments in infrastructure, health and education have created a booming need for advanced solutions across various technology sectors. The demand for web-based and mobile services is both enormous and untapped. The government is focusing on the use of technology to offer smart services that are accessible, affordable and sustainable. The government is also encouraging innovation in startups in this sector. Saudi Arabia is attracting creative investments from around the world, while the government is setting an example by enhancing the use of intelligent smart technologies to deliver smarter governance.

Entrepreneurship in Saudi Arabia is increasing exponentially, as evidenced by reports from the Badir Program for Technology Incubators and the growing support of government agencies. For instance, the number of women's businesses incubated grew by 144 per cent in just one year. All the women's businesses were in the fields of communications, software, e-commerce and smartphone apps.

Saudi Arabia's Vision 2030 is the government's long-term plan for transforming Saudi life and economy. This vision places great emphasis on the use of technology to create jobs, add economic value and boost development across sectors. One of these key technologies is IoT, a sector that is witnessing exponential growth today across Saudi Arabia.

# WHO EXHIBITS AT SAUDI IoT?

## GRAB YOUR SHARE OF THE GROWING TECH MARKET IN THE KINGDOM

Saudi IoT 2020 will bring together in one place all the latest trends and technologies in IoT from across the globe. Over 30,000 visitors are expected to throng the event, looking for the latest offerings and innovations. This offers the rare opportunity for companies to showcase their technology, products and services to the region's most important audiences. The exhibition's organizers have designed the event technically in such a way as to maximize value and opportunity for all types of exhibitors.

## EXHIBITION OBJECTIVES

**Saudi IoT 2020 seeks to achieve these key objectives:**

- To explore the potential and benefits of IoT across all aspects of the Saudi economy
- To substantiate how IoT offers opportunities to accelerate the Kingdom's growth & economy while improving the quality of life
- To be instrumental in enabling the development and deployment of the Internet, which eventually plays a significant role in ensuring the success of IoT
- To help create comprehensive IoT strategies to ensure that the technology develops cohesively and rapidly in the region
- To enable both the private and public sectors to take full advantage of the coming wave of IoT and digital transformation
- To ensure that consumers and businesses do not face barriers in adapting to the growing demands of digital transformation
- To aggregate available technologies and devices to maximize the potential of their IoT ecosystems
- To define and implement National Strategies for the Internet of Things
- To address the challenges and threats of IoT
- To tap the opportunities presented by the latest IoT trends
- To ensure efficient device management & scalability to meet future needs and security

**Saudi IoT 2020 is the ideal opportunity to showcase your company and offerings to a vast audience of decision-makers and influencers.**



## SAUDI IoT CONFERENCE 2020

### STAY UP TO DATE WITH THE LATEST IN THE SECTOR

The Saudi IoT Conference and Workshops that take place alongside the Exhibition bring together an outstanding line-up of experts who will share the latest thinking and breakthroughs in IoT. The Conference will feature insightful keynotes, case studies and breakout sessions focusing on smart solutions and tools, technologies and resources to benefit digital transformation programs.

Key focus areas in this conference are **Internet of Things**, **Blockchain**, **Artificial Intelligence** and **Cyber security**, and how they integrate into the IoT to provide a smarter, safer and superior experience. Blockchain has been acclaimed as the future, offering us secure solutions for many of our pressing problems. AI and machine learning enable IoT platforms to adapt and innovate to higher levels. Cyber security becomes critical when we realize that the growth of IoT requires a secure and safe infrastructure.

## SAUDI IoT 2020: THE CONVERGENCE OF BLOCKCHAIN, ARTIFICIAL INTELLIGENCE AND CYBER SECURITY

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CONFERENCE



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# SPONSORSHIP

Becoming a sponsor for Saudi IoT 2020 is an unmissable opportunity to be part of the region's premier IoT event. Besides promoting a company's technology, products and services, sponsorship will benefit from increased media coverage and plenty of opportunities to keep the brand in the limelight throughout the event. Sponsors' logos will be featured across all media advertising, including print, audio-visual, e-media and social media channels. All this, coupled with enhanced networking opportunities, ensure that sponsors get the best ROI on their sponsorship investment.



## SPONSORS CATEGORIES

Strategic Sponsor	Main Sponsor	Powered by	Lead by	Diamond Sponsor
Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze	Lunch & Registration Sponsor

# STARTUP CENTRIOLE

The Start-up Centriole is a unique plinth for the aspiring entrepreneurs. The objective is to encourage the entrepreneurs / business owners to take their IoT ideas to the next level. The entrepreneurs will get to showcase their innovative products, services and solutions to an audience of local and international businesses and investors from around the world. This will help Start-ups make new connections, generate new opportunities and close new deals, besides helping them benefit immensely from exposure to a regional and global audience.



## SAUDI IoT 2020 INNO CUBE



## LIVE PEPCOM

Live Pepcom is an elite tech-showcase where the selected applicants present their new and innovative products / solutions / researches to a LIVE audience. A perfect platform for the product launch, re-launch, announcements, demonstrations, promotions, marketing & promoting your solutions, product research, project findings etc.. LIVE Pepcom enables you to connect & engage with the industry leaders and investors in order to associate your brand & your cutting-edge technology.



## RESEARCH CYNOSURE

Research Cynosure is a pre-eminent platform and an opportunity for reporting technological breakthroughs in the Emerging Technologies... A dedicated area for the Students, Professors, Researchers to present their research papers in the form of Roll-ups / Posters.





## ABOUT THE ORGANIZER:

### NEW HORIZON FOR CONFERENCES & EXHIBITIONS

**NEW HORIZON** was established to explore new frontiers in conceptualizing and organizing events in Saudi Arabia. Since its founding, the company has constantly been setting benchmarks and blazing new trails for others to follow. Over the years, New Horizon has been behind some of the Kingdom's greatest corporate, institutional and government events. As a Preferred Event Organizing & Management Company, we are known for designing and staging the most effective and appropriate events for Saudi audiences as well as for international audiences. All this is made possible by a dynamic, outstanding team that is known for its creativity, industry experience and a passion for delivering the best.



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**New Horizon** For Conferences & Exhibitions

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Organized by



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