



GITEX FUTURE STARS

# **GITEX** TECHNOLOGY WEEK

**OCTOBER 17 - 21, 2021**

**DUBAI - UNITED ARAB EMIRATES**





**17-21** OCT 2021

DUBAI WORLD TRADE CENTRE



GITEX FUTURE STARS

**17 - 20**  
OCTOBER 2021

DUBAI WORLD TRADE CENTRE

© DANIEL CHEONG



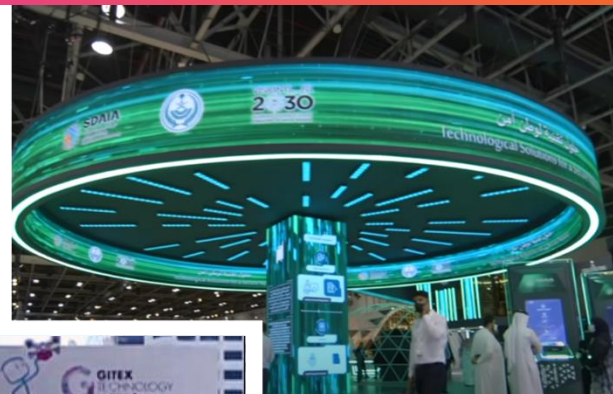
41<sup>st</sup> **GITEX**  
TECHNOLOGY  
WEEK

**17 - 21**  
**OCTOBER 2021**

**GITEX**  
THE LARGEST &  
MOST INFLUENTIAL  
TECH SHOW

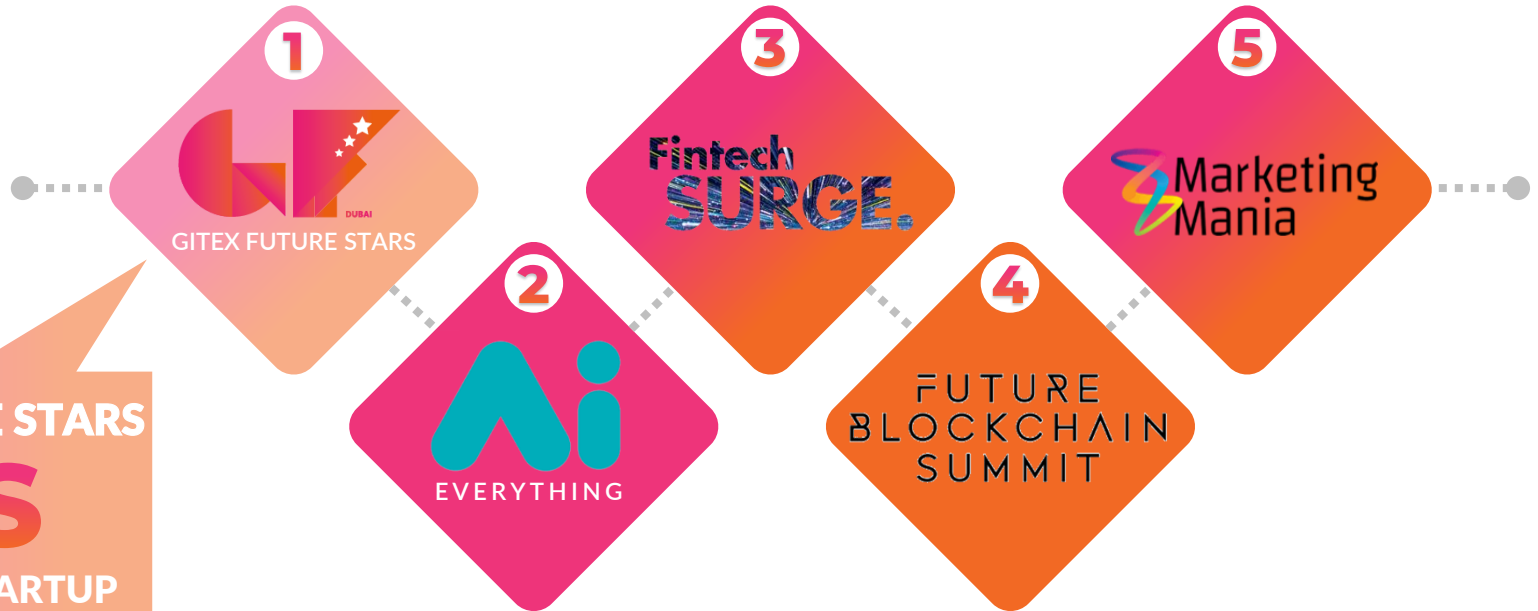
# GITEX 2021

DUBAI - UNITED ARAB EMIRATES



# 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



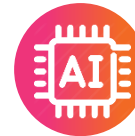
**5G**



**FUTURE  
MOBILITY**



**CYBERSECURITY  
& RESILIENCE**



**AI & AUGMENTED  
ANALYTICS**



**DIGITAL  
ECONOMIES**



**CLOUD &  
EDGE COMPUTING**





DUBAI  
GITEX FUTURE STARS

**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.



**750**  
Startups  
from  
75 countries

**400**  
Investors  
from  
30 countries

**5 800**  
Buyers  
corporate

**2 000**  
Meetings  
between startups  
& investors

**19**  
Tech Sectors  
showcasing

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



# 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



**10 categories**  
**\$10 000**  
Cash Prize Each

**SUPERNOVA**  
Champion  
wins  
**\$100 000**



**\*Deadline for submitting application August 31<sup>st</sup>, 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 m<sup>2</sup>**
- ✓ 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**



**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 1<sup>st</sup> 2021 – March 31<sup>st</sup> 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**



**COUNTRIES  
PARTICIPATING**

**192**



**COUNTRY  
PAVILIONS**

**34**



**EXPECTED  
VISITORS**

**25  
Millions**



**EXHIBITION  
AREA**

**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 aeroplane





# 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

Copyright © 2021 - International Boost - All rights reserved

### 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

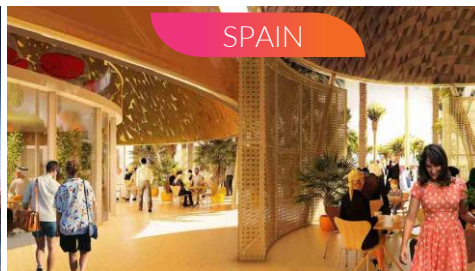
- Investment Forums
- Pitching Sessions
- Best Practice Programs
- Networking
- Online MarketPlace : 120 Countries & 20 000 Entreprises
- Expo B2B App\* : Connect & Meet with the right person at the right time before and during Dubai Expo 2020

\*App available on GooglePlay & AppStore starting September 2021



# DUBAI EXPO 2020

## THE MOST IMPRESSIVE COUNTRY PAVILIONS



# 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**



## CHRISTIAN PINEAU

President, International Boost

+33 6 98 73 0088

[chrispineau@internationalboost.com](mailto:chrispineau@internationalboost.com)

