



Under the Patronage of
His Majesty King Abdullah II ibn Al Hussein

MENA ICT FORUM 2020

www.menaictforum.com

November 9-10

King Hussein Bin Talal Convention Center
Dead Sea, Jordan

Fusing Technologies. Building Bridges. Reshaping the Generations of the Future.

NATIONAL PAVILIONS

Empower a delegation from
your nation's with enhanced
exposure and opportunities
to conduct business in the
MENA region.

Organized and hosted by

int@j

Information and Communications
Technology Association - Jordan

WELCOME TO THE MENA ICT FORUM 2020

Held under the Patronage of His Majesty King Abdullah II ibn Al Hussein, the MENA ICT Forum is a premier two-day forum that brings together regional leaders in technology, innovation and business to discuss and spread awareness on the future of technologies to the region. The biennial Forum taking place in Jordan, and brings together vendors, entrepreneurs, investors, developers, telecom operators, and government officials.

The forum was inaugurated in 1999 by His Majesty King Abdullah II Ibn Al Hussein, resulting in a five-year roadmap to bolster a strong ICT sector by capitalizing on Jordan's core asset; the country's human capital.

The MENA ICT Forum 2020 marks the 20th anniversary of a successful technology and networking event that connects people from the region and the globe to explore and learn about trending topics that reshape the present and future.



MENA ICT
FORUM 2020

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FUSING TECHNOLOGIES. BUILDING BRIDGES. RESHAPING THE GENERATIONS OF THE FUTURE.

Technology has revolutionized the way we globally live our lives; it affects every aspect of our day to day living and will become an even more integrated part of our physical-being moving forward.

Inspired by the vision of His Majesty King Abdullah II Ibn Al Hussein and building on its pioneering youth, Jordan takes great pride in hosting this forum to bring together the MENA region's collective talents, cutting-edge technologies, and visionary aspirations for a better and brighter future.

The MENA ICT Forum 2020 presents a rich selection of current and trending topics such as the impact of Artificial Intelligence on vital sectors (i.e. education, medical care, banking, and business), understanding how vast volumes of data stored by governments and big organizations is infused with Machine Learning and analytical tools to innovate and create, and how we can protect our new world from cyber-attacks amongst others.

The forum aims to address how technology can help in solving pressing challenges that most nations face in today's age, including alarming unemployment rates, healthcare, rebuilding digital economies, and the role of FinTech in creating transparency and bridging the gap between societies in hope for a better life for its citizens.

Join us in our forum that focuses on using technology to provide a better quality of life, re-skill our youth, and prepare for a better future.



A VERY DIVERSE AUDIENCE FROM ALL OVER THE WORLD!

The MENA ICT Forum is the ideal regional platform to acquire knowledge, establish vision, and network with experts and decision makers. The forum is the venue of choice for:

- C-suite Business Executives
- Governments
- Policy Makers
- Academics and Researchers
- Nonprofit Executives
- Venture Capitalists
- Angel Investors
- Investment Funds
- Entrepreneurs & Startups
- ICT Professionals
- Enthusiasts and Hobbyists



WHY THE MENA ICT FORUM 2020 IS A “MUST ATTEND” EVENT

- **LEARN** first-hand about the latest industry developments and how they benefit their organizations
- **EXPERIENCE** a quality, content-rich, and highly focused forum with mind-challenging discussions
- **PARTICIPATE** in sessions and intensive break-outs to expand your practical knowledge and skills in key deployments
- **ENGAGE** in networking and social events, to exchange ideas and expand your contacts base
- **EXPAND** your vision on how technologies impact business, societies, and our lives at large in critical industries



FORUM TOPICS 2020

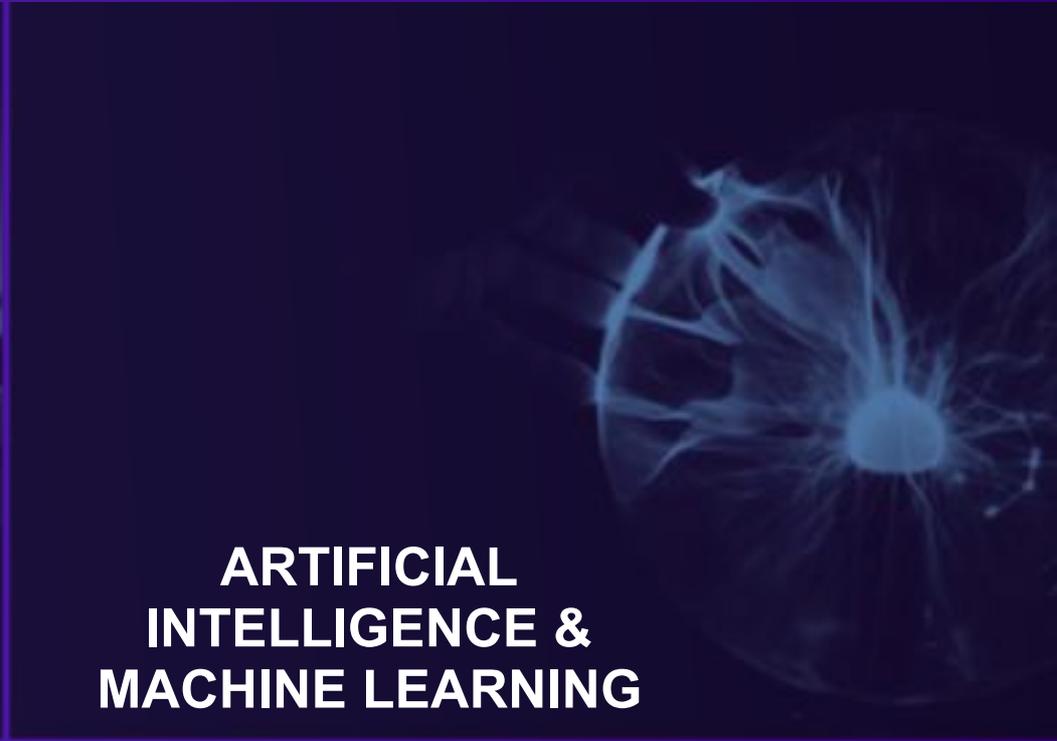


MENA ICT
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INTERNET OF THINGS



ARTIFICIAL INTELLIGENCE & MACHINE LEARNING



BLOCKCHAIN & FINTECH



CYBER SECURITY



AUGMENTED REALITY/VIRTUAL REALITY



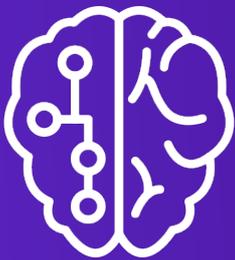
BIG DATA & PRESCRIPTIVE ANALYTICS



CYBER SECURITY

With the advancement of AI, increasing reliance on FinTech, and social media channels, cyber security is the underlying backbone for continuous evolution. Yet, the same technology that could be perceived as a major threat – AI – is one of our strongest defenses toward cyber security. Along with modern public infrastructures, a reliable (but not over protective) legislative framework, and public awareness, these elements can lay the foundation – and secure cyber space for technological advancement to continue evolving.

How secure are we in cyber space while physically located in the region? Do our governments provide their citizens with protective, yet supportive environments? Are enterprises and citizens confident enough to welcome modern technologies into their lives?



ARTIFICIAL INTELLIGENCE

Artificial Intelligence has been – and continues to make exponential progress which we are undeniably experiencing daily; in fact, AI has become an integral part of our lives. With this, we cannot but question how to ethically enhance, deploy, and use AI. How do we secure the AI models themselves and the data used to support them? Will AI replace humans in their jobs, or will it create new opportunities? What will the workplace look like in a few years? How will AI benefit the quality of education, medicare, governments, business, transport?

Most importantly, how are enterprises, governments, and educational institutions contributing to the enhancement and deployment of AI in the MENA region? What – and where are our opportunities in this arena, and how can we capitalize on those? Which companies have made notable progresses and developed regional intellectual properties in AI?

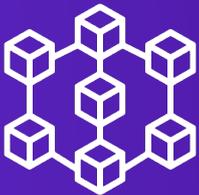




BIG DATA AND PRESCRIPTIVE ANALYTICS

The bloodstream of AI, machine learning, AR/VR, and most modern technologies is big data and prescriptive analytics. Data is available today in abundance, primarily because we've become really good at collecting every piece of information that can be digitized. The challenge with "big data" is that it's grown so big it could stop making sense; or at least in the absence of prescriptive analytics.

This, in turn, requires a very specific skill-set, access to immense computing power, and reliable cyber security to protect all this accumulated wealth. Providing all of this, and empowering our schools and universities with the equipment they need, the MENA region is presented with an opportunity to nurture a wealth in entrepreneurs and startups that can impact our countries economically, intellectually, and socially. Building on our region's wealth in historic and archeological assets for examples, imagine the extent we could benefit from if we would use all the data that's available to us to predict air traffic, seasonal flow of tourists, consumer preferences, etc. The same applies to our pharmaceutical and other R&D based industries and medical research to name a few.



BLOCKCHAIN & FINTECH

There's a solid reason why JP Morgan employs 50,000 technologists, and why Bank of America is the world's largest blockchain patent holder; banks are getting back into the innovation game to attract and retain customers. Especially millennials!

Millennials are the largest generation in the workforce. And their banking needs are significantly different than those of their predecessors. They have different aspirations and goals, and they need different financial services that help them in reaching those.

With this in mind, what is the MENA region's position in terms of localized technologies, supportive laws, and a flexible infrastructure to foster a new wave of banks and financial institutions that appeal to the typical Arab youth now and in the near future?

Which MENA companies made break-through advancements by designing and building innovative banking and financial solutions that are specific and unique for the region? How can we help these companies to grow globally and develop localized solutions of their systems for other parts in the world?





VIRTUAL & AUGMENTED REALITIES

Taking augmented and virtual realities beyond the realm of gaming, and into creating that multi-experience of how people interact with, and perceive, the digital world; AR and VR are one of today's most significant advancements in business, education and learning, consumer entertainment, travel and tourism, social collaboration, medical care and well-being, and virtually every aspect in life.

How can the MENA region support startups and entrepreneurs in leaving their global mark by designing and building innovative applications that become the foundations for world-renowned multi-billion corporations? What patents have been developed, and what has been done with those? How can we democratize, and build on AR and VR to avail access to citizens who live in less favorable conditions and remote areas? How can a classroom full of students in a school that's fifty miles off the main-road between Amman to Aqaba have its students visit remote cities, experience history, experiment in chemistry, and fundamentally enjoy the same learning privileges as their fellow-students in the capital?



INTERNET OF THINGS

The Internet of Things is evolving at a pace that seems to near the speed of light. As the use and existence autonomous things grows, we expect a shift from stand-alone intelligent things towards collaborative intelligent things, with multiple devices working collectively, either independently of people or human input.

While the applications and implications of IoT are endless, one needs to take a deep look at the building blocks that would for example make smart cities become mainstream. Examples of those are the convergence of big data, edge computing and data processing, cyber security, artificial intelligence and machine learning, and consumer adoption.

All of these elements require close cooperation and collaboration between academia, business, government, and citizens who need to continuously join forces and work together to explore, innovate, and build.



FOR A NEW WAY OF LIFE



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**BANKING &
MONEY**



**DIGITAL
EDUCATION**



**AGILE AND ADAPTABLE
BUSINESS AND INDUSTRY**



**MEDICARE,
HEALTHCARE,
WELL-BEING**



SMART GOVERNMENTS

FORUM PROGRAM

Nov 9th

Registration, Morning Coffee, Opening of Exposition

Official Opening Session
Living in the New Technology Era

Plenary Session
Cyber Security: The Backbone of our Tech Future

Break-out Sessions
Cyber Security

Coffee Break
Join your Entrepreneur of Choice for a Cup of Coffee

Plenary Session
The Age of Artificial Intelligence: What will the World look like Tomorrow?

Break-out Sessions
Artificial Intelligence and Machine Learning

Networking Lunch

Plenary Session
The Bloodstream of Modern Technologies: Big Data and Prescriptive Analytics

Break-out Sessions
Big Data and Prescriptive Analytics

Join the Experts in a Public Debate
Artificial Intelligence; Are you *with* or *against*?
Is it safe or does it scare you?

Coffee, Exposition, 1-on-1 meetings

Cultural Evening
An Authentic Dining Experience at the Lowest Point on Earth

Nov 10th

Registration, Morning Coffee, Exposition

Plenary Session
Is Blockchain Technology the New Internet?

Break-out Sessions
Blockchain & FinTech

Coffee Break
In which Zone will you have your Coffee this Morning?

Plenary Session
The two very Real Realities: Virtual and Augmented

Break-out Sessions
Virtual and Augmented Realities

Networking Lunch

Plenary Session
The Future is here:
IOT Connecting the Unconnected

Break-out Sessions
Internet Of Things

Hackathon
Let's Live Hack!
How "Smartly Secured" is Your City?

Closing Session



THE BENEFITS OF A NATIONAL PAVILION

HIGH-LIGHT investment and other valuable business opportunities in your country or region.

PROMOTE your country as a great destination to conduct business at the global level.

SHOWCASE your nation's brightest high-tech companies and exciting innovations and projects.

LEARN what's trending in the MENA region, and where the true business opportunities lie.

NETWORK with the MENA regions ICT decision makers and forge long-lasting relations.

CAPITALIZE on a prominent regional marketing campaign to attract interest and traffic.



NATIONAL PAVILION PACKAGES

	Category A	Category B	Category C
Total Space	24 m ²	12 m ²	8 m ²
Ideal Space for (2 x 2 m² Booths)	Up to 12 booths	Up to 6 booths	Up to 4 booths
Country Flag visible in Plenary Hall	Large	Medium	Small
Country Flag visible in Breakout Rooms	Large	Medium	Small
Country Flag on Venue Branding Items	Large	Medium	Small
Country Flag on Thank-you Sign	Large	Medium	Small
Verbal Recognition	Opening & Closing	Opening & Closing	Opening & Closing
Country Flag on Website	Large	Medium	Small
Advertising Space in Booklet	Full Page	1/2 Page	1/4 Page
Country Literature Inserts in Event Bags	3 Items + Add-on	2 Items	1 Item
Country Flag on Email Promotions	Large	Medium	Small
Complimentary Forum Passes	26	14	10
VIP Seats	13	7	5
Space Rent Fee	JOD 22,500	JOD 11,250	JOD 7,500

All sponsorship fees are subject to prevailing Sales Tax (VAT)

National Pavilions are fully built and equipped, and included a country-branded structure (to accommodate number of booths indicated in the table above), individually branded booths, high-speed internet access, one TV screen per booth, table and chairs, and a small storage unit with lock.



MEET THE ORGANIZER

int@j

Information and Communications
Technology Association - Jordan

The Information and Communications Technology Association of Jordan (int@j), founded in 2000, is a membership based ICT and IT Enabled Services (ITES) industry advocacy, support and networking association.

int@j serves as the collective voice of the industry, advocating on behalf of its stakeholders and seeking to maximize the contribution of the ICT sector towards Jordan's national economy. As the representative of Jordan's ICT and ITES sectors, int@j supports its members with the tools they need to continuously grow and expand.

int@j has been organizing and hosting the MENA ICT Forum since 2002. For more information about the association or to join as a member, please visit www.intaj.net.



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LET'S TALK

We look forward to welcoming your esteemed brand as a [MENA ICT Forum 2020](#) supporter. For more information about our various sponsorship packages, please contact our official event management team at:

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