



Saudi International
Exhibition & Conference
for Internet of Things
Redefining Communications

28 - 30 JAN 2018

Riyadh International Convention &
Exhibition Center

POST SHOW REPORT

Organized by
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For Conferences & Exhibitions
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وزارة الاتصالات وتقنية المعلومات
Ministry of Communications and Information Technology



A Report on First Saudi IoT – 2018

The First Annual Saudi International Exhibition & Conference for Internet of Things was held from 28 to 30 Jan 2018 at Riyadh International Convention & Exhibition Center. Organised by New Horizon, under the patronage of Ministry of Communication & Information Technology – MCIT. New Horizons carried out Saudi IoT keeping the Kingdom's Vision 2030 objectives.

The event attracted a Visitor strength of **17,000 +** which is a significant number in terms of positive response... This has led to plan out our next IoT Event into a much diversified way.

The Conceptualized event was well in acquaintance with the expectations & beyond of the Sponsors, Partners, Exhibitors, Speakers, & a flowing & gushing visitors crowd, that set the benchmarks in the IoT Event Evolution here in the Kingdom of Saudi Arabia.



A Report on First Saudi IoT – 2018

Hundreds were benefitted from this high-level technical conference and exhibition and connected with key decision makers and technical experts directly involved in the IoT industry. Over three days, Saudi IoT showcased an exhibition of products and services from over **80 + Key-brand exhibitors**, service providers, developers,

The Saudi IoT Conference featured more than **30 Subject expert Speakers**, both from within & outside the Kingdom of Saudi Arabia. The solution based case studies and examples from industry leaders presentations covering technical issues, business challenges, latest innovations and future trends.

Business opportunities, Networking, Knowledge Sharing, upgrading with the Industry know-how was the essence of the First Saudi International Exhibition & Conference for Internet of Things.



Saudi IoT Inauguration – Conference

The event commenced on Sunday the 28th of January with the Saudi IoT Conference. The Inauguration was by Eng. Ahmed Bin Suleiman Al-Rajhi Chairman of Riyadh Chamber.

The opening speech from the two IoT Titans in the Kingdom, **STC & Mobily**. **Dr. Tarig Mohammed Enaya**, Senior Vice President – Enterprise Business Unit, Saudi Telecommunications Company & **Eng. Majed Alotaibi**, Senior Executive Officer Business Marketing, Mobily. shed light on Vision 2030 & the Importance of IoT in Kingdom of Saudi Arabia.

The IoT titans witnessed the success & simultaneously encouraged the younger Generation to “walk the talk” with the Vision of 2030



Inauguration sessions at the Conference



Eng. Ahmed Bin Suleiman Al-Rajhi
Chairman of Riyadh Chamber



Dr. Tarig Mohammed Enaya,
Senior Vice President – Enterprise
Business Unit **STC**



Eng. Majed Alotaibi Senior
Executive Officer Business
Marketing, **Mobily**



Saudi IoT Inauguration - Exhibition

The official inauguration of Saudi IoT Exhibition followed after the Conference Inauguration at Hall No: 1 of Riyadh International Convention & Exhibition Center.

Saudi IoT Exhibition set benchmarks in every area of IoT industry starting from the opening of the event, welcoming of the VIPs & the CXOs. It was an outstanding and out of the box concepts & thinking that led to the success of this remarkable event marking the day on the calendar of 2018, It was the premier gathering place for decision makers / owners, CXO's class executives, entrepreneurs, programmers, software developers, Innovators, sales and marketing executives, government policy makers and regulators, visionary, academic researchers Investors, & practitioners around IoT.



Inauguration sessions at the Exhibition



Eng. Ahmed Bin Suleiman Al-Rajhi
Chairman of Riyadh Chamber



HE Minister of Communications Abdullah Al-Sawah's visit



Saudi IoT for Start-up Companies

Saudi IoT Exhibition provided an exclusive platform for the Start-up Companies. This unique concept gave rise to the starters in the industry with their ideas and concepts and on the other hand encouraging the inventors to shake hands and benefit from & directly and indirectly promoting the start-up companies. Saudi IoT was well received & set a benchmark in industry.



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Conference Keynotes – Day 1



Dr. Tarig Mohammed Enaya,
Senior Vice President –
Enterprise Business Unit
STC



Eng. Majed Alotaibi
Senior Executive Officer
Business Marketing,
Mobily



Dr. Ramesh Rao
Director, UCSD Division



Mr. Henrik Von Scheel
Father of Industry 4.0



Mr. Ammar Sabbagh
Head of IoT and Smart
city – Ericsson



Dr. Fahad Hussain Mushayt
Chief Executive Officer
STC



Hani Khalaf
Cisco



Eng. Yosoph Sindi
PhD research (University
College London).



Mr. Simon Nicholson
Oracle Corporation



Prof. Magdy Bayoumi
University of Louisiana
at Lafayette (USA)



Mr. Saleh Al-Nemer
Senior Technology
Consultant for HPE



Osama Al-Zoubi
Chief Technology
Officer of Cisco Middle
East and Africa

Conference Keynotes – Day 1



Eng. Sami Omar Al Hussayen
Vice Governor SMEA



Mr. Othman AlDahash
Vice President, Digital Services - **STC Solutions**



Prof. Salman A. AlQahtani
King Saud University



Eng. Abdallah Obeikan,
CEO, Obeikan Investment Group



Mr. Nicolas Andrieu
Managing Director, Middle East & Central Asia, **Sigfox**

Discussion Panel Day 1 “The impact & value add of Industry 4.0”



Conference Keynotes – Day 2



Dr. Ahmed Abdelgawad
Associate Professor at
Central Michigan University



Mr. Munir Bhimani
Principal Product Security
Leader, MBLOGIC



Dr. Ziyad Al Shaikh
KACST



Mr. Ahmed Bouna
MENA & Turkey Sales
Director



Mr. Faisal Al Saif
Founder & CEO Tech Pills
Productions



Eng. Yasser Alkhuwaiter
General Manager Digital
Products Marketing –
Mobily



Mr. Mohammed Shael Al Saadi
CEO – Corporate Strategic
Sector, Dubai Economy



Eng. Mohammed Sayyaf Al Hushail
Chairman of NOMD
Technology



Mr. Tarik Alturki
Country System Engineer
Manager – **Cisco**



Mr. Fayez Kharbat
MESA Middle East
Chairman & Board Member
MESA International



Mr. Steve Dunbar
IoT Commercial Director,
Microsoft
Middle East and Africa



Mr. Fahad I. Aljutaily
Vice President of Cyber
Security, STC Solutions

Conference Keynotes – Day 2



**Eng. Basma
M ALJedia,**
Adviser, Cyber Security
Ministry of Communication
& Information Technology



**Prof. Muhammad
Khurram Khan**
Professor at the Center of
Excellence in Information
Assurance (CoEIA), KSU



Dr. Yaser Alosefer
PhD Internet Security



**Eng. Abdullah
Alomari**
Executive General
Manager Security &
Privacy, **Mobily**



Mr. Phil Crompton
Principal Vantage
Technology Consulting
Group

Discussion Panel Day “How IoT will contribute in our life & future”

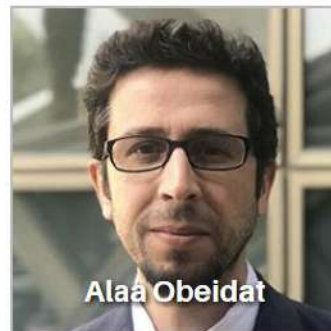


Saudi IoT Workshop Sessions

The Saudi IoT 2018 edition Workshops brought limelight to the event. The workshops were carried out by the top notch subject matter experts in the field of IoT. Every subject & topic was very carefully designed, for the visitors to yield the maximum from every perspective from the IoT Industry. Some of the most notable topics that attracted the visitors are IoT development, IoT innovations, Industry 4.0, smart cities, Blockchain, IoT data, IoT security and more... & that added value to different verticals on the IoT platform.

As the trendsetters, Saudi IoT provided a plinth for all the industrialist by showcasing their products & services in relevance to the subject, IoT. The Interactive nature of the workshops allowed for the Q&A after each session, that gave the participants the comfort factor & “make believe” the invested time effort & money is worthwhile.

Workshop Speakers



Workshop Speakers



Saudi IoT LIVE Smart Area

An Exquisite Smart Area – Saudi IoT Exhibition created a perfect platform for the display & demonstration of the newer technology, product, Services which was eye-catchy to the visitors and were of great interests and the visitors gathered in some of the sessions were in abundance to witness the IoT ERA .

The launch, re-launch, demonstrations drove the visitors interests all the more & the feedback received is amazingly beyond their expectations. It's the newer world of IoT that fetched this popularity.

This platform was the REAL SHOW-STEALER with the extemporised & conceptual smart-Area, enabling the Sponsors & Exhibitors to showcase their brands with the cutting-edge IoT technology Solutions & Services to the industry leaders and investors. An opportunity well utilized by the Sponsors & Exhibitors on this the arena, created to grab all the attention & limelight.

Live Smart Area



Saudi IoT 2018 Sponsors

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Leading Sponsor



Diamond Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsor



Co-Sponsor



Entrepreneur Sponsor



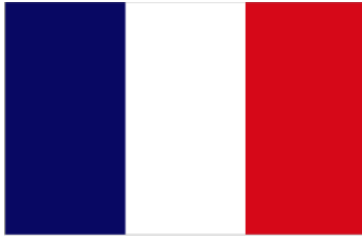
Innovative Technology Sponsor



Innovation Sponsor



Saudi IoT 2018 Participating Countries



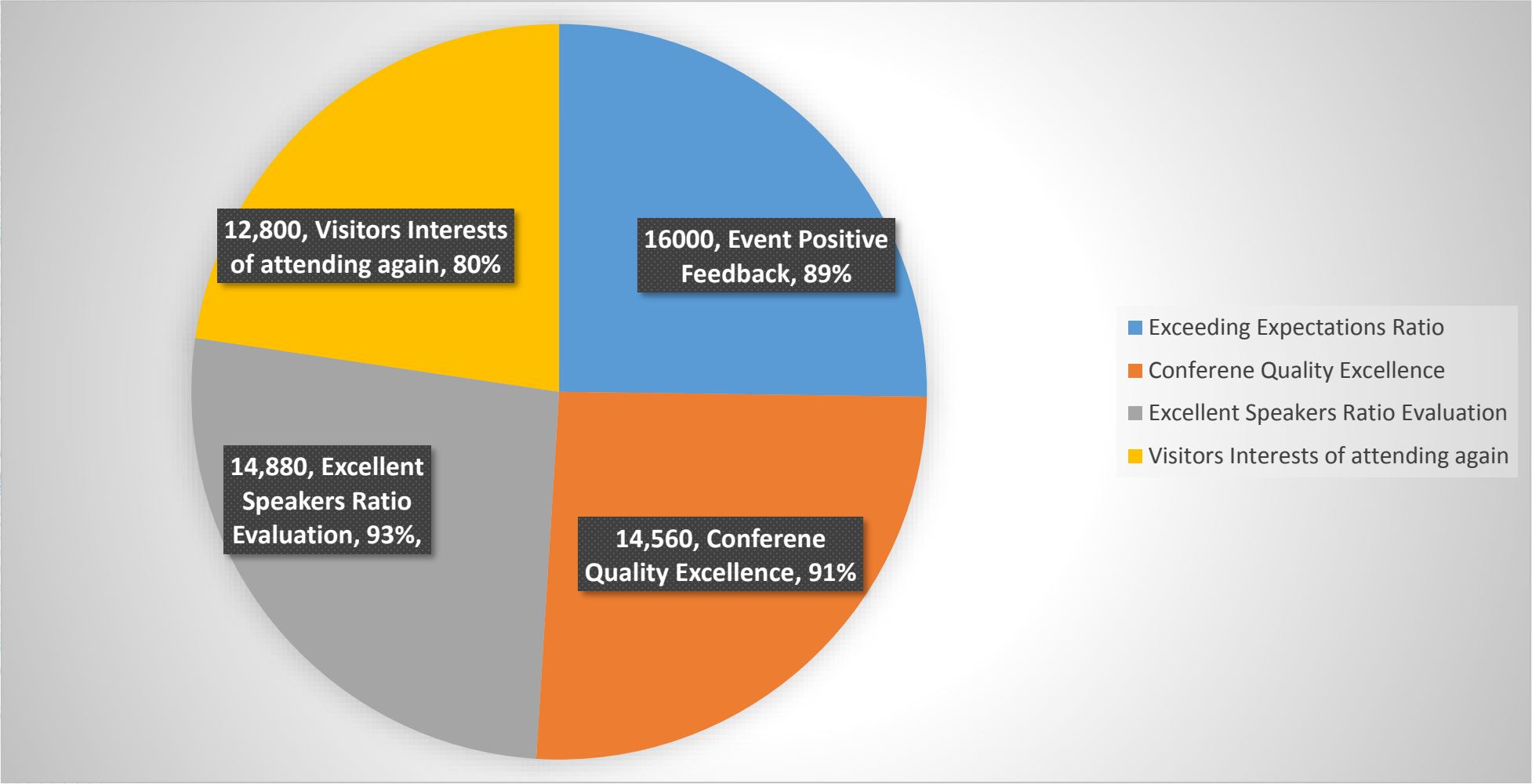
Saudi IoT Highlights

Many of the industry relevant companies, subject matter experts & Individuals from local & International origins took part in this Marvellous event. The impact & feedback has been exorbitantly great with the Event Recording an attendance of **17,000** Visitors, from all over the Kingdom and abroad. The success speaks for itself without having to say much.

The event highlighted International Subject Matter Expert Speakers from the local & International origin for the Conference & Workshops in relevance

- Event Positive Feedback = **89%**
- Conference Quality Expectancy = **91%**
- Speakers & Content Quality Expectancy = **93%**
- Willingness to attend the Next IoT Organized by New Horizons = **80% Plus**

Saudi IoT Highlights



Saudi IoT 2018 Media Coverage



خليجية



Saudi IoT 2018 Media Partners



Testimonials

“Congratulations to the Saudi IoT Conference organizing team for a job well done! The conference delivered an exceptional learning experience for me. With contributions by major enterprises, government and up and coming entrepreneurs from the Saudi education sector, this conference contributed greatly towards achieving the Saudi Vision 2030!” – **Mr. Munir Bhimani, MBLOGIC, California**

“The Saudi IOT 2018 was a historical event. The first IOT in KSA as an exceptional success, well prepared conference setting that engaged audiences. Gather the leading local and international business thinkers and thought-leaders. A truly historical event. - **Henrik von Scheel Mastermind of the Industry 4.0**

Thanks to the presentations, I have a much deeper understanding now of the critical role of IoT in Saudi Vision 2030. - **Dr. Ramesh R Rao, California Institute for Telecommunications and Information Technology.**

My thought on Saudi IoT: First, I would like to congratulate you for organizing a successful event, it was really full of useful discussion and valuable presentations. I am very proud to see KSA leading the IoT initiative in Middle East. - **Mr. Ahmed Abdelgawad - Central Michigan University**

Organizer



Shoalb Abdullah
General Manager

The driving force of the team.. Every great company needs a man who ensures and keeps the structure of the business tight and together to achieve the company goals. Exceptionally well qualified & experienced professional.



Alaa Al Zoubi
Managing Director

Experience in ensuring successful growth and finding the right solution for any business problem. He keeps the pulse of the biz - keeping everyone in line and business booming.



Eng. Sultan Aljohni
Conference Executive Manager

Responsible for the overall management & planning of the Conference & Workshops. Develops and monitors timelines and deadlines related to all aspects of the Conference, works with the team to develop a program/agenda for the Conference.



Eng. Fahad Algarni
IT Analyst

Designs and implements Information systems that optimize organizational efficiency, eventually capturing marketing research.. whether it is research, strategic thinking & planning his contribution has resulted in valuable changes.



Mohamed Al Madi
Govt. PR

He deals with all the governmental institutes and authorities. Invites the right persons from the government sectors for the event. And works on making the PR for in the government for the company.



Bashar Kharbat
Director Communication

[kbashar](#)

He brings order to chaos, morphing communication messes into masterpieces.. He'll get to the bottom of any project, ensuring new heights for every project he is involved with.



Ali Olimat
Sales & Marketing Manager

Works with large profile customers, ministries, governmental organizations, analyse budgets, and determine ways to streamline and improve the business, hitting sales targets by successfully managing the sales team.



Gazala Arshiya
PR & Marketing Manager

[gazala-arshiya](#)

She's a zealot for knockout copy and second-to-none Marketing & PR approach. Nothing makes her swoon more than a beautiful turn of phrase, known for making things look great.



Umair Tariq
Event Coordinator

[umair30](#)

Nothing gets him more excited than solving client challenges with long-term, strategic solutions. He's a man known for Immense patience & hard work.

See you at Saudi IoT 2019!

New Horizon promises to go Gigantic in the upcoming IoT Event giving that edge for Companies, Visitors, Speakers & Sponsors who did not get the opportunity be a part of Saudi IoT. In the same span of 3 days we expect to precede with more & diversified areas to avail the best & maximum of IoT trends, knowledge & opportunities for business Tie-ups between the Technology Giants.



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www.newhorizon.com.sa

Thank you

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IoT