

IDC to Host 16th Edition of Annual Middle East CIO Summit in February



Dubai, United Arab Emirates Feb 22, 2023 ([Issuewire.com](https://www.issuewire.com)) - The concept of the 'Digital Economy' has gained significant prominence over the last few years, and the rate of digital adoption is increasing rapidly across the Middle East region as organizations adapt their business models to the changing characteristics and demands of their customers. This dynamic will shape discussions at the 16th annual installment of the [IDC Middle East CIO Summit](#), which takes place on February 22-23, 2023, at Dubai's iconic Atlantis, The Palm.

"Today, almost every country in the region has a cohesive national vision for a digital economy that focuses on driving local economic value, employment creation, and social development by reaching the underserved," says Jyoti Lalchandani, IDC's group vice president and regional managing director for the Middle East, Türkiye, and Africa. "Whether it is accessing essential government services, purchasing products on digital platforms, or the shift to online learning and working, the impact of this mass transition to digital is evident everywhere.

"IDC research shows that mobile broadband penetration in GCC countries has reached 100%, more than 50% of consumers in the region shop online, and in the UAE, 80% of digital payments are now

contactless. To set themselves apart in an increasingly competitive market, organizations need to leverage infrastructure, data, and skills alongside critical technology enablers such as 5G, the cloud, and AI. Only then will they be able to successfully re-invent their business models, create new customer experiences, and drive innovation with their partners.”

Taking place under the theme 'Enabling the Digital Economy's Leaders', the [IDC Middle East CIO Summit 2023](#) will examine the current state of the digital economy, assess its ongoing impact on citizens, customers, employees, and operations, address the key challenges that need to be overcome, and outline proven best practices and strategies for driving future success.

It will incorporate five different 'Transformation Zones' demonstrating pioneering use cases and technological advances in the areas of the metaverse, DevOps, customer experience, sustainability, and Industry 4.0. An enviable lineup of expert speakers will be on hand across both days to explore some of the region's most pressing tech concerns, providing essential guidance on topics such as:

- Driving Sustainability in the Technology Vendor Selection Process
- Enhancing Application Modernization Strategies
- Ensuring Effective Hybrid Cloud Deployment
- Developing AIOps Strategies and Practices
- Leveraging Low-Code / No-Code Platforms
- Orchestrating Digital Infrastructure for Hybrid Environments
- Charting a Data-Driven Digital Strategy
- Embracing Intelligent Automation
- Implementing Predictive Analytics
- Embracing a Zero Trust Security Approach
- Making Sense of Cybersecurity Policies, Regulations, and Compliance
- Optimizing the Impact of 5G: Network Architectures, Market Strategies, and Use Cases

The event will also feature insights from IDC's CIO Advisory Council for the Middle East, whose members include some of the region's most respected ICT leaders and experts, including:

- **Wesam Lootah**, CEO, Corporate Support Services Sector, Dubai Municipality (UAE)
- **Faisal Bakhawain**, Deputy Minister for Digital Transformation, Ministry of Human Resources & Social Development (KSA)
- **Ammar H. Al Husaini**, Acting Director General, Central Agency for Information Technology (Kuwait)
- **Yazeed Al Otaibi**, Assistant Deputy Minister for Planning & Digital Transformation, Ministry of Health (KSA)
- **Sundah Alsehali**, Public Sector CIO (KSA)
- **Jason Roos**, CIO, King Abdullah University of Science & Technology (KSA)
- **Abdulaziz Abanmi**, COO, Saudi Payments (KSA)
- **Saud Al Dhawyani**, CTO, Emirates NBD (UAE)
- **Ayman Alharbi**, Senior IT Director, The Red Sea Development Company & Amaala (KSA)
- **Bander Al-Shahrani**, Head of IT, Public Investment Fund (KSA)

The IDC Middle East CIO Summit has been a staple of the region's ICT calendar for 16 years, serving as the ICT community's premier source of learning about the industry's latest developments. The 2023 edition will feature an intricately tailored agenda of informative presentations, in-depth discussions, and expert-led panel sessions on today's hottest ICT issues.

To learn more, please [click here](#) or contact Sheila Manek at smanek@idc.com/ +971 4 446 3154.

The [IDC Middle East CIO Summit 2023](#) is supported by Kuwait's Central Agency for Information Technology (CAIT), IDC is also honored to have a wide range of partners on board for the event, including:

Host Partner: Gulf Business Machines (GBM);

Digital Solutions Partner: du;

Smart ICT Partner: Red Hat;

Trailblazer Partners: VMware, Hucu;

DX Partner: Tech Mahindra;

Innovation Partner: HCL Tech;

Summit Partners: Zero&One, Riverbed, AWS;

Platinum Partners: eMudhra, Fortinet, SentinelOne, Denodo, f5, Snowflake, ServiceNow; HUMAN Security, Tenable, Recorded Future;

Technology Focus Group Partners: Crayon, Equinix, Veeam; Hyland, SquareOne;

Associate Partners: Emirates Digital Association for Women, UAE Banks Federation (UBF), Women in AI, Women in Cyber Security Middle East (WiCSME);

Media Partners: Tech Magazine, IE Industry Events, AI Time Journal, DX Talks, GCC Business News, Security Middle East Magazine, Global Business Magazine, CoinPedia, Coinspeaker, U.Today, International Business Magazine.

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Dubai's iconic Atlantis, The Palm.

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