

Morocco unites global tech community's commitment to advancing African digital economy at momentous GITEX Africa launch

Morocco will centre the global tech community's attention on Africa's united commitment to advancing the digital economy next week, converging the best minds from governments, businesses, big tech, startups, investors and youths to accelerate and catalyse the continent's ambitious digital transformation journey.

Temps de lecture : minute

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GITEX Africa 2023, makes its highly anticipated debut next week 31 May-2 June, with the final preparations underway across the ten halls and 45,000sqm of exhibition space in a purpose-built super venue at Place Bab Jdid, Bd Al Yarmouk in the Red City of Marrakech. Tens of thousands of attendees from all over the world are expected to join the 900 big tech companies, government entities, startups and participants from more than 100 countries.

“The Kingdom of Morocco is proud to host GITEX Africa under the High Patronage of His Majesty King Mohammed VI, may God assist Him,” said H.E. Dr Mezzour, Minister of the Moroccan Ministry of Digital Transition and Administration Reform. “We’re witnessing an historic event, the first ever edition of GITEX Africa, and the largest tech networking and learning business event in the African continent.

“GITEX Africa will be an opportunity for Moroccan and African startups owners and young programmers to get in touch with regional and global investors and business incubators. An opportunity as well for networking with actors in both public and private sectors.”

Mr. Sidi Mohammed Drissi Melyani, the General Director of ADD, added that hosting GITEX Africa underlines Morocco’s commitment to work alongside the private and public sectors to accelerate Africa’s digital infrastructure development: “The Kingdom of Morocco as well as the whole African continent is so honoured to host the first edition of GITEX Africa Morocco,” said Mr. Melyani. “This big event, organised under the high patronage of his Majesty the King Mohammed VI, is an important opportunity to value the efforts deployed by all the Moroccan stakeholders in the field of digital development. It is also a platform of networking between exhibitors, investors, researchers and tech operators around innovative solutions and digital transformation. This first edition will definitely contribute to enhance digital transition in Africa as a future innovation hub, led by its young talents and competitive startups.”

Magnifying Africa’s collective digital innovation ambitions and achievements

GITEX Africa’s impressive scale in its debut edition reflects the ambitions of Africa’s digital movement, with cross-continental initiatives such as Smart Africa’s vision to create a single digital market in Africa by 2030 propelling the continent to the forefront of the global digital economy. “For too long, the world’s second largest continent has been under-stated and overlooked for its profound digital opportunities and aspirations,” commented Ms. LohMirmand, CEO of KAOUN International. “At GITEX Africa, our mission is to curate an event that will serve the purpose of the African community in accessing business development, investment and

learning opportunities. We focus on empowering the new generation of tech and creative talents to augment the culture of entrepreneurship and provide a single occasion that shall bring together the public and private sector leaderships to build tangible meaningful outcomes.”

That *GITEX Africa hoisted the sold-out sign fuelling further* expansion months before its grand opening is testament to the world’s confidence and optimism in the African digital opportunity, amplified by figures that underline the aspirations of African countries in their quest for digital excellence.

Africa’s vibrant startup ecosystem continues to grab headlines with the creation of seven unicorns over the last few years and according to analysts Briter Bridges, African startups raised a total of \$5.4B across 900-plus deals in 2022.

The influx of global interest will see GITEX Africa 2023 host more than 400 disruptive startups from 30 countries, including 200 international award-winning startups and 11 unicorns eager to share their achievements and access the promising African innovation hub. All will have the opportunity to connect with 250 investors from 34 countries with US\$200 worth of assets under management. As the ultimate startup incubator and magnet for flourishing VC funds, GITEX Africa will deliver a structured and carefully curated scouting platform for these investors, of which 70% are coming from outside of Africa.

More information is available at www.gitexafrica.com.

