

GITEX's European expansion takes root in Berlin

Berlin's selection as the European expansion hub for GITEX, Dubai's prominent tech show, signifies a strategic move aimed at harnessing the region's thriving venture capital ecosystem and bolstering global tech collaboration.

Temps de lecture : minute

19 October 2023

"Herzlich willkommen in Berlin!" proudly exclaimed Franziska Giffey, Vice Mayor of Berlin, in Dubai yesterday as she unveiled a significant announcement: GITEX, the well-established tech conference based in the UAE, is expanding to Europe in 2025.

This strategic move marks the second international venture for the GITEX brand, following the successful debut of GITEX Africa in Morocco in May 2023, which brought together 900 companies and 250 lecturers from 95 countries.

"I can tell you, Berlin and GITEX are a perfect match," Giffey stated. "My city stands for the idea of dialogue, international cooperation, and the exchange of ideas among innovators and founders from around the world."

Berlin is not a random choice for the GITEX expansion. The venture capital ecosystem in Germany consistently ranks among the largest in Europe, alongside France and the UK, with a concentration of VC deal activity in Berlin. Germany also boasts a substantial financial services sector, which has facilitated capital investment in VC.

With the U.A.E.-led event coming to Europe, the continent's largest economy can anticipate an influx of tech investors and founders from regions that historically have not been active in the German capital, such as startups from the Middle East, Asia, and Africa, who are now regular attendees at GITEX in Dubai.

"We're hoping to make GITEX Europe the most successful tech event in Europe, and I'm sure with our partners here we will," said H.E. Omar Sultan Al Olama, UAE Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications, and Chairman of Dubai Chamber of Digital Economy.

"Dubai is not a city that is local. It's a global city that represents the world. And Berlin is a natural partner and twin to Dubai in this," he said.

What about IFA?

Does *IFA Berlin*, Europe's largest tech trade show, which celebrates its 100th anniversary next year, have cause for concern? It's uncertain. Although both GITEX and IFA serve the tech industry, they may target different customer segments, with IFA traditionally focusing on consumer electronics and GITEX embracing cutting-edge technologies, such as artificial intelligence and quantum computing. While IFA helps tech companies find clients for their products, GITEX aids them in finding talent to develop their products.

One thing is certain, though: GITEX in Berlin is here to stay. GITEX Europe is the result of a joint venture between the trade fair company Messe Berlin, which also hosts IFA Berlin, and Kaoun International, the organiser of GITEX Global in Dubai. "This is a new joint venture that we will establish in collaboration with Kaoun International partners and Messe Berlin, with the intention of pioneering fresh developments in the tech industry," said Mario Tobias, the CEO of Messe Berlin. Despite IFA having welcomed

Albert Einstein at its trade fair in 1930, the next century is likely to showcase the most prominent figures in the tech industry on GITEX's stage - or, at least, this is what Dubai is hoping for.

A new Dubai-Europe tech nexus

GITEX's global expansion underscores its commitment to becoming a trusted brand in the tech industry, with regional events in Africa and Europe. This not only allows GITEX to reach interested countries but also showcases the U.A.E.'s dedication to investing in future-relevant technologies. With no major big tech companies among the world's top, Dubai positions itself as an incubator for foreign entrepreneurs looking to develop their ideas.

"GITEX's expansion to Berlin demonstrates that we can attract the best and brightest from the region to Europe and also draw the most innovative ideas from Europe to Dubai," said Omar Sultan Al Olama.

Trixie LohMirmand, CEO of KAOUN International, has also stressed the importance of Europe in the tech landscape, stating, "Europe plays a pivotal role in the world of emerging technologies. Transitioning technology, addressing climate change, navigating the digital economy, and undergoing major transformations are largely driven by Germany and Europe, making it a significant destination for tech enthusiasts."

This year's edition of GITEX Global in Dubai, the 43rd since 1981, hosted over 6,000 exhibitors from 180 nations, solidifying its status as a prominent tech event that continues to shape the industry's future.

