

# Expand North Star 2024 to welcome startups and investors to Dubai

*Founders, investors and tech leaders from around the globe are heading to Dubai this October for Expand North Star 2024, GITEX GLOBAL's powerhouse startup show. The four-day event, which will take place from October 13-16 in Dubai Harbour, aims to help startups and exhibitors secure business deals, attract investments and expand their networks.*

Temps de lecture : minute

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Over 1,200 investors seeking to diversify their portfolios will have the chance to meet with innovative entrepreneurs from 2,000 international startups - this marks a 25% increase on last year's event, as more early and late stage companies find success at Expand North Star.

Attendees from around the world will be present, including almost 100 startups from South Korea, 60 startups from Brazil and 12 startups from Ethiopia via JICA. This year's edition also sees the biggest participation of European startups with over 250 startups joining Expand North Star. Key showcases are being brought to the show by GTAI and Berlin Partner (40 German startups), London and Partners (50 UK startups), Enterprise Ireland (18 startups) and Italian Trade Agency (25 startups).

Set to be another record-breaking year, Expand North Star will attract 70,000 attendees from the startup ecosystem to the iconic destination at Dubai Harbour. 450 speakers will share updates from the business, tech and startup world across 17 conference tracks and 9 stages.

“ENS 2024 will be the biggest edition yet, and we’re proud to be playing our part in shaping a stronger ecosystem,” Peter Brady, associate VP at Dubai World Trade Centre (DWTC), tells *Maddyness UK*.

“This year, we’re preparing for a showcase of companies from over 100 countries, with 50% more late-stage startups all looking at global expansion. This tells us the impact that we can have on business growth, and why we’re able to welcome 1,200 vetted investors into our official investor programme.

“Another interesting development we have noted is how the majority of our startups are developing advanced technologies including AI, blockchain, biotech, quantum and manufacturing – which is reflected in our new programmes.

*“This year's focus aligns with the biggest themes in tech: AI, future of media and creativity, climate tech, energy, fintech and blockchain, climate tech, and deeptech.”*

## What to expect at this year’s event

Expand North Star 2024 features 17 conference tracks across 9 stages with special focus on AI and the Future of Living, Blockchain, Web 3, Media and Creativity. Spotlighting climate tech, sustainability and ESG Innovation, the newly added GITEX Impact will be a pivotal exhibition and conference area at Dubai harbour.

Notable speakers so far include Sean O'Sullivan, Founder and Managing Partner, SOSV; Anahita Crawford, Sr. Director and Global Head of DEI, Arm, USA and Aldo Romani, Head of Sustainable Finance, European

Investment Bank, Luxembourg.

Marketing Mania will explore the impact of AI, Web 3 and emerging tech on the media landscape. It will also feature a Content Creators Zone acting as a dedicated space where creators connect and explore brand initiatives. Notable speakers including Sir Martin Sorell, Founder & Executive Chairman of S4 Capital and Neil Patel, Co-Founder of NP Digital have already confirmed their participation.

Both Fintech Surge and Future Blockchain Summit tracks will bring together startups and investors from the respective industries with high-profile speakers and opportunities for networking and mentoring, and exhibition spaces to explore.

The highly anticipated Supernova Challenge Pitch Competition is back, offering an incredible opportunity for startups to shine. With a substantial prize fund of \$200,000 up for grabs, this prestigious and fiercely competitive event will see startups battle it out through a series of intense preliminary rounds, culminating in a thrilling final showdown. This is more than just a competition—it's a launchpad for innovation, where the brightest minds and boldest ideas can earn recognition, funding, and a chance to make their mark on the world stage.

New for 2024, the Corporate Arena is a platform to facilitate strategic collaborations, impactful partnerships and alliances for both existing and new projects. It connects enterprises with founders and fellow investors, with participants including corporate venture capital (CVC) including Citi Ventures, Santander Ventures, Salesforce Ventures, in-house accelerator programmes and service providers.

Also featured is Tech Transfer 3.0, a cutting-edge platform designed to bridge the gap between leading research institutions, labs, and universities with tech experts, showcasing the journey of innovations from

concept to commercial success. The NS Scaleup Programme offers a dedicated exhibition, networking, and innovation space for over 100 global scaleups, providing them with the tools to accelerate growth. Additionally, GITEX YouthX Unipreneur, launched in 2021, empowers the next generation by celebrating youth through a focused entrepreneurship programme.

Key highlights and initiatives also include exciting new partnerships with Sonar + D, the 1BN Summit, and Startup Genome, co-hosts of the Startup Ecosystem Leadership Forum. Expanding opportunities for startups to secure funding, leading companies like Bridgestone, 1tank, and DMCC, in collaboration with AGCC, will be hosting their own pitch competitions at Expand North Star.

## Opportunities for investors

Expand North Star 2024 will feature Investor Sunday on October 13th (Opening Day of Expand North Star), hosting discussions on investment in AI and deeptech, blockchain and gaming, fintech, and sustainable finance and ESG capital. There will also be ample opportunities for GP and LP matchmaking and capacity for over 5,000 investor meetings across the four days of the event.

The global Investor Summit, exclusive for investors only, will bring together some of the largest funds globally totalling \$1tn AUM to debate and address the future of investments, AI and the next decade of ventures including fund managers from European Investment Fund, bpifrance, Lightrock, SpeedInvest, H Tree Capital, Mouro Capital, and more.

“Looking at expanding the economic impact of the global startup ecosystem and addressing the unprecedented opportunities of cross-regional partnerships, the 2024 edition of Expand North Star offers an

unrivalled pre-scheduled concierge meeting service, ensuring meaningful connections for key companies and investors,” concludes Brady.

Expand North Star 2024 takes place in Dubai Harbour from October 13-16.



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Article by Maddynews, with Expand North Star