



FOUNDRY

an IDG, Inc. company

EVENTS CALENDAR 2024

Middle East, Türkiye & Africa

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

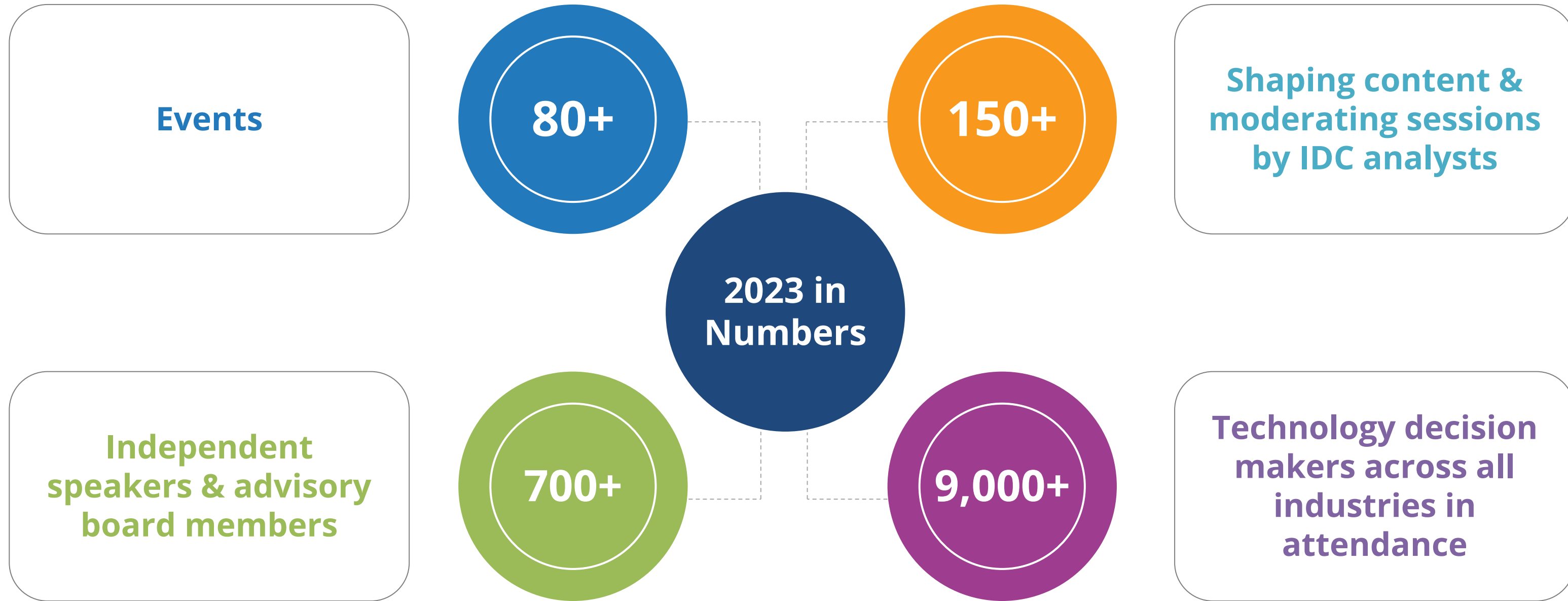
Providing Actionable Insights for IT Buyers, Tech Suppliers, & the Investment Community

IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group ([IDG](#)), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers.

IDC in the Middle East & Africa

For the Middle East and Africa (MEA) region, IDC retains a coordinated network of offices in Riyadh, Nairobi, Lagos, Johannesburg, Cairo, and Istanbul, with a regional center in Dubai. Our coverage couples local insight with an international perspective to provide a comprehensive understanding of markets in these dynamic regions. Our market intelligence services are unparalleled in depth, consistency, scope, and accuracy. IDC MEA currently fields over 130 analysts, consultants, and conference associates across the region.

IDC Middle East, Türkiye & Africa Events



Regional Coverage

Spanning 33 Cities across the META Region



- Abu Dhabi
- Abuja
- Accra
- Addis Ababa
- Algiers
- Amman
- Antalya
- Beirut
- Busra
- Cairo
- Casablanca

- Cape Town
- Dakar
- Dammam
- Doha
- Dubai
- Durban
- Islamabad
- Istanbul
- Jeddah
- Johannesburg
- Karachi

- Kuwait
- Lagos
- Lahore
- Luanda
- Manama
- Muscat
- Nairobi
- Port Louis
- Rabat
- Riyadh
- Tunis



Why Choose to Partner with IDC?

Custom, **invitation-only events** provide you with invaluable face time in front of executives, senior technologists, and business **decision makers** responsible for evaluating and purchasing technology solutions and products. We create exceptional, **thought-leadership** events that deliver valuable experiences building dynamic — and profitable — **business relationships**.

IDC is the **most trusted IT research** advisory firm in the market



1,300 global **tech analysts** with unrivalled insights and expertise



Centralized approach with local delivery in all major **META markets**



Onsite team **facilitating** meaningful **business conversations**



Premium **go-to-market** service for every stage of your **B2B funnel**



IDC's services are used by every major technology vendor in the world



The Partnership Experience



Analyst **prep content** call before the event



Logo included in all promotional material



Opportunity to submit questions for surveys



Plenary keynote opportunity on stage + Q&A



On site **one-to-one** meetings



Live interaction in your dedicated **networking space**



Theme-focused discussion led by IDC Analyst



Complete **list of attendees**



Tailored invitation target list



IDC **Post-Event Report**

The Future of IT: Rethinking Digitalization for an AI Everywhere World

Over the past few years, rapid advances in artificial intelligence (AI) technologies have begun to accelerate and reshape the digital journey. The emergence of generative AI (GenAI) has accelerated AI adoption, and many leading organizations are already exploring and investing in GenAI use cases. IDC believes that organizations need to be ready for an "AI Everywhere" world in the future. We forecast that, worldwide, annual spending on AI-centric systems will surpass \$300 billion by 2026.

Today, the heat is on! In the era of GenAI-driven disruption, technology leaders are reassessing their approach to AI's pivotal role in the digitalization landscape. The transformative power of AI to significantly enhance digital innovation, customer experiences, operational efficiencies, and sustainability is propelling forward-thinking governments and digitally driven organizations toward an "AI Everywhere" mindset — making it a tech agenda priority to maintain competitive parity with early adopters.



IDC CIO Summit Series

February

21-22 ● Middle East | Dubai | 500+ Attendees

May

- 7 ● South Africa | Johannesburg | 100-120 Attendees
- 13 ● Kuwait | Kuwait City | 100-120 Attendees
- 29-30 ● Türkiye | Sapanca | 250-300 Attendees
- 21 ● West Africa | Lagos | 100-120 Attendees

June

- 11 ● Egypt | Cairo | 200-250 Attendees
- 13 ● East Africa | Nairobi | 100-120 Attendees

September

18-19 ● Saudi Arabia | Riyadh | 150-200 Attendees

November

- 7 ● Mauritius | Port Louis | 100+ Attendees
- 13 ● Qatar | Doha | 100-120 Attendees



IDC Security Roadshow & CISO Roundtables

Evolving Threats, Advanced Defenses: Cybersecurity in the Next Era

Today's organizations face challenges from multiple directions, including threats to the business from state-sponsored cyberattacks, geopolitical turmoil, inflation, and a shortage of security skills. For security leaders to succeed in this unprecedented security landscape, they must balance these threats with new approaches by performing continuous risk assessments, protecting digital assets, and managing the rapid pace of innovation in security technologies.

Whether it is the massive shift to cloud, the increasing automation of IT processes, or the flexibilization of the way employees work, security heads are faced with more complex networks and an expanded attack surface, making their jobs even more difficult. However, new technology capabilities powered by AI/ML-enabled automation and better orchestration tools provide options to shore up resilience in the face of disruption. Put to their optimal use, they can protect critical business assets from breaches and attacks from cybercriminals, creating trust and ensuring compliance with new digital sovereignty rules.



March

- 7 ● Türkiye | Istanbul | 400-450 Attendees
- 14 ● South Africa | Johannesburg | 120-150 Attendees
- 21 ● East Africa CISO | Nairobi | 40-50 Attendees

May

- 15 ● UAE CISO | Dubai | 40-50 Attendees

June

- 4 ● Saudi Arabia | Riyadh | 120-150 Attendees
- 10 ● Qatar | Doha | 120-150 Attendees

October

- 9 ● Türkiye Summit | Istanbul | 150-200 Attendees

November

- 5 ● Saudi Arabia CISO | Riyadh | 40-50 Attendees

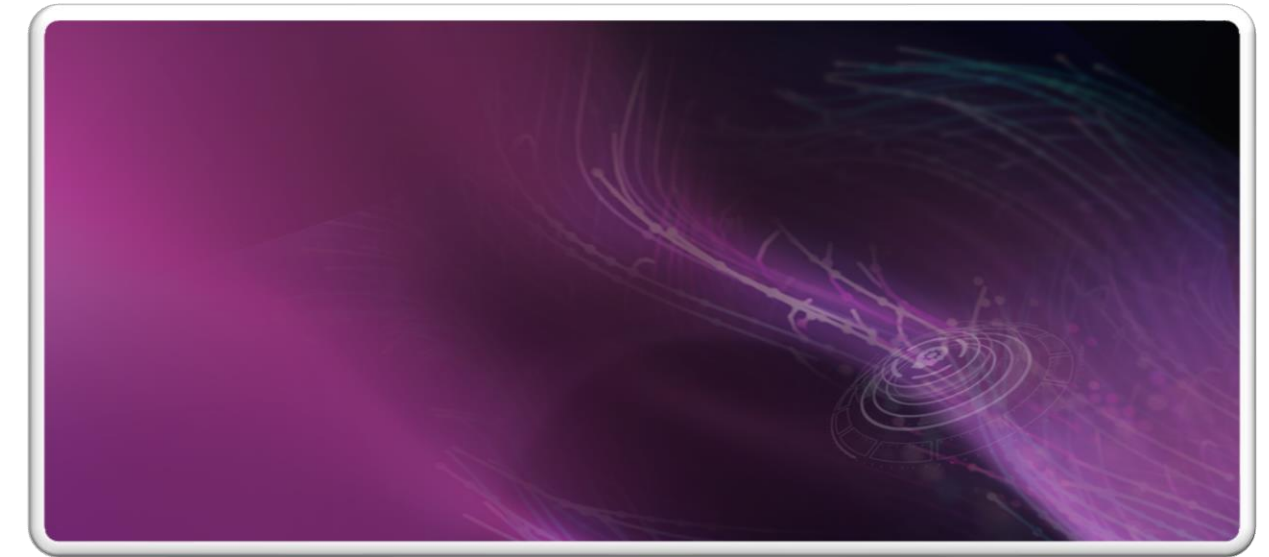
IDC Artificial Intelligence Roadshow

Developing Digital Agility and Resilience Through Enterprise Intelligence

The pandemic quickly revealed that our current systems are not as resilient as we thought they were. Artificial intelligence proved to be a solution to many real-life problems, which did not go unnoticed among businesses.

This is expected to lead to huge opportunities for AI in the future, spanning used cases such as improved response to unpredictable, improved shipping and asset management, faster and broader analysis of healthcare systems, and image and video recognition in areas like security and ecommerce.

In Europe the Middle East, and Africa (EMEA), the total value of the AI market will exceed \$200 billion in 2026. It will break through the \$100 billion mark in 2023 and will then double over the following three years (2024, 2025, and 2026 combined). Services will remain the fastest growing category, with a CAGR of 27.4%. Software grew substantially slower in EMEA, with a CAGR of 17.5%, while hardware's forecast CAGR is 15.4%. IDC Forecasts 18.6% Compound Annual Growth for the Artificial Intelligence Market in 2022-2026



May

9 ● UAE | Dubai | 80-100 Attendees

October

10 ● South Africa | Johannesburg | 80-100 Attendees

December

12 ● Türkiye | Istanbul | 80-100 Attendees

IDC Hybrid Cloud Roadshow

Moving from a Cloud-First Strategy to a Cloud-Optimized Approach

Accelerated cloud adoption is not news anymore. In fact, cloud has become one of the most preferred deployment options for organizations across the Middle East, Türkiye, and Africa (META) looking to drive their digital transformation initiatives. The investments made by hyperscalers and technology players throughout META underscore the strategically important role that cloud now plays in the region.

Yet, the cloud-first strategies that many forward-looking organizations in the META region were pursuing even before the pandemic are now transforming into a cloud-optimized approach. Aside from the numerous challenges that remain — particularly those relating to hybrid/multicloud management concerns, evolving regulations, data privacy laws, and the scarcity of relevant skills — cloud economics and cloud FinOps are now taking center stage.

October

10 ● South Africa | Johannesburg | 80-100 Attendees

December

12 ● Türkiye | Istanbul | 80-100 Attendees



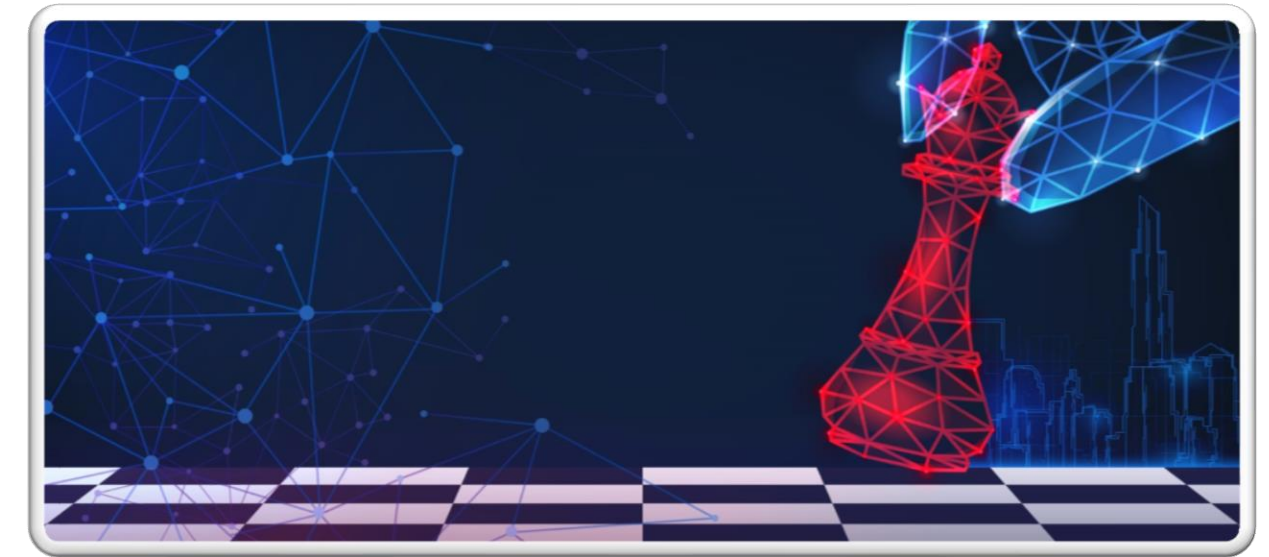
CIO100 Symposium & Awards

Strategizing the Right Tech-Ready Infrastructure for any Future

As new-age IT projects continue to proliferate, CIOs, CTOs, and their teams are embracing a variety of cutting-edge strategies to add intelligence to the ever-growing volume of data, build a culture of innovation, and accelerate their digital infrastructure road maps. The innovation train is moving fast. As such, organizations must ramp up their skill sets and address a variety of pressing challenges to ensure they are well positioned to take full advantage of technology models like AI and zero trust.

According to Foundry's 2023 'Role and Influence of the Technology Decision Maker' study, 61% of enterprise IT decision makers believe that the tech buying process is becoming increasingly complex. The major technology disruptions seen since 2022 have led many companies to pivot toward monetizing their biggest innovations. Today, the world's best leaders are building distributed systems designed for growth and making cloud-native tech ready for any future – powered by the likes of AI and GenAI.

CIO100 Symposium & Awards (UAE) by IDC & CIO (IDG Inc. companies) will be centered around the 2024 award-winners, who shared stories of leadership, innovation, and their experiences with the latest technologies, including gen AI, automation, quantum and more.



November

14



UAE | Dubai | 100-120 Attendees

IDC Public Sector Congress

Turning Data Into Social Value — Scale, Impact, and Trust

In an era where generative AI (GenAI) is revolutionizing every aspect of life and business, Saudi Arabia stands at the forefront of this transformative wave, particularly in the public sector. The IDC Public Sector Congress 2024 invites technology leaders to delve into this growing field, especially as it shapes the future of governance and public service in Saudi Arabia under the visionary guidance of the Saudi Data and Artificial Intelligence Authority (SDAIA).

The Kingdom's ambitious digital transformation journey, fueled by Vision 2030, has seen remarkable advancements complemented by recent announcements that exemplify Saudi Arabia's commitment to harnessing AI for the public good. These steps are not just technological leaps — they are reshaping the country's socioeconomic landscape. From enhancing service delivery to revolutionizing policymaking and citizen engagement, GenAI has emerged as a cornerstone of the Kingdom's digital ecosystem. The IDC Public Sector Congress 2024 will provide expert insights into how these innovations can be leveraged to improve the efficiency, transparency, and inclusivity of government services.

The event will serve as a crucial platform for public sector leaders, policymakers, and tech innovators to engage in discussions, share best practices, and explore how the latest technology developments are set to redefine public sector transformation in Saudi Arabia. So, join us at the IDC Public Sector Congress 2024 to be part of this exciting journey into the future of governance and public administration in Saudi Arabia.



November

18 ● Saudi Arabia | Riyadh | 80-100 Attendees

CIO Golf Day

Pivoting to an AI-Ready Organization

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November

19 ● South Africa | Johannesburg | 30-40 Attendees

IDC Digital Transformation Summit & Awards

Digital-first Strategies for the Innovative Enterprise

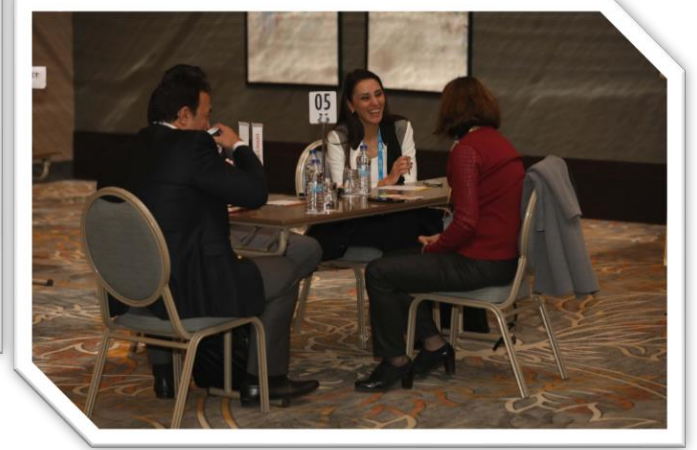
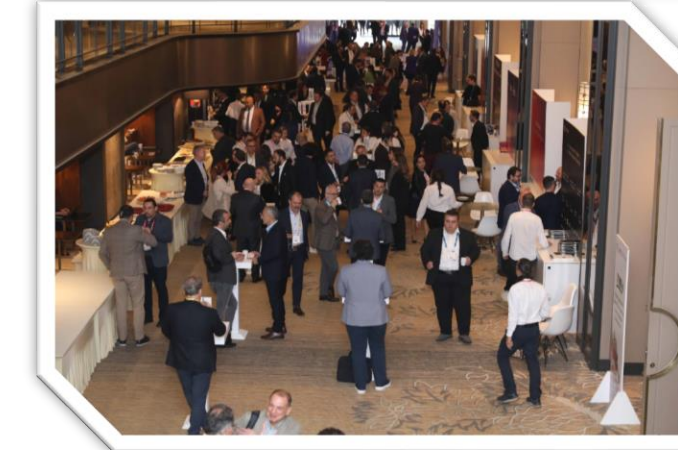
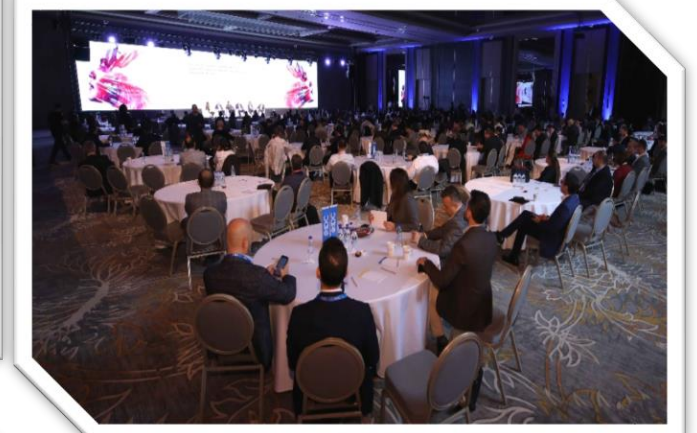
In today's fast-paced business environment, organizations need to accelerate their cloud adoption journey to stay ahead of the curve and they need to use their hybrid cloud infrastructure for digital business innovation. Security teams remain understaffed, yet they need to protect critical business assets and help to engender trust and steer the complex course of compliance with new and emerging digital sovereignty rules.

As corporate sustainability initiatives continue to evolve and expand, many decision-makers recognize that, in addition to strategic, operational, and organizational changes, modern IT technologies are essential for achieving their sustainability goals and realizing the opportunities of a sustainable business.

In its 5th year in Türkiye, the IDC Future Enterprise Awards continues to redefine DX, aligning its categories and selection criteria to reflect how organizations can successfully bring their businesses into the Future. Featuring the digital-first building blocks, these are the new benchmarks organizations need to close the new digital gap—and become Future Enterprises in our digital-first world.

November

20-21  Türkiye | Sapanca | 150-200 Attendees





CUSTOM EVENTS

Your Go-to-market Partner



Webinars

We understand the importance of maintaining ongoing contact with end users, which is why our webinar services have been tailored to ensure you can continue to reach out to the market unhindered.



Virtual Events

Our virtual events are all about enabling interaction, experiences, and networking. Hosting large-scale events on virtual platforms, with the ability to incorporate multiple parallel sessions, 1-1 video and audio meetings, discussion sessions, live polling and Q&As, and much more.



Conferences & Exhibitions

From planning and venue sourcing to preparation and the event itself, we can manage every element of your event. Alternatively, you can select the services you specifically require to complement your own in-house event management resources.



Custom & Channel Events

With a wealth of experience spanning more than 18 years in the META region's vibrant events industry, IDC offers a comprehensive range of turnkey event-management services. We manage every element of your event, from planning, venue sourcing, to preparation, and the overall event.

Our Unparalleled Expertise includes..

Various Formats

- 1 Large-scale
- 2 Destination based
- 3 Channel/Partners
- 4 Breakfast Briefing
- 5 Lunch/Dinner
- 6 Vertical Focused
- 7 Line-of-Business specific
- 8 Activity based (golf, sunset cruise)
- 9 Event-in-Event

Line-of-Business Acquisition

C-Level | Head/VP/Director/Manager of:

- 1 Information Technology
- 2 Finance
- 3 Operations
- 4 Human Resources
- 5 Marketing
- 6 Procurement
- 7 Supply Chain

End-End Management

- ✓ Database & Attendee Management
 - Attendee invitation and acquisition
 - Website creation management
 - Email and social media campaigns
- ✓ Venue Coordination & Management
 - Booking and contracting
 - Logistics and set-up coordination
 - Food and Beverages
- ✓ Speaker and Content Management
 - Content discussion with IDC Analyst
 - IDC Speaker Presentation
 - IDC Moderator for the entire event
- ✓ Onsite Management
 - Audio and Visual
 - Registration Desk
- ✓ Post Event Report





CUSTOM ROUNDTABLES

Custom Executive Roundtables

IDC Custom Events provide a platform to demonstrate thought leadership to IT and line-of-business decision makers that want to understand how technology can help them overcome key business challenges.






IDC analysts, together with our event professionals, will draw on their research and experience to create compelling content to engage and educate your target audience, enabling you to advance prospects and customers along the buyer journey. These content-rich events will create an environment in which delegates are willing to engage in post-event business discussions where you can develop commercial relationships.



Operational Plan and Timeline



The IDC Value-Add

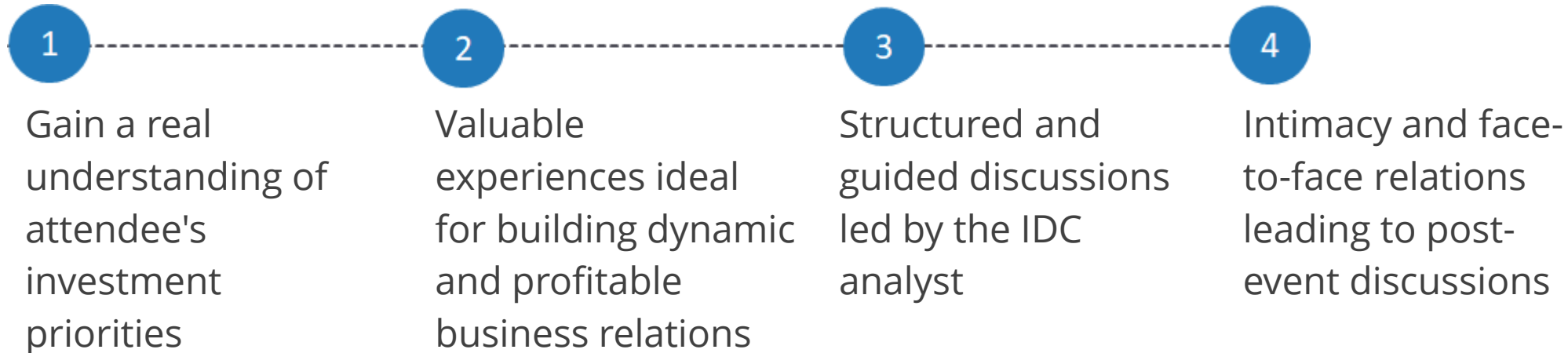
-  Targeted leads recruited for a captive audience of senior decision makers
-  Exclusive in-depth live conversations with customers and prospects
-  A platform to identify customer's key business challenges and peer-to-peer networking
-  Production, logistics, support, and post event report
-  Full contact information of all attendees

Format and Agenda

IDC Recommends



Benefits of this Format



Sample Agenda

- 30' Registration & Networking
- 20' Welcome Address & IDC Keynote
- 20' Partner Presentation
- 20' Partner Fireside Chat
- 20' Networking Break
- 45' Panel Discussion, Moderated by IDC
- 60' Lunch & Extended Networking



IDC Worldwide

800+ Events | 70+ Countries | 1,500+ Event Partners | 100,000+ Delegate Interactions

Why Partner With IDC?

- Engagement with a captive audience of IT leaders and LoB heads
- Leveraging IDC branding and expert analyst speakers
- Engaging with prospects and gaining a real understanding of their investment priorities through networking opportunities and focused 1-2-1 meetings
- Leveraging IDC's active database & relationship with C-level executives and wider IT community

Engagement Models & Formats

- Digital events
- Regional summits
- Industry- & technology-focused forums
- C-suite roundtables
- Channel & partner events
- Workshops
- Turnkey end-to-end events
- Invite-only events for your defined target audience

Demographics of Delegates

- CIO, CTO, CDO: 40%
- VP IT, IT Director :10%
- Head of Security, Head of Infrastructure, Head of Cloud & Applications: 20%
- CXO (CFO, COO, CEO, CMO, CHRO): 10%
- IT Managers, Senior IT Decision Makers: 20%

IDC has more than **1,300 analysts** located in over 50 countries worldwide.

IDC surveys more than **300,000** end users annually.

IDC identifies key opportunities and trends in over **110 countries**



For more information, please contact:

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