

Saudi
IoT Saudi International
Exhibition & Conference
for Internet of Things
R e d e f i n i n g C o m m u n i c a t i o n s

28th to 30th January 2018

Riyadh International Convention & Exhibition Center

Witness the most important Exhibition on
the latest technologies that will contribute in the
growth of Saudi's business sectors...

Organized by
 **New Horizon**
For Conferences & Exhibitions
www.newhorizon.com.sa

Support by
المملكة العربية السعودية
وزارة الاتصالات وتقنية المعلومات
Ministry of Communications and Information Technology


www.saudi-iot.com

   **saudi-iot**



Event Overview

Saudi International Exhibition for Internet of Things is The **First of it's kind** in the KINGDOM OF SAUDI ARABIA ON "INTERNET OF THINGS". This 3-day event aims to serve every individual on the run and every business providing the platform to virtually tour every corner of the world to reach out to people, businesses, places, and even globally. It is our initiative to bring into the limelight the enormous potential of the internet revolution & the internet concepts. The launch of the **IoT** Exhibition coincides with the objective of the **2030** Vision, where internet technology is **A Necessity** and compliments the huge investments to simplify businesses in a smarter way which is an added value.

Exhibition Date & Time: 28th to 30th Jan 2018, 04:00 PM to 10:00 PM

Conference Date & Time: 28th to 29th Jan 2018, 09:00 AM to 02:00PM

Venue: Riyadh International Convention & Exhibition Center (RICEC)

SAUDI IoT REDEFINING COMMUNICATIONS



Why IoT in KSA

Saudi Arabia is in its early stages of economic diversification and private sector development and with the Vision 2030, the Kingdom will provide more opportunities for the deployment of intelligent solutions through infrastructure projects.

Internet of Things (IoT) and Machine to Machine (M2M) applications are developing rapidly in Saudi organizations, involving system integrators to telecommunications network operators.

“Internet of Things” is a necessity, for the Kingdom in terms of the Nation’s security, economic development & growth.

Technological Evolution will play an important role in the implementation of Vision 2020, Development in the IT infrastructure will be an inspiring plans in an exciting society with striving economies and technologies. This can empower people and workforces which will create huge job opportunities for the youth of the Kingdom. It will also open up new ventures in the area of SMEs and diversify the public and private sectors harnessing the general resources.



National
Transformation
Program 2020

One of the Key barebones for the right & rapid technological development is “IoT”, that results in impeccable wonders. The “2020” concept & implementation is one good example of barebones that depicts the importance of IoT.



Event Objectives

- Get an overview of the current standing of the IoT spectrum
- Understand the key trends transforming and driving IoT, cloud, mobile and big data.
- Learn how to leverage IoT to streamline and improve data delivery models
- Gathering impartial, current and practical insights across the broader IoT value chain
- Experience successful strategies for migration and integration of IoT with legacy / cloud and edge / mobile systems.
- Understand the key trends transforming and driving IoT, cloud, mobile and big data.
- Connect with IoT decision makers, vendors, analysts and developers
- Explore the ROI potential of IoT deployment and adoption by attending the event.

Event Highlights

With Vision 2030, where is KSA heading to?

What obstacles can we expect and how do we solve them. Join SAUDI IoT to get a clear picture of development aspects of "Internet of Things" in KSA.



Connecting what is not connected...

A man in a dark suit and light blue shirt is seen from the back, gesturing with his right hand towards a large, blurred audience seated in a conference hall. The audience members are wearing various colored clothing, and the background is dimly lit with warm tones.

IoT Conference Program

28th January 2018

About the Conference

With Saudi International Exhibition for Internet of things, we present the "IoT Conference" a unique platform for everything on IoT. The Conference will bring together business leaders, executives, engineers, developers and IoT visionaries who will deliver exquisite content on the Innovative technology in the IoT Industry which is transforming business strategies and changing the way we live, work and play.

The "IoT Conference" will showcase insightful keynotes, case studies and breakout sessions focusing on smart solutions and tools, technologies and resources which will be beneficial in the Kingdom's transformation program 2020. Find out What is best suited for the Kingdom, let the Internet of Things redefine the ways of Communication & eventually ignite profound business transformations in the KSA.

Agenda DAY 1st

8:00 am - 8:45 am

Opening

9:00 AM
9:15 AM

Topic:
Introduction to IoT

9:16 AM
9:45 AM

Topic:
Impacts of disruptive IoT trends on
Supply Chain and Logistics

9:46 AM
10:15 AM

Topic:
IoT, smart cities and there connected services

9:46 AM
10:15 AM

Topic:
Wearables, AR & VR

10:46 am - 11:00 am

Coffee Break

11:00 AM
11:45 AM

Topic:
How to analyze big data from big volumes
of connected devices

11:45 AM
12:00 PM

Topic:
Future of retail and IoT

12:20 pm - 1:20 pm

Prayer & Lunch Break

1:20 PM
2:15 PM

Topic:
How IoT and Machine Learning drives
Connected Vehicle Architectures

2:15 PM
3:00 PM

Topic:
Panel discussion: Intelligent
Transportation in Smart Cities

Suggested Topics



Smart Grid



Smart Agriculture



Smart Transportation



Industrial IoT



Smart Health



Smart Payments



Smart Governance/
E-Government



Smart Wearables



Smart Lighting



Blockchain



Cyber Security



Renewable Energy

Connecting the Exhibitors

Redefining Communications...

The first Saudi IoT Exhibition 2018 will provide its participants the opportunity to explore the latest trends and technology in IoT industry from all over the globe. The event expects to attract up to **15,000+** visitors from all around the world. Saudi IoT will gather all the industry players on one grand platform to share their experiences and researches.



Our Exhibitors



Government



**Smart Grid
Area**



Telecommunications



**M2M
Solutions**



**Hardware
Manufacturer**



**Industrial
Automation**



Healthcare



**Transportation,
Supply Chain**



**Cloud
Computing**



**Database
Management**



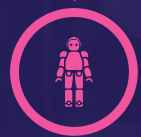
Security



**System
Integrators**



Energy



**Smart Machines &
Robots**

Visitors Profile

Who attends Saudi IoT: Saudi International Exhibition for Internet of Things will bridge the gap between tech entrepreneurs, investors and thought-leaders from across the IoT ecosystem to connect, develop and explore opportunities to do smart business and contribute for the Kingdom's Vision 2030. Saudi IoT is for all Industries, it aims to boost the development of all the sectors of KSA.

By Industry:



Smart Home



Software



Hardware



Manufacturing



Healthcare



Automotive



Infrastructure



Government



Logistics



Retail



Hospitality



Oil & Gas



Municipal
Administration



Media &
Broadcast

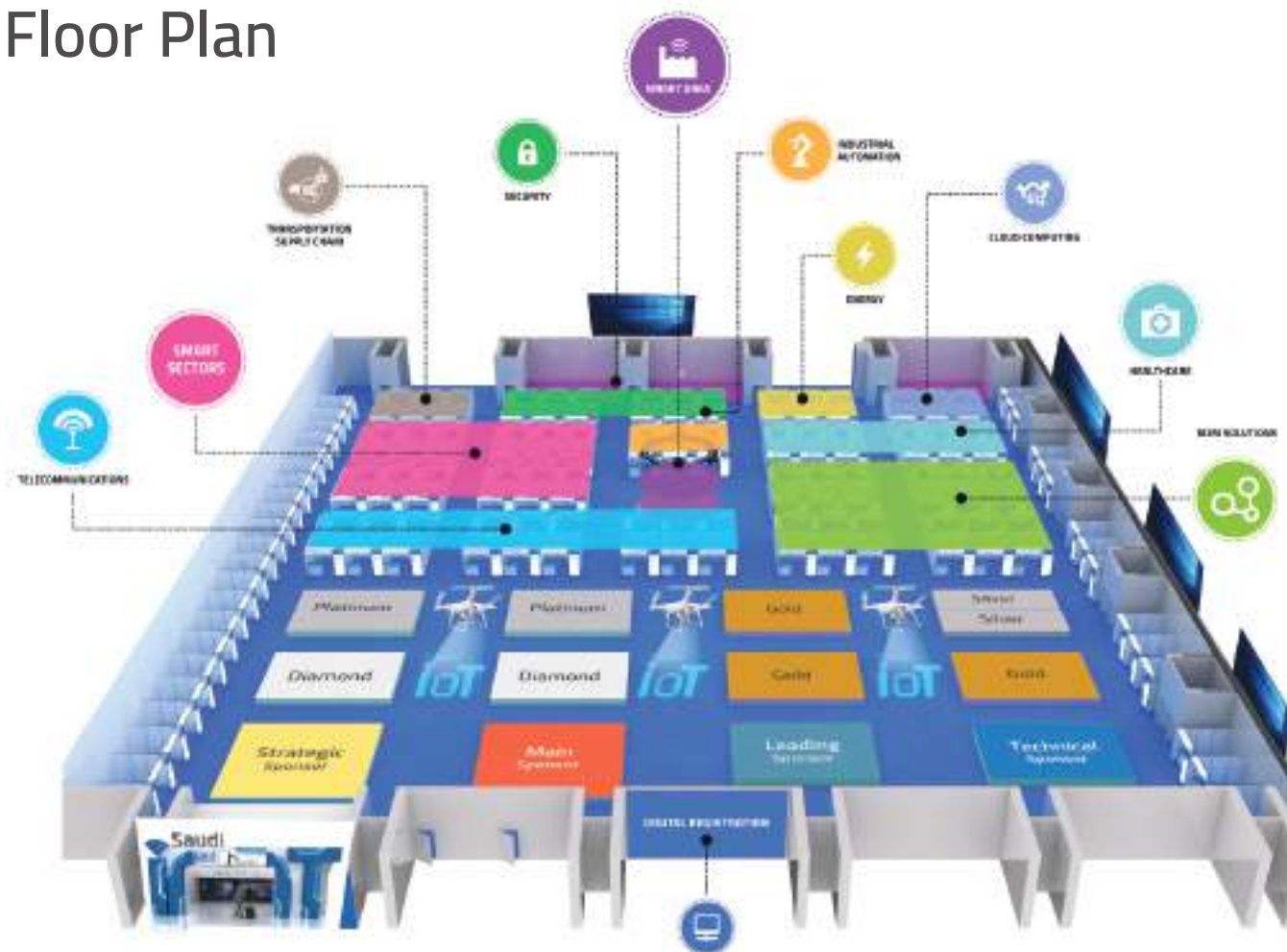


Transportation

By Title:

- Company Decision Makers / owners
- Cxx class Executives
- Business Line Executives
- Hardware programmers
- Software developers
- Innovators
- Start-up community
- Sales and Marketing Executives
- Government Policy Makers & Regulators
- Investors
- Academics

Floor Plan



Technical Aspect in the Saudi IoT Floor Plan:

We at New Horizon believe in PERFECTION, our technical team has designed a floor plan to suit the needs of our Sponsors & Exhibitors.... Because we believe a floor plan is the most vital factor in any BIG exhibition.

An ideal opportunity for today's most vibrant technology related brands to showcase your latest products, solutions and services to their target audience, with maximum exposure & visibility at the exhibition.

Saudi IoT floor plan is designed to yield:

- Smartly segregated areas for the relevant industry.
- Meaningful face-to-face dialogues with key prospects.
- A chance to share / announce / launch your products & services.
- An opportunity to be an integral part of one of the Kingdom's most anticipated IOT event which aims to attract more CISOs, CTOs, CSOs and senior executives from all sectors.
- Countless networking opportunities with all facets Technology community, including industry thought leaders, professional subject speakers, fellow vendors etc...
- Considerable ROI for your spend on Sponsorships.



SPONSORSHIP PACKAGES

Strategic Sponsor

Main Sponsor

Leading Sponsor

Technical Sponsor

Diamond Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

A hand in a blue suit jacket points towards a blue hexagon containing the word "SPONSOR". The background is a blurred image of a person in a blue suit, overlaid with a white hexagonal grid pattern.

SPONSOR

Sponsorship

Saudi IoT Expo provides a valuable opportunity & platform to exhibit & promote your products, services & latest technology. The Exhibition is a distinctive marketing platform to bring forth your organization as it opens channels to benefit from the Exhibition and campaigns. As a Sponsor of Saudi IoT, you will have the opportunity to get wide media coverage and endless horizons as well as meeting media groups which will keep your technology in the limelight. Moreover, the exhibition provides an opportunity to network, showcase, launch or relaunch your products & services apart from getting to exhibit the sponsors' logo on all kinds of advertisements ranging from visual, audio to printed, e-media and social media.

About us New Horizon



New Horizon is rightly named as we are established to create benchmarks with every Event that we conceptualize & organized... New Horizon's main aim is to do what the other Event Agencies haven't dared to do some of the Kingdom's greatest corporate, institutional, governmental events. As a preferred Event Organizing & Management Company, we design the most effective and appropriate events for the Saudi audience and as well as for the international audience.



أفق جديدة لتنظيم المؤتمرات والمعارض
New Horizon For Conferences & Exhibitions

www.newhorizon.com.sa

Vision:

New Horizon has a broad vision of providing high quality, memorable, knowledge based & productive events. We are keen in creating Exhibitions & Conferences on out of the box topics to build the reputation within the industry & build lasting connections with the clientele.

Mission:

New Horizon Mission is to deliver value to the clientele through Superior Quality, Reliability, Transparency & Commitment, eventually adding a Satisfied & Loyal Client.

Exhibitions & Conferences:

Our Core Business Strength is organizing **CONFERENCES & EXHIBITIONS** which are out of the box concept, hence we conceptualize & produce events which the Kingdom benefits the most, make a positive impact on the vendors, participants, sponsors, exhibitors, clients & visitors with **Innovation, Understanding** and **Profitability**.

Having said that, New Horizon Has grown to become one of the most challenging MICE (Meeting, Incentive, Conference and Exhibition) Organizing and Management Firms in the Saudi Arabia, moving shoulder to shoulder in service offering and head to head in competing & meeting the market demands of a rapidly growing MICE industry in the Kingdom.

New Horizon is a top notch Exhibition & Conference organizing company with its presence in Riyadh, 20 plus years of rich industry experience & an established brand. At New Horizon, we believe in delivering right quality at right time & our main focus is guarantying Customer Satisfaction.

Our dedication and competence enables to provide highly efficient, state of the art & professional services meeting and heading beyond client's expectations. Our Success lies in the **"Client Satisfaction"**.

Our Expertise



Every Event, small or big has brought us a step closer to our Mission...We have created Lasting Memories to our clients

Our Creativity speaks for itself



We serve Uniqueness

Our Dedication is to create an exceptional experience



We believe in High Quality services

Meet our TEAM – The pillars of New Horizon

Here we are.....A perfect blend of creativity and experience set out to make a difference. We believe we are “The best people formula” of makers, thinkers, creators, explorers fueled with passion whose ONLY aim is to deliver GREAT outcomes.



Shoaib Abdullah
CEO

The driving force of the team... Every great company needs a man who ensures and keeps the structure of the business tight and together to achieve the company goals. Exceptionally well qualified & experienced professional.



Alaa Al Zoubi
Managing Director

Experience in ensuring successful growth and finding the right solution for any business problem. He keeps the pulse of the biz - keeping everyone in line and business booming.



Eng. Sultan Aljohni
Conference Executive Manager

Responsible for the overall management & planning of the Conference & Workshops. Develops and monitors timelines and deadlines related to all aspects of the Conference, works with the team to develop a program/agenda for the Conference.



Eng. Fahad Algarni
IT Analyst

Designs and implements information systems that optimize organizational efficiency, eventually capturing marketing research... whether it is research, strategic thinking & planning his contribution has resulted in valuable changes.



Mohamed Al Madi
Govt. PR

He deals with all the governmental institutes and authorities. Invites the right persons from the government sectors for the event. And works on making the PR for in the government for the company.



Ali Olimat
Sales Manager

Works with large profile customers, ministries, governmental organizations, analyse budgets, and determine ways to streamline and improve the business, hitting sales targets by successfully managing the sales team.



Waleed Sayyah
Data/Logistic Officer

Known for multi-tasking & efficiency in handling client requirements, a strong support system to the company. invoicing, archiving, calendar management, reporting, and customer service, name it & he does it.



Bashar Kharbat
Director Communication

[🐦 kbashar](#)

He brings order to chaos, morphing communication messes into masterpieces.. He'll get to the bottom of any project, ensuring new heights for every project he is involved with.



Eng. Yahia Shaheen
Technical Consultant

Provides management oversight on technical direction, onsite management & financials. With a commendable experience, ensures successful growth and finding the right solution for any business problem.



Gazala Arshiya
PR & Marketing Manager

[in](#) [gazala-arshiya](#)

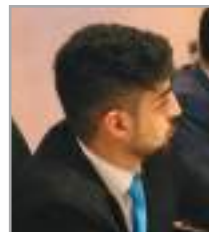
She's a zealot for knockout copy and second-to-none Marketing & PR approach. Nothing makes her swoon more than a beautiful turn of phrase, known for making things look great.



Umair Tariq
Conference Manager

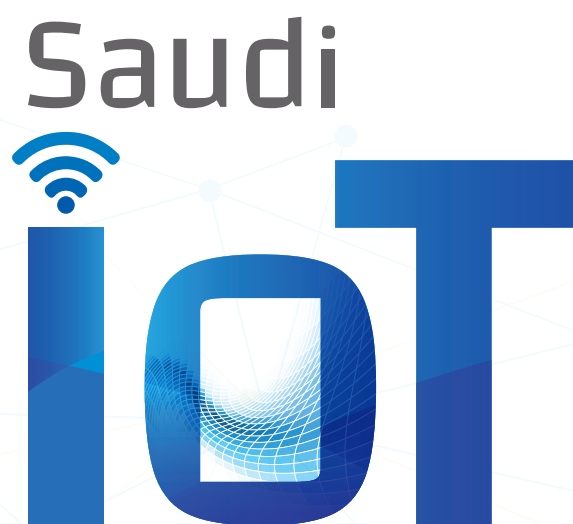
[in](#) [umair30](#)

Nothing gets him more excited than solving client challenges with long-term, strategic solutions. He's a man known for immense patience & hard work.



Ahmad Al Ahmad
Sales Coordinator

Comes with a long and strong background in sales, he is the sales coordinator who deals with the local sales. Contacting the right companies and making the deals done, negotiating with the clients is his specialty.



Redefining Communications

