

Press release

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Abu Dhabi Digital Authority announces launch of Digital Next 2019

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Two-day event in UAE capital aims to explore digital transformation of government services

Abu Dhabi, UAE: A powerful new conference exploring the future of intelligent government services is launching in Abu Dhabi in December 2019, as the Middle East looks to inject multi-billion dollar investments in digital infrastructure in the coming years.

The three-day Digital Next summit, hosted by the Abu Dhabi Digital Authority, and organised by Messe Frankfurt Middle East, takes place from 8-9 December 2019 at the Jumeirah Etihad Towers Abu Dhabi.

Held under the theme, 'Enabling Government of the Future,' the inaugural showpiece event aims to analyse, examine, and understand how digital transformation is shaping the way world governments are embracing innovative technologies to achieve excellence.

The event arrives as the digital landscape becomes a top priority among leading private and public sector entities alike. In fact, a recent report from the International Data Corporation (IDC) shows that the annual spend on digital transformation initiatives across the Middle East and Africa will exceed US\$40 billion by 2022.

The event is expected to attract an audience of more than 1,000 attendees, 40 high profile speakers, 30 sponsors and supporting partners, along with 200-plus government advisors and policy makers. The 'Digital Next Summit' is set to propel government and private sector partnerships into a new era of cooperation focused on achieving and maintaining a secure digital ecosystem.

We're all experiencing an unprecedented digital revolution that is touching every aspect of our lives," explained. H.E. Dr. Rauda Al-Saadi, Director General of the Abu Dhabi Digital Authority.

Messe Frankfurt Middle East
Dubai, United Arab Emirates

"Our digital future is being written today with new tools that redefine how we interact with government, with businesses and with each other. At ADDA, we're leading the digital transformation in the Emirate of Abu Dhabi by supporting our partners in the government and private sector to deliver services and build ecosystems that enrich quality of life and multiply opportunities for business and personal growth."

"In line with our continuing effort to enable a thriving digital society in Abu Dhabi, we're proud to launch Digital Next, where global experts will share experiences and explore new ideas to harness the power of technologies to lead Abu Dhabi's digital future," she added.

The 'Digital Next Summit' will cover four key tracks-- GX Next, Technology Next, Cyber Next, and Data Next. According to Messe Frankfurt Middle East's CEO Simon Mellor, the four tracks will examine all pertinent topics from the integration of government entities and providing omni-channel customer services to securing digital infrastructure and analysing big-data via artificial intelligence (AI) that can drive innovation.

"With a high Online Services Index, the UAE has already taken a lead role to enhance customer, society and citizen experience," said Mr. Mellor. "The UAE's 4th Industrial Revolution Strategy outlines intelligent government services as a key area that strives to deliver the world's smartest and most seamless citizen-centric government services.

The summit also entails significant and strategic cooperation with private sector C-level executives, digital transformation leaders, data scientists, and experts in areas from enterprise architecture to customer experience, service, and psychology. It aims to bring these key stakeholders together with government representatives and policy-makers to discuss the key pillars of digital transformation and explore, evaluate and engage in future collaboration.

For more information, visit: www.digital-next.ae

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Programme:

Digital Next in social media:

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both

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onsite and online – ensure that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.

About Messe Frankfurt Middle East

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Interior Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East, The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries. For more information, visit www.messefrankfurtme.com

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