

GITEX Africa sold out for inaugural event, organiser plans expansion to meet high demand

The first-ever GITEX Africa event has sold out, showcasing the high demand for tech events in the African continent. The Organiser has announced expansion plans, including the construction of a purpose-built super venue in Marrakech, to accommodate the growing interest in technology and startup events in Africa.

GITEX Africa 2023, Africa's largest and most influential tech and startup event, will be held in Marrakech, Morocco, from 31 May-2 June 2023.

Months before the inaugural event, the cross-continent support of the global tech community has culminated in a sold-out edition of GITEX Africa 2023. A second expansion phase is now underway as the construction of a purpose-built super venue in Marrakech commenced for the event.

The event will welcome more than 900 exhibitors and startups and visiting delegations from 70 countries for three days of intensive outcome-focused public-private sector collaborations in the world's next biggest digital economy.

GITEX Africa is held under the High Patronage of His Majesty King Mohammed VI of the Kingdom of Morocco, and hosted by the Digital Development Agency (ADD), the public entity leading the Moroccan government's digital transformation agenda. *GITEX Africa 2023* is affiliated with GITEX GLOBAL, *the world's largest tech and startup show hosted in Dubai*.

The potential for tech on the continent of Africa is limitless, and the time for action is now. The African Union's bold mission to unify the continent into a secure Digital Single Market by 2030 is a clear indication of the growth and proliferation of trends shaping Africa's tech ecosystem.

Brands spearhead charge into African tech's showpiece event

GITEX Africa exhibitors are optimistic about the proliferation of trends shaping the continent's tech ecosystem, from increased internet connectivity and a rampant startup scene, to the rise of artificial intelligence and a flourishing fintech sector. These growth drivers span multiple verticals, from government services, sustainable energy and finance, to healthcare, agriculture, telecoms and education, fuelling an African tech market that, according to analysts, is on track to scale from \$115B in 2021 to \$712B by 2050.

With a thriving tech ecosystem, the event is expected to receive huge support from powerhouse brands across the continent.

Japanese headquartered Epson, with nearly \$9B in global revenue in 2022, is among the 900-plus exhibitors. Epson has a long-term strategic vision to grow the MEA market, with a third of its MEA revenue generated in Africa, and robust plans to fast-track regional growth. Global cybersecurity heavyweight Kaspersky, with an African presence spanning more than two decades, is another exhibitor investing in Africa's vast potential.

Neil Colquhoun, Vice President for Epson CISMETA, said a third of its MEA revenue is generated in Africa, with robust plans to fast-track regional growth. "We have a long-term strategic vision to grow the MEA market, and we believe we can improve the lives of Africans and businesses." said Colquhoun.

With an African presence spanning more than two decades, global cybersecurity heavyweight Kaspersky is another exhibitor investing in Africa's vast potential. CEO Eugene Kaspersky commented: "For more than 20 years now we've been working to protect Africa's businesses and ordinary users - securing the continent's technologies and fast-growing economies.

"It's important that we share expertise and exchange knowledge needed for

protection against cyberthreats, which are constantly growing in both volume and sophistication. Today, we're glad to be part of the first edition of GITEX Africa, the continent's largest tech event – participation in which we deemed simply essential in helping to build a more secure digital world together."

Morocco – elevating Africa's tech revolution

Major players from Morocco's tech landscape have also signed on for this much-awaited business venture, in-line with the North African country's unifying economic mission, where 60 percent of its foreign investment is directed towards Africa. AMDIE, MTDS, and Ribatis are among the Moroccan exhibitors with a joint mission to elevate Africa's 'booming' tech revolution.

The potential for tech in Africa is limitless. The GITEX Africa event is the right platform to showcase and develop the continent's tech ecosystem. This event will lead to public-private sector collaborations in the world's next biggest digital economy.

"Africa's tech ecosystem is booming, with the focus on digital transformation surging across the continent," commented Mohamed Fayçal Benachou, CEO of Ribatis, which will highlight at GITEX Africa its 'Karaz Single Window' e-Gov platform, the first low code/no code digital platform dedicated to African governments.

"Ribatis belongs to Africa, and we believe in the continent's rich potential, offering many opportunities to build large, profitable businesses. The African population is young, fast growing, and increasingly urbanised, while rapid technology adoption makes the continent a fertile arena for innovation. GITEX Africa 2023 presents an incredible opportunity to highlight Africa's potential to the world."

Government and Private Sector to collaborate in conference programme

The ONE AFRICA DIGITAL SUMMIT will aim to bring a spirit of collaboration and unity to the 250+ government and private sector leaders, policy makers, investors and academics, to steer Africa's transformation into a single digital market. Themes to be covered range from analysing the current state of play in the continent's digital economy, to fast-tracking an integrated and inclusive digital public infrastructure.

Lacina Kone, the Director General of Smart Africa – the pan-African organisation driving the continent’s digital transformation – is among the headline speakers at the two-day summit. Smart Africa is an alliance of 32 African countries accelerating sustainable socioeconomic development on the continent through advanced Information and Communications Technologies and enhanced access to broadband services.

For more information on the programme and to register your interest visit www.gitexafrica.com.

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