

GITEX TECHNOLOGY WEEK

EMPOWERING.CONNECTING.ENTERTAINING.

POST SHOW REPORT

19 - 23 October 2008



POWER UP YOUR CONNECTIONS

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

GITEX TECHNOLOGY WEEK

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The 28th edition of GITEX TECHNOLOGY WEEK 2008 was again hailed by the industry as a success. Trade visitor numbers increased by 5% over 2007 to a record breaking 129,844 from 157 countries. Exhibitor numbers also saw an increase to 3,361 companies, from 83 participating countries and included a total of 33 official international pavilions, 6 of which were first time participants, including Bahrain, Ireland, Romania, Serbia, Slovenia and Thailand.

EXHIBITOR INFORMATION

"At GITEX TECHNOLOGY WEEK 2008 our customers to the stand have been senior decision makers discussing our latest and innovative portfolio and we expect to have an increased impact in the Middle East, through our business partners with our locally and globally designed solutions."

Dana Murugan, Senior Marketing Director MENA, Oracle (2008 Exhibitor)

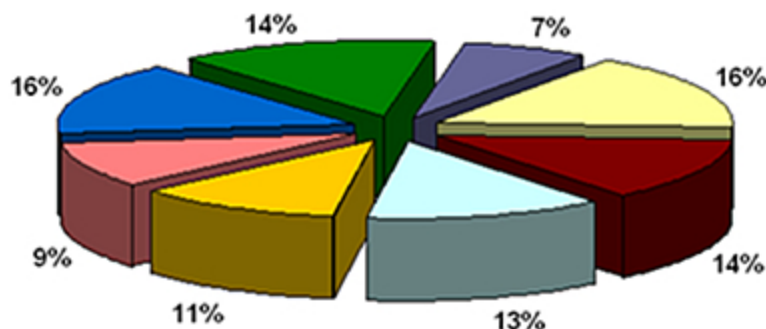
3,361 companies from 83 countries.

92% of exhibitors recognise GITEX as one of the top ICT exhibitions globally

84% of exhibitors said GITEX either met or exceeded their expectations

74% of exhibitors stated that their ROI either met or exceeded their expectations

Reasons for exhibiting at GITEX 2008



- Place an order
- Find new products
- Source new suppliers
- Meet with current suppliers
- Aid buying decisions
- Attend the Global Conference
- Keep up to date with latest innovations
- Assess market situation

Statistical Source: 2008 Exhibitor Survey



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"We are very pleased with our successful participation at GITEX TECHNOLOGY WEEK 2008. The exhibition is an excellent platform for us to launch our latest products from AV to IT and mobile phone product lines to the Middle East. We have had positive feedback from consumers, business partners and prospective clients alike."

Ranjan Mazumdar, Vice President, Samsung Gulf Electronics (2008 Exhibitor)

VISITOR INFORMATION

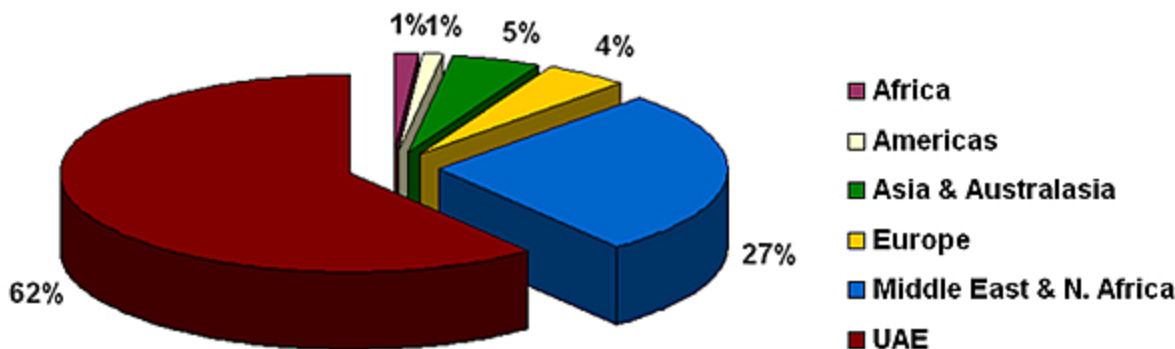
**129,884 trade visitors
from 157 countries**

85% of visitors
said they intended
to make a purchase
1-6 months after GITEX

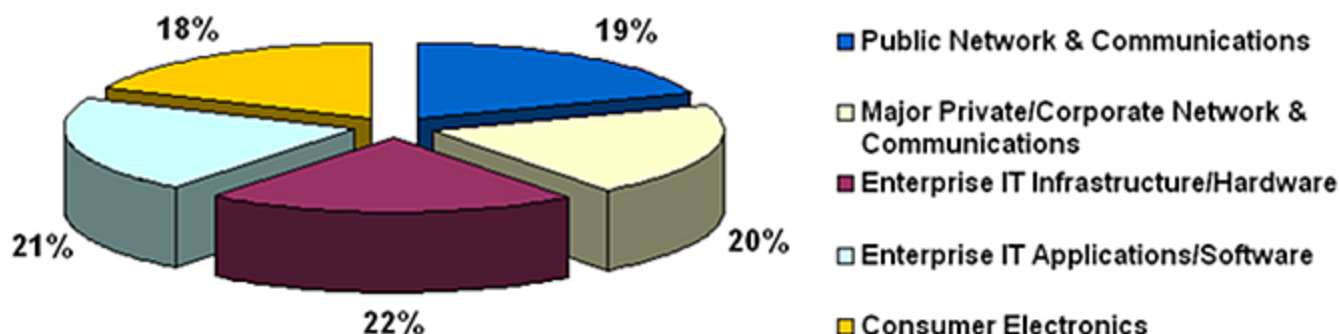
77% of visitors
attended the
exhibition for more
than 1 day

77% of visitors
stated GITEX was
becoming more
important to attend

Trade Visitor Attendance by Region



Trade Visitor Sector Interest



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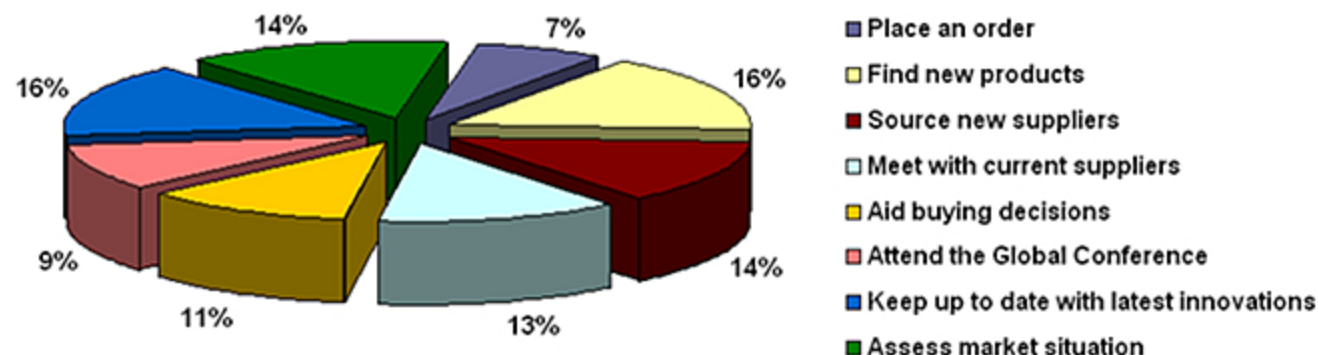


"I do not even bother attending other IT exhibitions around the world as I know that GITEX TECHNOLOGY WEEK will gather the world's leading business, showcasing the latest technologies. We benefit from first hand customer service at an exhibition which is poised to meet the demands of a rapidly developing IT solutions market."

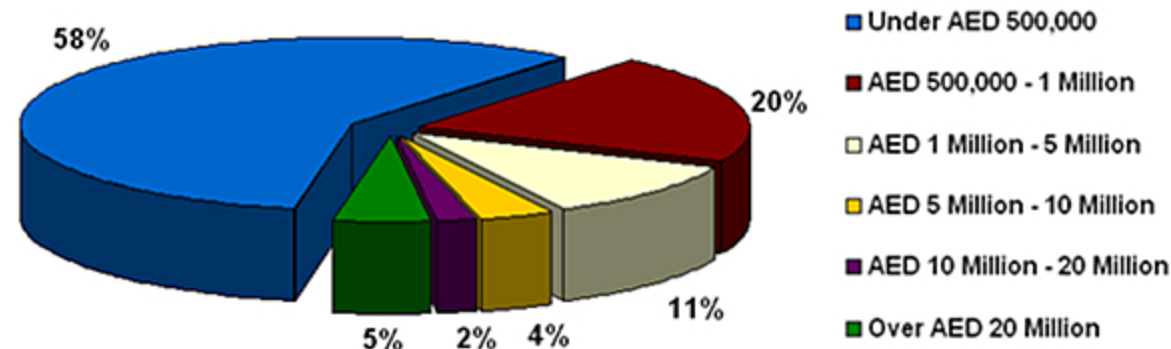
Matthew Doylece, IT Consultant from Egypt (2008 Trade Visitor)

VISITOR INFORMATION

Reasons for attending GITEX 2008



2008 Trade Visitor Attendees - Direct Purchasing Authority



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"I have gained so much from this year's GITEX TECHNOLOGY WEEK Global Conference. Taking information from the likes of Scott McNealy gives you a good understanding about where the industry is heading. The conference has given me access to professionals I would never normally have chance to hear from."

Dr Kay Dhaya, Chairperson of Health Science (2008 Trade Visitor)

GLOBAL CONFERENCE

35 conference tracks with 3,000 attendees

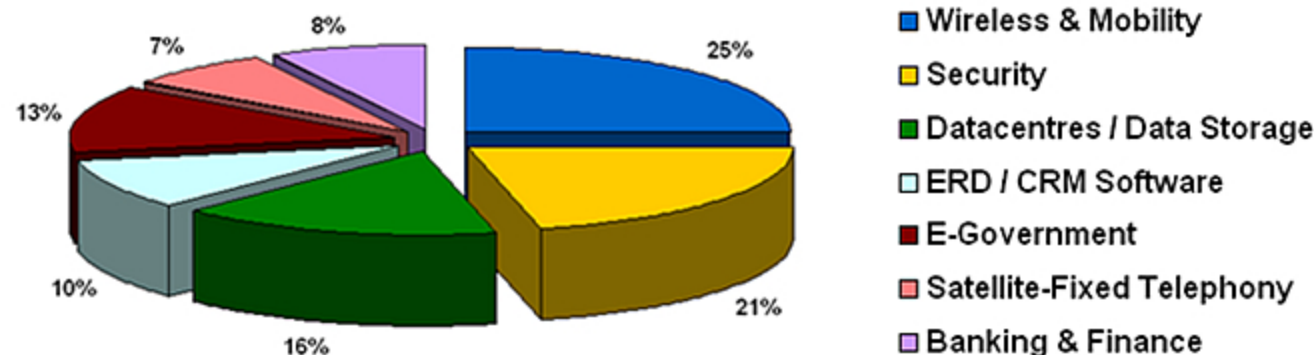
Over 3,000 delegates attended the Global Conference in 2008

85% of attendees rated the quality of the session content as good or excellent

80% increase in conference tracks from 2007 to 2008

2008 saw an increase in the demand for the GITEX TECHNOLOGY WEEK Global Conference, with an expansion of 80% in the number of tracks over 2007. The Keynote Addresses were provided by Scott McNealy, Chairman and Co-Founder, Sun Microsystems; Chairman of Sun Federal, Inc; Sun Microsystems, Inc. and Pim Dale, Vice President and General Manager, Dell Emerging Markets, EMEA.

Most Attended Conference Tracks by Topic



Statistical Source: 2008 Visitor & Exhibitor Survey

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**Mark your calendar
18 - 22 October 2009**



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**For further information on how to reserve stand
space, please visit www.gitex.com**

or

contact us on +971 (0)4 308 6058