DATE Digital Acceleration & Transformation Expo

# AI SHOW | FINTECH SHOW

11-12 Dec 2023
JW Marriott Hotel Riyadh,
Saudi Arabia

Organised by
PERFORMANCE
Ryada Events Co.

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trescon




#DATEwithAI
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POST-EVENT REPORT

## THE KSA ROADMAP TO SCALE AI ADOPTION

## UNLEASHED: SAUDI ARABIA'S THRIVING FINTECH ECOSYSTEM

# DATE Overview




The Digital Acceleration and Transformation Expo (DATE) was held in Riyadh, Saudi Arabia, uniting global tech experts from the fintech and AI domains. Through a series of thought-provoking discussions, impactful presentations, and unparalleled networking opportunities, attendees gained actionable insights into the transformative potential of these next-gen technologies.

The exhibition zone spotlighted pioneering startups and innovative advancements, highlighting their crucial influence in shaping Saudi Arabia's evolving tech terrain.

# Expo at a Glance

**1500+**
Registration

**200+**
Pre-qualified Investors

**100+**
Government Authorities

**50+**
Speakers

**70+**
Exhibitor & partners

**36**
Sessions

**2**
Stages

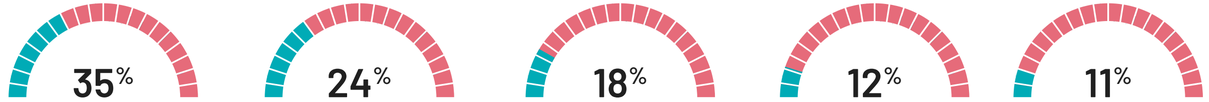
# Attendee Insights

## Top Attendee Sectors



Banking Utilities Transportation Infrastructure Tourism

## Top 5 Attendee Profile




CEO, CIO, CTO, Co-founder & other C-level | Head, Director of IT | President / Head of Digital Transformation | General Manager-IT | Project Management Leads

## Attendee Insight




Banking Utilities Transportation Infrastructure Tourism




Hospitality Retail Real Estate Manufacturing Others

## Top solutions in Demand



Intelligent automation



Machine Learning



Business Intelligence



Digital Transformation



Conversational AI & Chatbots



Insurtech



Regtech

## Attendee Profile




C Level / Decision makers | Mid Management | Influencers

## Implementation Timeline




Within the next 3 months | 3 - 6 months | 6 - 9 months | 9 - 12 months

## Budget Allocation




US$ 10K- US$ 50K | US$ 50K- US$ 200K | US$ 200K- US$ 500K | US$ 500K- US$ 1M

# AI Speakers



**HESHAM SAAD AL GHAMDI**
Group Chief Data & Analytics Officer, Abdul Latif Jameel Co.
Saudi Arabia



**YOUSEF KHALILI**
Chief Commercial Officer
TONOMUS
Saudi Arabia



**SIVAKUMAR SESHADRI**
Head of Digital
General Organization for Social Insurance (GOSI)
Saudi Arabia



**DR. AHMED DARWISH ELSAYED**
Head of Digital Delivery,
Bank Albilad
Saudi Arabia



**DR. AHMED ALTHUHAIBI**
IT Director
Saudi Pro League
Saudi Arabia



**ELVID MUSLIM**
Director-Data & Analytics
ROSHN
Saudi Arabia



**DR. JALAL ALOWIBDI**
Associate Professor of Computer Science & Artificial Intelligence,
University of Jeddah
Saudi Arabia



**FILIP NEKVINDA**
Chief Information & Digital Officer,
ALJ Enterprises
Saudi Arabia



**ALI KATKHADA**
Group CIO
Depa United Group
United Arab Emirates



**DR. FETHI FILALI**
Director of Research and Technology,
Qatar Mobility Innovation Centre
Qatar



**DINIS GUARDA**
Chief Executive Officer & Founder, Ztudium
United Kingdom



**KAMAL FARAG**
Director Services,
Human Resources Development Fund
Saudi Arabia



**VIKRAM TANNA**
Chief Executive Officer,
Eros Now and Mzaalo (Xfinite)
India



**TOBIAS BAUER**
Partner,
Blockchain Founders Fund
Singapore



**DR. RAY RICHARDSON**
Chief Data & Analytics Officer,Emirates NBD
United Arab Emirates



**MOHAMMED SHAH**
IT & Smart City Director,
Knowledge Economic City
Saudi Arabia



**REMA ALGUNAIBET**
Manager - AI & Data Analytics,
Red Sea Global
Saudi Arabia



**NASER ALABEEDI**
Director,
IT Strategies & Architecture Maaden
Saudi Arabia



**MEJDAL ALQAHTANI**
Vice President - Innovation Unit/Senior AI Consultant,
King Saud University
Saudi Arabia



**DR. AKRAM NOUR**
Chief Digital Transformation,
Economic Cities and Special Zones Authority
Saudi Arabia



**THAMER SHAKER**
Chief Executive Officer,
MYSAN Management Consulting
Saudi Arabia



**MOHAMMAD SHALAN**
Vice President - Digital Transformation,
PMI Saudi Chapter
Saudi Arabia



**MANSOUR ALOBAID**
Chairman Information and Communication Technologies Committee,
Riyadh Chambers
Saudi Arabia



**MARY PEDLER**
Founder,
INPUT Communications
United Arab Emirates



**MARIO RIZK**
Principal,
Oliver Wyman
United Arab Emirates

# AI Speakers



**PANKAJ GUPTA**
Managing Partner,
EthAum Venture
Partners
Singapore



**ADIL BELHOUARI**
SVP, Head of AI, Data
Science & Analytics,
Riyad Bank
Saudi Arabia



**IMRAN HASHIM**
IT Director,
Medgulf Saudi Arabia
Saudi Arabia



**FAHAD BIN THABIT**
Director Digital Data &
Performance,
Al Rajhi Takaful
Saudi Arabia



**CHRISTIAN GLEICH**
International Ambassador & Global
VP Emerging Tech Strategy &
Governance, European Blockchain
Association & Ateca Consulting
Germany



**ALI SAMIR ALI MAKAHLEH**
Chief Executive Officer,
Gameln
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**ROHAN BABU**
Chief Technology Officer,
Renderpub
India



**AHMED AL-MARZOUK**
Business Development
Manager,
Alnafitha
Saudi Arabia



**MOHAMED ZOUARI**
General Manager,
Snowflake META
Saudi Arabia



**JORGE SEBASTIAO**
Chief Technology Officer,
Confidential



**WAEL SALLOUM**
Vice President - Data & AI,
Careem



**GAFOOR ABDUL SARANG**
Global Lead - Process
Excellence & Intelligent
Automation,
CSL Behring



**DR. MARKUS FEDERLE**
Founder & Managing
Partner,
Tholus Capital



**NOUF HIJAZI**
Busines Presenter,
Al Arabiya News Channel



**ANDREEA SOCOL**
Presales Director UKI &
EMEA,
DRUID SA



**ALAA SALEH EL TAYEF**
Official Conference Chair,
Digital Transformation &
Innovation Expert



**SIMÓN HOFFMANN MÁRQUEZ**
Chief growth officer,
Gamein
Saudi Arabia



**AMAL DOKHAN**
General Partner,
500 Global
Saudi Arabia



**EMON SHAKOOR**
Founder & CEO,
Bllossom
Saudi Arabia

# FinTech Speakers



**ALAIN GODARD**
Chairman & Managing Director, European Digital Sovereignty Fund
Luxembourg



**OSAMA BUKHARI**
Head of Banking Commitee, The Saudi International Chamber of Commerce
Saudi Arabia



**AIEDH AL-ZAHRANI**
Chief Operating Officer, Arab National Bank
Saudi Arabia



**ESSAM AL BAKR**
Chief Executive Officer, Ejada Investment
Saudi Arabia



**FARES M. ALSALEH**
Manager of Fintech Development, Saudi Central Bank (SAMA)
Saudi Arabia



**DR. FATMAH BAOTHMAN**
Member of WEF's Global Future Council on the Future of Artificial Intelligence, AI Society
Saudi Arabia



**JESSICA RENIER**
Managing Director - Digital Finance, Institute of International Finance
United States



**MICHAEL CLARK**
Data Strategy and Transformation Lead and Futurist, Mastercard



**CORNELIA MEYER**
Chairman & Chief Executive Officer, MRL Corporation
Saudi Arabia



**MARIA MEDVEDEVA**
Country Manager, Mastercard
Saudi Arabia & Bahrain



**WAEL FATTOUH**
Chief Information Security Officer, AlJazira Bank
Saudi Arabia



**TAMER HAMZA**
Vice President IT Strategy & Planning, Al Rajhi Takaful
Saudi Arabia



**JONATHAN LARSEN**
Chief Executive Officer, PingAn Global Voyager Fund
China



**MONICA BRAND ENGEL**
Managing Partner, Quona Capital
United States



**MUSTAFA DOMANIC**
Partner, Oliver Wyman
United Arab Emirates



**DR JONATHAN DOERR**
Partner, Antler
United Arab Emirates



**BRYAN STIREWALT**
MENA Financial Services Regulatory Lead, EY
United States



**SONIA SHAW**
Partner & Vice-President of Global Partnerships, CoinW
United Arab Emirates



**WILLIAM BAO BEAN**
Managing Director, Orbit Startups
United States



**AJAY LAKHOTIA**
Founder & Chief Executive Officer, StockGro
India



**STEFAN KIMMEL**
Chief Executive Officer, M2
United Arab Emirates



**WEES ABRAHAM**
Managing Partner, Elēkrŏn Ventures
Saudi Arabia



**MEHDI FICHTALI**
Founder & Chief Executive Officer, FinaMaze
United Arab Emirates



**VINEET BUDKI**
Managing Partner & Chief Executive Officer, Cypher Capital
United Arab Emirates



**NAIF ABUSAIDA**
Founder & Chief Executive Officer, Hakbah

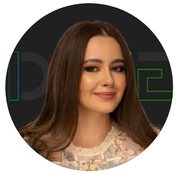
# FinTech Speakers



**IAN ARDEN**
General Partner,
Mempool



**NIKLAS PONNERT**
MD & Chief Strategy Officer,
eWTP Arabia Capital



**ELINA IDRISOVA**
Regional Director of Digital Transformation,
Elevatus
Saudi Arabia



**REMO GIOVANNI ABBONDANDOLO**
General Manager, MENA,
Checkout.com
United Arab Emirates



**MOHAMMED ALSHOBANI**
CIO,
SAICO
Saudi Arabia



**NOUF HIJAZI**
Busines Presenter,
Al Arabiya News Channel



**EMON SHAKOOR**
Founder & CEO,
Bllossom
Saudi Arabia



**MODERATOR**
**VISHAL PEREIRA**
Founder's Office,
StockGro
India



**MODERATOR**
**MAYA EL HAJJEH**
Director of Innovation,
Fintech Galaxy
Saudi Arabia

> Techmango had a remarkable experience at the event, and we were delighted with the positive reception we received. The opportunity to connect with various enterprise that share mutual ideation and interest was invaluable for us.

techmango

# Testimonials

Saudi Arabia is shifting from oil dependence, embracing AI trends showcased at events like DATE. This signals a forthcoming diversification of income streams.



FILIP NEKVINDA
Chief Information & Digital Officer at ALJ Enterprises

Thanks for hosting and facilitating our strategic partnership. Excited to join future events with Trescon, confident that CoinW is in safe hands.

ROUDI HAMZEH
Head of Events, Sponsorships/ Partnerships, CoinW

Grateful for Trescon and DIFC's incredible platform for our migrant Fintech startup. Global juries and investors supporting our mission inspire us. Let's contribute to Oman 2040, Saudi 2030, and UAE 2031 visions together.

MAZEN MOSTAFA ABDELAZIZ
Head of Partnership at Monak E-Services

Excited to speak at DATE AI Show in Riyadh, joining a distinguished lineup to discuss AI's impact on the business landscape.



ADIL BELAHOURI
Head of AI, Data Science & analytics/Senior Vice President, Riyad Bank

Generative AI is reshaping KSA's economic landscape, mirroring the internet's historic role.



WAEL SALLOUM
VP of AI and Data, Careem

DATE KSA was exceptionally organized, with a top-notch guest list adding significant value. Thanks for an amazing event; we'll definitely be back.



CHAITRA RANGARAJU
Co-Founder & CEO
Renderpub

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# AI Stage

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# AI Stage

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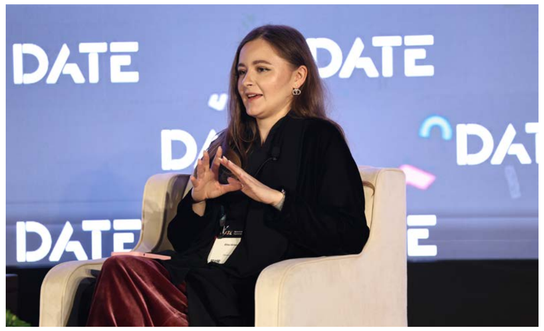














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# FinTech Stage

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# Fintech Stage

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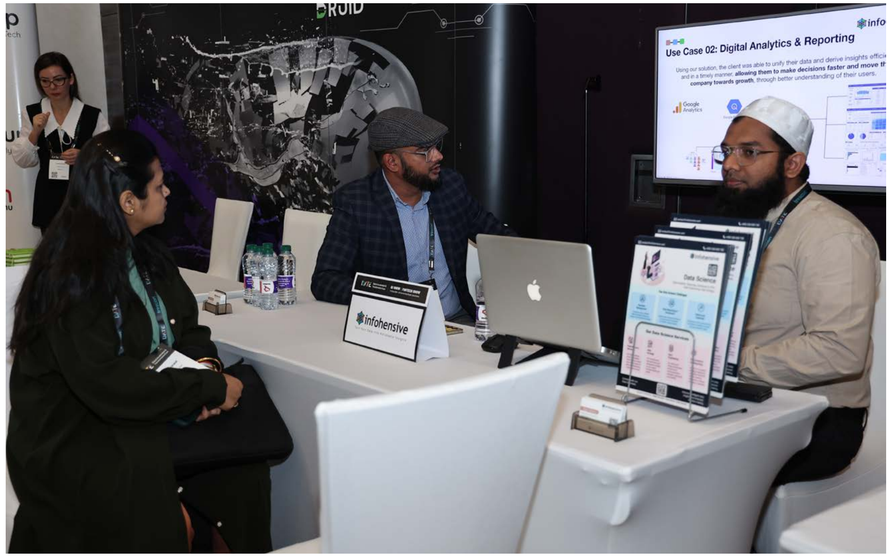







# Exhibition



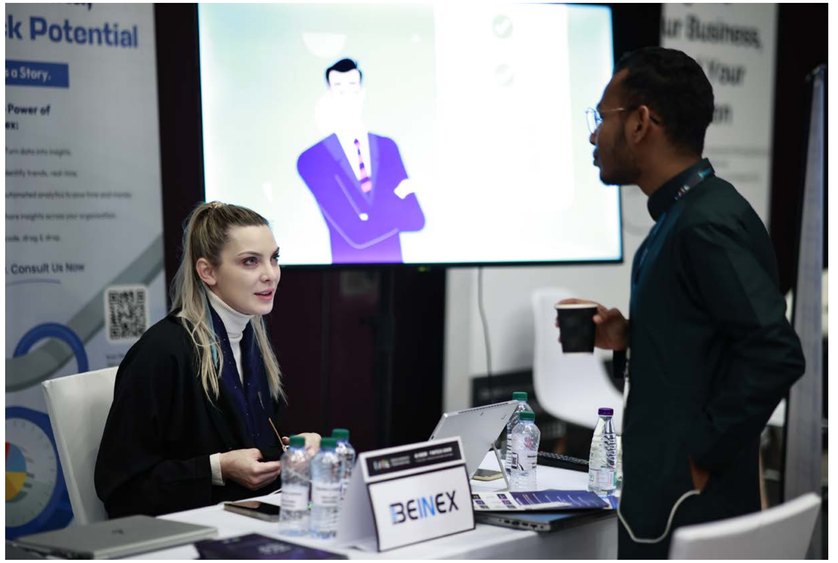

Use Case 02: Digital Analytics & Reporting
infohensive




Next-Level reinvention with
AI POWERED
Digital Transformation Services
techmango
Revolutionize business operations with
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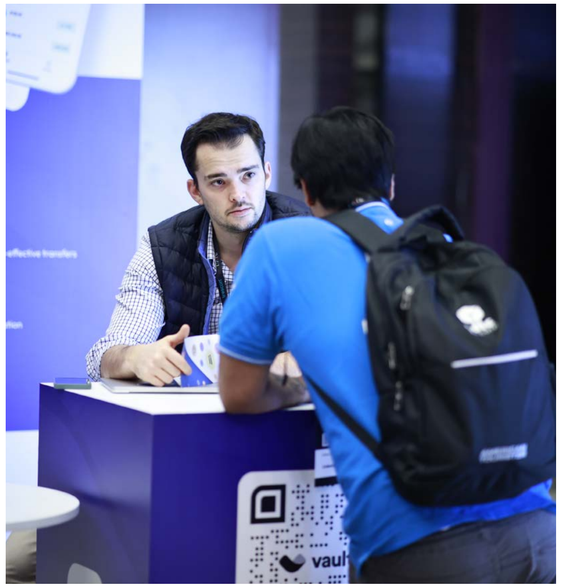

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BANKS
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# Networking















# Networking














# Social Media Outreach

Facebook
285

LinkedIn
9353

Twitter
1160

Impression
133824

Clicks
1049

**TOTAL SM POSTS: 739**

# Media Outreach

100+
Media Representatives

2000+
Worldwide Articles

100M
Digital Impressions

350000+
Engaged Social Media Community

1M USD
Generated value of PR

# Email Campaigns

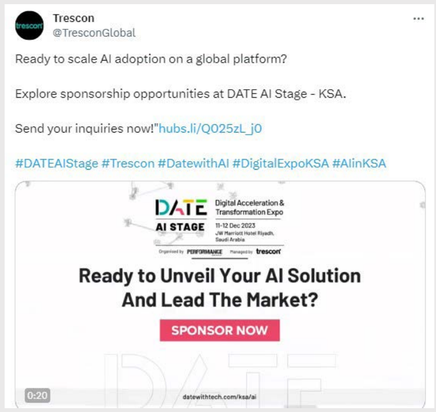
Reach
450K+

# Social Media





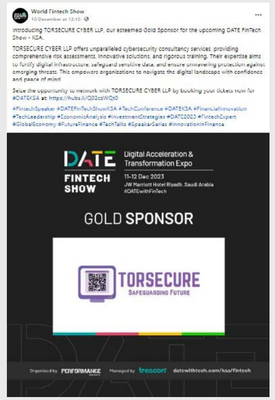


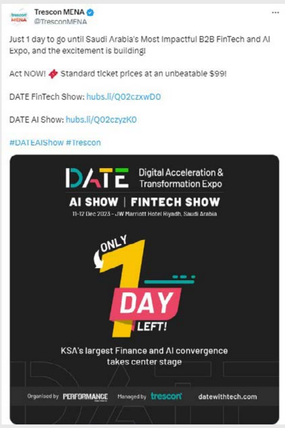


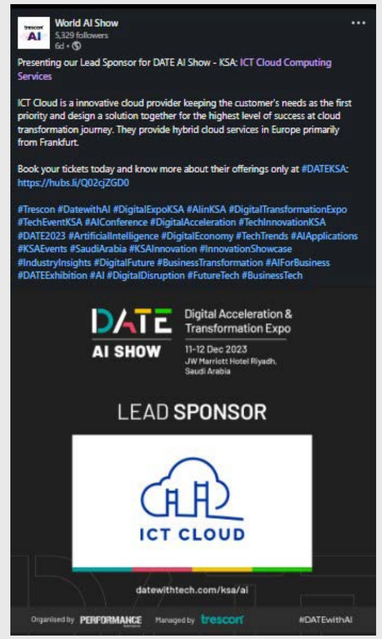






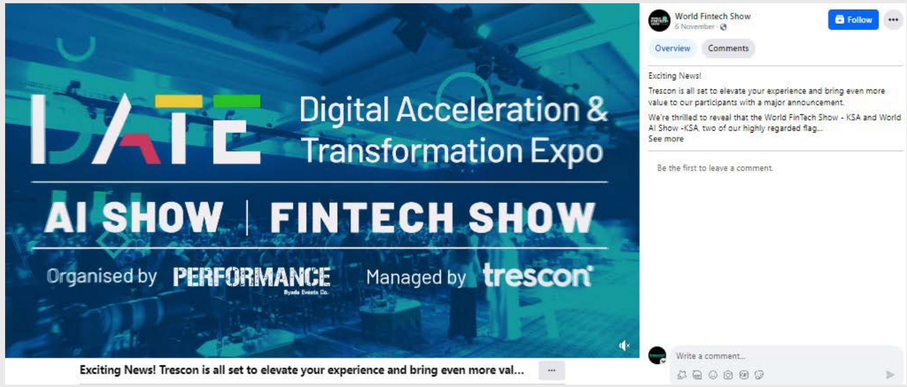



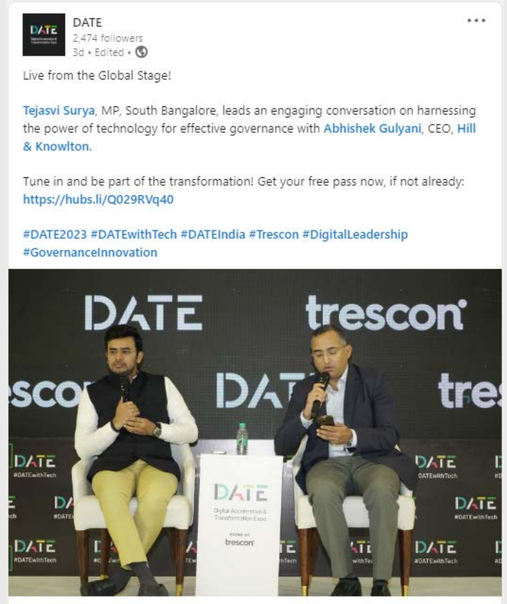



# Social Media

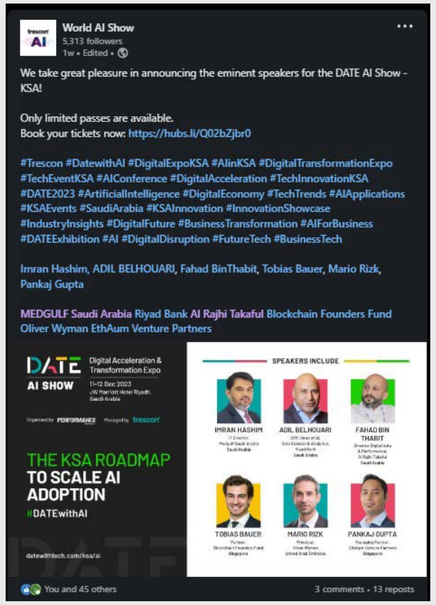


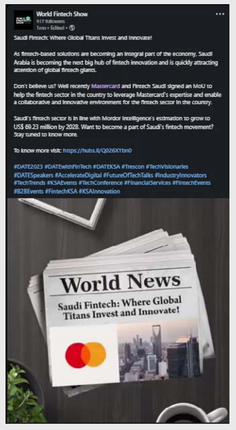


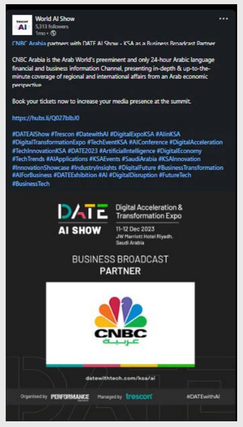










# Media Coverage















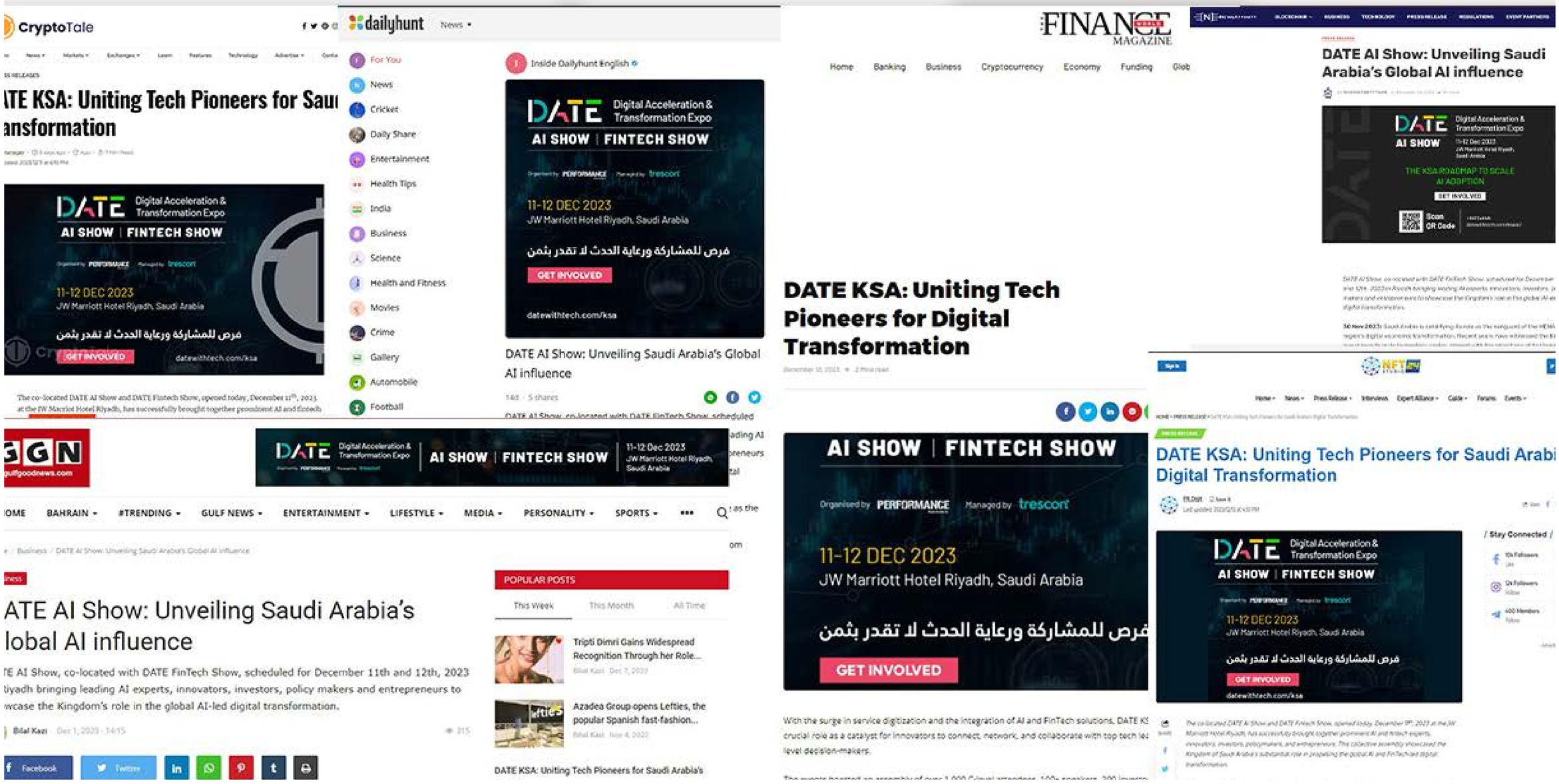

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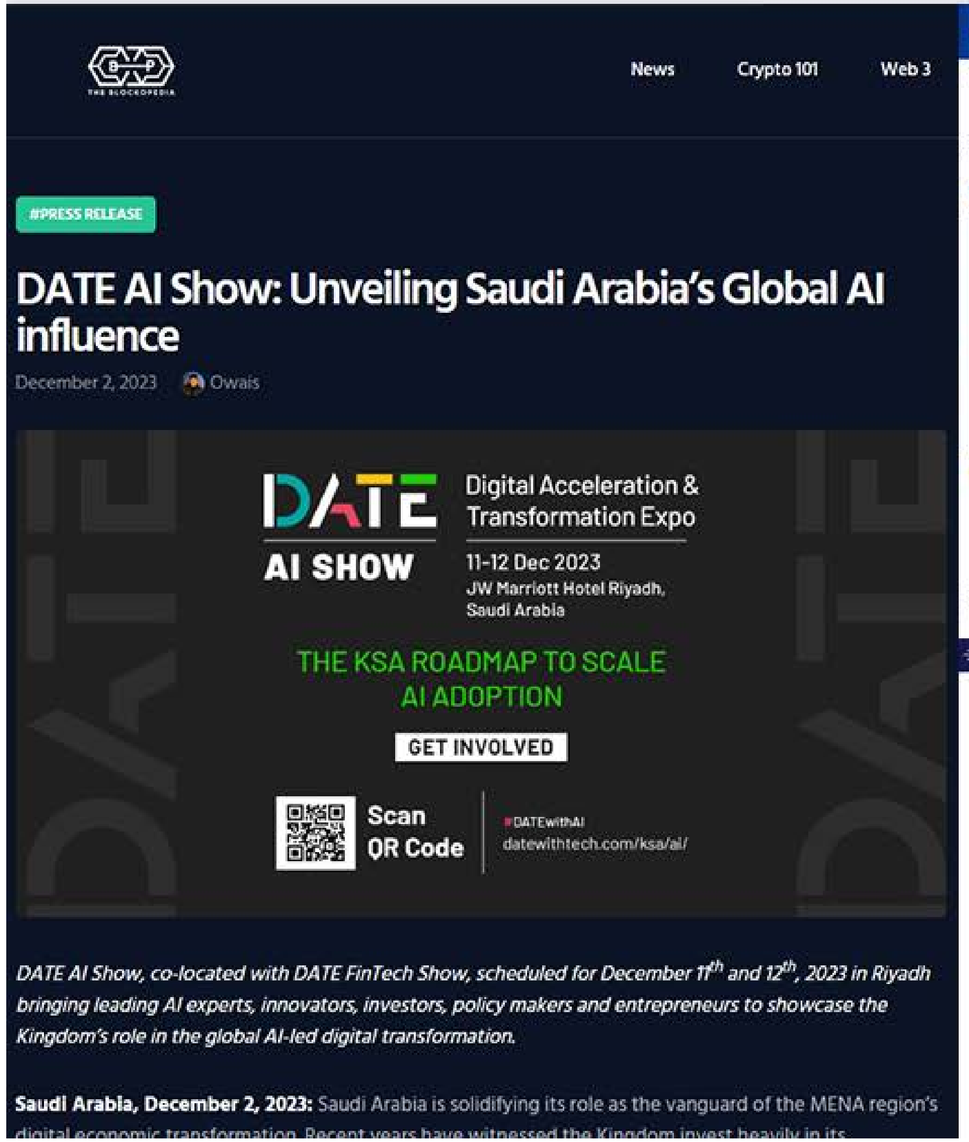
DATE AI Show and DATE Fintech Show (DATE'KSA) kicked off hosting insightful discussions and panel sessions, guided by



# Media Coverage

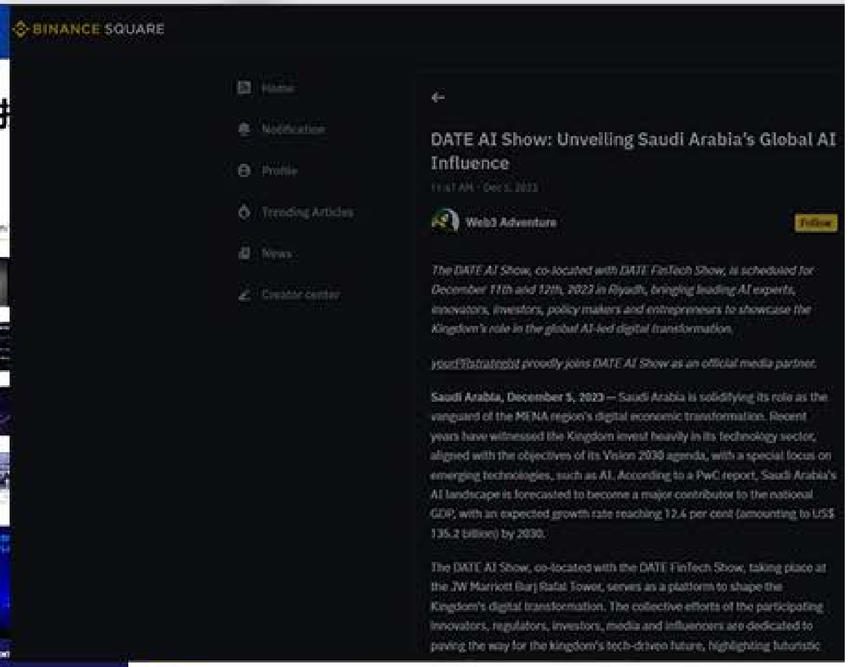


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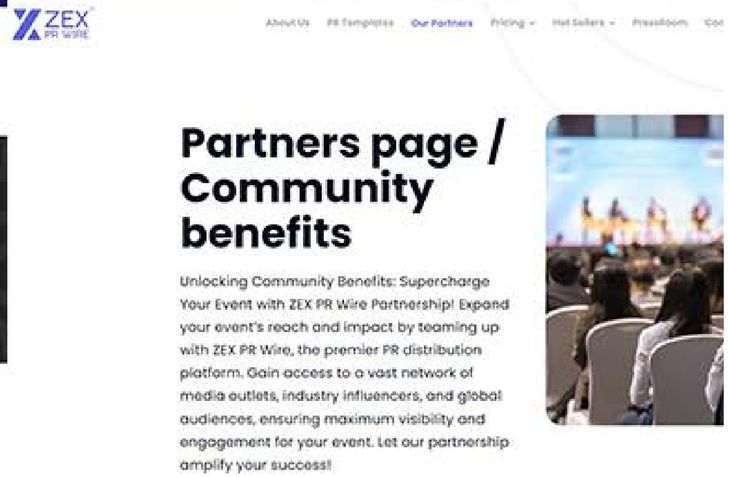












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