

**Dear SMMEs, SEDA Branches, Incubation Centres and Business Development Agencies,
Stakeholders & all role players in SMME Development.**

DATE: 16 August 2024

RE: INVITATION FOR THE GITEX GLOBAL TECH 2024 APPLICATIONS

EVENT DETAILS	GITEX GLOBAL TECH EXHIBITION 2024
VENUE	DUBAI, UNITED ARAB EMIRATES (UAE)
DATE OF EVENT	14 - 18 OCTOBER 2024

Seda invites applications from qualifying SMMEs to apply for the GITEX GLOBAL TECH 2024 Trade Exhibition commencing from the 14th to the 18th of October 2024 in Dubai, United Arab Emirates (UAE).

BACKGROUND OF THE EVENT

GITEX Global, originally known as the Gulf Information Technology Exhibition, is an annual technology trade show and conference held in Dubai, UAE. The event, which started in 1981, has grown to become one of the world's largest and most influential tech expos. It is hosted at the Dubai World Trade Centre and typically attracts a global audience of tech enthusiasts, industry professionals, and government representatives.

GITEX Global showcases the latest technological innovations and trends across various sectors, including artificial intelligence, cybersecurity, blockchain, cloud computing, and smart cities. The event features multiple co-located shows and conferences, such as Ai Everything, Global DevSlam, X-Verse, North Star, Fintech Surge, Future Blockchain Summit, and Marketing Mania (Wego, 2024; 10times, 2024).



The 2024 edition, scheduled for October 14-18, will mark the 44th iteration of the event. It aims to gather over 4,200 exhibitors and attract around 146,000 attendees from over 170 countries. This year, the focus will be on the transformative power of technology in business, economy, society, and culture (Wego, 2024; Expotobi, 2024).

GITEX Global serves as a platform for networking, knowledge exchange, and business opportunities, bringing together tech giants, startups, innovators, and policymakers. It features various activities, including keynote speeches, panel discussions, workshops, and product demonstrations, allowing participants to explore the latest advancements and forge strategic partnerships (10times, 2024; Expotobi, 2024).

OBJECTIVES

The objectives of GITEX Global Tech 2024 in Dubai are multifaceted, aiming to advance technological innovation and foster collaboration across various sectors. The key objectives include:

- **Showcasing Technological Innovation:** GITEX Global 2024 aims to present the latest technological advancements, including artificial intelligence, blockchain, cybersecurity, and more. It provides a platform for companies to display their newest products and services, highlighting cutting-edge innovations shaping various industries' future.
- **Facilitating Networking and Collaboration:** The event brings together tech leaders, innovators, government officials, and industry professionals worldwide. This convergence fosters networking opportunities, enabling participants to establish valuable connections, explore potential partnerships, and collaborate on future projects.
- **Driving Business and Economic Growth:** By hosting over 4,200 exhibitors and attracting approximately 146,000 attendees from 170 countries, GITEX Global serves as a significant driver for business development. It offers companies a global stage to reach new markets, increase brand visibility, and generate business leads.



- **Promoting Knowledge Sharing and Education:** The event includes numerous conferences, workshops, and panel discussions led by over 1,000 expert speakers. These sessions cover various topics, providing insights into emerging technologies, industry trends, and best practices. The aim is to educate and inspire attendees, helping them stay abreast of technological advancements and their applications.
- **Highlighting the Role of Technology in Societal Advancement:** GITEX Global emphasizes the transformative power of technology in improving society, economy, and culture. It explores how innovative solutions can address global challenges, enhance quality of life, and contribute to sustainable development.
- **Supporting Startups and Emerging Businesses:** The event provides a platform for startups to showcase their innovations, connect with investors, and gain exposure to a global audience—initiatives like the North Star program focus on nurturing young enterprises and facilitating their growth.

Through these objectives, GITEX Global Tech 2024 aims to be a catalyst for technological progress and a hub for exchanging ideas that will shape the future of the tech industry and beyond.

The SMMEs that are invited to apply for the GITEX 2024 should fall into the following categories:

- Artificial Intelligence
- Blockchain Technology
- Cybersecurity
- Digital Cities
- Digital Finance
- Education Technology
- Future Health Technology
- IoT, Big Data, Cloud
- Sustainable Technology
- Telecoms/Connectivity
- Web 3/Gaming



Kindly note that the minimum criteria are:

- 70% and above in Export Readiness Assessment (ERAT) - Obtainable from all Seda branches
- R500 000 and above annual turnover
- Valid Passport - Passport must be valid for at least 3 months after the last day in Dubai, the UAE
- Business in operation for 2 years

The following documents are **MANDATORY**: If any of these documents are not submitted, *the adjudication committee will disqualify the application.*

- Signed Export Readiness Assessment Tool (ERAT) Seda local branch (Seda Branch Manager, Seda Business Advisor and Client)
- Fully completed and signed SBED form (see attached)
- The financial statement (management accountant signed) - Please note that **NO BANK STATEMENTS ARE ACCEPTED.**
- Company Profile on 5 slides presentation (with product pictures or links) Passport copy (at least 3 months validity after the last day in Dubai, the UAE)
- Company Registration
- Tax Clearance Certificate

Each branch should send a consolidated list (as per the attached template) to ensure all clients' applications are received. It is **COMPULSORY**, as it has a checklist that we request Business Advisors to complete.



Please note that the closing date for applications is **05 September 2024**, and all applications **MUST** come through the Seda branches via email addresses listed below:

gkhuzwayo@seda.org.za or smhlana@seda.org.za

SMMEs living with disabilities, youth and women-owned enterprises are encouraged to apply.

For more information, contact the following officials:

1. Mr. Glen Khuzwayo

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M: 082 845 8911

E: gkhuzwayo@seda.org.za

2. Ms. Siphokazi Mhlana

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