POST SHOW REPORT 2019

DUBAI WORLD TRADE CENTRE

GISEC
GULF INFORMATION SECURITY EXPO & CONFERENCE
معرض و مؤتمر الخليج لأمن المعلومات

Official Government Cyber Security Partner	Officially Supported by	Co-located Event	Powered by	Organised by
مركز دبي للأمن الإلكتروني DUBAI ELECTRONIC SECURITY CENTER	دبي الذكية SMART DUBAI شرطة دبي DUBAI POLICE	FUTURE BLOCKCHAIN SUMMIT قمة مستقبل البلوك تشين	GITEX TECHNOLOGY WEEK	مركز دبي التجاري العالمي DUBAI WORLD TRADE CENTRE

Securing New Success

A sell-out edition pushing forward the world's cybersecurity agenda. Renowned industry experts, government leaders and top cybersecurity enterprises gathered with thousands of visitors to network, share strategies, source new solutions and decide the next steps in building a safer, well-connected world.

Success in numbers

> "It's really worth to be at GISEC because it's one of the biggest cybersecurity events in the region and you can meet interesting people, companies & partners."

Michal Suchocki
Head of Solutions
Cyberteq

8,500
Pure play InfoSec professionals

170
Global companies & brands participated

80
Countries represented (70% of which are from MENA)

9
Closed-door briefings delivered over 3 days

100+
Speakers, Thought leaders and World's most famous hackers

3
Conference Stages delivered high impact content on Cybersecurity, IoT, AI and emerging tech

3 Days of Cutting-edge Conversations and Experiences

As we become more and more dependent on technology, business risks also rise exponentially. Through its high-impact conference agenda and interactive features, GISEC empowered audiences to pre-emptively counter the risks threatening industry growth.

> **"This is our 5th year of participation at GISEC which is a great value for us as it provides a platform that connects us to the end-users, existing customers and partners."**

Mohammad Aquib Aftab
Regional Director (META)
Carbon Black

Kevin Mitnick

Formerly on the FBI's Most Wanted list, Kevin is the world's most famous hacker and a trusted security consultant to Fortune 500 companies and international governments. At GISEC 2019, Kevin unlocked a vault of insights on 'security awareness' with an edge-of-the-seat presentation.

Jamie Woodruff

The man who broke into Facebook, Google, Twitter and YouTube, plus uncovered flaws in Kim Kardashian's website that put her fans' data at risk.

DARK STAGE

New to GISEC, this was the first-ever open forum exploring the Dark Web and unearthing the secrets on cyber warfare, social engineering and the sinister activities lurking in the dark web. All led by industry gurus, under the guidance of Dubai Police and Dubai Electronic Security Center.

Cybersecurity experts on the Dark Stage include

- **JAMIE WOODRUFF**
  Ethical Hacker &
  Chief Technology Officer
  Metrix Cloud

- **GRIGORIOS FRAGKOS**
  Director Cyber Security
  Advisory Service, Darkmatter

- **DR. BASIL ALOTHMAN**
  Kuwait Hackers LLC,
  Founder and Managing
  Director, Kuwait Hackers

- **HIMANSHU SHARMA**
  Co-founder
  Bugsbounty.com

- **MASAAKI TOKUYAMA**
  CEO, AnchorZ

GISEC Stage

The popular 3-day conference gathered legendary hackers and cybersecurity experts on stage. From learning how to make your staff hack-conscious or how a simple USB can be weaponised to destroy digital defences – plenty of high-impact topics were discussed in the curated conversations.

Few of the Speakers on GISEC Main Stage

- **KEVIN MITNICK**
  The World's Most
  Famous Hacker

- **COREY THOMAS**
  CEO
  Rapid 7

- **JOHN WATTERS**
  EVP & Chief Corporate
  Strategy Officer, FireEye

- **RICHARD STARNES**
  Chief Security
  Strategist, Capgemini

- **MATIJN DEKKER**
  CISO,
  ABN Amro

- **JOHN MEAKIN**
  Group Chief Information
  Security Officer, GSK

- **JONATHAN HUGHES**
  Head of Group Enterprise
  Security, Vodafone

- **DR. SATYAM PRIYADARSHI**
  Chief Data Scientist,
  Haliburton

Secret Briefings

Series of high-profile closed-door discussions delivered by super-senior leaders for super-senior leaders. By invitation only, they have become one of GISEC's most eminent features as they gave participants the tools to counter cyber risk, accelerate innovation, and drive business growth.

Secret Briefings presented by

ioTx Stage

With constant innovations revolutionising everything around us, the IoTX stage was an important platform in understanding the future of our changing world while in discussion with private sector leaders, tech service providers, government authorities and key industry figureheads. Many enlightening insights were shared, covering the impact of new innovations in AI, Machine Learning, 5G, Telecom, Blockchain, Robotics and Digital Cities.

Some of the IoTx experts on stage

DANIEL MARCO
Director
SmartCatalonia

JORGE SEBASTIAO
CTO Ecosystem
Huawei

MATS CARRAGARD
Senior Vice President
Virgin Mobile

JOSEPH BRADLEY
Global Vice President
Cisco

OTT VATTER
Director e-Residency
Government of Estonia

MARLOES POMP
International Partnership
& Strategy Director
Dutch Government

Power-packed Conference Speaker Line up

To innovate and grow, you first need to protect what you have. How can you best counter cybersecurity threats whilst focusing on business expansion? Through access to the best minds in security – whether hackers, tech companies or strategists.

KEVIN MITNICK
The World's Most
Famous Hacker

COREY THOMAS
CEO
Rapid 7

JOHN MEAKIN
Group Chief Information
Security Officer, GSK

MATIJN DEKKER
CISO
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JONATHAN HUGHES
Head of Group Enterprise
Security Vodafone

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EVP & Chief Corporate
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RICHARD STARNES
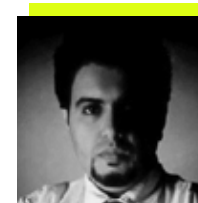Chief Security Strategist
Capgemini

DR. SATYAM PRIYADARSHI
Chief Data Scientist
Haliburton
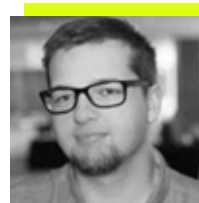
JAMIE WOODRUFF
Ethical Hacker and Chief
Technology Officer
Metrix Cloud
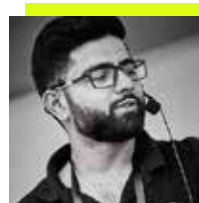
HIMANSHU SHARMA
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GRIGORIOS FRAGKOS
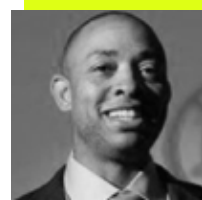Director Cyber Security
Advisory Service, Darkmatter

MASAAKI TOKUYAMA
CEO
AnchorZ

MARLOES POMP
International Partnership
& Strategy Director
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Senior Vice President
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JORGE SEBASTIAO
CTO Ecosystem
Huawei

CARLOS DIAZ PEREZ
Chief Innovation
Officer EMEA South
SAP

DANIEL MARCO
Director
SmartCatalonia

Meet the Visitors

This year, GISEC welcomed over 8,500 InfoSec professionals from 80 countries right from end-users to final decision makers in their respective field. No other cybersecurity show in the region attracts as many C-Level and Government representation as GISEC.
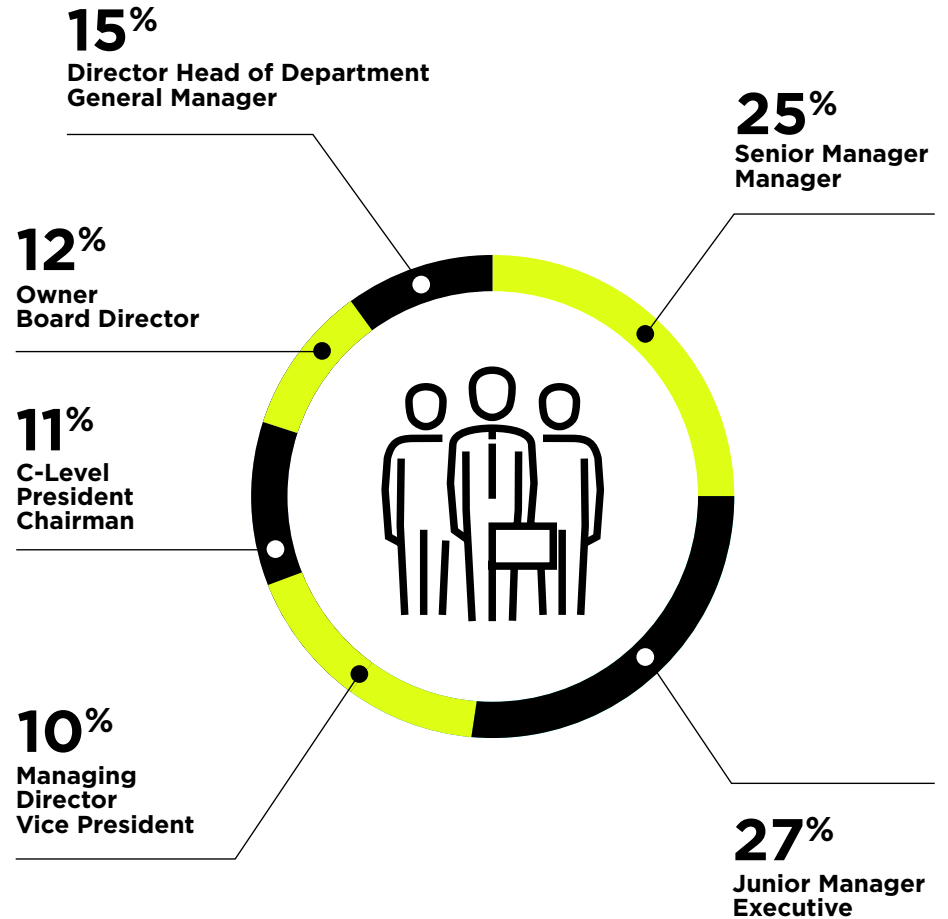
" Great security and live hacking session which give more knowledge and thinking of more security for the organization specially internal users and social engineering.

Muhammad Amjad Aslam Rana Muhammad
Senior Networks Administrative
and Information Sec
MBRHE

Level of Seniority

GISEC had more senior and government professionals in attendance than any other event in the region, delivering qualified, business-generating leads for exhibitors.

15%
Director Head of Department
General Manager

25%
Senior Manager
Manager

12%
Owner
Board Director

11%
C-Level
President
Chairman

10%
Managing
Director
Vice President

27%
Junior Manager
Executive

Visitor Company Type

The event touches almost every industry for whom security is one of the prime areas of improvement and where time-to-time adoption of advanced technologies is a must.

Enterprise	24%
Government/Government Agency	16%
Consultancy	11%
System Integrator	9%
Manufacturer	7%

Distributors / Reseller	5%
Educational Institution	5%
Value Added Solution Provider	5%
Start-Up	4%
Agency	3%

Media	3%
Channel Partner	3%
Retailer	2%
Association	2%
Trade Promotion Organization	1%

Top 10 Exhibitor Products and Solutions by Visitors' Interest

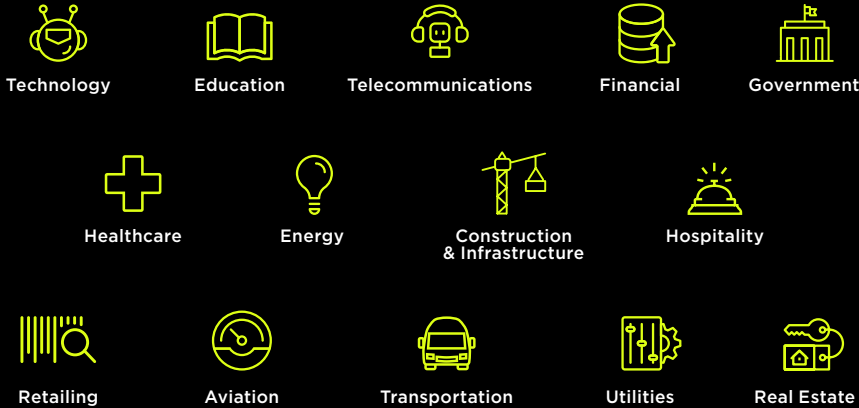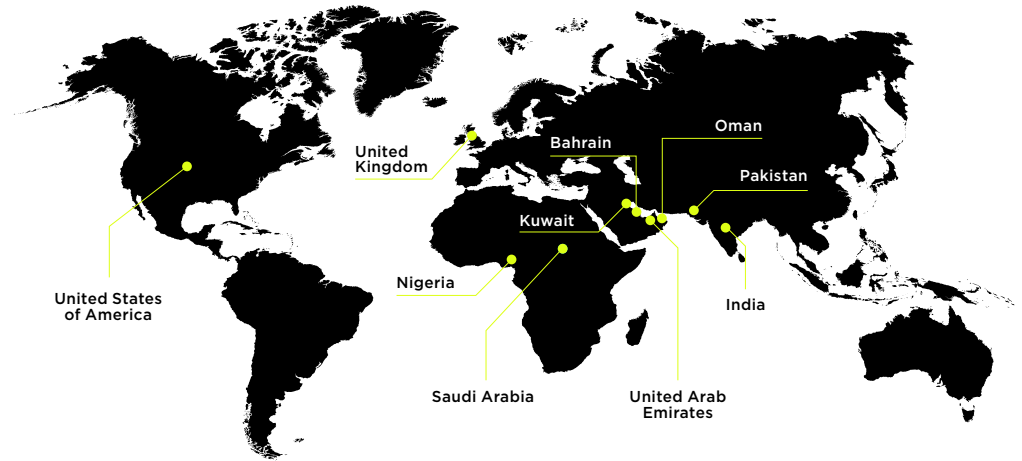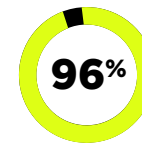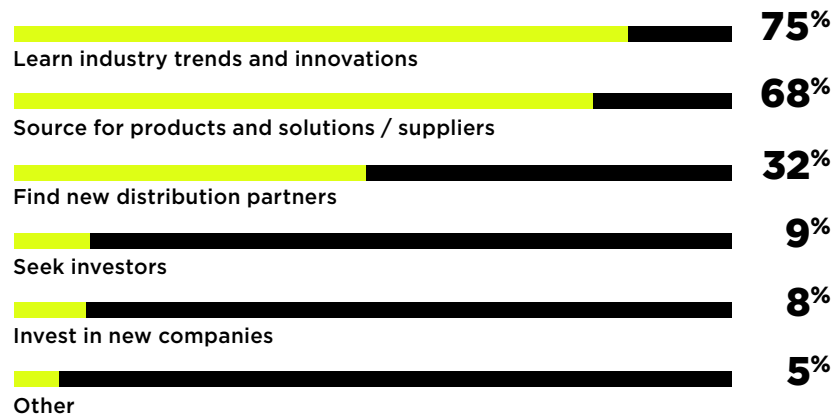|			
Cloud Security	Data Security	Cyber Threat Hunting	Application Control
Big Data Security	Application Security Testing	Compliance Management	Data Loss (Leakage) Prevention (DLP)
Authentication	Automotive Cyber Security	Behavior Analytics (User and Entity)	Internet of Things (IoT) Security

Top Visitor Industries

With cybersecurity and IoT impacting every industry and sector, some of the pivotal industries leading global digital transformation were represented among our visitors
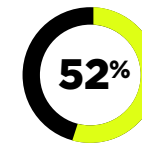
Technology

Education

Telecommunications

Financial

Government

Healthcare

Energy

Construction & Infrastructure

Hospitality

Retailing

Aviation

Transportation

Utilities

Real Estate

Top 10 countries by visitors

United Kingdom

Bahrain

Oman

Pakistan

Kuwait

Nigeria

India

United States of America

Saudi Arabia

United Arab Emirates

Main Objectives for Attending the Event

75%
Learn industry trends and innovations

68%
Source for products and solutions / suppliers

32%
Find new distribution partners

9%
Seek investors

8%
Invest in new companies

5%
Other

96%
(8,160) of visitors considered 'attending the event as crucial to their business'

52%
(4,420) visitors postponed their purchase to coincide with the event
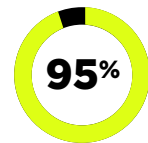
95%
(8,075) of visitors were satisfied with the event

+15.1
Net Promoter Score 88% are likely to recommend the event to a friend or a colleague in the industry

Global Exhibitors & World Changing Innovations

Top 10 Exhibiting Countries

- United Arab Emirates
- United Kingdom
- Poland
- United States of America
- Canada
- India
- Saudi Arabia
- Turkey
- Germany
- Sweden

Top Business Goals for Exhibiting

- **85%** Find New Customers
- **62%** Promote and reinforce your brand
- **42%** Find new Distribution partners
- **15%** Learn Industry trends and innovations
- **5%** Seek Investors

Exhibitors are Interested to Meet

- **90** Enterprise End-users
- **82** 82 Government End-users
- **8** Investors
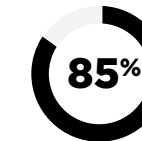- **8** Researcher / Developer
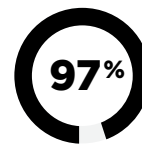
97% exhibitors said that event is important to do business

95% exhibitors said they are likely to exhibit at next year's event

96% exhibitors said they are overall satisfied with this year's participation

85% exhibitors are looking at potential business coming from leads generated at the event

GISEC CONNEXIONS
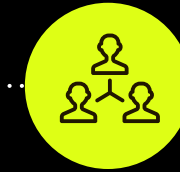
Taking Networking to the Next Level

With over half of our visitors looking to buy products and source solutions, we launched a B2B matchmaking and networking platform - helping them identify the right vendors before they arrive and set up meetings in advance.
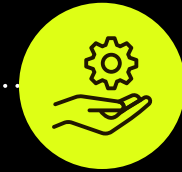
Top 3 Attributes of Visitors

BY COUNTRY
UAE, Saudi Arabia and India

BY COMPANY'S TYPE
Government + Government Agency, Channel Partner and Distributor

BY INDUSTRY
Telecommunications, BFSI, Technology

Number of meeting requests

6,261

Event videos
and photos

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STRATEGIC PARTNERS

STRATEGIC
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> "Right event to come and demonstrate how Forcepoint is reinventing cybersecurity"
>
> Gihan Kovacs
> Sales Team Lead UAE
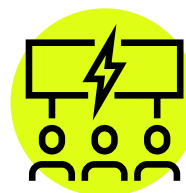> Forcepoint

NEW in 2020

Country Focus

Kingdom of Saudi Arabia Stage

The KSA security market is a specific and strategic focus for vendors. This stage will include international thought leaders imparting their advice on country specific security challenges, as well as sharing security success stories from various countries.

Brain Pods

Private consulting rooms with expert cyber professionals taking 20 minute appointments with end users to help them solve security challenges particular to their organisation. This offers a series of outstanding knowledge transfer sessions from the region's best minds to help Infosec professionals spark new ideas to better protect their companies.

Recruitment Barracks

In our drive to promote the region as a tech hub, to nurture youth, and make GISEC an opportunity where people can advance their careers, expert recruiters will post jobs and take CVs to help specialists from around the region find career advancement through the show.

Start-up Village

Powered by GITEX Future Stars, the region's pre-eminent start-up event, dozens of cyber security start-ups from around the world will introduce their fresh innovations to disrupt the security landscape.

SEE YOU 6-8 APR 2020!

Halls 7 & 8, Dubai World Trade Centre, UAE

Contact us to discuss your participation.

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