

Digital Transformation Trends for 2020 and Beyond. A Way For Sustainable Economic Development

Cairo ICT 2 December 2019 – 1:30 PM to 4:30 PM

Description	The current digital economy has been fueled by the “Digital Transformation” wave that is derived by the "Disruptive Emerging Technologies". The digital transformation had changed the way of doing business around the world, and currently, is impacting every industrial sector. “Go Digital or Die” is no longer a slogan, it became a fact in recent years. Many organizations, either huge or small, went out of business due to just delaying their digital transformation initiatives and/or doing it the wrong way. This session explains the opportunities associated with designing and implementing successful "Digital Transformation Strategies" and “Disruptive Technologies Trends” that are going to shape these strategies in 2020 and beyond and the impact on the economic development.
Duration	2 to 3 Hours

Enterprise Blockchain Potentials and Use Cases

Cairo ICT - 3 December 2019 – 11:00 AM to 2:00 PM

Description	Blockchain technology was introduced several years ago. It was widely spread through different business use cases. Then, enterprise Blockchain was developed to suit the business needs for the organizations such as confidentiality and scalability. The session will focus on enterprise Blockchain and briefly introduce Blockchain concepts, potentials and discuss some of the use cases and available production deployments
Duration	2 to 3 Hours

Artificial Intelligence, the New Driver for The Future

Cairo ICT - 4 December 2019 – 11:00 AM to 2:00 PM

Description	Artificial Intelligence (AI) is one of the disruptive technologies. It can be defined as the process of automatic detection of usable patterns within complex and large data sets through using powerful algorithms in a way that drastically revolutionize the way of doing Business. All predictions say that AI will represent a major player in driving the future. In this session, we will demystify this promising technology and present the business opportunities and transformation steps to be part of this strong trend.
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Instructors

Eng. Ahmed S. Elsheikh, MBA – Senior R&D Consultant

Ahmed helps organizations doing better “Digital & Agile Business” using his wide exposure to “Digital Transformation” strategies, business models and technologies such as Blockchain, Analytics & Enterprise Architecture as well as “Agile Transformation” methodologies. He has diversified work experiences as Digital & Blockchain Advisor, Enterprise Architect, Agile Coach, Six Sigma Coach, Product & Quality Manager and hold an MBA, MSc & many credentials from The Open Group, Scrum Alliance, ISACA & Software Engineering Institute. Being exposed to many verticals and played multiple leadership roles; created unique skills that drive growth in the current disruptive economy. [Read More](#)



Eng. Azza Kamal, R&D Consultant,

Azza is an R&D consultant at SECC with 13+ years of experience working in state-of-the-art technologies focusing on tackling Egyptian market pains through technology. Azza is currently focusing on Blockchain and Internet of Things (IoT) and the best practices to align the two technologies to address the existing challenges and raise more business opportunities. Azza's main motivation is to enable Egyptian companies to smoothly adapt technologies for better business outcomes.

[Read More](#)



Eng. Mahmoud Mohamed AbdAllah, R&D Consultant

Mahmoud has more than 13+ years of experience working in various areas like requirement elicitation, implementation, and testing in several R&D projects. He has participated in several projects in the area of embedded Linux-based systems, J2ME and Android. Within his involvement in the EU-funded RECOCAPE project, He participated in the implementation of the European project, SMOOL, during his staff exchange visit to TECNALIA of Spain. He also participated in two R&D projects at SECC, Energy-Aware Smart Building project and Semantic Advertising Platform for Egypt – SALE. [Read More](#)



Location

ITIDA's stage @Cairo ICT located in Hall 1 near the main entrance

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DIGITAL **X**PERIENCE

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