

13-14 May 2014  
Dubai International  
Convention & Exhibition Centre

# POST SHOW REPORT



2014

## Cards & Payments Middle East

THE  
**Mobile**  
SHOW MIDDLE  
EAST  
2014

**RETAIL** MOHS  
MIDDLE EAST 2014

**E**COMMERCE  
SHOW Middle East 2014

Official Government Partners



Strategic Partner



Created by

**terrapi**nn  
use your brain

# EXECUTIVE SUMMARY

Show names	Cards & Payments Middle East 2014 The Mobile Show Middle East 2014 Ecommerce Show Middle East 2014 Retail Show Middle East 2014
About	The 15th year for Cards & Payments Middle East Launch year for Retail & Ecommerce Show The 3rd year for The Mobile Show Middle East
Official Government Partners	Emirates Identity Authority Telecommunications Regulatory Authority (UAE)
Strategic Partner	eDirham
Dates	13-14 May 2014
Venue	Dubai International Convention and Exhibition Centre
Show size	14,517sqm **50% growth from 2013**
Sponsors & exhibitors	240 companies
Attendees	Day One – Tuesday 13th May – 5,311 Day Two – Wednesday 14th May – 4,497
Key Profiles	Banks, telecom operators, retailers, government, brands & enterprise
Website	<a href="http://www.terrapinn.com/go/enterprise-middle-east/">http://www.terrapinn.com/go/enterprise-middle-east/</a>
2015 dates	12-13 May 2015
Organised by	Terrapinn Middle East FZ-LLC

“This is a major event for our business activity in the Middle East. It is the opportunity for VeriFone to meet most of our partners and end user customers from across the region. I think that 2014 was “a grand cru” event in terms of attendance, activity and interest. Our stand was permanently full with visitors, which is excellent!”

Ana Pereira | Marketing Manager | VeriFone



**iSelf-Service**  
Easy and flexible payment solutions for self-service business



**NCC Blade**  
Communication Controller for banking requirements



“The event was amazing, as we managed to meet a lot of senior decision makers from the industry and also we met a lot of potential clients, and the good thing is that many of them are serious and we have already started doing business one week after the event”

Muhannad Ebwini | CEO | Hyperpay

# THE EXHIBITION

Over 250 meetings between exhibitors and visitors were facilitated through the networking team and app

**9,808**

attendees

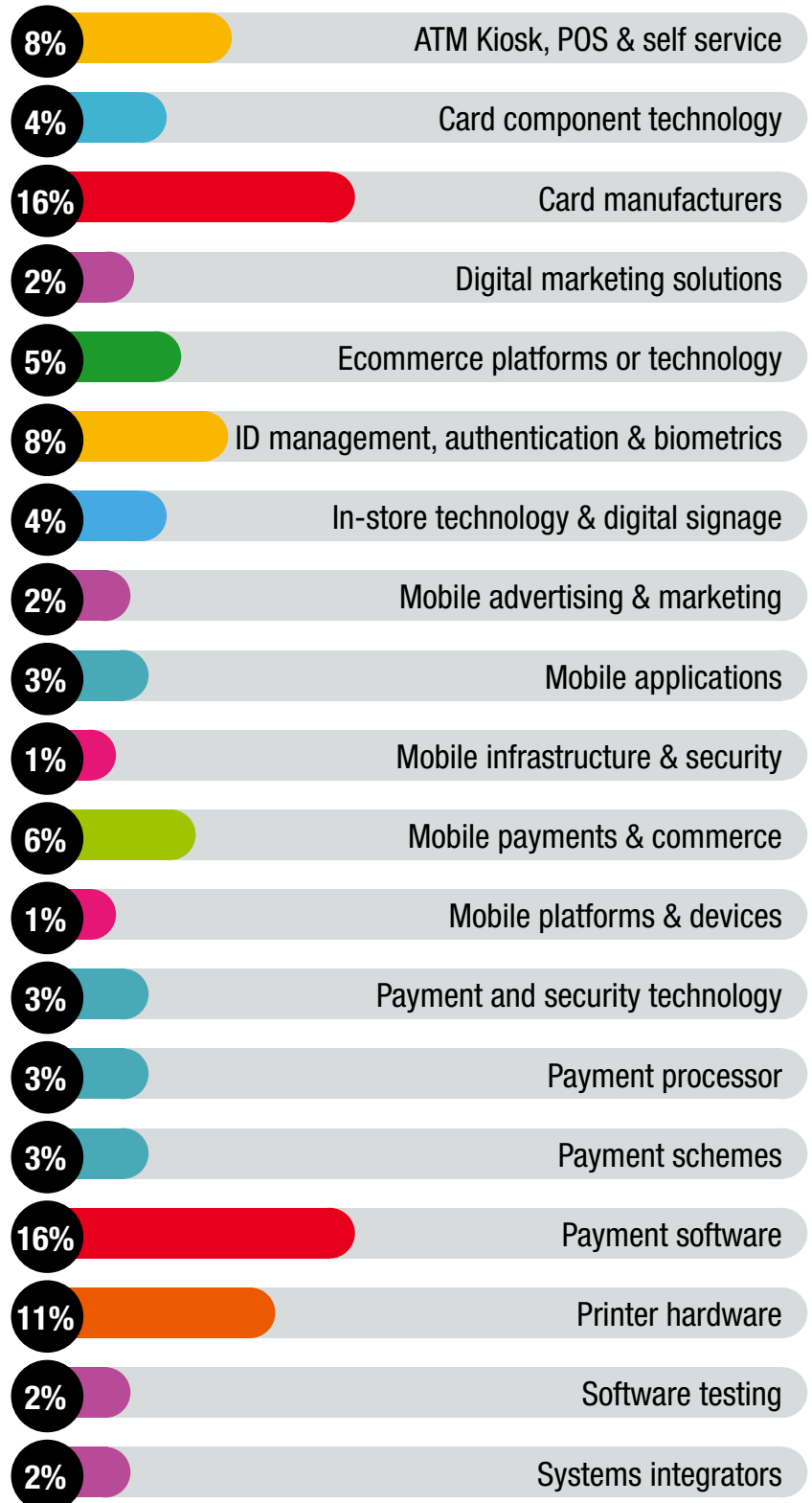
**408**

VIP & Government Attendees  
(180 in 2013)

**240**

Exhibitors  
(65% increase from 2013)

## EXHIBITOR PROFILES



"I was really impressed by the number of senior level representatives from regional retailers and banks. With such a great variety of seminar sessions and roundtables it was a fantastic opportunity to learn from global industry experts. The size of the exhibition made it a brilliant event to attend - I was able to meet with a huge variety of service providers all in one place. The show was a great opportunity for me to catch up, in person, with my peers and companies that I have been doing business with. I made some fantastic new contacts at the event who will help me and my company over the next year."



# THANK YOU TO OUR SPONSORS AND PARTNERS

## Official Government Partners



## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Awards Title Sponsor



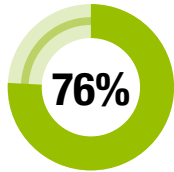
## Other Sponsor

# ATTENDEE BREAKDOWN

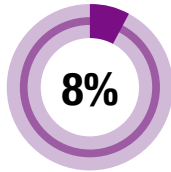
"It was really an excellent event that reflected the power of new technologies and market trends, which had its great effects and benefits on my experience."

Rami Kilani | Head of IT | Jordan Dubai Islamic Bank

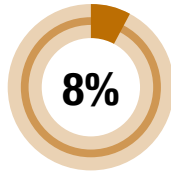
## BY REGION



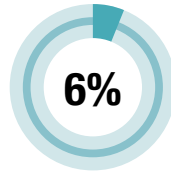
Middle East



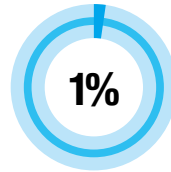
Europe



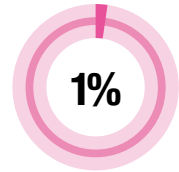
Africa



Asia

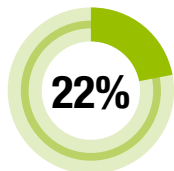


North America

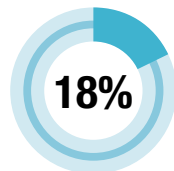


Rest of World

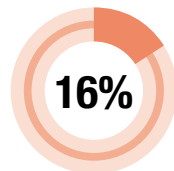
## BY PROFILE



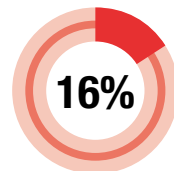
Retail Bank



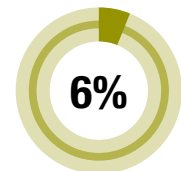
Telecom Operator



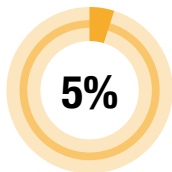
Retailer



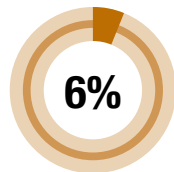
Government



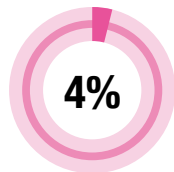
App Developer



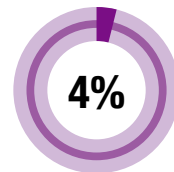
Brand



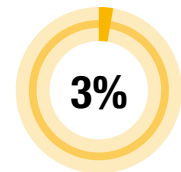
Enterprise



Advertising



Reseller/Distributor



Publisher/Broadcaster

## TOP REASONS VISITORS ATTENDED THE SHOW



## TOP PRODUCTS AND SERVICES VISITORS CAME TO PURCHASE

- ATM Kiosk, POS & self service
- Card component technology
- Card manufacturers
- Digital marketing solutions
- Ecommerce platforms or technology
- ID management, authentication & biometrics
- In-store technology & digital signage
- Mobile advertising & marketing
- Mobile applications
- Mobile infrastructure & security
- Mobile payments & commerce
- Mobile platforms & devices
- Payment and security technology
- Payment processor
- Payment schemes
- Payment software
- Printer hardware
- Software testing
- Systems integrators

"Let me tell you how impressed I was by the show this year in terms of quality, attendance and size."


Frederic Simon | Director, EMEA Region | FIME

# WITH THANKS TO ALL OUR EXHIBITORS



# WHERE BANKING, PAYMENT, RETAIL AND MOBILE COLLIDE

Innovation and new technology is driving Middle East government and businesses of all sizes at a phenomenal rate. With new opportunities comes new challenges. We bring together a marketplace of 4 global event brands under 1 roof to provide a packed 2 days of inspiration, education, networking and solutions for your current and potential customers.



**Cards & Payments**  
Middle East  
2014

Smartcard, payments and ID technologies for banks, retailers, enterprise, telcos and government

**RETAIL**  
MIDDLE EAST 2014  
SHOW

In-store technology, marketing and operations for retailers



**THE Mobile**  
SHOW  
MIDDLE EAST 2014

Helping telcos, enterprise and government find the latest solutions to enable the mobile revolution

**E-COMMERCE**  
SHOW  
Middle East 2014

Helping businesses build, enhance and deliver their ecommerce strategy



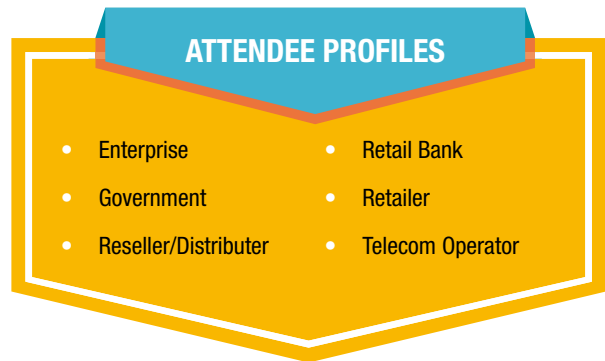
New technology and new business models are re-inventing, innovating and disrupting the payments and identity landscape.

Banks, telcos, government, enterprise and retail all attended the 15th Cards & Payments Middle East to learn about and invest in the latest solutions that enable them to engage with their customers, on their terms and at a level that gives them competitive advantage in a crowded marketplace and drive revenues.



### CARDS TV

For the 2nd year, we interviewed our keynote speakers and exhibitors live during the show. In our intimate studio, we dug deep into the pitfalls, success stories and their most recent projects. These interviews provided us with invaluable content that contributes to our year round content marketing strategy.



### LAUNCHPAD

This gave our sponsors and exhibitors the opportunity to demonstrate their innovative product launches for the Middle East market.



“Attending this show is now a must for the next years. It’s a great occasion to network with the global industry experts.”

Eng. Nasser H. Saleh | CEO & Founder | Operator of eFawateerCom EBPPS for the Central Bank of Jordan

# CARDS & PAYMENTS

## KEY BUYERS WHO ATTENDED



Vice President, Customer Experience Management | **Abu Dhabi Commercial Bank**

Head Transaction Services | **Abu Dhabi Commercial Bank**

Vice President, Senior Manager - E-Channels & Online Services | **Abu Dhabi Commercial Bank**

Head Alternate Channels (IT) and Support Systems | **Abu Dhabi Commercial Bank**

Head of Card Centre | **Abu Dhabi Commercial Bank**

Head of Acquisition, Cards | **Abu Dhabi Commercial Bank**

Head of Cards | **Abu Dhabi Commercial Bank**

Head of E-Banking | **Abu Dhabi Islamic Bank**

Head of Self Service Channels | **Abu Dhabi Islamic Bank**

Manager e-Business and ATM distribution | **Abu Dhabi Islamic Bank**

Head of IT | **Abu Dhabi Islamic Bank**

Cards Business Head | **Abu Dhabi Islamic Bank**

Head E-Banking | **Abu Dhabi Islamic Bank**

Sr. Manager Procurement & Contracts | **Abu Dhabi Islamic Bank**

Manager | **Abu Dhabi Islamic Bank**

Head of IT Development | **Abu Dhabi Islamic Bank**

Chief Technology Officer | **Abu Dhabi Islamic Bank**

Director - Card Systems & Operations | **Abu Dhabi Islamic Bank**

Head of IT | **Abu Dhabi Islamic Bank**

ADC Development Team Leader - Technology Services Department | **Abu Dhabi Islamic Bank**

Project Manager - Cards Development | **Abu Dhabi Islamic Bank**

Head of Consumer Finance | **Abu Dhabi Islamic Bank**

Head of Electronic Banking Technology | **Abu Dhabi Islamic Bank**

Head of Business Technology | **Abu Dhabi Commercial Bank**

Head of Electronic Delivery Channels and Cards Products | **Accor**

Head of Cards | **Abu Dhabi Commercial Bank**

Manager -Card Services | **Abu Dhabi Commercial Bank**

Cards Acquiring & Sales | **Ajman Bank**

Senior Product Manager - Payments and Cards | **Ajman Bank**

Head of Consumer Banking | **Ajman Bank**

Head of Cards and E - Banking | **Ajman Bank**

Executive Manager- Head of Retail Banking | **Al Fardan Exchange**

Head of Products and marketing strategy | **Al Ghurair Properties**

Head of Retail Banking | **Al Hilal Bank**

Head of Information Technology | **Al Hilal Bank**

Head of Electronic Distribution Channels | **Al Hilal Bank**

Business Development Manager | **Al Hilal Bank**

Executive Manager Payments Systems & Domestic Banking Operations Dept | **Al Hilal Bank**

Head of Cards Management & ATMs | **Al Mawarid Bank**

Head of Merchant Acquiring | **Al Rajhi Bank**

Chief Executive Officer | **Alrajhibank**

Chairman | **American Express Saudi Arabia**

DGM- Head of E-banking Division | **American Express Saudi Arabia**

Manager - Customer Engagement and Communications | **Arab Bank**

Operations Manager | **Arab National Bank**

e-services Manager | **Arab National Bank**

Head of Express & Self Service Banking | **Arab National Bank**

Head of Channels Projects | Projects and Technology | **Bank Al Jazira**

Senior eServices Provisioning Officer | **Bank AlJazira**

Head of Cards | **Bank Alfalah Pakistan**

Head of Cards Analytics and Planning | **Bank AlJazira**

Head of Mobile Financial Services | **Bank AlJazira**

Manager - Cards Portfolio | **Bank AlJazira**

Manager Cards Business Planning | **Bank AlJazira**

Head of Business Marketing | **Bank Audi sal - Audi Saradar Group**

AVP, Group Strategy | **Bank Muscat**

Automation Services Manager | **Bank Muscat**

Head of Strategy & Innovation | **Bank Muscat**

GH-Cards and Electronic Banking Group | **Bank Muscat**

Head, Cards | **Bank Muscat**

Head of Card Operations | **Bank Muscat**

Executive Vice President-Mass Markets | **Bank Muscat**

Owner | **Bank Muscat AL Ahli AL Omani Saog**

Senior Manager Consumer Banking | **Bank Nizwa**

Head of Cards Business | **Bank Nizwa**

Head of IT | **Bank Nizwa**

Manager - Partnerships | **Bank Nizwa**

Founder | **Bank of Beirut**

CEO and Founder | **Bank of Beirut & The Arab Countries S A L**

Project Manager Customer Systems | **Bank of Jordan**

Head of Mashreq Gold | **Bank of Jordan**

Chief Transformation Officer | **BankDhofar**

Head of Electronic Business and Innovation | **BankDhofar**

Head of Distribution | **BankMed**

Head Business Banking | **Banque Audi Lebanon**

Head of Personal Banking | **Banque Audi Sal**

Head of Sales | **Banque Saudi Fransi**

Vice President Direct Banking Channels | **Banque Saudi Fransi**

Manager Portfolio Management Unit | **Barclays Bank Plc**

Manager Authorization | **Barclays Bank Plc**

Assistant Vice President- Website and Online Banking Development | **Blom Bank**

Channel Manager E Commerce | **Blom Bank**

National Sales Manager | **Boubyan Bank**

Website & Online Development Manager | **Boubyan Bank**

Senior Vice President- Head of Payments Business | **Boubyan Bank**

Head of Enterprise Projects and Architecture | **Byblos Bank**

President, Middle East & Africa | **CAB**

Chief Innovation Officer | **Central Bank of Jordan**

Country Head UAE | **Citibank**

Vice President, Communications Middle East and Africa | **Commercial Bank International**

Division President Middle East and North Africa | **Commercial Bank International**

Head of Cards Products & Value Proposition | **Commercial Bank International**

Head Payment Solutions & Services | **Commercial Bank of Dubai**

Product Manager-Retail Products | **Commercial Bank of Dubai**

Manager- Card Products, Product and Channels | **Commercial Bank of Dubai - C.B.I.**



# CARDS & PAYMENTS

## KEY BUYERS WHO ATTENDED

Head of Products, Strategy and P.M.O. Consumer Banking Group |

**Commercial Bank of Dubai**

Head of Cards | **Commercial Bank of Qatar**

Group Procurement Category Manager | **Credit Libanais**

Head of Retail Operations | **Dubai First**

Head of Operational Risk and Governance | **Dubai First**

Cards Issuing Staff | **Dubai First**

Head of Strategy | **Dubai First**

Strategic business developer | **Dubai First**

General Manager, Business Development | **Dubai Group**

Managing Director | **Dubai Healthcare City**

Product Manager - Credit Cards | **Dubai Islamic Bank**

Head Q.A. Manager - Banking Technology | **Dubai Islamic Bank**

Quality Assurance Specialist | **Dubai Islamic Bank**

Assistant Vice President Head of E-Channels | **Dubai Islamic Bank**

Manager | **Dubai Islamic Bank**

Deputy Manger | **Dubai Smart Government**

Relations & Resource Development Manager | **Dubai Smart Government**

Head, E-business Acquiring | **Dubai Smart Government**

Acting Head, Ebusiness | **Emaar Hospitality Group LLC**

Chief Financial Officer | **Emirates Islamic**

Deputy General Manager | **Emirates Islamic Bank**

Chairman, SINNAD and Chief Executive Officer, Benefit | **Emirates NBD**

Head, Portfolio and Cvm | **Emirates NBD**

Head Product Management | **Emirates NBD**

Senior Officer, Card Development | **Emirates NBD**

Head, Liability Products & Fee Management | **Emirates NBD**

Head, Implementation & Delivery | **Emirates NBD**

Head, ATM Network | **Emirates NBD**

Head, Retail Marketing | **Emirates NBD**

Senior Officer, Research Planning and Future Bank | **Emirates NBD**

Vice President and Manager- Research Planning & Future Bank | **Emirates**

**NBD**

Consultant | **Emirates NBD**

Manager Marketing and product Development | **Emirates NBD**

Senior Vice President Head Program Management Office (PMO) | **Emirates**

**NBD**

EVP Head Retail Products and Distribution | **Emirates NBD**

Head of Card Centre | **Emirates NBD**

Assistant Vice President Product Head - Cards | **Emirates NBD**

Head of Card Projects | **Emirates NBD**

Head of Card Finance Settlements | **Emirates NBD**

Card Projects Officer | **Emirates NBD**

Senior BA | **Emirates NBD**

Head of Business Development | **ENOC/EPPCO**

Head of New Initiatives, Cards | **FGB**

Head of Retail, UAE | **First City Monument Bank Ltd**

Global Head of Retail Banking | **First City Monument Bank Ltd**

Senior Vice President - Head of Service Quality | **First Gulf Bank**

Head, Acquiring Operation | **First Gulf Bank**

Regional Senior IT Manager | **First Gulf Bank**

Senior Vice President Business Head, Cards | **First Gulf Bank**

AVP Portfolio Manager Credit Cards | **First Gulf Bank**

Card Operations Head | **Gulf Bank**

Business Strategy Director | **Gulf International Bank**

IT Manager | **Habtoor Hotels**

Division Head, Business Systems | **HSBC**

Head of ATMs Network | **Jaffal Group**

Head of Information Technology Division | **Jordan Dubai Islamic bank**

ATM product development manager | **Landmark Group**

Head of Cards | **Landmark Group**

Head of Alternative Delivery Channels | **LMTD**

Chief Information Officer | **Madfoo3at**

Chief Executive Officer | **MAF Carrefour**

Head ATMs/CDMs & Mobile Banking | **Mashreq Bank**

General Manager Cards and eBanking | **Mashreq Bank**

Manager-Card Services | **Mashreq Bank**

General Manager | **Mashreq Bank**

General Manager | **Mashreq Bank**

Sr. Manager Digital Channels | **Mashreq Bank**

Head Card Operation | **Mashreq Bank**

Head- Information Technology | **Mashreq Bank**

Head of Cards | **Mashreq Bank**

Head of Electronic Channels | **Mashreq Bank**

Group Head of Electronic Banking and Card Services | **Mashreq Bank**

Cards/Switch Section Manager | **Mashreq Bank**

Head of eChannels | **Mashreq Bank**

VP Barclaycard, Retail Banking | **Mashreq Bank**

VP - BBS-Sr Recovery Manager | **Mashreq Bank**

Executive Manager - Head of Products | **Mashreq Bank**

Executive Manager - Head of Direct Channels | **Mashreq Bank**

Executive Manager-Product Management | **Masraf Al Rayan**

Head of Direct Banking & Alternative Channels Consumer Banking |

**National Bank of Abu Dhabi**

Chief Information Officer | **National Bank of Abu Dhabi**

Managing Editor | **National Bank of Abu Dhabi**

Senior Portfolio Manager | **National Bank of Abu Dhabi**

Marketing Supervisor | **National Bank of Abu Dhabi**

IT Project Manager | **National Bank of Abu Dhabi**

SVP-Head of Electronic Banking Services & IT | **National Bank of Abu**

**Dhabi**

SVP- Head of Information Technology | **National Bank of Abu Dhabi**

Senior Vice President - Head of Strategic Projects | **National Bank of Abu**

**Dhabi**

Head of Innovation Strategy | **National Bank of Abu Dhabi**

VP, CRM & Phone Banking | **National Bank of Abu Dhabi**

Cards Product Head | **National Bank of Abu Dhabi**

Head of Multi-Banking and CRM, Retail Banking | **National Bank of Abu**

**Dhabi**

Assistant Vice President - Cards Portfolios and Partnerships | **National**

**Bank of Abu Dhabi**

Head, Customer Lifecycle Management | **National Bank of Abu Dhabi**

Head of Debit Cards product | **National Bank of Abu Dhabi**

Associate Vice President Cards Business Development | **National Bank of**

**Abu Dhabi**

Senior Manager, Commercial Cards | **National Bank of Abu Dhabi**

# CARDS & PAYMENTS

## KEY BUYERS WHO ATTENDED



Head of Training Unit | **National Bank of Fujairah**  
eServices Provisioning Officer | **National Bank of Fujairah**  
Corporate Director of IT | **National Bank of Fujairah**  
Head Direct Channels & CRM | **National Bank of Fujairah**  
Vice President - Head of IT | **National Bank of Kuwait**  
Assistant Vice President - Cards Operations, Retail Cards Business | **National Bank of Kuwait**  
Associate Vice President - Head of Card Ops & Fraud Management | **National Bank of Kuwait**  
Vice President & Head PMO Egypt Integration | **NCB**  
Head of Group Marketing and Customer Experience | **Noor Bank**  
Country Manager- Dubai | **Noor Bank**  
AVP - Head of Mass Market Products | **Noor Bank**  
Sales Head Mass Market | **Oman Ministry of Defence**  
Strategy & Business Development Director | **Palestine Consulate in Dubai**  
Group Chief Financial Officer | **Palestinian Business Council Dubai**  
Chairman | **Qatar Central Bank**  
Manager Personal Banking Call Centre | **Samba Financial Group**  
Sr. Product Manager, Acquisitions | **Samba Financial Group**  
Senior Product Manager | **Samba Financial Group**  
Group Head of Shared Services and RCG Centralization | **Samba Financial Group**  
Associate Director, Key Accounts (Dubai and NE) | **Samba Financial Group**  
Director of Cards Business | **Samba Financial Group**  
Sr. Product Manager- Spends & Loyalty | **Saudi Arabian Monetary Agency**  
Lead Solutions Architect | **Saudi Arabian Monetary Agency**  
Senior Channels Manager | **Saudi Hollandi Bank**  
Head of Delivery Channels | **Sharjah Islamic Bank**  
Manager, Cards Domain Support | **Sharjah Islamic Bank**  
Sr. Product Manager-Value Proposition & Alliances | **Sharjah Islamic Bank**  
Head Application Delivery and Maintenance | **Sharjah Islamic Bank**  
Group Leader Delivery Channels | **Sharjah Islamic Bank**

Group Leader Delivery Channels Support | **Sharjah Islamic Bank**  
Manager-Information Security Governance | **Social Security Fund-Ministry of Interior**  
Manager Governance and Ops Risk | **Social Security Fund-Ministry of Interior**  
Ambassador / Consul General | **Stanbic IBTC Bank Plc**  
Head of Palestinun Business Council - Dubai | **Stanbic IBTC Bank Plc**  
Chief Technology Officer | **The Benefit Company**  
Product Head- Credit Cards | **The National Commercial Bank**  
Agm And Business Head, Consumer Assets Business | **The National Commercial Bank**  
Portfolio Manager - Credit Cards | **The National Commercial Bank**  
Credit Card Sales Head | **The National Commercial Bank**  
Credit Manager | **The National Commercial Bank**  
Head of Information Security Dpmt | **The National Commercial Bank**  
SVP. Card OPS Head | **The National Commercial Bank**  
Senior Manager Internet Banking E Channels | **The National Commercial Bank**  
Senior Vice President, Branches Network | **UAE Ministry of Finance**  
Call Center & ATM Manager | **UAE Ministry of Finance**  
Head of Retail Banking Group | **Union National Bank**  
Senior Vice President, Head of Consumer Finance Division | **Union National Bank**  
Assistant Undersecretary for Budget and Revenue | **Union National Bank**  
Undersecretary | **Union National Bank**  
Senior Vice President - Head of Retail Banking | **Union National Bank**  
Head of Procurement | **Union National Bank**  
Senior Vice President & Head of IT | **Union National Bank**  
Executive Vice President and Head of Operations and Organization | **United Arab Bank**  
Vice President, Premises Management | **United Arab Bank**



**H.E. Dr. Ali Al Khouri**, Director General, **Emirates Identity Authority** | **H.E. Saeed Rashid Alyateem**, Assistant Undersecretary for Budget and Revenue, **UAE Minister of Finance** | **Garry Lyons**, Chief Innovation Officer, **MasterCard** | **Khalifa Al Shamsi**, Chief Digital Officer, **Etisalat**



**The region's top financial experts gathered at the largest cards and payments conference in the region.**

2014 saw the largest gathering of payments and banking executives to date at Cards and Payments Middle East. Hundreds of VIP's and delegates joined some of the world's leading payment and banking experts as they took to the stage to discuss the hottest trends and innovations that are transforming the way we make transactions.

**TOP SPEAKERS**



**Garry Lyons**  
Chief Innovation Officer  
MasterCard



**Laurent Le Moal**  
Vice President Europe and  
General Manager, Continental  
Europe, Middle East and Africa  
PayPal



**Fraz Chishti**  
Chief Innovation Officer  
Noor Bank



**Farhad Irani**  
Head of Retail Banking  
Mashreq



**Constance Choi**  
General Counsel  
Payward Inc and Kraken



**Paul Stoddart**  
Board Director  
Zapp

**ROUNDTABLES**

For the first time ever at Cards and Payments Middle East, we introduced roundtables to the premium agenda. The roundtables allowed C-Level executives from across the cards and payments industries to discuss pressing topics in an informal setting that allowed them to build relationships and exchange ideas.

We were joined by roundtable hosts from the following companies:



# CARDS & PAYMENTS SEMINARS



Two days of jam-packed content gave the attendees practical how-to knowledge to turn their ideas into actions.

Banks, telcos, government, enterprise and retail attended Cards & Payments Middle East to discover insights into the hottest payment and ID topics out in the market, helping them to gain understanding and product information to improve their businesses in 2014.

## CARDS & PAYMENTS HIGHLIGHTS

- Global perspective: the next big payment trends to learn from
- Contactless: best practices & key recipes for success based on 5 years' experience
- Smart cities: how ID, services, payments, apps, plastic and mobile all fit together in a digital society
- Card linked marketing: using technology and analytics to engage your customer
- Adopting an omni-channel strategy to drive acquisition, retain customers and deliver individual experiences
- The potential for prepaid in the Middle East: key drivers and opportunities for growth

### Presenters included



## M-COMMERCE HIGHLIGHTS

- Understanding how interoperability is the key to the success of mobile wallets
- Adopt the 4 rules for efficient mobile marketing
- Mobile wallet masterclass: smart wallets and payment technologies at the heart of smart cities
- Bitcoin: breakthrough or bubble?
- Big data and machine learning – payment gamechangers

### Presenters included



## FUTURE BANK HIGHLIGHTS

- Top tips – best practices in digital banking
- What banks must know about HCE?
- Enabling branch transformation using self service solutions and new branch designs
- Enhancing the digital customer experience for everyday services
- Using innovation to deliver better banking
- Simplifying customer relationships via omni-channel adoption

### Presenters included



## DIGITAL ID HIGHLIGHTS

- A new vision of integrated identity and payment management
- Enabling trusted services in tomorrow's smart cities with smart technologies
- Modern automated border control using ePassports to its full extent
- Security at the time of personalization: variable features to reduce risk in secure identification documents
- eGovernment yields \$30-50bn annual savings by 2020 enabled by trusted digital identity

### Presenters included







# RETAIL SHOW OVERVIEW

**RETAIL** SHOW  
MIDDLE EAST 2014

The launch of the region's ultimate showcase of retail technology attracted the region's largest retail brands.

## SPONSORS

 ShopperTrak





## ATTENDEE PROFILES

- Retailers
- Brands
- Family Groups
- Retail Bank
- Franchises
- Mall Owners

"Thank you for opening my eyes to the benefits of the Retail Show. I found the panel sessions and keynotes very informative which combined with a broad portfolio of exhibitors, was genuinely helpful."

Mark Rigby | Chief Communication Officer | M.H. Alshaya Co. W.L.L

"Truly a milestone event for the region. All in all, fantastic knowledge bank, opportunity to network with peers and immense food for thought, I have my digital strategy looking clearer post event!"

Yasin Paracha | Managing Director | Team A Ventures



"The keynote sessions were good and it was a great opportunity to meet the technology partners and check out their new offerings. This show also gives you the review of the current technology trends in the Middle East market versus what other Global retailers and companies are doing in these same areas"

Moiz Tankiwala | Manager - IT Infrastructure | Landmark Group IT



Country Manager | **A.M.Z. Group**  
 Business Solutions Manager | **A.W. Rostamani Automotive**  
 Retail Business Manager | **Abuissa Brothers Investment (Dubai)**  
 General Manager IT | **Abuissa Holding**  
 Head Customer Experience Management | **Adidas**  
 Sr. Business Solutions Manager | **Adidas Group**  
 Business Development Manager | **African + Eastern**  
 Enterprise Architect and Head Compliance | **AI Batha Group**  
 General Manager - Enterprise IT | **AI Futtaim**  
 Senior Operations Manager - Commercial | **AI Futtaim**  
 Logistics Distribution Manager | **AI Futtaim**  
 Division Merchandise Manager | **AI Futtaim**  
 Logistics Operations Manager | **AI Futtaim**  
 Chief Operating Officer | **AI Futtaim Group**  
 Sr. Business Development Manager | **AI Futtaim Finance**  
 Chief Executive Officer | **AI Futtaim Finance**  
 Trade & Investment Advisor | **AI Futtaim Finance**  
 Managing Partner | **AI Futtaim Finance**  
 Senior Digital Marketing | **AI Futtaim Group**  
 Group commerce director | **AI Futtaim Group**  
 Department Manager, Marketing Innovation | **AI Futtaim Group**  
 IT Business Systems Manager | **AI Futtaim Motors**  
 Guest Experience Division Manager | **AI Futtaim Real Estate Pvt Ltd**  
 CIO | **AI Futtaim Watches and Jewellery**  
 General Manager | **AI Ghurair Retail L.L.C**  
 GM IT Division | **AI Khayyat Investments**  
 Sales Manager | **AI Khayyat Investments**  
 Area Sales Manager | **AI Khayyat Investments**  
 Customer Services Manager | **AI Madani Group**  
 Chief Executive Officer | **AI Madani Group**  
 Senior IT Manager | **AI Madani Group**  
 Research Manager | **AI Madani Group**  
 Manager, Market Research | **AI Mana Fashion Group**  
 Group IT Head | **AI Tayer Group**  
 Operations Director | **AI Tayer Group**  
 Chief Operating Officer | **AI Tayer Group**  
 EBusiness Manager | **AI Tayer Group**  
 Digital Marketing Manager | **AI Tayer Group**  
 General Manager (Footwear Division) | **AI-Futtaim Automotive**  
 Executive Manager | **AI-Futtaim Motors Company LLC**  
 Marketing Director | **Alsa Lifestyle & Apparels LLC.**  
 Buying Manager | **Alsa Lifestyle & Apparels LLC.**  
 Head - Business Solutions | **Alshaya**  
 Sr. Manager IT | **Apparel Group**  
 Business Head, e-Commerce | **Apparel Group**  
 GM IT Infrastructure Services | **Apparel Group**  
 Senior Product Manager - Retail eCommerce | (Web Division) | **Azadea Group Holding**  
 Marketing Executive | **Babyshop**  
 Head of Technology, Web Team | **Babyshop**  
 Information Technology Manager | **Bashiti Stores**  
 Marketing Manager | **Blue Salon**  
 Senior Digital Manager | **Boutique 1 Group**

Commercial Division Manager | **British Embassy**  
 Director of CRM & Digital | **Bulgari Middle East & Africa**  
 Director, Solutions-eGroup | **Camel Company**  
 E-commerce Project Manager | **Century Malls, Safer Group**  
 Sr. IT Manager | **Chalhoub Group**  
 General Manager - DOSI - Carrefour UAE, Qatar, Oman, Kuwait | **Chalhoub Group**  
 Managing Director | **Chalhoub Group**  
 Vice President & Unit Head | **Chalhoub Group**  
 Head of Ladies Planning | **Chalhoub Group**  
 Business Development Manager | **Chalhoub Group**  
 Assistant Retail Operations Manager | **Chalhoub Group**  
 Senior Training Manager | **Chalhoub Group**  
 Senior Retail Marketing Manager | **Croc's Middle East**  
 Business Director | **Damas**  
 Head of Retail Leasing | **Damas**  
 Revenue Manager | **Damas**  
 Sr. Manager Customer Experience | **Damas**  
 General Manager Plug Ins | **Damas**  
 Operations Manager | **Damas**  
 Manager- IT & SAP | **Damas**  
 Assistant Manager - Partnerships | **dnata**  
 Business Analyst | **Du**  
 Communications Manager | **Dubai Exotic Limo**  
 IT Manager | **Dubai Holding Group**  
 Accounts Manager | **Dubai Internet City**  
 Marketing Manager | **Eldiar**  
 Managing Director | **EMax**  
 Head of Strategy | **EMax**  
 CFO | **Emirates Airline**  
 Head of IT | **Emirates Airline**  
 Financial Controller | **Eros Electricals**  
 Head of Operations | **etshtoo**  
 Operations Manager | **etshtoo**  
 Head of E-Commerce | **etshtoo**  
 Trade & Investment Officer | **Ezdan Shopping Malls**  
 Chief Customer Officer | **Fahmy Furniture**  
 Chief Executive Officer | **Fahmy Furniture**  
 Strategic Business Development Manager | **Fahmy Furniture**  
 Group CRM Manager | **Fahmy Furniture**  
 Digital Media Manager | **Gulf Marketing Group**  
 Senior Brand Marketing Manager | **Gulf Marketing Group**  
 CIO | **Imtiaz Al Arabiya**  
 Head of Group Learning & Development | **Jackys Group**  
 Director HR Retail | **Jarir Bookstore**  
 Business Process Manager | **Jarir Bookstore**  
 Head - Business Technology | **Jarir Bookstore**  
 Managing Director | **Jarir Bookstore**  
 General Manager-Operations | **Jashanmal**  
 Chief Financial Officer | **Jashanmal**  
 Finance Director Retail | **Jashanmal**  
 Retail Learning & Development Manager | **Jashanmal**  
 CRM Development Manager | **Jashanmal**

# RETAIL SHOW

## KEY BUYERS WHO ATTENDED

# RETAIL SHOW

## MIDDLE EAST 2014

New Media Manager | **Jashanmal**  
Marketing Manager | **Jordan Ahli Bank**  
General Manager | **Just Falafel**  
Chief Executive Officer Retail | **Just Falafel**  
F&B General Manager | **Kamal Osman Jamjoom Group**  
H&B General Manager | **Kamal Osman Jamjoom Group**  
Head of Marketing | **Kamal Osman Jamjoom Group**  
Brand Manager | **Kamal Osman Jamjoom Group**  
General Manager | **Kamal Osman Jamjoom Group**  
Chairman and Chief Executive Officer | **Kamal Osman Jamjoom Group**  
General Manager | **Kamal Osman Jamjoom Group**  
Director of Retail | **Kamal Osman Jamjoom Group**  
Chief Operating Officer | **Kamal Osman Jamjoom Group**  
Customer Communications Manager | **Kamal Osman Jamjoom Group**  
Planning Manager | **Kamal Osman Jamjoom Group**  
Group Marketing Manager | **LOccitane, Chalhoub Group**  
Chief Executive Officer | **LOccitane, Chalhoub Group**  
Business Analyst | **Landmark Group**  
General Manager | **Landmark Group**  
Head of IT | **Landmark Group**  
IT Manager | **Landmark Group**  
Rewards and Loyalty Manager | **Landmark Group**  
Area Marketing Specialist | **Landmark group**  
Head of Sales and Marketing | **Landmark Group**  
Chief Information Officer | **Landmark International**  
Head of Marketing and Innovation | **LandmarkShops.com**  
Head of Marketing & Innovation | **LuLu**  
Director - Retail | **LuLu Group International**  
Chief Executive Officer | **LuLu Group International**  
GM Marketing | **Lulu Hypermarkets**  
Chief Financial Officer | **M&S, Al Futtaim**  
Director Loyalty and Retention (Large Enterprise Marketing) | **M&S, Al Futtaim**  
Managing Director | **M&S, Al Futtaim**  
Group Property Manager | **M.H Alshaya Co.W.L.L**  
Managing Director ICT Cluster | **M.H. Alshaya Co W.L.L**  
General Manager | **M.H. Alshaya Co W.L.L.**  
Senior Manager - Information Technology | **MAF Fashion**  
Marketing officer | **MAF Fashion**  
Operation Manager | **MAF Hypermarkets Carrefour**  
Managing Director | **Majid Al Futtaim Fashion**  
Retail Manager | **Majid Al Futtaim Fashion**  
IT - In Charge | **Majid Al Futtaim Fashion**  
Finance Manager | **Majid Al Futtaim Retail**  
Finance Manager | **Majid Al Futtaim Retail**  
General Manager | **Majid Al Futtaim Retail**  
Deputy Chairman | **Majid Al Futtaim Retail**  
VP - BUSINESS DEVELOPMENT | **Majid Al Futtaim Retail**  
Chief Executive Officer | **Mansour Trading**  
Corporate Communications Manager | **Mashreq Bank, Abu Dhabi**  
General Manager- Home Stores | **Max Retail**  
Head of Training | **Max Retail**  
Group CEO - Retail | **Max Retail**  
General Manager | **Max Retail**

Marketing Coordinator | **Max Retail Llc**  
Marketing Manager - ELC | **Mazrui Retail L.L.C**  
Nayomi Marketing Manager | **Mosafer International LLC.**  
Nayomi Brand Director | **Nakheel**  
Group HR Director | **Nokia**  
ELC Brand Director | **Nokia, Middle East & Africa**  
Deputy CEO | **Novotel Ibis Adgio Fujairah**  
Deputy Marketing Manager | **ooredoo**  
QA Manager | **Plug Ins Alfuttaim**  
Product Development Manager | **Plug Ins Alfuttaim**  
General Manger - Loyalty | **Qatar Duty Free**  
Sr. Manager, Business Systems | **Rasasi Perfumes**  
Chief Executive Officer | **Rivoli Group**  
Marketing Manager, MENA | **Saif Al Khaili Group**  
Head of Marketing, MENA | **Salam Studio and Stores**  
Managing Director, MENA | **Salam Studio and Stores**  
Chief Executive Officer | **Salam Studio and Stores**  
Head of Marketing | **Sava**  
Front Office System: Project Manager | **Savannah Group**  
Head of Buying & Merchandising | **SCG / Dubai Outlet Mall**  
Brands Director | **Sephora**  
Retail Operations Director | **Sharaf D.G.**  
GCC Senior IT Manager - Carrefour UAE, Qatar, Oman, Kuwait | **Sharaf DG**  
DOSI Vice President | **Shoe Mart**  
Retail Operations Manager | **Shukran - Landmark Group**  
Retail Director | **Spinneys**  
Head of Retail Management India, Middle East and Africa | **Spinneys**  
Digital Marketing and CRM Specialist | **Spinney's**  
Marketing Manager | **Spinneys**  
Managing Director | **Spinneys**  
Operations Manager | **Style House Fashion Trading Company**  
IT Manager | **Sun and Sand Sports**  
Software Development Manager | **Sun and Sand Sports**  
Country General Manger | **Sun and Sand Sports Retail**  
Financial Controller | **TAV**  
Vice President | **TAV**  
Director | **The Group**  
Marketing Specialist | **THE One Total Home Experience**  
Category Head of Information Technology and Private Label | **The One Total Home Experience**  
IT Director | **THE One Total Home Experience**  
Chief Executive Officer | **The Urban Yogi**  
Chief Financial Officer | **Trafalgar**  
IT Manager | **Trafalgar**  
Marketing Head | **Transmed**  
GM | **Transmed**  
Founder | **Transmed**  
Head of Technology | **yougotagift.com**

## The Middle East's second biggest industry, just found a new biggest conference!

We created a premium offering that would give VIPs and delegates an insight into the region's ever changing retail industry and also offer expertise from global experts with experience in bricks and mortar retailing, omnichannel retailing and launching mobile strategies.

### TOP SPEAKERS



**Robert Willett**  
Former CEO  
Al Futtain and Best Buy  
International

A retail, ecommerce, mobile and omnichannel expert, Robert was the perfect keynote speaker to explain the importance of technology in retail and in fact all of the co-located brands. Robert shared his insights into the 'Connected World,' the role of stores in the online world and discussed the 'secret sauce' of any business.



**Renuka Jagtiani**  
Vice Chairperson  
Landmark Group

Renuka joined our expert retail and ecommerce panel that deliberated the region's booming retail industry, the obstacles that companies face in moving online and the technologies of the future that will create a personalised shopping experience in the Middle East. As the Vice Chairperson of the region's largest retail and hospitality conglomerate, Renuka was a speaker that VIPs and delegates from across the four shows wanted to hear from.

### ROUNDTABLES

The Retail Show roundtables were an incredible success with great attendance and fantastic discussions.

Below are some of the highlights:

- A joint roundtable from Motorola and Souq Planet that encouraged attendees to rethink their clicks and bricks strategy
- Attendees learnt how to utilise loyalty programmes to enhance consumer experience and increase business results with the General Manager of Shukran Loyalty Program
- The CEO of the Javelin Group went back to basics with a session dedicated to multi-channel retailing
- The CIO of the Al Safeer Group gave an insight into how companies can use big data and analytics to leverage the future trends of retail

### An unrivalled learning experience

Things change so quickly in retail. Evolving consumer behaviour and revolutionary technology is changing the retail landscape. Keeping on top of this is a continuous cycle for all retailers.

The Retail Show Middle East seminar theatres were themed around the big issues:

- In store
- Marketing
- Operations

Seminar content will provide retailers with practical steps and solutions to their biggest challenges.

### RETAIL HIGHLIGHTS

- Omnichannel customer experience
- Understanding shopper behavior to drive revenue growth
- NRF and retail market trends
- A world of opportunities for existing and new players to tap into new customers/business models
- The storefront self-service evolution
- Brick & mortar success through breakthrough omnichannel customer engagement

#### Presenters included





PERPETUUITI  
Think Continuity - Think Perpetuiti



Prologix



Future Card  
the smart way



Future Card  
the smart way



# ECOMMERCE SHOW

## OVERVIEW



The launch of the region's number one event dedicated to internet retailing was packed with leading retailers, service providers and brands.

### SPONSORS



### ATTENDEE PROFILES

- Retailers & Merchants
- Brands
- Travel & Hospitality
- Retail Banks
- Government

It was interesting to see what is being done in the industry and what the new expected trends are. The roundtables were also a great occasion to share ideas with our peers.

Julie Calabrese | E-Commerce Executive | Accor



I was really impressed by the number of senior level representatives from regional retailers and banks. With such a great variety of seminar sessions and roundtables it was a fantastic opportunity to learn from global industry experts. The size of the exhibition made it a brilliant event to attend- I was able to meet with a huge variety of service providers all in one place.

Elias Ghanem | CEO and Founder | Telr.com

“This year the event was inspiring, motivating, and informative; great speeches from best of the best in eCommerce. All keynote speakers and roundtables were outstanding.”

Amgad Sanad | Head of e-Commerce Apps | United Electronics Co - EXTRA



Group IT Manager | **A.M.Z. Group**  
CO-CEO | **A.N.Boukather Holding**  
General Manager | **Abu Shakra Trading Company**  
VP Sales, Distribution & Marketing | **Accor Middle East**  
Regional Revenue Director | **Accor Middle East**  
E-commerce Trainee | **Accor Middle East**  
Revenue Manager | **Accor Middle East**  
Le Club Accorhotels Marketing Executive | **Accor Middle East**  
Online Content Coordinator | **Accor Middle East**  
Regional F.O.R. Manager MEA | **Accor Middle East**  
Manager-Ancillary Revenue & E-Business | **Air Arabia**  
Customer Relations Executive | **Air Arabia**  
PR Coordinator | **Air Arabia**  
Web Content Administrator | **Air Arabia**  
F and B Operation Manager | **Al Ahli Holding Group**  
General Manager Hypermarkets | **Al Ahli Holding Group**  
Group Head of IT | **Al Ahli Holding Group**  
E-Commerce Executive | **Al Bustan Rotana and Al Murooj Rotana, Dubai**  
E-Commerce Executive | **Al Ghurair Rayhaan by Rotana, Dubai**  
Managing Director | **Al Habtoor Group**  
General Manager | **Al Jaber Opticals**  
Head of Retail | **Al Mana Fashion Group**  
General Manager, Marketing Operations | **Al Tayer Group**  
General Manager - Beauty | **Al Tayer Group**  
General Manager | **Al Tayer Group**  
General Manager - Operations Support | **Al Tayer Group**  
V.P. - IT Planning & Projects | **Al Tayer Group**  
V. P. - IT Application Development | **Al Tayer Group**  
Vice President - CRM | **Al Tayer Group**  
Group Corporate Communications Manager | **Al Tayer Group**  
GM Department Stores | **Al Tayer Group**  
Executive Manager | **Alsaad for technology**  
Chief Technology Officer | **Al-Siddiqi Holding**  
E-Commerce Executive | **Amwaj Rotana, Dubai**  
Chief Executive Officer | **Ananasa**  
Co Founder and Marketing Director | **Ananasa**  
Co Founder and Marketing Director | **Ananasa**  
Marketing Coordinator | **Apparel Group**  
Ecommerce Incharge | **Apparel Group**  
Digital Marketing Executive | **Appreal Group**  
CEO | **Asadel Retail Group**  
Director, Retail Operations | **Atlantis The Palm**  
SVP, Information Technology | **Atlantis The Palm**  
Estore Manager | **Axiom Telecom**  
Digital Marketing Manager | **Axiom Telecom**  
Group Marketing Director | **Axiom Teleco**  
Head of Business Development | **Axiom Telecom**  
COO - Retail | **Babyshop**  
Chief Executive Officer | **BasharaCare.com**  
Marketing Director | **BasharaCare.com**  
Online Marketing Specialist | **Bhatia Brothers**  
IT Manager | **Bonavenue.com**  
Executive Manager Payments Systems & Domestic Banking Operations Dept |

**Central Bank of Jordan**  
Head Of Projects | **Centrepoint**  
Business Optimization Manager | **Choithrams**  
Head Retail Operations | **Choithrams**  
Finance Manager | **Choithrams**  
Manager - RSD Implementation | **Choithrams**  
Retail Marketing Manager | **Choithrams**  
Business Support Manager | **Cozmo Travel**  
Marketing Executive | **Cozmo Travel**  
Business Systems Manager | **dnata**  
Head Customer Experience | **dnata**  
Director Consumer Payments Experience | **du**  
Director - e-Sales | **du**  
Senior Investments Director | **du**  
Marketing Manager | **Dubai Healthcare City**  
General Manager | **Dubizzle**  
Digital Manager | **Dubizzle**  
Group Digital Manager | **Dubizzle**  
General Manager | **Element Middle East Llc**  
Corporate eCommerce Manager | **Emaar Hospitality Group**  
Manager eCommerce | **Emirates**  
Head of Digital Communications | **Emirates**  
Vice President | **Emirates Food Stuff and Mineral Water Company**  
Head of Social Media | **Emirates Group**  
Regional Manager Alliances & Loyalty | **Emirates Loyalty Company Llc**  
E-commerce Manager | **Enation Fzco**  
Director | **Enation Fzco**  
Senior Manager - Information Technology | **Eros Electricals**  
GM Business Development | **Eros Group**  
Manager Sales | **Etiihad Airways**  
Manager Retail Sales AUH | **Etiihad Airways**  
Manager Ethiad Guest | **Etiihad Airways**  
Manager- Corporate Accounts | **Etiihad Airways**  
Marketing officer | **Etiihad Airways**  
Head of User Experience | **Extra stores**  
Manager - Projects | **Febno FZC**  
CEO | **Ferns N Petals**  
ECommerce Marketing | **flydubai**  
SVP Customer Experience, Brand and Communication | **flydubai**  
Marketing Executive | **Foodonlick.com**  
Marketing Executive | **Foodonlick.com**  
Chief Executive Officer | **Foodonlick.com**  
Operations Manager | **Foodonlick.com**  
Marketing Manager | **Foodonlick.com**  
Head ECommerce | **Geant Hypermarket**  
Head Merchandise | **Geant Hypermarket**  
Group Head Merchandise | **Geant Hypermarket**  
Merchandise Manager | **Geant Hypermarket**  
Group Finance | **Geant Hypermarket**  
Department Head | **Giordano**  
Finance Director | **Giordano**  
Senior Information Technology Manager | **Giordano**  
Chief Executive Officer | **Global Jet**

# ECOMMERCE SHOW

## KEY BUYERS WHO ATTENDED



President | **Golden Tulip Hotels and Resorts**  
Assistant Marketing Manager | **Grand Stores**  
PR and Events Manager | **Grand Stores**  
Assistant Marketing Manager | **Grand Stores LLC**  
Chief Executive Officer | **Groupon Fz Llc**  
Marketing Director | **Growth consulting**  
eCommerce Director MEA | **Hilton Worldwide**  
eCommerce Manager MEA | **Hilton Worldwide**  
Assistant F & B Manager | **Holiday Inn**  
Director of F & B | **Holiday Inn Dubai Al Barsha**  
Director of Sales | **Holiday Inn Dubai Al Barsha**  
Director of Marketing | **Holiday Inn Dubai Al Barsha**  
General Manager | **ibis Muscat**  
President | **Jabbar Internet Group**  
Co-founder & CMO | **Jadopado.Com**  
Digital Marketing Division Manager | **Juma Al Majid Group**  
DGM - Finance | **Jumbo Electronics**  
Manager - Ecom | **Jumbo Electronics**  
Head - Category Management, Retail | **Jumbo Electronics**  
Head - Retail | **Jumbo Electronics**  
Head - Marketing, Retail | **Jumbo Electronics**  
Manager, CRM | **Jumeirah**  
Brand Director, Mikyajy | **Kamal Osman Jamjoom Group LLC**  
Sr. Regional Director Human Resources and Management Development | **Kuwait Food Company (Americana)**  
IT Department Manager | **Kuwait Food Company (Americana)**  
Regional IT Director Gulf, Levant and Central Asia | **Kuwait Food Company (Americana)**  
Financial Manager For Planning, Follow up Financial Analysis | **Kuwait Food Company (Americana)**  
Deputy Finance Manager | **Kuwait Food Company (Americana)**  
UAE Deputy General Manager and Finance Administration | **Kuwait Food Company (Americana)**  
Regional Financial and Administration Manager | **Kuwait Food Company (Americana)**  
Marketing Manager | **Kuwait Food Company (Americana)**  
Snr Digital Marketing Executive | **Landmark Group**  
Chief Executive Officer | **Leaders Centre**  
Chief Operating Officer | **LIWA**  
VP: Head of Ecommerce | **M. H. Al Shaya**  
VP Corporate Development | **Majid Al Futtaim**  
VP of Marketing | **Markavip**  
Chief Strategy Officer | **Markavip**  
Chief Financial Officer | **Markavip**  
Chief Information Officer | **Markavip**  
Chief Executive Officer | **MarkaVIP**  
Director, Expert Sales Advanced Payments | **MasterCard**  
Regional director | **McDonalds**  
Senior Sales Manager | **Mercure Grand Hotel Jebel Hafeet Al Ain**  
Business Systems Manager | **Metra Computers**  
Director of Sales | **Millennium Hotel Abu Dhabi**  
Digital Marketing Manager | **Mina Seyahi Complex**  
Marketing Manager | **Mina Seyahi Complex**

Chief Executive Officer | **mumzworld.com**  
COO | **mumzworld.com**  
Co-Founder and Managing Director | **Namshi**  
Co-Founder and MD | **Namshi**  
Co-Founder and MD | **Namshi**  
Director, e-Commerce | **Nasair**  
Director, Product & Services | **Nasair**  
Director Sales & Marketing | **National Store LLC**  
Assistant Manager Marketing | **Noor Bank**  
Revenue Manager | **Novotel & Adagio Abu Dhabi Al Bustan**  
Assistant Revenue Manager | **Novotel & IBIS**  
Revenue & Distribution Manager | **Novotel & IBIS**  
Cluster Revenue and Distribution Manager | **Novotel & IBIS**  
Assistant Director of Sales and Marketing | **Novotel & IBIS Dubai Al Barsha**  
Director of Sales and Marketing | **Novotel & IBIS Dubai Al Barsha**  
Director of Sales and Marketing | **Novotel & IBIS World Trade Centre**  
General Manager | **Novotel & IBIS World Trade Centre**  
Director of Revenue | **Novotel & IBIS World Trade Centre**  
Director of Sales & Marketing | **Novotel Abu Dhabi Al Bustan**  
Revenue Manager | **Novotel and Ibis Abu Dhabi Gate**  
Events Sales Manager | **Novotel Ibis Adagio Fujairah**  
General Manager | **OneCard**  
Marketing Manager | **Orange**  
Corporate Communications Manager | **P&G**  
Technology Manager | **Paris Gallery Group**  
Head of Information Technology | **Paris Gallery Group**  
Group Marketing Manager | **Paris Gallery Group**  
General Manager | **Premier Inn Hotels**  
Sales Manager | **Premier Inn Hotels**  
Director of Sales and Marketing | **Pullman Deira City Centre**  
Cluster Marketing & Communications Manager | **Radisson Royal Hotel**  
Cluster PR Manager | **Radisson Royal Hotel Dubai**  
Territory Director | **RandomStorm Limited**  
Marketing Director | **Retail Group**  
Business Development Director | **Retail Group**  
IT Director | **Retail Group**  
Premier Inn Hotels | **Revenue Manager**  
Founder | **Rocket**  
Marketing Executive | **Rose Rayhaan by Rotana**  
Marketing Executive | **Rotana Hotels**  
Cluster E-commerce Executive | **Rotana Hotels**  
Loyalty programs Director | **Saudi Telecom Company**  
Managing Partner | **Scuba UAE**  
IT Manager | **Sifico**  
Senior General Manager - UAE | **SNTTA**  
Director of Sales and Marketing | **Sofitel Abu Dhabi Corniche**  
Ecommerce Manager | **Sofitel Dubai The Palm**  
Director of Sales & Marketing | **Sofitel Dubai The Palm**  
Revenue Manager | **Sofitel Dubai The Palm**  
Country Manager - G.C.C. | **Souq.com**  
Managing Partner | **Spark Bits**  
Director of Marketing | **Starwood Hotels & Resorts Worldwide, Inc**  
GM | **Sun and Sands Sports Retail**



Chairman | **Choithram**  
Resident Director | **T.S.A. Trading**  
Operations Director | **tejuri.com**  
General Manager | **Toshiba Computer Systems Middle East and Africa**  
Business Solutions Manager | **Toshiba Gulf FZE**  
Senior General Manager | **Travel & Tours**  
eCommerce Director | **United Electronics**  
eCommerce Apps Manager | **United Electronics**  
Head of Operations | **United Electronics**  
Managing Partner | **Veilkini.com**  
Regional IT Manager | **Virgin Megastore M.E.N.A**

Product Development Director | **Virgin Mobile Middle East and Africa**  
General Manager, MENA | **Visa Middle East**  
Marketing Manager | **Viva Entertainment - Aido.com**  
Sales Manager | **Wahat Al Zaweya**  
Director | **www.dealshabibi.com**  
Director of PR and Communication | **Yas Viceroy Abu Dhabi**  
Director of Marketing | **Yas Viceroy Abu Dhabi**  
Director of Sales and Marketing | **Yas Viceroy Abu Dhabi**  
Hotel Manager | **Yas Viceroy Abu Dhabi**  
Marketing Manager | **You Got A Gift**  
Partner | **You Got A Gift**



# ECOMMERCE SHOW

## PREMIUM CONFERENCE



### Hundreds of ecommerce experts, billions of opportunities.

Ecommerce is a hot topic in the Middle East. Retailers are beginning to realise the importance of having a successful ecommerce strategy and the premium conference was dedicated to helping all attendees start, develop and improve their online businesses. We brought ecommerce experts from across the world to the Middle East to discuss, debate and design the future of ecommerce in the Middle East.

#### TOP SPEAKERS



**Megan Quinn**  
Co-Founder  
Net-a-Porter

Megan Quinn was the perfect keynote for the launch of the Ecommerce Show. As the co-founder of one of the world's most well-known websites, Megan brought her experience of start-ups, customer engagement and most importantly ecommerce to the Middle East. Using her native country of Australia as a cautionary ecommerce tale, Megan then went onto discuss the huge potential the Middle East region holds for the ecommerce industry.



**Tony Stockil**  
CEO and Founder  
Javelin Group

As one of Europe's leading experts on ecommerce and omnichannel retailing, Tony discussed the digital transformation of retail. This included looking at the role that mobile will play in the years to come in both retail and ecommerce, the cross channel investments that have already improved retail economics in other parts of the world and the obstacles Middle Eastern companies must overcome to be omnichannel ready.

#### ROUNDTABLES

With many companies wanting to discover how to improve their ecommerce offering, the roundtables were a huge hit with VIPs and delegates. Below are just some of the highlights of the Ecommerce Show roundtables:

- Facebook led a roundtable that explored how social media can be used to track consumer purchasing habits
- IBM's experts explained to attendees how they can improve their ecommerce strategy to create a seamless customer experience
- Attendees discovered how Qatar Airways ecommerce team create an unrivalled customer ecommerce experience
- Twitter taught VIPs how they can use social media to maximise ROI
- One of the region's newest ecommerce platforms, Tejuri.com, assessed the roadblocks in the Middle East that are holding ecommerce back
- The founder of N.K.D Pizza debated the building blocks of ecommerce and the role of mobile in the ever changing industry

facebook

CyberSource®  
the power of payment

IBM

twitter

TeJURI  
explore & shop

QATAR  
AIRWAYS  
القطرية

N.K.D.PIZZA  
إن-كيه-دي بيتزا

2 days of gripping content that gave the thousands of attendees the insight and belief that ecommerce is the megatrend for all businesses across the Middle East.

Retail, banks, travel & hospitality, enterprise and government attended the Ecommerce Show Middle East to gain knowledge and insights into how to establish a successful ecommerce platform, placing them in a great position to take advantage of a billion dollar industry.

### ECOMMERCE HIGHLIGHTS

- Payment Management: A framework for digital commerce success
- Market Places - how they are shaping the future of ecommerce
- An ecommerce roadmap for retailers'
- The top ten emails you should automate
- How to align all customer touch points to become a true "Omni-channel" retailer
- High conversion ecommerce solutions

#### Presenters included

CyberSource®  
the power of payment

VSOURZ  
digital

hybris software  
An SAP Company

MarketVend

SILVERPOP

advansys  
ecommerce solutions





Payment Insurance Solutions

WARD SOLUTIONS

Central  
Issu

Insights 3-41 TSM World Per

THE MIDDLE EAST  
Cards & Payments RETAIL E-COMMERCE SHOW

# Launch Pad





Now in it's 3rd year, The Mobile Show Middle East attracted record breaking numbers of attendees and offered a packed exhibition hall and standing room only for the duration of the show in the 2 dedicated mobile seminar theatres.

“The show was an opportunity to meet the brains and leaders of the global mobile industry in one place”

Asma Al Zarouni | Specialist WIP Devices | du

# THE MOBILE SHOW OVERVIEW

## ATTENDEE PROFILES

- Advertising
- App Developer
- Brand
- Enterprise
- Government
- Healthcare Operator
- Publisher/Broadcaster
- Retail Bank
- Retailer
- Telecom Operator

### OFFICIAL GOVERNMENT PARTNER



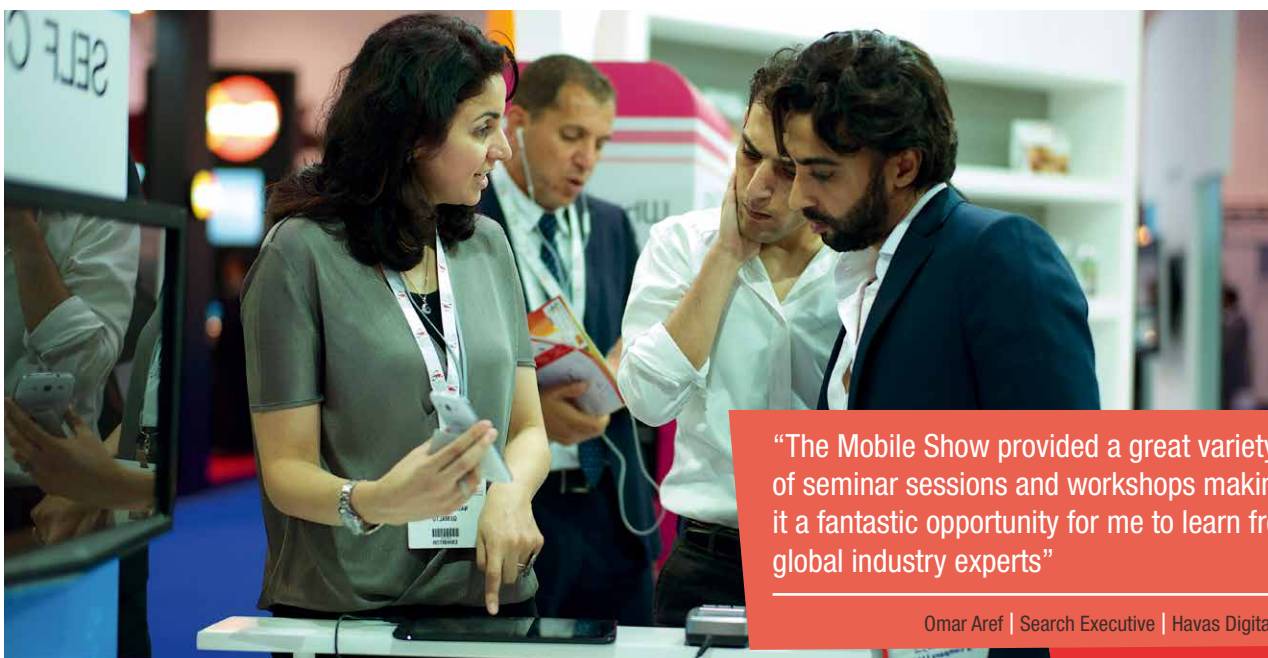
### PLATINUM SPONSOR



### GOLD SPONSOR



### SILVER SPONSORS



“The Mobile Show provided a great variety of seminar sessions and workshops making it a fantastic opportunity for me to learn from global industry experts”

Omar Aref | Search Executive | Havas Digital ME

# THE MOBILE SHOW

## KEY BUYERS WHO ATTENDED

THE  
**Mobile**  
SHOW MIDDLE EAST 2014

Group Head of IT | **A.W. Rostamani Group**  
Senior Techno-Functional Consultant | **A.W. Rostamani Group IT**  
Business Solutions Manager | **A.W. Rostamani Group IT**  
IT Operations Manager | **A.W. Rostamani Group IT**  
Group IT Manager | **Abdul Jaleel Al Faheem School Al Ain**  
Enterprise Architect | **AI Futtaim**  
Head of Enterprise Architecture | **AI Futtaim**  
Director - IT | **AI Futtaim**  
Director of Centralized IT Services | **Al Murooj Rotana**  
Group Chief Information Officer | **Al Rostamani Group**  
Customer Communications Manager | **Al Tayer Group**  
Head of Analytics | **Al Tayer Group**  
CIO | **Apparel Group**  
General Manager UAE | **Asgatech**  
Chief Executive Officer | **Asgatech**  
General Manager UAE | **Asgatech**  
Chief Executive Officer | **Asgatech**  
VP Digital | **Atlantis The Palm**  
Digital Director | **Atlantis The Palm**  
Solutions Specialist – Middle East Africa and Turkey | **Avaya**  
Avayas marketing agency | **Avaya**  
Applications Manager | **AW Rostamani Group**  
Senior Technical Consultant | **Aw Rostamani Group**  
Head ATMs/CDMs & Mobile Banking | **Bank Muscat**  
Group Chief Information Officer | **Belhasa International Branch**  
Customer Marketing Manager | **Canonical**  
Media Executive- Digital | **Carat**  
Digital Media Executive | **Carat**  
Digital Director | **Carat**  
Digital Manager | **Carat**  
Project Section Head IT Development | **Commercial Bank of Dubai**  
Head of IT | **D.H.L.**  
Infrastructure Service Manager | **DHL Express**  
Digital Director | **Drive Dentsu**  
Director - Security | **du**  
Lead Digital Services Development (Country & Enterprise) | **du**  
Head of Digital Advertising | **du**  
Manager VAS and Loyalty | **du**  
Manager- VAS | **du**  
Manager NOC, Process & Quality Assurance | **du**  
Vice President Consumer Indirect and Alternative Channels | **du**  
Specialist VVIP Devices and Num | **du**  
Director Mobile Financial Services | **du**  
Director Government Relations, Commercial | **du**  
Senior Vice President - Government Relations, Commercial | **du**  
Lead e-Care | **du**  
Senior Director - Wireless Broadband, Terminals & Performance | **du**  
Senior Director Mobile Access Network planning | **du**  
Director Mobile Access Network Planning | **du**  
Lead Digital Services Development (Country & Enterprise) | **du**  
Director Commercial Planning & Governance | **du**  
Senior Director Network Architecture | **du**  
Manager, Business Reporting | **Dubal**

Head of Ad Operations | **Dubizzle**  
Mobile, Web and Social Media Specialist | **Emaar**  
Business Process Manager - CRM | **Emaar**  
Director Information Technology | **Emaar**  
Head of IT - Emaar Retail | **Emaar Retail LLC**  
Head - Retail IT Operations | **Emaar Retail LLC**  
Solution Architect | **Emaar Retail LLC**  
Head of Innovation Strategy | **Emirates N.B.D.**  
Infrastructure Manager | **Emirates National Oil Company ENOC**  
Head of Marketing and Communications for Middle East | **Ericsson**  
Head of EP MBB SL NDO | **Ericsson**  
Head Of Public And Media Relations Region Middle East Communications | **Ericsson**  
Director Market Development - Mobile Broadband | **Ericsson**  
Executive General Manager, Digital Services | **Etisalat**  
VP/Digital Technology | **Etisalat**  
Director Solution Architecture | **Etisalat**  
Senior Director M2M Services | **Etisalat**  
Etisalat Group Manager for Technology, Strategy and Global Operations | **Etisalat**  
Director/ICT Industry Vertical Solutions HO/Business | **Etisalat**  
Director mobile network - strategy | **Etisalat**  
Manager | **Etisalat**  
Group Manager - M2M product development | **Etisalat**  
VP Cloud Services | **Etisalat**  
Director/Transmission planning | **Etisalat**  
Enterprise Mobility Specialist Consultant | **Etisalat**  
SVP | **Etisalat**  
Chief Operating Officer | **Etisalat Afghanistan**  
Director Core Technology Strategy | **Etisalat Facilities Management Llc**  
Group VP M2M | **Etisalat Group**  
Director Strategy | **Etisalat Group**  
Director Product Development - Cloud Services | **Etisalat Group**  
Marketing Manager | **Fairmont Dubai**  
Assistant Marketing Manager | **Fairmont Dubai**  
Manager- System/IT Department | **Family Food Centre**  
General Manager | **Family Food Centre**  
Director- Systems/IT | **Family Food Centre**  
Managing Director | **Flip Media**  
Managing Director | **Fly Telecom**  
Head of Product and After Sales | **Fly Telecom**  
Marketing Manager | **Fly Telecom**  
Vice President Publishing EMEA | **Gameloft**  
Senior Media Planner | **Havas Digital**  
Associate Director- Middle East | **Havas Digital**  
Associate Media Director | **Havas Digital**  
Associate Media Director | **Havas Digital**  
Regional General Manager | **Havas Digital**  
Digital Director | **HeathWallace**  
Group Chief Information Officer | **Holdal Abou Adal Group**  
Public Relations Enterprise Middle East English | **Huawei Technologies Co.**  
Director of Unified Comms | **Huawei Technologies Co.**  
Chief Executive Officer | **Hyjiya Info JLT**  
Owner | **Iconiction**

Project Director | **Impact Proximity**  
 Digital Media Director | **Initiative Media**  
 Head of Sales META | **InMobi**  
 Founder & Chief Executive Officer | **Joy Luxe TV**  
 Mobile Division Director | **JoyGame**  
 Chief Innovation Officer | **Jumbo Electronics**  
 Digital Marketing Manager | **Jumeirah**  
 Assistant Digital Marketing Manager | **Jumeirah Group**  
 Director of PCI, Compliance and IT Risk Management | **Jumeirah Group**  
 Group Director of IT Security | **Jumeirah Group**  
 Director of Digital Development | **Jumeirah Group**  
 Digital Operations Manager | **Jumeirah Group**  
 Head of Digital, MENA | **JWT / Heathwallace**  
 IT Manager | **Kwality Foods**  
 CIO | **Landmark group**  
 Manager - IT Infrastructure | **Landmark Group**  
 Growth & Reputation Director | **Leo Burnett**  
 Regional Director, Innovation and Engagement | **Leo Burnett**  
 Head of Digital Delivery | **Leo Burnett**  
 Client Service Director | **Leo Burnett**  
 Senior Manager - Distribution Services | **M.B.C.**  
 Mobile Product Manager | **M.B.C. Group**  
 CCO | **M.C.I. Mobile Communication Company of Iran**  
 Regional Sales Director | **Maddict**  
 Project Manager | **MAF Finance**  
 Digital Director | **Magna Global**  
 Customer Relationship Associate Director | **Majid Al Futtaim Properties LLC**  
 Manager- Digital Marketing & Innovations | **Majid Al Futtaim Properties LLC**  
 Senior adviser CTO | **MCI**  
 technical advisor | **MCI**  
 Digital Planning Director | **MEC Fz Llc**  
 Account Executive | **MEC Fz Llc**  
 Regional Digital Director | **MEDIACOM**  
 Chief Executive Officer | **MENA Sports**  
 Regional Director- Head of Digital MENA | **Mindshare**  
 Senior Manager- Exchange Digital | **Mindshare**  
 Digital Exchange Manager | **Mindshare**  
 Exchange Executive | **Mindshare**  
 Head of Digital - UAE | **Mindshare**  
 Digital Exchange Manager | **Mindshare**  
 Senior Executive Exchange- Digital | **Mindshare**  
 Co Founder And Managing Director | **Mobicomputing**  
 Executive Manager, Digital Services | **Mobily**  
 Director Digital Media | **Mobily**  
 Executive Manager, Digital Services | **Mobily**  
 Business Intelligence Manager | **Namshi.com**  
 Digital Marketing Manager | **Namshi.com**  
 Senior Channels Manager | **National Bank of Fujairah**  
 GGM | **National Catering Company Llc**  
 Regional Category Manager | **Nestle Middle East**  
 Head of Operations | **Nokia Middle East & Africa**  
 Director Planning | **OMD**  
 HEAD OF DIGITAL UAE | **OMD**

Senior Executive- Mobile & Web | **Omnicom Media Group MENA**  
 Director - Mobile Marketing | **Omnicom Media Group MENA**  
 Digital Planner | **Optimedia**  
 Director | **Paramanand Jethanand & Arabian Electronics LLC**  
 Mobile Manager | **Platform 5**  
 Head of Cadreon | **Platform 5**  
 General Manager | **Platform 5**  
 MD | **ProDesign Advertising**  
 Director of Media | **Red Blue Blur Ideas**  
 Account Manager | **Red Blue Blur Ideas**  
 SEM Executive | **Red Blue Blur Ideas**  
 Account Manager- Mobile & Web | **Resolution Media**  
 Director of Automated Collection Systems | **Roads and Transport Authority**  
 VP Information Technology | **Saudi Arabian Airlines**  
 Senior IT Specialist | **Securities and Commodities Authority**  
 Network & Security Section Head | **Securities and Commodities Authority**  
 Web Developer | **Securities and Commodities Authority**  
 IT Director | **Securities and Commodities Authority**  
 Development Section Head | **Securities and Commodities Authority**  
 Operations Support Section Head | **Securities and Commodities Authority**  
 Head of Digital Strategy | **Sky News Arabia**  
 Business Dev Mgr Middle East | **SOTI**  
 Business Dev Mgr Middle East | **SOTI**  
 Head of Digital | **Souq.com**  
 General Manager | **Sport Ink JLT**  
 Managing Director | **Starcom Mediavest Group**  
 Senior Media Executive | **Starcom Mediavest Group**  
 Digital Associate Director- MENA | **Starcom Mediavest Group**  
 Business Director | **Starcom Mediavest Group**  
 Digital Media Manager | **Starcom Mediavest Group**  
 Digital Manager | **Starcom Mediavest Group**  
 Digital Media | **Starcom Mediavest Group**  
 Associate Director- Digital | **Starcom Mediavest Group**  
 Senior Executive- Digital | **Starcom Mediavest Group**  
 Media Manager- Digital | **Starcom Mediavest Group**  
 Media Executive | **Starcom Mediavest Group**  
 Senior Media Executive | **Starcom Mediavest Group**  
 Account Director | **Starcom Mediavest Group**  
 Digital Media Executive | **Starcom Mediavest Group**  
 Senior advisor of Chief Executive Officer | **TCI**  
 Technical Advisor | **TCI**  
 Director - MVNO Business Strategy and Execution | **teo**  
 VP Operations | **teo**  
 Chief Executive Officer | **teo**  
 Chief Financial Officer | **Ufone**  
 Business Director | **UM MENA**  
 Product Development Director | **Virgin Mobile MEA**  
 Chief Technical Officer | **Virgin Mobile MEA**  
 Product Development - Marketing | **VIVA Kuwait**  
 Internet and Devices Senior Specialist | **VIVA Kuwait**  
 Director of Mobile. | **VivaKi**  
 Senior Marketing Executive | **VLCC International LLC**  
 Founder | **WHOW**

# THE MOBILE SHOW

## PREMIUM CONFERENCE

THE  
**Mobile**  
SHOW MIDDLE EAST 2014

The keynote conference at The Mobile Show Middle East 2014 hosted keynote speakers from across the globe including every section of the mobile ecosystem. Our inspiring keynote speakers spoke to over 1500 people across the two days on topics ranging from the Internet of Everything to app development and mobile advertising to enterprise mobility.

### TOP SPEAKERS



**Khalifa Al Shamsi**  
Chief Digital Services Officer  
**Etisalat Group**



**Andrew Hanna**  
Chief Commercial Officer  
**VIVA Bahrain**



**Scott Bales**  
Author, **Mobile Ready**  
Serial Entrepreneur & Innovator, Former  
Chief Mobile Officer, Movenbank, Regional  
Director, **User Strategy**



**Grant Allen**  
Technology Program Manager  
**Google**



**Yousef Tuqan Tuqan**  
Chief Innovation Officer  
**Leo Burnett Group of  
Companies MENA**



**Dean Johnson**  
Senior Vice President of Creative  
Innovation  
**Brandwidth Group**



**Joseph Bradley**  
Managing Director, Internet of  
Everything Practice  
**Cisco Consulting Services**



**Martin Herdina**  
Chief Executive Officer  
**Wikitude**



**Nader Henein**  
BlackBerry Security Director  
MEA  
**BlackBerry**



**Robleh Jama**  
CEO and Founder  
**Tiny Hearts, Creator of Wake  
Alarm Clock, Pocket Zoo and  
Quick Fit**



**Andreas Ehn**  
Co-Founder  
**Wrapp, ex-Spotify CTO, ex-  
Stardoll, Technologist,  
Advisor**



**Dimitri Papadimitriou**  
Director of Mobile  
**Starcom MediaVest Group**

### CONFERENCE HIGHLIGHTS

- Keynote interview with Khalifa Al Shamsi and Andrew Hanna on finding the epicenter of the connected economy and enabling the connected life.
- The interactive keynote presentation on the mobile moment – making sure your organisation is ready for the mobile revolution by Scott Bales.
- The incredibly futuristic augmented reality presentations by Grant Allen from google and Martin Herdina from Wikitude.
- Creating a truly interactive 360 user experience by Dean Johnson, Brandwidth Group.
- Discovering the 19 trillion dollar opportunity with Joseph Bradley, Cisco Consulting Services.
- Building secure, innovative apps with Nader Henein, BlackBerry and Robleh Jama, Tiny Hearts.
- Making your startup a success with Andreas Ehn, Wrapp, ex-Spotify CTO, ex-Stardoll, Technologist, Advisor

“It was an amazing event! I loved the roundtable discussions so much and got to know other participants on the table in a very positive atmosphere.”

Asma Al Zarouni | Specialist WIP Devices | du



Retailers, banks, travel & hospitality, enterprise and government that attended The Mobile Show Middle East have now placed themselves in a great position to take advantage of a billion dollar industry.

We gave people all they needed to know about developing their mobile strategy in our back-to-back educational seminars on mobile apps & content, mobile advertising, mobile payments, and m-gov initiatives.

### M-ENTERPRISE HIGHLIGHTS

- Managing enterprise apps for BlackBerry, iOS and Android through BES10
- The Mobile Enterprise: Putting business in motion
- Keep your finger on the pulse of your business performance real time
- How to secure corporate content in the cloud within a connected mobile ecosystem
- How can mobile change the face of the financial institution

Presenters included



Vodafone International Services



### MGOV & MHEALTH HIGHLIGHTS

- mGov App Store
- The Road to mGov
- Windows for mobile workspace workshop
- Revolutionising the patient experience by putting healthcare into peoples' pockets
- mHealth - enabling patient centric healthcare through personal empowerment

Presenters included



### TELCO & ENTERPRISE CUSTOMER ENGAGEMENT HIGHLIGHTS

- Real performance & end user experience concept for operators
- Protect your family, goods and company with a mobile application
- Integrated applications solutions: future frontiers for operators' revenues
- Drive effective customer engagements by capitalizing on the BYOD environment
- Creating opportunities for brands, telcos and advertisers by serving a niche market

Presenters included



### APPS HIGHLIGHTS

- How to use apps as the engine to drive brand loyalty
- Expand your brand presence with BBM Channels
- Mobile applications: The emerging innovations in customer experience
- Developer master classes
- The challenges and choices when going mobile - what retailers should consider when deciding on the most effective mobile strategy?

Presenters included



### ADVERTISING & MARKETING HIGHLIGHTS

- The power of location data and native advertising
- 10 key learnings from executing more than 1000 mobile advertising campaigns in the Middle East
- A world of small screens and big apps – Insights into the digital revolution and how to develop the right apps for your brand strategy
- Adopt the 4 rules of efficient mobile marketing
- Exploring GenY

Presenters included



### MENTERTAINMENT & MCONTENT HIGHLIGHTS

- From ink to click – transitions, digital innovations, & mobile strategies in media companies
- The advent of rich media across mobile
- Using ACR to deliver a seamless interactive experience on the second screen
- Your customers are mobile: where are you?
- A brand marketers guide to mobile

Presenters included







## Awards Ceremony and Gala Dinner

Superb entertainment, exquisite food and some of the greatest minds in the cards and payments industry guaranteed an evening packed with fun and networking at the highest level.





**SMART CARD  
& PAYMENTS  
Awards**  
MIDDLE EAST  
**Winners**

presented by



**BEST CREDIT CARD**

The Standard Chartered MasterCard Titanium Credit Card

**BEST PREMIUM CARD**

The Standard Chartered Visa Infinite Credit Card

**BEST CO-BRANDED CARD**

The Etihad Guest Above Credit Card- Abu Dhabi Commercial Bank

**BEST CONTACTLESS SOLUTION**

Tap2Pay- Bank Audi

**BEST CORPORATE CARD**

First Gulf Bank Commercial Credit Card

**BEST CUSTOMER ENGAGEMENT PROGRAMME**

Bon Appétit- Emirates NBD

**BEST DEBIT CARD**

Supplementary Debit Card- Mashreq Bank

**BEST SMART GOVERNMENT PAYMENT INITIATIVE**

SADAD Payment Systems- SAMA (SAUDI ARABIAN MONETARY AGENCY)

**BEST MOBILE BANKING EXPERIENCE**

iGaranti- Garanti Bank

**BEST MPAYMENT INNOVATION**

PayPort- Mashreq Bank

**BEST NEW CARD**

Emirates NBD Manchester United Credit Card

**BEST PREPAID PROGRAMME**

eDirham- Ministry of Finance

"We thank the organizers and the judges of The Smart Cards & Payments Awards Middle East for these prestigious recognitions. The 'Best Credit Card' and the 'Best Premium Card' awards reflect our commitment to not only offer world-class products and services, but also provide substantial value to our cardholders such as unique features and best-in-class customer experience."

Shehzad Hameed | Regional Head of Retail Banking Products, Middle East, North Africa and Pakistan | Standard Chartered





## NETWORKING

This event is about facilitating introductions between buyers and solution providers.

We understand that relationships matter and at the end of the day the success of the event will be determined by the number of quality contacts you make.

To help you get the most value from your participation and guarantee that you make the right contacts, we invite you to maximise your sponsorship with guaranteed meetings with buyers via our one-to-one partnering sessions.

## FANTASTIC NETWORKING OPPORTUNITIES

The Networking team this year was responsible for hosting over 810+ VIP attendees across the Cards & Payments, Retail and E Commerce Shows, split as follows across the shows-

**Cards & Payments** - 365+ guests from the regions banks, telco's, government and enterprise.

Including 100+ VIP attendees who were guests of our official government partner, the Emirates Identity Authority

**Retail Show** - 215+ and **E Commerce Show** - 220+ guests from the region's largest family groups, mall owners, brands, hospitality and airlines.

## PRE-ARRANGED MEETINGS



The networking team are responsible for pre-arranging meetings for our sponsors with some of the key buyers at the event from the regions Banks, Government, Telco's and Retailers.

Across the 2 day show we had pre-arranged over 250 meetings for our key sponsors with their key prospects at the show. Sponsoring companies have the option to pre-select from all attendees to the show, the key people that they wanted to meet with.



## PREMIUM LOUNGE

To facilitate over 250 pre-arranged and an additional 100 on site introductions, we created a Premium Networking Lounge that was centrally located on the exhibition floor. The lounge was designed to have a number of private meeting areas and more comfortable lounge seating, in addition to complimentary refreshments being served all day from our own coffee barista, making this a very informal meeting hub.

## SAMPLE PRE-ARRANGED SPONSOR MEETINGS

JOB TITLE	SPONSOR COMPANY	MEETING WITH
Chief Innovation Officer	MasterCard	Director General of the Emirates Identity Authority
Managing Director	BPC Banking Technologies	Division Head, Business Systems from Arab National Bank
Strategic Marketing	Cybersource	Senior IT Manager GCC- Carrefour MAF
Senior Manager	Cardz Middle East	Deputy Manager from Social Security Fund- Ministry of Interior
Regional Director	Euronet Software	Head of Retail Banking from Blom Bank
Regional Sales Manager	Gemalto	AGM Strategy & Projects, The National Bank of Kuwait
Senior Manager	FutureCard	Head of Electronic Banking Division Bank Med, Lebanon
Regional Manager	Regional Manager	Head of QA, Saudi Arabian Monetary Agency

## SAMPLE OF ONSITE INTRODUCTIONS

JOB TITLE	SPONSOR COMPANY	MEETING WITH
Managing Director	Vocalink	Head of Payments from the Qatar Central Bank
VP Sales & Marketing	Octashop	Chief Operations Officer of Jumbo Electronics
Managing Director	BPC	Head of Cards Business Qatar Islamic Bank
General Manager	Cybersource	VP E Commerce for Al Shaya Group
Regional Director	FIS Global	Head of Electronic Banking Division Bank Med, Lebanon
Regional Sales Manager	Gemalto	Head of Innovation, Abu Dhabi Commercial Bank



# MARKETING CAMPAIGN

The show delivered a powerful multi-channel marketing campaign that achieved impressive results. Investment in the right media, to reach the right audiences, ensured the shows stay front of mind across all industries.

The marketing campaign utilised every channel possible and reached an audience of millions:

- **62** media partners displaying show banners and listings
- **183** emails to external databases
- Widespread digital and social media campaigns with a global reach
- Show websites received over **76,000** visits
- Adverts in targeted trade publications throughout the year
- PR company provide pre-show and on-site press support - distribution of press releases and facilitation of interviews with the 100+ attending PR representatives

# OFFICIAL MEDIA PARTNERS INCLUDED





# PRESS COVERAGE

The show attracted international press coverage from mainstream and trade publications

110 members of the press attended from:

- Abu Dhabi TV
- Adafrah TV
- Al Bayan
- Aladrah TV
- Al Emarat Al Youm
- Al Ittihad Newspaper
- Al Roueya
- Arabaviation.com
- Arabic Future Press
- CNBC
- Dar al Khaleej
- Decision Makers TV

- DM-TV
- Dow Jones
- Dubai TV
- Emarat Alyoum
- Emirates 24/7
- Gulf News
- Gulf Today
- Hawas TV
- Indo-asian Media
- Jumuah Magazine
- Khaleej Times
- Mediaquest

- Mergermarket
- Myknews
- The National
- Retail ME
- Sky News Arabia
- SPI Group
- Tawazon TV
- Teletimes International
- The Security Review
- VAR
- Voize Media
- Electronics Today

- Puls Media
- City7 TV
- CPI Financial
- Gulf Business
- ITP Publishing Group
- MBC
- Quick Foto
- Smeinfo.me
- Techvoize
- The Emerging Finance

## UAE banks push for tech upgrade on transactions

Customers favouring online services

While the personal touch is welcome, simple transactions can be done on smartphones

The Government of the UAE is investing heavily in adoption and implementation of electronic payments



Palpay at the Cards & Payments Show at the Dubai World Trade Centre. The country's banks are moving heavily to digital payments.

## Towards digital unity

A convergence of financial and government services in the Emirates ID means you may soon use it to authenticate transactions on multiple cards

From the head of the government's identity authority, the Emirates ID, the use of the ID card as a digital key to access services is being explored. The ID card is being used as a digital key to access services, such as banking and government services. The ID card is being used as a digital key to access services, such as banking and government services.

Smart cards and use of biometric in identity verification combined with use of digital algorithm and cryptography for transaction authentication is becoming the order of the day. The convergence of financial and government services in the Emirates ID means you may soon use it to authenticate transactions on multiple cards.

## EIDA showcases its e-services and smart applications

The Emirates Identity Authority (EIDA) has announced its participation in the Cards and Payments Middle East Conference and Exhibition 2014, which will be held May 13th-14th at the Dubai World Trade Centre. International experts in smart card systems and technology will participate in the event, during which more than 150 working papers will be thrown light on the latest experiences and the best practices in the smart electronic ID card industry.



Dr. Ali Mohamed Al Khouli, Director General of EIDA, will deliver the opening speech at the conference.

plan, namely to strengthen the culture of digital identity and to showcase its importance and future prospects through participation in global forums and events. Emirates ID said that its participation in the event was to introduce the identity card as one of the UAE's most dynamic projects aimed at operational and economic transformation and at strengthening the country's global competitiveness and security by way of furnishing an integrated and advanced system for individual identity management. The Authority stressed that the event was a significant opportunity for organisations in both the public and private sectors to learn about the latest systems, solutions, programmes and technologies for e-payment in order to keep pace with the UAE's efforts towards e-transition in smart government services as well as with its determination to build a knowledge economy and electronic transactions via digital networks.

## «الهوية» تفوز بجائزة «عشر سنوات من الريادة والتميز»



عقدت هيئة الإمارات للهوية على جائزة عشر سنوات من الريادة والتميز في إدارة الهوية، وذلك مساء على قاعة الحفلة التذكيرية للهيئة في مركز دبي التجاري العالمي، بحضور أكثر من 200 شخص. الجائزة هي شهادة تقدير على الجهود التي بذلتها الهيئة منذ إنشائها في عام 2004، وهي تعكس التزامها بالريادة والتميز في إدارة الهوية، وذلك من خلال تقديم خدماتها المتميزة للمواطنين والمقيمين في دولة الإمارات العربية المتحدة. الجائزة هي شهادة تقدير على الجهود التي بذلتها الهيئة منذ إنشائها في عام 2004، وهي تعكس التزامها بالريادة والتميز في إدارة الهوية، وذلك من خلال تقديم خدماتها المتميزة للمواطنين والمقيمين في دولة الإمارات العربية المتحدة.

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