



# Tech Pioneers Explore The Digital Era

An audience of technology leaders and enthusiasts gathered in January to uncover the latest digital trends and listen to how successful businesses are adapting to implement change.

Forbes Middle East's first ever exclusive invite-only Digital Trends 2019 forum was attended by around 200 experts, commentators and heads of business. Three insightful and entertaining panels explored how the Middle East is positioned, whether the region is moving fast enough, and what the future holds for consumers and enterprises.

The first discussion on the 4th Industrial Revolution revolved around the new technologies currently changing the way companies operate and approach problems. Ari Kesisoglu, Vice President for the Middle East, Turkey and Africa at Facebook, talked about how the social network stays safe and reliable.

"We take more than 1 million fake accounts down every single day now. Many of these accounts do not ever see daylight, AI systems catch them before they are even live," Kesisoglu revealed.

The next panel delved into the use of Artificial Intelligence applications in business processes and the many new business opportunities it can create. Emad Mustafa, Head of Digital Technology Services at Fujitsu ME emphasized how AI can transform businesses by helping bring new products to the customers. "Taking a bold step and learning more about AI, bringing in data scientists or outsourcing that part to someone who is really aware of how to build certain intelligence, will actually accelerate business transformation," Mustafa advised the gathered audience.

Acting Director of the Future Borders Department at the General Directorate of Residency and Foreigners Affairs Dubai, Noura Salim Almazrouei, played a video to highlight how Dubai Airport is continuing to innovate using biometrics and AI to improve passenger experience. And His Excellency Zulfiqar



Executive speech by Hakan Ozel, General Manager of our Host Partner Shangri-La Hotel Dubai



During the 1st panel discussion, moderator of 4th Industrial Revolution, Kushal Shah, Senior Partner at Roland Berger



Artificial Intelligence moderator Asmae Lemniei, Managing Director at Lean X Consulting and speakers Xavier Anglada, Managing Director Digital Lead at Accenture; Emad Mustafa, Head of Digital Technology Services at Fujitsu ME; Andrew Pearson, Founder & President at Intelligencia; Noura Salim Almazrouei, Acting Director of the Future Borders Department at the General Directorate of Residency and Foreigners Affairs Dubai; H.E. Zulfiquar Ghadiyali, CEO at the Royal Office of Sheikh Tahnoon bin Saeed bin Tahnoon Al Nahyan

Ghadiyali, CEO at the Royal Office of Sheikh Tahnoon bin Saeed bin Tahnoon Al Nahyan, answered questions on the side effects of AI on employment, concluding that the emerging technology will create more diverse types of employment in future.

The final discussion explored how businesses are implementing Digital Transformation through technology in their own teams and all areas of their businesses, as well as its impact on operations and the value it delivers to customers. Offering the audience up a real-life example of how transformation can

be achieved in an efficient way, Andre Daoud, CEO at Medcare, spoke about how his company put patients at the heart of its digitalization. “The first pillar for us is patients’ safety, the second is how we deliver that safety in this seamless unique and digital journey,” he explained.

The event was hosted in partnership with Ghassan Aboud Group as Diamond Partner, Patronus Wealth as Platinum Partner, Shangri-La Hotel, Dubai as Host Partner, Centena Group as Lanyard Partner and Patchi as Official Chocolate Partner.





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