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Sandhya DMello
Editor

AI IS HERE. THE FUTURE IS NOW.

Welcome to a transformative edition of Reseller Middle East, where the future of AI is not a vision—it's a vibrant reality unfolding across our region at full throttle.

This May, we bring you a powerful lens into the UAE's AI-led digital awakening. From government strategies to grassroots innovation, every story is a testament to the region's intent: to lead, scale, and sustain the next frontier of intelligence. Dubai AI Week 2025 provided the perfect stage—from RTA's ambitious AI Strategy 2030 to the Dubai Health Authority becoming the first in the region to deploy the Genesys AI-powered contact system. Government is clearly not just adopting AI—it's redefining service excellence with it.

Our cover story explores how Dell Technologies is empowering the CEEMETA and META regions through smarter distribution models and future-ready devices powered by AI. We also spotlight the strategic visions of tech titans such as Hitachi Vantara, ServiceNow, Omnix, and Hyperfusion as they converge AI, cloud, and sustainability to reshape enterprise infrastructure.

We also celebrate powerful regional milestones: ruya becoming the first Islamic bank to offer direct Bitcoin investments, Huspy revolutionizing mortgages with an AI-powered chatbot, and The Game Company launching a homegrown AI-driven cloud gaming platform. These are not isolated events—they are signals of a broader trend: the UAE is no longer importing innovation; it's exporting leadership.

This issue is a celebration of partnerships, vision, and purpose. Whether it's AVEVA joining hands with ServiceNow, or Canon recognizing partner excellence at the SI-VAR UAE awards, one message echoes through every story—collaboration is the engine of transformation.

As you turn each page, we invite you to reflect on one question: Are you ready to scale with AI, or will you be disrupted by it?



FROM CLOUD GAMING AND CRISIS SIMULATION TO MORTGAGE BOTS AND SMARTER INFRASTRUCTURE, THIS ISSUE SHOWCASES HOW AI IS RESHAPING THE REGION'S TECH AND PARTNER ECOSYSTEM.



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AVEVA, SERVICENOW TO DRIVE INDUSTRIAL TRANSFORMATION

The new collaboration will bring together both companies' capabilities within the CONNECT platform, enabling customers to unify information on industrial processes, utilise AI and automation for more efficient workflows, and apply integrated analytics for greater productivity.

AVEVA, a global leader in industrial software, driving digital transformation and sustainability, has announced a partnership with ServiceNow, the AI platform for business transformation, that will further accelerate industrial transformation.

By leveraging AVEVA's four decades of industrial software expertise and its groundbreaking industrial intelligence platform, CONNECT, and ServiceNow's acclaimed AI-driven Operational Technology Management product line, this partnership will unite teams, digital estates, locations, applications, and data to foster seamless collaboration and boost productivity.

The new collaboration will bring together both companies' capabilities within the CONNECT platform, enabling customers to unify information on industrial processes, utilise AI and automation for more efficient workflows, and apply integrated analytics for greater productivity. As a result, companies can empower their workforce and streamline operations, reduce unplanned downtime and optimise production.

"In today's rapidly evolving industrial landscape, organisations



Bry Dillon, SVP Partners and Commercial Strategy, AVEVA.

must focus on AI, automation, innovation, and efficiency to remain competitive while tackling key challenges," said Bry Dillon, SVP Partners and Commercial Strategy, AVEVA. "Maintaining asset reliability, modernising outdated processes, implementing automated workflows, preserving critical industry knowledge, and equipping the next generation of workers is all essential. This must be managed alongside the transition to sustainable practices while still meeting profitability targets.

Companies must adapt quickly to these transformative shifts to enhance productivity, minimise waste, and reduce costs. AVEVA and ServiceNow's partnership empowers organisations to streamline workflows, automate operations, and improve asset performance and operational efficiency to drive sustainable growth across the industrial enterprise.

"Our collaboration with AVEVA represents a critical advancement in industrial cybersecurity and OT-IT convergence," adds Neelima Rustagi, VP and GM for Technology Workflow Solutions, ServiceNow. "We deliver end-to-end visibility across assets, processes, and threats by integrating AVEVA's robust industrial data platform with ServiceNow's secure and intelligent Operational Technology Management workflows. This joint solution enables real-time anomaly detection, root cause analysis with robust compliance management. It empowers organisations to transition from reactive to proactive operations—enhancing resilience, accelerating decision-making, and aligning with modern industrial transformation goals and AI-driven automation."

CANON CELEBRATES PARTNER EXCELLENCE AT SI-VAR UAE GALA AWARDS CEREMONY

The event highlighted new program elements, including a revised rebate structure, enhanced partner engagement activities, and expanded service enablement opportunities

Canon Middle East celebrated the outstanding achievements of its print System Integrator and Value-Added Reseller (SI-VAR) partners at the recent annual Gala Awards event in Dubai. Top-performing partners

were awarded Platinum, Gold, and MPS Tier Certificates based on their exceptional performance throughout 2024 at a glittering ceremony at Sofitel Business Bay.

The event highlighted Canon's

commitment to its partner ecosystem, highlighting new program elements, including a revised rebate structure, enhanced partner engagement activities, and expanded service enablement opportunities. A special

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focus was placed on the growing SME/SMB in-country business segment, reinforcing the abundant opportunities within the UAE market supported by various government initiatives designed to promote growth in this vital business sector.

Binoj Nair, B2B Business Unit Director, Canon Middle East & Türkiye, said, "We are immensely proud of our longstanding relationships with our partners across the region. They are a critical extension of the Canon family, helping us reach our customers and consistently delivering excellent service. This is why this annual celebration is important not just to recognize achievement but also strengthen our collaborative vision for the future. Meanwhile, our SI-VAR program continues to evolve, providing partners with the tools, resources, and product portfolio they need to succeed. Together, we're building a robust partner ecosystem that drives mutual growth and delivers exceptional value to customers across the UAE market."

The SI-VAR program consolidates Canon's entire product range under

one roof, positioning the company as the ultimate one-stop shop for all printing and scanning needs. This comprehensive approach allows partners to represent Canon as ONE-PRINT, offering a complete lineup that serves everyone from small office/home office environments to large enterprise organizations.

Canon's extensive product portfolio spans all segments, including A4 laser (i-Sensys), business inkjet (Maxify), A3 laser (Office/Workspace), large format printers, very light production (VLP) machines, document scanning solutions, and much more.

During the gala, Canon recognized four new Platinum Tier partners: Astro Era General Trading and Oasis Mountain Trading, both excelling in B2C and B2B product ranges; BlueBell Computers, consistently exceeding targets with a strong B2B focus; and Compu Super Store, demonstrating remarkable consistency in the B2C segment. Meanwhile, HBC Printer Supplies, Printone DMCC, and Proton Electronics Trading joined the Gold Tier status based on their exceptional performance and commitment to excellence.

In a special acknowledgment, Fanar Solutions earned the MPS Partner of the Year award for securing the Deal of the Year, recognized for being the highest-value deal of 2024 and the unwavering dedication behind this remarkable achievement.

"These awards represent the excellence within our partner network, recognizing those who have truly excelled in delivering Canon's innovative print solutions to customers across the UAE. The Platinum and Gold tier achievers, along with our special MPS Partner of the Year award, blend sales performance with exceptional service quality and technical expertise that set them apart. As we celebrate their accomplishments, we also celebrate the strength of our collective commitment to excellence in the printing industry," added Shadi Bakhour, B2B Business Unit Director at Canon Middle East.

The SI-VAR Gala Awards Event underscores Canon's ongoing commitment to strengthening its position as a leading technology provider while supporting the country's dynamic business landscape and digital transformation journey.

DLD INKS STRATEGIC PARTNERSHIPS TO ELEVATE SERVICE EXCELLENCE, INNOVATION

Dubai Land Department (DLD)

signed 11 agreements with diverse local and international entities as part of its ongoing commitment to advance innovation and collaboration among sector stakeholders.

The signings took place on the sidelines of DLD's participation in the International Property Show (IPS) 2025, one of the world's premier real estate events. The agreements aim to enhance real estate services, promote transparency, support women in the sector, and drive the adoption of smart solutions and technological innovation, all in line with Dubai's forward-looking vision to position itself as a global hub for sustainable and innovative real estate investment.

Majid Al Marri, CEO, Real Estate Registration Sector at Dubai Land Department, signed six cooperation agreements with the following entities: Bidbayt for Property Public Auction for organising real estate auctions, Auctions, Shory for insurance brokerage, Eqarcom Solutions Information Technology, HRE Real Estate Development and the Miami Association of Realtors. The agreements form part of Dubai Land Department's ongoing efforts to strengthen technical integration, enhance auction services, and introduce innovative insurance solutions—ultimately improving the efficiency and transparency of real estate operations across the emirate.

DLD signed a cooperation agreement with BidBayt for Property Public Auction to integrate the department's official rental index with the BidBayt platform. This strategic partnership allows the platform to display verified index data, promoting greater transparency and enabling investors and stakeholders to make informed, data-driven decisions based on accurate and reliable information.

Aligning with Global Best Practices

DLD was also granted a licence to Auctions to organise and manage



real estate auctions in Dubai. The agreement aims to regulate the auction process in line with international best practices, stimulate the real estate market, and foster a competitive investment environment.

DLD signed a memorandum of understanding with Shory Insurance Brokerage to support integrated insurance solutions within the rental ecosystem. The agreement outlines the introduction of an innovative insurance service designed to strengthen the rental sector by enhancing trust and providing financial protection for tenants and landlords.

DLD signed a memorandum of cooperation with Eqarcom Solutions Information Technology as part of its commitment to sustainability and operational efficiency. The agreement aims to facilitate the exchange of expertise and resources and to develop and implement innovative solutions in property technology, regulatory compliance, environmental sustainability, and greater transparency in real estate transactions while enhancing property registration and management processes.

Dubai Land Department signed a

strategic partnership agreement with the Miami Association of Realtors to enhance transparency, efficiency, and security across Dubai's real estate market. The agreement focuses on collaboration in real estate consultancy services and promoting diverse investment channels.

It also aims to strengthen ties and mutual understanding between the real estate sectors of Miami and Dubai by encouraging the exchange of market insights, best practices, and technological innovations. The partnership facilitates cross-border investment opportunities and transactions while supporting joint participation in international events, trade missions, and professional training programmes.

Majida Ali Rashed, CEO, Real Estate Development Sector at Dubai Land Department, signed five additional agreements with real estate registration trustees, including Gulf Vision, Bin Shabib, Al Yalayis GT Center, Barnes Middle East and Africa Holding Ltd., and the Innovation Experts Real Estate Institute for real estate training. These agreements aim to outsource select real estate services,

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empower women within the sector, and deliver integrated, high-quality services that support market growth and enhance customer satisfaction in Dubai.

DLD also signed an addendum to its cooperation agreement with the Innovation Experts Real Estate Institute to support the recently launched She Pioneers programme as part of its broader community development efforts. The addendum focuses on expanding women's participation in the real estate sector through specialised training initiatives, including skill development in real estate, brokerage, and investment, reinforcing DLD's commitment to supporting national talent and creating meaningful opportunities for female entrepreneurs.

In addition, Majida Ali Rashed signed cooperation agreements with HRE Real Estate Development under the Women's Charter initiative framework. This initiative is designed to strengthen the role of women in the real estate sector through a range of targeted programmes that promote leadership opportunities in real estate and brokerage firms, introduce tailored investment opportunities for women, and foster flexible, supportive work environments that prioritise work-life balance for female brokers.

Outsourcing Real Estate Services and Enhancing Customer Satisfaction

DLD signed three agreements with Gulf Vision, Bin Shabib, and Al Yalaysi



OUR COLLABORATION WITH LEADING PARTNERS IN TECHNOLOGY, SUSTAINABILITY, AND SMART SERVICES DIRECTLY TRANSLATES THE DIRECTIVES OF OUR WISE LEADERSHIP. IT SUPPORTS OUR STRATEGIC GOALS TO PROVIDE A FLEXIBLE, TRANSPARENT, AND SECURE REAL ESTATE ENVIRONMENT FOR INVESTORS AND THE WIDER COMMUNITY
MAJID AL MARRI, CEO, REAL ESTATE REGISTRATION SECTOR AT DUBAI LAND DEPART



WE REMAIN COMMITTED TO ADVANCING A FORWARD-LOOKING REAL ESTATE ECOSYSTEM THAT KEEPS PACE WITH MARKET DYNAMICS AND REINFORCES DUBAI'S POSITION AT THE FOREFRONT OF GLOBAL CITIES ATTRACTING SUSTAINABLE, KNOWLEDGE-BASED, AND INNOVATION-DRIVEN REAL ESTATE INVESTMENT

MAJIDA ALI RASHED, CEO, REAL ESTATE DEVELOPMENT SECTOR AT DUBAI LAND DEPARTMENT

GT Center as part of its strategic direction to outsource real estate services and enhance operational efficiency. These agreements are designed to delegate the delivery of real estate services to customers through DLD's authorised systems in full compliance with applicable laws and regulations, improving service quality and elevating the overall customer experience.

Dubai Land Department also signed a cooperation agreement with Barnes Middle East and Africa Holding, focused on providing high-quality, integrated real estate services that support the growth of Dubai's real estate sector. The agreement further aims to boost customer satisfaction through innovative service solutions, reinforcing DLD's commitment to strengthening public-private collaboration and enhancing the overall efficiency of real estate operations.

Majid Al Marri said, "These

agreements reflect DLD's vision of establishing a fully integrated real estate ecosystem rooted in innovation and driven by strategic partnerships that enhance the sector's sustainability and global competitiveness. Our collaboration with leading partners in technology, sustainability, and smart services directly translates the directives of our wise leadership. It supports our strategic goals to provide a flexible, transparent, and secure real estate environment for investors and the wider community."

These partnerships represent a significant step toward achieving Dubai's ambitious development agenda, most notably the Dubai Economic Agenda (D33) and the Dubai Real Estate Strategy 2033, by adopting an innovation-led approach and fostering institutional synergy, further cementing Dubai's standing as a fully integrated global destination for future real estate investment.

Majida Ali Rashid, said: "We remain committed to advancing a forward-looking real estate ecosystem that keeps pace with market dynamics and reinforces Dubai's position at the forefront of global cities attracting sustainable, knowledge-based, and innovation-driven real estate investment. We believe that what we are building today lays the foundation for Dubai's future as a hub for smart and sustainable real estate and a city of promising opportunities for investors and talent worldwide."

THE DRILL LAUNCHES FIRST ARABIC-LANGUAGE CRISIS SIMULATOR FOR GCC MARKETS

The Drill crisis simulator, a world-class simulation platform trusted by global brands and institutions, has launched the first-to-market Arabic-language version of its best-practice crisis management simulator.

For the first time, Arabic-speaking organisations across the GCC can now gain access to regionally specific, real-time crisis training technology.

Established and developed in Australia in 2016, The Drill is redefining crisis preparedness, with tailored, immersive and fully customisable simulations that reflect the unique needs of key Gulf-based sectors, including aviation, banking, government, healthcare, oil and gas, and tourism.

Demand for crisis readiness in the GCC is increasing in response to fast and ever-evolving threats, from cyberattacks and misinformation to environmental disruption and stakeholder unrest. The Drill's Arabic language version enables organisations to train in both Arabic and English, reflecting the complex linguistic realities of regional operations.

The Drill Managing Director, Gerry McCusker, said: "We recognise that many GCC organisations have local, regional and international stakeholders, so our fully customisable crisis simulator lets them practice their crisis responses in Arabic, as well as in English, just as they may be required to do in real life."



George Noon.



Gerry McCusker.

The new Arabic language version was developed following the company's leading executive training engagements in the UAE, where the team identified the need for a more regionally responsive simulator. Now with a local presence and specialist support in the GCC, The Drill delivers scalable, crisis simulations - offering on-site training or remote access to a secure, live-publishing platform for real-time scenario engagement.

Unlike gamified apps or passive multiple-choice formats, The Drill emphasises experiential learning and practical team response, with scenarios built by veteran crisis and incident practitioners. Clients can test their plans, people, and performance under pressure - within a secure, realistic

environment designed to mirror the speed and complexity of a real-world crisis.

The Drill's Senior Advisor for the GCC, George Noon, said: "Most organisations have crisis plans, but they're rarely reviewed or tested to cope with the instant speed of the global news cycle or emerging threats like fake news or AI-created risks. The Drill builds crisis response skills by interactive and live content creation."

Already aligned with key Australasian educational standards for crisis qualifications, The Drill is recognised as one of the most established crisis simulation tools in the market. Its methodology and functionality is indispensable, especially in high-stakes industries where reputation, human or operational risk is ever-present.

"We know learning by doing is the most effective training mode for knowledge retention; so in our 100% realistic and secure simulator, clients learn 'the crisis drill' by documenting, creating and publishing" added GCC-based Noon.

With its expansion into Arabic, The Drill now offers GCC organisations an invaluable advantage: bilingual, expert-led simulations that train teams for the realities of crisis before they ever make the headlines.

FLUIDSTACK SELECTS VAST DATA TO DELIVER INFRASTRUCTURE TO ACCELERATE GLOBAL FRONTIER AI MODEL TRAINING

The innovative AI-managed services provider will utilize the VAST Data Platform as it builds out infrastructure to meet enterprise-grade scale, reliability, and global performance demands

Fluidstack, the premier AI cloud platform, has selected the industry-leading VAST Data Platform to join other partners in helping to power large-scale, high-performance AI workloads for Fluidstack's global customer base. With VAST, Fluidstack can deliver enterprise-grade stability, security, and innovation for some of the most demanding AI training environments in the world.

Fluidstack has built its business by managing end-customer workloads on third-party compute capacity – from VAST-powered AI cloud service provider customers to building dedicated GPU clusters on behalf of clients. Pushing the boundaries of what managed services can offer, Fluidstack uses a flexible problem-solving approach to help end customers manage and scale their workloads with unmatched reliability and agility.

“Our mission at Fluidstack is to take the complexity out of deploying and scaling AI infrastructure for our customers,” said César Maklary, President & Co-Founder of Fluidstack. “VAST’s platform gives us the advanced enterprise capabilities we need to deliver reliable, scalable, secure, and future-proof AI infrastructure for our customers as they build cutting-edge models to further AI adoption.”



FLUIDSTACK’S INNOVATIVE APPROACH TO AI INFRASTRUCTURE DELIVERY REQUIRES A DATA PLATFORM THAT CAN OPERATE GLOBALLY, SECURELY, AND WITH THE PERFORMANCE TO MATCH CUTTING-EDGE AI WORKLOADS
RENEN HALLAK, FOUNDER & CEO OF VAST DATA.



The VAST Data Platform provides Fluidstack’s end customers with:

- **Reliable, Secure Data Management:** VAST’s enterprise-grade stability, multi-tenant security, and reliability were critical in supporting the demanding AI workloads that Fluidstack manages for customers, while the VAST DataStore’s multi-protocol support (S3, NFS, SMB) offered seamless interoperability for diverse application needs.
- **Future-Proof AI Infrastructure:** To further support Fluidstack in building, operating, and managing AI infrastructure and workloads for customers, the VAST DataEngine provides integrated vector search
- **Fast Access to Distributed Data at Limitless Scale:** The VAST Data Platform’s unique Disaggregated Shared-Everything (DASE) architecture ensures these deployments can reach exabyte scale while remaining cost-efficient—helping Fluidstack empower organizations to use distributed datasets and enable globally-synchronized model training.
- **Bringing Structure to Unstructured Data:** The VAST DataBase serves as a transactional data lakehouse that supports trillions of vectors, allowing Fluidstack customers to index the entirety of their distributed data corpus for AI deployments—providing real-time data access for efficient querying, analysis, and retrieval of massive datasets.

“Fluidstack’s innovative approach to AI infrastructure delivery requires a data platform that can operate globally, securely, and with the performance to match cutting-edge AI workloads,” said Renen Hallak, Founder & CEO of VAST Data. “Together with Fluidstack, we’re helping customers turn visionary projects into reality. The combination of Fluidstack’s dynamic managed services with VAST’s global data fabric and advanced enterprise features is unlocking new possibilities for AI model training and development at scale.”

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**Ashraf Hamid, Director
Distribution, META**



**Raghav Koorichh, Director
CSG Category and Product,
CEEMETA**

DELL CHAMPIONS AI-POWERED TRANSFORMATION ACROSS CEEMETA

From intelligent infrastructure and smarter distribution to AI-enhanced computing, Dell Technologies is empowering enterprises and consumers with future-ready solutions designed for scale, speed, and sustainability.


Dell Technologies is at the forefront of enabling intelligent innovation through AI-led strategies that are transforming the way businesses operate and consumers engage with technology as the pace of digital transformation accelerates across Central & Eastern Europe, the Middle East, Turkey, and Africa.

In exclusive interviews with Sandhya D'Mello, Technology Editor at CPI Media Group, Ashraf Hamid, Director - Distribution, META, and Raghav Koorichh, Director - CSG Category and Product, CEEMETA, offer a comprehensive view of how Dell is reimagining value-added distribution and client solutions in this evolving landscape.

Hamid, a long-standing leader in Dell's channel ecosystem, elaborates on how the company's AI Factory strategy is unlocking scalable, secure, and region-specific innovations—from AI-powered supply chains and predictive logistics to reseller enablement and industry-

focused solutions. With a robust partner ecosystem and tailored tools, Dell is empowering distribution networks to drive next-gen efficiencies and digital transformation across META.

Koorichh, with over 20 years of industry experience, shares Dell's bold vision for client computing. He highlights the company's AI PC movement, outcome-based product strategy, and cutting-edge innovations such as the Dell Pro AI Studio—all of which are designed to meet the converging demands of hybrid work, sustainability, and AI integration. As organizations modernize IT infrastructure and embrace PC refresh cycles, Dell is helping partners and customers capitalize on this momentum through simplified tech portfolios and intelligent experiences.

Together, their insights reflect Dell Technologies' holistic approach—where infrastructure, devices, and partner ecosystems converge to deliver real-world impact across sectors, markets, and digital journeys. 

DELL POWERS FUTURE OF DISTRIBUTION WITH AI IN META

From AI-optimized supply chains to smart partner ecosystems, Dell Technologies is redefining value-added distribution through scalable, secure, and industry-ready solutions across the Middle East, Turkey, and Africa.



Artificial Intelligence (AI) is no longer a futuristic concept—it's a transformative force reshaping the distribution landscape across the Middle East, Turkey, and Africa (META). At the forefront of this shift is Dell Technologies, which is enabling distributors to evolve from traditional roles into strategic AI enablers. From AI-powered supply chains and cybersecurity solutions to automated sales tools and SaaS-based marketplaces, Dell is equipping its partners with the infrastructure, insights, and innovation needed to thrive in a data-driven world.

In this conversation, Ashraf Hamid, Director - Distribution, META at Dell Technologies, shares with Sandhya D'Mello, Technology Editor, CPI Media Group, how the company is reimagining value-added distribution through its AI Factory strategy.

Hamid — a powerhouse for over two decades with the brand — highlights Dell's efforts in accelerating AI adoption, optimizing partner ecosystems, and delivering industry-specific solutions that address regional complexities while ensuring scalability and return on investment. Dell is positioning its distribution network to lead the next wave of intelligent infrastructure as META markets embrace digital transformation.

AI is transforming industries globally. How do you see the role of AI in the distribution business evolving, particularly in the META region, and how is



BY INTEGRATING AI INTO OUR DISTRIBUTION PARTNERSHIPS, DELL TECHNOLOGIES ENSURES THAT BUSINESSES IN THE META REGION GAIN NOT ONLY A COMPETITIVE ADVANTAGE BUT ALSO THE CAPABILITY TO LEAD THE NEXT WAVE OF DIGITAL TRANSFORMATION.

Dell Technologies positioning itself to stay ahead in this shift?

The role of AI in the distribution business is evolving at an unprecedented pace, reshaping supply chains, partner networks, and customer experiences. Distributors in the META region face the dual challenge of navigating technological advancements while addressing unique market complexities. Here's how AI is revolutionizing the landscape:

1. AI-Powered Supply Chain Optimization

AI enables distributors to streamline logistics by forecasting demand, optimizing inventory management, and ensuring just-in-time deliveries. Predictive models reduce waste, minimize stockouts, and ensure cost efficiency. This not only boosts competitiveness but also enhances customer satisfaction.

2. Value-Added Distribution (VAD) for AI Solutions

Distributors are transforming into providers of AI-ready solutions, supplying infrastructure such as GPUs, pre-trained machine learning models, and cloud-based AI services. By enabling resellers and system integrators to offer bundled AI solutions, they empower enterprises to accelerate AI adoption without technical bottlenecks.

3. AI Marketplace Enablement

Many distributors are creating SaaS-based AI marketplaces, offering "AI-as-a-Service" solutions to simplify deployment for enterprise customers. These platforms connect AI vendors and businesses, ensuring seamless integration for companies of all sizes.

4. Automation Across Sales and Operations

AI-powered tools, including chatbots, automated procurement platforms, and self-service portals, are streamlining internal operations. These tools

significantly reduce manual workloads, enhance speed-to-market, and improve operational efficiency.

5. AI-Driven Partner Ecosystems

Distributors are fostering innovation by enabling their partner networks to adopt AI. This involves providing training, certifications, and ready-to-deploy solutions for industry-specific use cases, positioning partners as trusted AI advisors within the META region.

6. Cybersecurity and Compliance

AI adoption brings with it unique cybersecurity and compliance challenges. Distributors are stepping up by bundling AI governance frameworks, cybersecurity tools, and compliance solutions to ensure businesses can scale AI responsibly and securely.

At Dell Technologies, we recognize that enabling distributors to leverage AI overcomes two primary challenges in the META region: accessibility and scalability. With our industry-leading AI Factory strategy, customized for both regional challenges and global benchmarks, Dell empowers its distributors and resellers to:

- Deploy AI infrastructure tailored for META-specific needs.
- Access pre-built models and frameworks that accelerate AI implementation.
- Offer expert guidance through training and enablement programs, fostering success across partner networks.

By integrating AI into our distribution partnerships, Dell Technologies ensures that businesses in the META region gain not only a competitive advantage but also the capability to lead the next wave of digital transformation.

What key strategies has Dell Technologies adopted to enhance AI-driven distribution? Can you share insights on how AI is improving efficiency, logistics, and partner ecosystem engagement?

Whether through facilitating quicker project deployment, strengthening cybersecurity, or supporting partners' sales efforts, AI is at the heart of Dell's mission to empower its distributors and partners to succeed. Here's a list of strategies that Dell Technologies is doing to enhance AI-driven distribution and drive efficiency:

AI-Factory Platform: Dell's AI-Factory is an innovative platform designed to empower distributors, enabling them to build their own "AI-in-a-Box" solutions and offer these to resellers. This approach ensures distributors can easily deploy tailored AI capabilities that add value to their reseller ecosystems.

Accelerating AI Projects: With Dell AI services, distributors can now implement AI-driven projects faster and more efficiently. This streamlines processes and reduces the complexity often associated with AI development and deployment.

Streamlined Sales Process: Dell's AI-powered Sales Chat tool has significantly reduced the time and effort required by sales teams to craft professional offers. By analyzing customer-specific requirements, the system ensures the recommendations are precise, increasing the chance of winning deals while effectively positioning Dell's optimal solutions.

AI-Enhanced Cybersecurity: Security remains a top priority at Dell. All Dell solutions now integrate AI-enabled cybersecurity protocols that proactively detect and mitigate risks, ensuring robust protection against cyber threats.

These strategies showcase how Dell leverages AI to optimize efficiency, logistics, and engagement within their partner ecosystem.

AI-powered distribution can optimize processes and add significant value to partners and end customers. How is Dell ensuring that its distribution network leverages AI for



TO OPTIMIZE INVESTMENTS, DELL OFFERS AI PROFESSIONAL SERVICES ASSESSMENTS, HELPING DISTRIBUTORS EVALUATE AND DEVELOP THE MOST EFFECTIVE AI IMPLEMENTATION STRATEGIES. ADDITIONALLY, DELL HAS CULTIVATED A WIDE RANGE OF USE CASES THAT ARE SPECIFICALLY DESIGNED TO MINIMIZE UPFRONT INVESTMENT WHILE MAXIMIZING VALUE.

maximum impact across various touchpoints?

Dell's commitment to leveraging AI ensures its distribution network delivers maximum impact for partners and end customers, empowering them to thrive in an increasingly AI-driven world. By blending cutting-edge technology with seamless integration, Dell is shaping the future of IT infrastructure. Here's how:

AI-Optimized Hardware Distribution

Dell's focus on AI-ready hardware ensures distributors have access to high-performance components designed for innovative applications:

GPUs and Accelerators: With the rising demand for AI-optimized hardware like NVIDIA, AMD, and Intel GPUs, Dell streamlines supply chains to ensure seamless availability of these critical components.

Edge AI Devices: From notebooks and desktops to workstations, IoT gateways, and AI-powered servers, Dell offers a complete range of edge computing solutions. These devices integrate seamlessly into data centers, empowering distributors to meet the demand for AI at scale.

AI-Driven Data Center & Cloud Infrastructure

Dell transforms IT distribution with advanced AI-powered data center and cloud solutions:

Cloud & Hybrid AI Solutions:

Dell's AI-ready infrastructure—including networking, servers, storage, and data protection solutions—enables distributors to integrate popular cloud services like AWS, Azure AI, and Google Cloud AI into their offerings. This enhances efficiency and supports hybrid cloud deployments for enterprises.

AI-Based Storage & Networking:

To keep pace with the demands of

AI-enhanced data management, Dell provides cutting-edge storage solutions and software-defined networking optimized for AI workloads.

Infrastructure Automation:

AI-driven tools from Dell streamline resource management, reduce downtime, and optimize performance, allowing distributors to provide reliable, scalable solutions.

Empowering Partners & End Customers

Dell doesn't stop at providing tools and technology. By enabling distributors to deliver AI-powered solutions efficiently, Dell ensures partners and end customers can:

- Reduce operational inefficiencies.
- Enhance decision-making through real-time insights.
- Stay competitive in the fast-evolving tech landscape.

By bridging the gap between powerful AI technologies and easy accessibility, Dell reinforces its role as a trusted partner in simplifying IT infrastructure and driving transformative business outcomes.

Dell's AI-powered distribution network is not just about technology; it's about creating an ecosystem where partners and end customers can unlock the full potential of AI across various touchpoints, ensuring a future-ready approach to IT innovation.

AI adoption often comes with substantial investment. How do you balance the cost of AI-driven distribution models with the financial returns, and what trends are shaping investment in this space?

There's no one-size-fits-all solution when it comes to balancing the costs and returns of AI adoption. Dell's flexible, open technology strategy empowers distributors to design tailored AI solutions that meet the unique needs of every customer.

To optimize investments, Dell offers AI Professional Services Assessments, helping distributors evaluate and develop the most effective AI implementation strategies. Additionally, Dell has cultivated a wide range of use cases that are specifically designed to minimize upfront investment while maximizing value.

By leveraging these tools and

strategies, distributors can effectively align AI-driven distribution models with financial goals, ensuring both scalability and profitability. Dell remains committed to partnering with businesses to unlock the full potential of AI for their operations.

AI is making waves across multiple sectors. Which industries do you see as the most addressable for AI-driven distribution, and what unique solutions is Dell Technologies offering to meet these industry-specific demands? AI-driven distribution is transforming industries with its ability to reduce costs, boost efficiency, and enable smarter decision-making. Here's how AI is making a difference across key sectors:

E-commerce & Retail

- AI-driven demand forecasting and inventory management
- Personalized marketing and dynamic pricing
- Automated order fulfillment and logistics optimization

Automotive & Mobility

- AI-powered vehicle distribution and supply chain automation
- Predictive maintenance and fleet management
- Smart pricing for new and used car sales

Healthcare & Pharmaceuticals

- AI-driven drug distribution and supply chain management
- Predictive analytics for demand planning
- Automated inventory management in hospitals and pharmacies

Logistics & Supply Chain

- Route optimization and predictive delivery times
- Autonomous warehousing and fulfillment centers



DELL TECHNOLOGIES OFFERS A ROBUST SUITE OF SOLUTIONS DESIGNED TO ADDRESS THESE OPPORTUNITIES ACROSS INDUSTRIES. FROM EXPERT AI ASSESSMENTS TO END-TO-END, TAILOR-MADE SOLUTIONS, WE'RE COMMITTED TO HELPING YOU STAY COMPETITIVE AND CAPTURE NEW BUSINESS OPPORTUNITIES.



- AI-driven freight matching and load balancing

Manufacturing & Industrial Goods

- Smart distribution planning with AI-powered insights
- Predictive maintenance for resilient supply chains
- AI-driven demand-supply synchronization

Consumer Electronics & Tech

- AI-based supply-demand forecasting for hardware distribution
- Automated warehouse and fulfillment operations
- Real-time inventory optimization across regions

Energy & Utilities

- AI-optimized energy distribution and grid management
- Predictive analytics for equipment

failures

- Demand forecasting for energy suppliers

Food & Beverage

- AI-enhanced route planning and cold-chain logistics
- Demand prediction for perishable goods
- Smart inventory replenishment systems

Financial Services & Banking

- AI-driven fraud detection in digital transactions
- Automated credit distribution and loan approvals
- Predictive analytics for financial product distribution

Telecommunications

- AI-powered network optimization and bandwidth distribution
- Predictive maintenance for telecom infrastructure
- Smart customer targeting for service distribution

Dell Technologies offers a robust suite of solutions designed to address these opportunities across industries. From expert AI assessments to end-to-end, tailor-made solutions, we're committed to helping you stay competitive and capture new business opportunities. 



**IT'S AN INCREDIBLY EXCITING TIME IN OUR INDUSTRY,
AND I FEEL FORTUNATE TO BE PART OF A TEAM
DEDICATED TO EMPOWERING BUSINESSES AND
INDIVIDUALS TO THRIVE IN THE FUTURE OF COMPUTING.**

RETHINKING CLIENT SOLUTIONS: DELL'S AI-DRIVEN APPROACH TO EMPOWER CEEMETA REGION

From PC innovation to AI integration, Dell Technologies is redefining how businesses and consumers engage with future-ready computing solutions in a fast-evolving digital landscape.

With two decades of experience across product development, marketing, sales, and partner strategy, Raghav Koorichh brings a panoramic view of the tech industry to his role as Director – CSG Category and Product for CEEMETA at Dell Technologies. At a time when digital transformation, AI integration, and evolving consumer expectations are reshaping the industry, Koorichh plays a pivotal role in aligning Dell's client solutions with the region's growing appetite for innovation.

Koorichh in an interview with Sandhya D'Mello, Technology Editor, CPI Media Group, outlines how Dell is simplifying the PC landscape with its reimagined product lineup and leading the AI PC movement with powerful, secure, and energy-efficient devices. He emphasizes the growing need for outcome-based solutions that blur the lines between personal and professional use, while also supporting sustainable innovation. From launching AI-enhanced displays to enabling on-device AI processing for productivity

and security, Dell is positioning itself at the forefront of intelligent computing.

Koorichh also discusses the significance of the ongoing PC refresh cycle and how Dell's partners and distributors can seize this moment to accelerate IT modernization. By offering tailored, AI-ready solutions and tapping into Dell's robust support systems, channel partners can empower businesses to reduce costs, boost efficiency, and embrace next-gen workflows with confidence.

Can you share a bit about your background and journey that led you to your current role as the CSG Strategy and Merchandising Director for META & CEE?

With a foundation in strategy and marketing, I've spent the past 20 years immersed in various aspects of the tech industry's value chain. My experience spans product development, go-to-market strategies, sales, and partner engagement. It's been a rewarding journey that has allowed me to gain a wide-ranging perspective on how innovation and technology shape the world.

Over time, I've had the privilege of working in fast-paced and rapidly evolving markets, helping businesses and consumers alike adapt to technological transformations. These opportunities, combined with exposure to multiple regions, have deepened my understanding of market trends, customer needs, and the strategic decisions that foster business growth.

Today, as the CSG Product Leader for the CEEMETA region, I focus on crafting Dell's client solutions strategy. This involves ensuring we strike the right balance of the 4 Ps: product, price, promotion, and place. Collaborating closely with internal teams, partners, and customers, my goal is to drive growth, enhance user experiences, and deliver technology that aligns with the evolving demands of both commercial clients and individual consumers.

It's an incredibly exciting time in our industry, and I feel fortunate to be part of a team dedicated to empowering businesses and individuals to thrive in the future of computing.

How would you describe the current state of the consumer and commercial technology market in the region, and what are the key challenges and opportunities?

The consumer and commercial technology market in the region is undergoing rapid transformation, fueled by increasing digital adoption, AI integration, and evolving workplace demands. Businesses are accelerating IT modernization initiatives, while consumers seek powerful, efficient, and AI-driven devices to boost both productivity and entertainment experiences.

From my perspective, the key challenges revolve around balancing rapid advancements with security concerns, sustainability goals, and shifting customer expectations. Organizations must carefully weigh cost efficiency against the investment in future-ready technology.

However, these changes present incredible opportunities. AI is no longer just a concept of the future; it's already embedded in devices, enabling enhanced productivity tools and intelligent automation of workflows. Businesses and consumers alike can leverage these advancements to improve efficiency and innovation.

Secondly, the lines between personal and professional computing are blurring, driving demand for devices that adapt seamlessly to both. This trend has led to smarter, more versatile technology focused on flexibility and performance. At Dell, we're focusing

on outcome-based solutions, designing devices to deliver exceptional results—whether you're tackling a business project or streaming at home. By focusing on outcomes, we're empowering users to do more, however they use their technology.

Sustainability is another factor which has become a critical priority. There's growing demand for energy-efficient, longer-lasting devices that align with eco-conscious IT strategies. Companies are searching for technologies that support extended lifecycles, enable modular repairs, and utilize recycled materials.

While this market is evolving at a fast pace, the opportunities for businesses to capitalize on AI, modernize IT infrastructure, and lead sustainable innovation have never been better. At Dell, we enable organizations with future-ready technology, ensuring they can confidently adapt to these changes and unlock the full potential of AI and other technologies.

What are the latest developments and innovations in Dell's Client Solutions Group (CSG)?

Dell Technologies is driving the AI PC movement with a redesigned portfolio focused on boosting creativity, productivity, and AI adoption for businesses and consumers. CSG aims to simplify tech choices, enhance performance, and enable AI-driven workflows.

Dell's PC lineup now has three clear categories:

- **Dell:** For everyday work, school, and play
- **Dell Pro:** For professional productivity
- **Dell Pro Max:** For peak performance

This streamlined approach helps customers easily find the right devices in an AI-powered PC market.

On the tech side, Dell's AI PCs feature next-gen silicon from Intel, AMD, and Qualcomm, with advanced Neural Processing Units (NPUs) to optimize AI workloads. Other upgrades include multi-day battery life, improved thermal design, and durable, sleek builds for modern workplaces.

Security and IT management are priorities, with these AI PCs being the most secure and manageable commercial AI PCs available. IT teams can remotely manage large fleets, reducing costs, setup time, and downtime.

Dell is also innovating in displays, introducing the world's first monitor with enhanced IPS Black technology for better contrast and eye comfort, along with a QD-OLED monitor featuring AI-enhanced 3D Spatial Sound for immersive experiences.

A standout innovation is the Dell Pro AI Studio, a toolkit that simplifies AI model development and deployment, cutting development time by up to 75%. It is part of Dell's broader AI Factory initiative, helping enterprises scale AI effectively.

Dell's CSG continues to redefine the intersection of technology, productivity, and AI with these advancements.

Why is investing in AI PCs a critical move for CIOs today?

Investing in AI PCs is crucial for companies aiming to stay ahead in today's competitive landscape. AI PCs enable organizations to harness AI directly on their devices, offering key advantages over relying solely on cloud infrastructure.

Running AI locally enhances cost-effectiveness, reduces latency, improves privacy, and supports sustainability. For CIOs, it means equipping employees with smarter, faster, and more secure tools while cutting infrastructure costs.

For users, AI PCs deliver a personalized experience. Imagine returning from vacation and having your AI PC summarize emails, organize your calendar, and highlight important meetings. This level of



A STANDOUT INNOVATION IS THE DELL PRO AI STUDIO, A TOOLKIT THAT SIMPLIFIES AI MODEL DEVELOPMENT AND DEPLOYMENT, CUTTING DEVELOPMENT TIME BY UP TO 75%. IT IS PART OF DELL'S BROADER AI FACTORY INITIATIVE, HELPING ENTERPRISES SCALE AI EFFECTIVELY.

intelligence boosts productivity by handling tedious tasks, freeing users to focus on impactful work.

AI PCs cater to diverse needs. Creators benefit from AI features that simplify video editing, generate visuals, and streamline audio work. Professionals enjoy AI-enhanced video conferencing with automatic framing, natural eye contact, and improved collaboration.

Security is another key benefit. Devices from companies like Dell, working with Intel and CrowdStrike, integrate AI-based security features directly onto hardware. This ensures faster, more reliable threat detection without the delays of cloud systems.

CIOs adopting AI PCs today position their organizations for success. These devices boost productivity, innovation, and security across industries. The shift to AI-powered computing isn't just a trend—it's essential for businesses ready to lead in a smarter, more efficient future.

How can partners and distributors leverage the PC refresh to drive growth and business success?

The PC refresh cycle presents a powerful opportunity for partners and distributors to grow their business and deliver greater value to their customers. With technology transforming the way we work, businesses are rethinking IT strategies to meet new demands, making this a pivotal moment to align their offerings with these evolving needs.

This isn't just about replacing outdated hardware; it's about empowering organizations to build more productive, efficient, and future-ready workforces. Demand for next-generation PCs is increasing as businesses prioritize performance, security, and sustainability. Partners who expand their portfolio with advanced, high-demand devices can position themselves as key enablers for enhanced hybrid work experiences, improved security, and seamless manageability for their clients.

To maximize this opportunity, partners and distributors can leverage stronger sales and marketing support to refine their strategies. By providing



insights and tailored solutions, they can engage customers more effectively and address their unique challenges.

The benefits go beyond immediate business growth—the PC refresh cycle is a catalyst for broader IT modernization. It enables businesses to adopt devices that minimize downtime, integrate effortlessly with cloud and AI-driven workflows, and power long-term digital transformation strategies.

Sustainability is another critical factor, as organizations increasingly seek devices that reduce environmental impact, boost energy efficiency, and promote extended product lifecycles.

By aligning their offerings with these priorities, partners and distributors can not only drive customer success but also establish themselves as strategic, trusted advisors in a rapidly changing technological landscape. 



Rehan Shahid, Regional Channel & Alliances Manager – Middle East & Pakistan at Hitachi Vantara.

HITACHI VANTARA LEADS THE CHARGE IN AI-POWERED, SUSTAINABLE IT INFRASTRUCTURE

From redefining hybrid cloud strategies to pioneering agentic AI and carbon-conscious data centers, Hitachi Vantara is shaping the future of enterprise IT across the Middle East and Pakistan.

Hitachi Vantara is at the forefront of enabling a new era in enterprise IT, where the convergence of artificial intelligence, cloud computing, and sustainability is reshaping digital transformation strategies. The global brand brings its leadership in data infrastructure and AI-driven solutions to help businesses navigate this complex, rapidly evolving landscape with confidence and purpose.

Rehan Shahid, Regional Channel & Alliances Manager – Middle East & Pakistan at Hitachi Vantara, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group, about the transformational role of AI across its three defining phases—Perception, Generative, and the emerging Agentic AI—while addressing the complexities of hybrid cloud adoption and the urgent need for sustainable infrastructure.

The following excerpts explore how Hitachi Vantara is helping enterprises navigate this rapidly shifting landscape—simplifying complexity, maximizing ROI, and driving purposeful innovation.

Hitachi Vantara is known for driving innovation through AI. How do you see AI transforming enterprise IT operations, and what role does your company play in this evolution?

AI is truly transformative for enterprise IT operations, and at Hitachi Vantara, we've been at the forefront of this evolution for years. We view AI in two phases—Perception AI, which supports decision-making through data-driven insights, and Generative AI, which represents a more recent revolution fueled by accelerated computing and GPU advancements. Generative AI, in particular, has democratized access to AI capabilities—enabling anyone to create new content, generate reports, and even build presentations simply by using prompts.

However, success with AI isn't just about the technology—it's about knowing how to engage with it. Being able to prompt effectively and interpret results critically is what turns AI into a collaborative tool rather than a disruptive force. This is where human-AI interaction becomes central.

At Hitachi Vantara, we don't just provide AI

infrastructure; we distinguish ourselves by offering end-to-end AI solutions. We help enterprises define their AI use cases, build the infrastructure, and—most importantly—align each initiative with measurable ROI. This turnkey approach empowers organizations to adopt AI meaningfully, ensuring that technology serves business objectives and not the other way around.

Sustainability is a growing priority in enterprise IT. How is Hitachi Vantara integrating sustainable practices into its solutions, and what impact do you see in the Middle East and Pakistan region?

Sustainability has become a critical focus for everyone—from individuals to organizations and nations. With the rise of AI-powered data centers and their massive energy consumption,

the urgency around sustainable infrastructure has never been greater. For context, powering a single gigawatt AI data center can cost up



AT HITACHI VANTARA, WE DON'T JUST PROVIDE AI INFRASTRUCTURE; WE DISTINGUISH OURSELVES BY OFFERING END-TO-END AI SOLUTIONS.



to \$40 billion, with global projections pointing to the need for 200 gigawatts—amounting to a staggering \$8 trillion. This kind of energy demand can rival that of entire cities, making sustainability both an environmental and financial imperative.

At Hitachi Vantara, we are taking a leadership role in driving sustainable enterprise IT. Our infrastructure is ranked among the world's most energy-efficient. In fact, four of the top five systems globally rated by ENERGY STAR for sustainability are from Hitachi Vantara. We are also ranked number one in the Carbon Product Footprint (CPF) initiative, which assesses the total environmental impact of a system—from raw material sourcing and manufacturing to shipping and energy consumption during operation.

Our innovation in this space is underpinned by patented technologies that significantly reduce energy consumption. This is especially relevant for high-growth regions like the Middle East and Pakistan, where large-scale digital transformation and AI adoption are accelerating. As these regions invest in giga-scale projects, the need for sustainable IT infrastructure becomes even more crucial. Through our end-to-end CPF-qualified ecosystem and ongoing investment from Hitachi Ltd., we are committed to helping the region—and the world—achieve its long-term sustainability goals.

Hybrid cloud adoption is accelerating across industries. What are the biggest challenges organizations face in implementing a hybrid cloud strategy, and how does Hitachi Vantara help simplify this transition?

Hybrid cloud has emerged as the dominant model for enterprise IT, offering the flexibility to keep critical data under one's own control while leveraging the scalability of the public cloud. However, implementing a successful hybrid cloud strategy comes with its own set of challenges.

One key challenge is determining which workloads should reside on-premises and which are better



suited for the public cloud. This involves understanding application requirements, associated costs, and compliance or latency considerations. For “Day One” customers just starting their cloud journey, the complexity lies in assessing this balance. Meanwhile, “Day Two” customers—those already operating in the public cloud—often

face cost overruns and begin re-evaluating what workloads might need to be brought back on-premises, a process known as repatriation.

At Hitachi Vantara, we simplify this transition by offering a flexible, unified infrastructure and data management platform that supports seamless workload mobility between on-prem and cloud environments. We help customers optimize hybrid strategies not only for performance and compliance, but also for cost efficiency and operational control. Our approach ensures mission-critical applications

can run securely on-prem, with the agility to shift to the cloud during peak periods—enabling enterprises to strike the right balance and future-proof their IT operations.

Looking ahead, what key AI-driven and cloud innovations do you foresee shaping the future of IT infrastructure, and how is Hitachi Vantara positioning itself to support this transformation?

The future of IT infrastructure is being redefined by the rapid evolution of AI, moving through three transformative phases. We began with Perception AI, which supported data-driven decision-making and reporting. Today, we’re deep into Generative AI, which empowers users to create content through natural language prompts. But the next wave—Agentic AI—is where the most profound shift will happen.

Agentic AI refers to systems that can take autonomous actions without human intervention. For instance, imagine your system noticing you’re running late to a meeting and automatically notifying the next attendees. These AI agents will act on behalf of users in context-sensitive ways, making operations more seamless and responsive.

However, with this power comes responsibility. Organizations will need to define clear boundaries for what agents can and cannot do—just like HR departments manage human roles. In fact, IT teams will increasingly resemble HR functions, responsible for creating, nurturing, deploying, and managing these digital agents.

Hitachi Vantara is already preparing for this future. We’re actively developing AI agents for use across sectors including finance, healthcare, manufacturing, and energy. Our work focuses not only on creating these agents but also on embedding them within secure, scalable, and sustainable hybrid cloud infrastructures. By combining our deep enterprise expertise with AI and cloud innovation, we’re helping businesses transition into a future where IT is intelligent, autonomous, and adaptive. 



THROUGH OUR END-TO-END CPF-QUALIFIED ECOSYSTEM AND ONGOING INVESTMENT FROM HITACHI LTD., WE ARE COMMITTED TO HELPING THE REGION—AND THE WORLD—ACHIEVE ITS LONG-TERM SUSTAINABILITY GOALS.



OMNIX AND HYPERFUSION PARTNER TO DELIVER NEXT-GEN AI AND HIGH-PERFORMANCE COMPUTING SOLUTIONS

This collaboration aims to accelerate the development and deployment of advanced AI, cloud, and data analytics solutions across high-growth markets.

Omnix, a leader in digital transformation and innovative technology solutions, has signed a partnership agreement with Hyperfusion, a leading provider of high-performance computing and AI solutions. Together, they will provide advanced AI-driven solutions, high-performance computing capabilities, and scalable cloud technologies powered by Hyperfusion's locally available state-of-the-art Graphics Processing Unit (GPU) infrastructure across the UAE, and the wider MENA and South Asia markets.

The MoU is focused on developing scalable AI-powered tools in data-intensive industries such as healthcare, finance, telecommunications, and government. They will also co-develop AI solutions and cloud-based platforms that will help organizations accelerate digital

transformation. Key areas of focus include machine learning model development, real-time data analytics, and advanced computing environments tailored to regional and sector-specific needs.

Walid Gomaa, CEO of Omnix said, "We are happy to partner with Hyperfusion, a leading high performance computing provider with state-of-the-art technology solutions catering to organizations in a rapidly evolving world of AI computing. With this MoU, Omnix will be able to support organizations in accelerating the deployment of AI projects by providing a robust GPU infrastructure, enabling them to optimize costs and maximize their return on investment (ROI)."

With shared strategic goals, Omnix aims to broaden its portfolio of next-generation solutions, while Hyperfusion will work towards solidifying and expanding its presence

in high-growth regional markets.

Together, the companies will provide organizations with tools and platforms needed to harness the full potential of artificial intelligence and high-performance computing, backed by locally based resources for better speed, security, and compliance.

Quentin Reyes, CEO of Hyperfusion, said, "This new partnership will help us strengthen our Middle Eastern expansion goals with the strong expertise that Omnix has in the region. We look forward to working together to address the growing demand for high performance computing and helping businesses accelerate their digital transformation."

The brands will conduct joint research and execute a go-to-market strategy that includes pilot projects, customer engagement programs, and participation in major industry events.

Walid Gomaa, CEO of Omnix, discusses the strategic partnership with Hyperfusion and AI adoption in the UAE

Walid Gomaa, CEO of Omnix and Quentin Reyes, CEO of Hyperfusion spoke to Sandhya D'Mello, Technology Editor, CPI Media Group about how both strategic partners are at the forefront of AI and data transformation in the region, offering advanced solutions that are not only powerful and efficient but also locally accessible, enabling faster adoption and greater impact for organizations across the public and private sectors.

What strategic value does the partnership with Hyperfusion bring to Omnix's existing solutions portfolio?

As Omnix continues supporting AI use case implementation across the region, our goal is to offer an end-to-end solution—from ideation and prototyping to deployment. The partnership with Hyperfusion enables us to complement our AI solution capabilities with cutting-edge GPU-based infrastructure. This integration allows customers to rapidly adopt AI technologies without the upfront burden of infrastructure investment. We now provide a complete suite—use case development, infrastructure, and deployment support—accelerating the time to value for our clients.

What made Hyperfusion a natural fit for this partnership?

We saw a clear gap in the market for integrated AI infrastructure solutions that are GPU-powered, and Hyperfusion fills that gap perfectly. Their technology enables us to expand our capabilities and offer truly end-to-end services. Moreover, the shared vision for customer-centricity and innovation made this partnership a seamless strategic alignment. Together, we aim to present a unified value proposition and go to market as a cohesive force, ensuring seamless integration between



Quentin Reyes, CEO of Hyperfusion and Walid Gomaa, CEO of Omnix signing the MoU.

our organizations for customer benefit.

How do you plan to deliver joint value to customers in the Middle East through this partnership?

Our joint approach focuses on engaging customers early in their AI journey. We'll co-develop tailored solutions starting from use case identification to prototyping (POC/POV), leveraging Hyperfusion's infrastructure. This helps clients avoid high upfront infrastructure costs and ensures flexibility during the development phase. We will work together on a go-to-market strategy, aligning our capabilities to provide seamless AI implementation and scalability across the region.

How is AI adoption evolving in the UAE, and what differentiates this phase of technological growth?

The UAE has always been a leader in embracing new technology, but the current momentum around AI is unprecedented. This is not limited to industry; it's a national push—from government to private sectors. Whether it's citizen services, banking, or internal enterprise productivity, AI is being integrated at every level. The accelerated pace and country-wide determination are positioning the UAE among the global top three in AI adoption.

What are some of the key challenges organizations face when implementing AI and how is Omnix addressing them?

There are three main challenges: cost, lack of skilled talent, and low ROI realization from earlier initiatives. Many organizations started pilots but didn't see expected results. Omnix addresses this by offering AI monetization consulting services. We sit with both IT and business teams to identify high-ROI use cases, prioritize them, assign measurable KPIs, and plan scalable implementation with Hyperfusion's infrastructure. This ensures clients don't overspend, avoid talent shortages, and achieve tangible business outcomes.



**THE PARTNERSHIP WITH HYPERFUSION
ENABLES US TO COMPLEMENT OUR AI SOLUTION
CAPABILITIES WITH CUTTING-EDGE GPU-BASED
INFRASTRUCTURE.
WALID GOMAA, CEO OF OMNIX**

Quentin Reyes, CEO of Hyperfusion, highlighted the company's mission, regional focus, and strategic partnership with Omnix

Can you start by giving us an overview of Hyperfusion's core business offerings and how they stand out in today's technology landscape?

At Hyperfusion, we describe ourselves as a "refinery" for AI. Data is our raw material, and we refine it to fuel AI applications—just like oil is refined into gas, but gas alone is not enough without a vehicle. That's where Omnix comes in, building the use cases that drive digital transformation. We provide the sophisticated GPU-based computing infrastructure required to run AI at scale. Our mission is to support organizations in running their AI workload efficiently, while enabling faster iteration and better ROI.

Why did Hyperfusion choose the Middle East as a focus market, and what sectors are you targeting through this regional expansion?

The Middle East, and the UAE in particular, is highly proactive in embracing AI. One key factor that influenced our expansion here is data sovereignty—governments want to keep data and computation within their borders. We deliver infrastructure



that supports this, ensuring all data remains local. From a macro perspective, the region is becoming a hub for low-latency AI inferencing for neighboring markets like East Africa and Western India. Sector-wise, we're focusing on industries with high data sensitivity: government, finance, healthcare, and oil and gas.


What made the partnership with Omnix a natural fit, and how do you plan to collaboratively deliver value to customers in the region?

The partnership is a perfect match because while we provide the infrastructure, Omnix brings deep expertise in identifying and implementing AI use cases across industries. We plug into their process, enabling the AI journey from concept to production. Our infrastructure enables efficient AI computation, while Omnix ensures clients get clear, practical outcomes. Together, we close the loop—from scalable tech to business impact.

Could you outline the go-to-market strategy you've jointly developed and how you plan to support clients, post-deployment?

Our joint go-to-market approach is consultative and education-driven. Omnix leads the client engagement by identifying use cases and planning implementations, while we ensure infrastructure is scalable and cost-efficient. Post-deployment, we stay involved to monitor infrastructure usage, control costs, and educate clients on optimizing AI workloads. We aim to give customers the same tools and efficiencies used by leading global tech companies—without the overwhelming costs or complexity.

How is AI adoption evolving, and what reassurance do CIOs and CTOs need in this fast-changing environment?

CIOs and CTOs are under pressure to implement AI quickly, but the pace and complexity can be overwhelming. What's needed are "easy wins" - AI use cases that are simple to implement yet demonstrate immediate value, such as in HR, accounting, or sales support. AI used to be prohibitively expensive and exclusive to large enterprises. Today, thanks to over 2,000 open-source models and improved accessibility, you don't need a large team of data scientists to start your AI journey. Our job is to make AI affordable, scalable, and accessible for everyone. 



FROM A MACRO PERSPECTIVE, THE REGION IS BECOMING A HUB FOR LOW-LATENCY AI INFERENCING FOR NEIGHBORING MARKETS LIKE EAST AFRICA AND WESTERN INDIA. SECTOR-WISE, WE'RE FOCUSING ON INDUSTRIES WITH HIGH DATA SENSITIVITY: GOVERNMENT, FINANCE, HEALTHCARE, AND OIL AND GAS. QUENTIN REYES, CEO OF HYPERFUSION



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'UAE'S AI ETHOS IS ACCELERATION'

– HE OMAR AL OLAMA OPENS DUBAI AI RETREAT

UAE AI minister opens AI Retreat with a call for “frictionless AI” and for every new company in the country to be “AI-first”.

The UAE is laser-focused on accelerating the development and adoption of artificial intelligence (AI) over the next decade, rather than getting caught in the debate of regulation versus innovation, said His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications.

Delivering the opening keynote at the Dubai AI Retreat, titled 'The Next 5-10 Years - A Force Multiplier of a Nation's Potential', Al Olama told a room of AI experts and leaders about the UAE's ethos on AI.

The AI Retreat was hosted at the Museum of the Future as part of Dubai AI Week. Held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai AI Week was held from April 21 to 25, 2025, attracting renowned global experts, policymakers, innovators, and industry leaders representing the world's

leading organisations and companies specialising in AI.

Key events of the week included the AI Retreat, Dubai Assembly for AI, Global Prompt Engineering Championship, Dubai AI Festival, Machines Can See summit, AI Week in Schools, 8th edition of the International Conference on Education Quality, HIMSS Executive Summit Dubai, and Hackathon: Agentic AI.


The retreat witnessed the participation of over 150 government officials and global experts, and included four closed roundtable discussions focused on data and governance, digital infrastructure, economy and investment, and talent development. Participants discussed key relevant policies and legislation, explored the opportunities provided by AI applications, and outlined strategies to amplify their positive developmental impact across vital sectors.

“Every single conversation about AI that takes place across the world today talks about two paradigms: innovation

and regulation ... There is another paradigm that most people don't talk about, but that we in the UAE have adopted as our ethos when it comes to pushing this technology forward. And that is: acceleration.”

He continued: “We believe that we should not compromise regulation for the sake of innovation, but we should focus on accelerating the use of this technology in the best way possible.”

Al Olama also described how AI can best be deployed to improve lives. “This is the AI that we want in the UAE, and that is the AI that we think is done right; It is AI that is frictionless,” Al Olama noted.

Al Olama also said the most successful businesses in the UAE were those that embrace emerging technologies: “Every single unicorn that has come out of the UAE is an AI-first company. And every single company that is going to be launched in this country going forward needs to be an AI-first company.” 

DHA SIGNS MoU TO TRAIN LEADERSHIP IN AI

Specialised diploma aims to build a more efficient and sustainable healthcare future

Dubai Health Authority (DHA) has signed a memorandum of understanding (MoU) with ESCP Business School – one of the world's oldest and most prestigious business schools – during Dubai AI Week, to develop and implement a specialised training programme for its healthcare leadership, focused on strategic applications of artificial intelligence (AI).

The training programme, designed in collaboration with international experts in AI, cybersecurity, and data strategy, will target 30 executives and department heads from DHA. Upon successful completion, participants will receive an internationally accredited diploma from ESCP Business School in Paris.

Six-week programme to equip healthcare leaders with AI capabilities

The six-week initiative aims to enable participants to implement AI technologies by equipping them with specialised knowledge, future-focused insights, and practical tools that support strategic decision-making and enhance their ability to apply data-driven approaches.

The programme is designed to enhance efficiency, innovation, and sustainable performance through the strategic adoption of AI technologies. It also aims to bolster the Authority's readiness to keep pace with rapid global developments.

His Excellency Awadh Seghayer Al Ketbi, Director General of the Dubai Health Authority, emphasised the importance of the initiative, stating that it reflects the Authority's commitment to cultivating advanced leadership capable of understanding



Awadh Seghayer Al Ketbi, Director General, Dubai Health Authority, and Cédric Denis-Remis, representative of ESCP Business School.

and harnessing AI technologies across all aspects of the healthcare sector. This, he said, will contribute to greater operational efficiency and innovation in alignment with national priorities and Dubai's future-oriented vision.


Al Ketbi noted that the programme is part of the DHA's ongoing efforts to upskill its leadership, enabling data-driven strategic decision-making and the adoption of smart technologies that reinforce Dubai's global competitiveness in digital health.

He added: "This partnership with ESCP Business School—established in 1819 as the world's first business school—demonstrates the Authority's commitment to embracing global best practices and fostering an interactive learning environment that mirrors future transformations. It also responds to the accelerating advancements in AI adoption across sectors, including healthcare."

"This collaboration represents an advanced model of synergy between global academic expertise and forward-looking government strategies," Al

Ketbi said. "It will further enhance the healthcare system's preparedness in Dubai to navigate technological shifts, and reinforce the emirate's position as a global hub for health innovation and AI applications."

Cédric Denis-Remis, representative of ESCP Business School, stated that the partnership with the Dubai Health Authority to deliver this training programme reflects the Authority's dedication to developing its workforce in line with the highest international standards in leadership and digital transformation.

He explained that the programme has been specifically designed to keep pace with the rapid evolution of artificial intelligence, offering participants a unique educational experience that blends theoretical knowledge with hands-on application. Denis-Remis expressed confidence in the programme's positive impact in empowering healthcare leaders and strengthening their role in applying AI to build a more efficient and sustainable healthcare future. 



DHA BECOMES FIRST GOVT ENTITY IN ME TO LEVERAGE AI-POWERED 'GENESYS' SYSTEM IN CONTACT CENTRE SERVICES

The Dubai Health Authority (DHA) has announced the implementation of the advanced Genesys AI-powered speech and text analytics system at its contact centre. With this step, DHA becomes the first government entity in the Middle East and the UAE to adopt this cutting-edge technology, reinforcing Dubai's commitment to integrating advanced digital tools to elevate government service efficiency and responsiveness.

The newly deployed system enables DHA to automatically analyse and interpret human emotions and understand customer needs through voice and digital channels. This allows for immediate, personalised responses and data-driven solutions, aligning with Dubai's strategic goals to accelerate the adoption of AI across public services.

Fatima Al Khaja, Chief Artificial Intelligence Officer at the Dubai Health Authority, highlighted


that implementing the Genesys system reflects the Authority's deep commitment to building a proactive, data-led customer experience management ecosystem. "Our goal is to place people at the centre of every healthcare service," she said. "Through real-time interaction, sentiment analysis, and predictive tools, we can better understand expectations and meet them efficiently."

Between January and March 2025, the system processed over 72000 digital and voice interactions, covering 96 topics across 55 queues available within the DHA Contact Center in Arabic and English, including custom interactions. According to Al Khaja, this enhanced the speed and accuracy of service delivery, raised overall satisfaction levels, and improved staff performance thanks to real-time monitoring, gamified motivation tools, and AI-guided training.

"The system has transformed the

way we engage with our community," Al Khaja added. "It provides deeper insights into actual needs, allowing us to continuously optimise services and embody Dubai's innovation-first approach to excellence."

Sebastien Ballerini, Vice President of Strategic Growth for Europe, the Middle East and Africa at Genesys, expressed his pride in collaborating with DHA to use AI in understanding and analysing human interactions. "DHA's adoption of Genesys represents a strong vote of confidence in our capabilities and reaffirms its leadership in future-ready government solutions," he said.

He noted that Genesys is the only contact centre provider in the UAE officially certified by the Dubai Electronic Security Center, and this partnership is a significant milestone in building a smart, personalised, data-driven service environment that sets new benchmarks for public sector customer experience. 

RTA LAUNCHES AI STRATEGY 2030 FEATURING 81 PROJECTS AND INITIATIVES





RTA is a leader in leveraging big data and artificial intelligence.

Dubai's Roads and Transport Authority (RTA) has rolled out its Artificial Intelligence Strategy 2030 during Dubai AI Week 2025, which aims to strengthen RTA's global pioneership in AI-driven mobility by establishing an integrated, interconnected ecosystem that enhances the quality of life in Dubai. The strategy comprises 81 projects and initiatives across six strategic pillars: People happiness, seamless and innovative mobility, intelligent traffic management, cognitive licensing, future-proof organization, and asset excellence.

His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the RTA, stated: "RTA's Artificial Intelligence Strategy 2030 is aligned with the UAE Artificial Intelligence Strategy 2031, as well as local and federal initiatives, including RTA's sector-specific plans such as the Digital Strategy 2030.

The strategy is designed to enhance human capital in the application and scaling of AI technologies, lead a connected AI ecosystem that promotes resilience and innovation, and firmly position RTA at the forefront of AI-driven transformation across its services, products, and operations."

He added: "The strategy also establishes a robust corporate governance framework for AI while strengthening RTA's technical capabilities in AI and data to keep pace with rapid advancements in the field. In today's digital economy, big data and AI are foundational enablers of digital transformation. They are crucial for enhancing operational efficiency, enabling data-driven decision-making, and driving innovation across all sectors."

Initiatives and Objectives

Al Tayer further noted: "The strategy encompasses the implementation of 81 projects and initiatives between 2025 and 2030, structured around six key pillars: people happiness, seamless and innovative mobility, intelligent traffic management, cognitive licensing,

future-proof organization, and asset excellence. It is designed to yield a range of measurable outcomes, most notably, reducing travel time by 20% to 30% through optimised traffic signal operations and intelligent pedestrian mobility solutions. The strategy also targets a 25% to 40% increase in productivity by equipping employees with AI-driven tools, and aims to reduce costs by 10% to 20% through AI-powered platforms supporting asset management, predictive maintenance, and driver assessment.”

He continued: “The strategy further aims to improve customer happiness by 35% and enhance partner compliance by 30% to 50%. RTA continues to lead in harnessing big data and artificial intelligence. Since the launch of its Big Data Platform in 2017, RTA has maintained its pioneering position in this field, introducing a joint Big Data and AI Roadmap (2021–2025), followed by the launch of a dedicated AI Platform in 2022 to support the efficient and scalable development of AI-driven applications.”

Use Cases

AI Tayer explained: “The Big Data Platform plays a pivotal role in managing and streamlining data exchange across RTA’s corporate systems. Since its inception, the

The strategy will help reduce travel times, enhance productivity, lower costs, and improve customer satisfaction.

platform has recorded an annual growth rate of 30%, with total data capacity now exceeding 670 terabytes—the equivalent of more than 235 billion pages. It is integrated with 49 corporate systems and supports over 280 data points, enabling connectivity across diverse data sources within RTA’s operations. The platform has facilitated more than 12 AI use cases and significantly enhanced the operational efficiency of our Enterprise Command and Control Centre.”

Since 2017, RTA has implemented over 40 big data and AI use cases, including predictive maintenance for buses, sentiment analysis of passenger feedback, forecasting parking space occupancy, and integrating generative

AI into our enterprise chatbot, ‘Mahboub’. We are currently studying the implementation of 45 additional use cases, including optimising water and electricity consumption in the Dubai Metro and enhancing the public bus network using advanced AI technologies,” he stated.

Awards and Achievements

RTA has garnered distinguished recognition in the fields of Big Data and Artificial Intelligence, achieving top rankings both locally and regionally. RTA was honoured as one of the pioneering government entity in the Artificial Intelligence and Data Science category of the 2024 Dubai Government Excellence Programme.

Additionally, RTA was named the “Leading Entity in Data” under the Large Entity category of the Data First – City Data Challenge 2019, an initiative launched by Digital Dubai. The UAE Ministry of Artificial Intelligence further recognised RTA’s Big Data and AI Platform as the largest of its kind among local government entities.

RTA also operates the region’s largest enterprise-level chatbot system, according to IBM. The Authority received a Certificate of Appreciation for Innovation in AI-Driven Transport from SAS UAE and was honoured with the Excellence and Innovation Award for its application of Generative AI Technology by Innovation AI. 🏆



Big data, AI play key role in boosting operational efficiency.

DUBAI GOVERNMENT ACHIEVES MAJOR EFFICIENCY GAINS THROUGH AI, NEW REPORT FINDS

Dubai Centre for Artificial Intelligence (DCAI), an initiative of Dubai Future Foundation (DFF), today launched a report named 15 AI Use Cases in Government.

The report was launched as part of Dubai AI Week, which is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of the Board of Trustees of DFF.

The report highlights how the Dubai government is using AI in its work and services, documenting key successes, a 300% increase in recovered lost items, a 94.6% improvement in the accuracy of multilingual government digital texts and transcripts, and an 85% boost in real estate valuation accuracy.

The report also shows that AI-powered systems can automatically respond to up to 80% of common customer enquiries, reduce operational costs by up to 70% for certain public services, and cut the cost of producing digital content by a similar margin using generative AI.

A series of case studies shows that AI chatbots can respond to up to 60% of routine customer enquiries in different government entities. It includes a customer survey with 60% of users saying they prefer AI-supported services.

Sector highlights

On Personalised Healthcare, the report outlines how AI applications are helping to speed up the identification of effective treatments for cancer patients by up to 50%, while improving medical diagnostic accuracy by as much as 40%.

In Smart Urbanism, the report highlights AI's potential to cut the urban design process time by 40% and enhance resource allocation efficiency by up to 35%.



Saeed Al Falasi, Director of DCAI.

In AI-Powered Investment Tools, AI has contributed to a 30% reduction in financial errors and a 15% decrease in service costs in areas such as customs clearance and logistics.

The report also points to the economic potential of AI, with the UAE expected to account for 14% of GDP by 2030. This is part of a broader regional trend, with AI expected to generate \$320 billion in value for Middle East economies by 2030.

Saeed Al Falasi, Director of DCAI, said: "The centre aims to establish Dubai as a global hub for AI. We are building a comprehensive platform that unites the public and private sectors with academia to develop and deploy AI solutions, shape enabling policies and legislation, raise awareness, and spread knowledge – all while supporting an innovation ecosystem through collaboration with AI startups."

Al Falasi added: "Launching the report during Dubai AI Week means participants

from around the world can witness real success stories and an actionable model of AI deployment in government. Through close collaboration between government entities and technology partners, Dubai has successfully implemented 75 pilot projects to date, with this report showcasing 15 highlights."

Diverse applications across government

The report covers 15 AI Use Cases in the areas of: AI in Customer Services, Personalised Healthcare, Empowering Inclusion, Transforming Information Access, Smart Urbanism, Transforming Lost & Found, AI Text Recognition for Ancient Manuscripts, AI in Real Estate, AI in Logistics and Customs Security, AI-Powered Workforce Management, AI-Powered Investment Tools, AI for Spend Management, AI in Advertising, AI for Digital Historical Reconstructions, and AI Chatbots for Government Transactions. 



**His Excellency Abdulla Ali Bin Zayed Al Falasi, Director-General
of the Dubai Government Human Resources Department.**

94% OF DUBAI GOVERNMENT EMPLOYEES EXPRESS OPTIMISM REGARDING THE IMPACT OF GENERATIVE AI ON THE WORKPLACE

The Dubai Government Human Resources Department (DGHR), in partnership with the Mohammed Bin Rashid School of Government (MBRSG), launched a new report titled 'Generative AI Adoption Amongst Dubai Government Employees' in a special session at Dubai AI Week 2025.

Dubai AI Week is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, from 21-25 April 2025, and organised by the Dubai Centre for Artificial Intelligence and the Dubai Future Foundation.

The report is the first comprehensive analysis of the usage, perceptions and potential exposure of generative AI (gen AI) technology by Dubai Government employees, across different departments and at different levels, ranging from senior management to front-line employees. The report is based on a detailed fieldwork conducted between October 2023 and October 2024 with responses received from over 1531 public sector employees across at least 34 government departments in Dubai, along with in-depth interviews conducted with Chief Artificial Intelligence Officers across the AI leading agencies in this field. The report further analyses the likelihood of task automation and augmentation across different job

functions, assessing the employee characteristics that predict significant exposure to these impacts.

The important study complements global efforts to explore the impact of generative AI on work, primarily within public sector institutions. It aims to inform policymakers and public sector leaders of the adoption trends of generative AI amongst Dubai Government employees

97% of generative AI users in the public sector believe they have a positive impact on the government sector.

and the measures that can be taken to better prepare government agencies and the workforce in general for the challenges and opportunities that arise from working with generative AI applications.

His Excellency Abdulla Ali Bin Zayed Al Falasi, Director-General of the Dubai

Government Human Resources Department, said: "Empowering government employees to engage with generative artificial intelligence is in line with the vision of our wise leadership and supports our strategic direction toward building a proactive, smart government—one that is flexible, forward-looking, and capable of transforming challenges into opportunities. This reinforces Dubai's leading role in shaping the future of government work."

H.E. added: "The report 'Generative AI Adoption Amongst Dubai Government Employees,' launched in partnership with the Mohammed bin Rashid School of Government,

represents a pivotal step in our efforts to build a future-oriented government model rooted in innovation and artificial intelligence. It also affirms that our human capital is well-equipped, efficient, and confident to keep pace with global transformations. At the Dubai Government Human Resources Department, we have developed a clear roadmap to enhance the readiness of government human resources. This roadmap prioritises the development of digital skills, fostering a culture of innovation, and creating a flexible and supportive environment for the integration and effective use of generative AI tools."

His Excellency Al Falasi further emphasised that the findings of the report serve as a practical reference for formulating proactive policies, designing specialised training programmes, and updating work systems, in line with the rapid advancements in this field. H.E. said: "We firmly believe in the importance of establishing an integrated system for AI governance within the government work environment—one that ensures the ethical and effective use of these technologies, enhances institutional efficiency, and upholds the fundamental principles of privacy and reliability."

For his part, His Excellency Dr. Ali bin Sebaa Al Marri, MBRSG's Executive President, said: "As part of its mandate to equip and empower government leaders, the Mohammed Bin Rashid School of Government remains committed to providing reliable data and resources to inform decision and policymaking across government departments."

“With its research capabilities, the MBRSG has become a leading center for future of government research, capacity building and public policy consulting. With that in mind, our dedicated AI governance policy research team are once again leading the way, in collaboration with our partners at the Dubai Government Human Resources Department, with a new report that focuses on generative artificial intelligence– a breakthrough that is quickly transforming entire industries, including the government sector,” H.E. Al Marri added. “The conclusions drawn from this study will be essential in formulating policies that support innovation while ensuring adoption of AI advancements in an inclusive, safe, and ethically guided manner.”

The report uncovered important insights on the behaviours, trends, opportunities and challenges associated with the rise of generative AI. For example, an overwhelming majority of public sector employees (94%) are optimistic about the impact of generative AI on government operations. Meanwhile, a majority of users in the public sector (64%) use generative AI at an intermediate or advanced level. Among the users of these applications, nearly all (97%) reported benefits from the use of generative AI for work tasks, including time savings, improved work quality, productivity and increased creativity.

Specifically, public sector employees most commonly use generative AI for email drafting, content creation and research processes assistance, with expert users exploring a greater variety and complexity of tasks relying on these technologies.

The ground-breaking report also uncovers challenges and widespread concerns, with inaccurate outputs, data privacy issues, biased output and unreliable performance being the top issues reported by public servants in Dubai when using generative AI applications.

Furthermore, while most respondents (83%) identify the positive impact of introducing ethical guidelines for generative AI use on work, four out of ten employees lack any awareness of guidelines pertaining to ethical engagement with artificial intelligence in their work.

With regards to the potential exposure of public sector jobs to generative AI, over half of government employees (55%) expressed some concern about the job displacement risks that generative AI may pose. Those with higher education levels had lower reported concerns of job displacement. The report also conducts labour market exposure analysis that identifies educational attainment and educational specialization of an employee as the most important predictors of occupational exposure to generative AI technologies. More exposed public sector workers have lower levels of educational qualification and more qualitative specializations (rather than quantitative) degrees of specialization. Ultimately, an employee's highest level of education is the strongest predictor of job exposure to generative AI.

Among other AI governance capacity building programs, the MBRSG runs a comprehensive and globally-accredited AI Ethics Assessment executive education program in partnership with the IEEE. This program has qualified over 50 leaders from government

and private entities in the UAE with the competencies to evaluate the ethical implications of generative AI.


Building on the findings, the study proposes key policy directions. It highlights the need for comprehensive training programs related to generative AI for government employees, ranging from awareness building to specialized competencies, ethical assessments of AI, and governance. It further proposes developing a taxonomy of context-specific public sector generative AI skills and skills evaluation processes, and dynamically update these as the nature of applications and behaviours

evolves.

The findings suggest that the heavy reliance of generative AI applications on the availability and quality of data demands a collaborative data approach, rather than a competition-based approach, with data, resources and know-how shared with the aim of collective excellence among different Dubai government entities. Finally, the study highlights the strategic importance of practical ethical AI governance to mitigate risks triggered by misuse of generative AI, especially on the fronts of data privacy, bias and quality.

In 2023, the Dubai Government Human Resources Department and the Mohammed bin Rashid School of Government signed a cooperation agreement to implement a research project aimed at enhancing the role of generative artificial intelligence in government work and strengthening the capabilities of government entities in this field. This partnership seeks to assess the current state of generative AI technologies and identify opportunities to improve efficiency and productivity through training programmes, workshops, and knowledge outputs that support informed decision-making. This strategic step reflects the Dubai government's commitment to adopting advanced technologies and fostering innovation in the public sector.

The Mohammed Bin Rashid School of Government is an academic research and teaching institution focused on government administration and public policies in the Arab world. It aims to support the advancement of government excellence in the UAE and the Arab region through an integrated ecosystem of educational and training programmes, research studies, and initiatives to facilitate the exchange of knowledge among government institutions. As a policy research center for future of government research, the School leads dedicated policy research projects and research teams working on AI governance, AI safety and AI ecosystem enablement.

The full report and highlights of other research projects' outcomes can be accessed through MBRSG's research website: <https://www.mbrsg.ae/research> 

89% consider acquiring generative AI skills essential for government employees.

DUBAI'S ANTLER 2ND RESIDENCY SELECTS 96 FOUNDERS FROM OVER 10,000 APPLICANTS REPRESENTING 39 NATIONALITIES

- Applications surged fivefold compared to the programme's first edition reflects Dubai's growing global stature as a hub for top talent
- The partnership offers hands-on support, pre-seed funding, and post-programme investment opportunities for AI startups

Dubai Future Foundation (DFF) and Antler, one of the world's most active AI investors, have announced the renewal of their strategic partnership to accelerate the growth of AI startups in the region for a second consecutive year.

The programme received 10,000 applications this year, up from 2,000 in its inaugural edition, marking a fivefold increase. This surge reflects Dubai's growing global stature as a hub for top talent, cutting-edge technologies, and a preferred launchpad for AI-driven ventures.

Antler's second Dubai residency features 96 founders selected from over 10,000 applicants, from 39 nationalities. Participants benefit from hands-on support, access to pre-seed funding, and post-program investment pathways. As part of the partnership, DFF is hosting Antler at AREA 2071 facility, Emirates Towers, providing world-class infrastructure and a vibrant entrepreneurial community to accelerate the growth of AI startups.

The partnership was announced at Dubai AI Week, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of the Board of Trustees of DFF.

The partnership covers the Middle East, North Africa, and Pakistan and aims to empower emerging entrepreneurs and promising startups through early-stage funding,



mentorship, and access to global markets.

Bringing together DFF's entrepreneurial ecosystem and Antler's venture capital expertise, the collaboration strengthens Dubai's leadership in shaping the future of technology and reinforces its position as a global hub for AI innovation and entrepreneurship.

Alia Al Mur, Chief of Transformation and Partnerships at DFF emphasized the signification of providing an enabling environment for the growth of entrepreneurship in AI. Belhoul noted that empowering entrepreneurs in this sector is a profitable investment in the future.


Al Mur said: "Investing in AI innovators is an investment in the future. Dubai today is a thriving hub for AI ideas, projects, and talent. It is also a global destination for investors and experts in this transformative technology.

"This is one of several strategic partnerships at Dubai AI Week that will enhance access to capital and boost direct investment in the AI sector, contributing to the success of the Dubai Universal Blueprint for Artificial

Intelligence and cementing Dubai's position as a global centre for AI."

"Our collaboration with DFF is an important step toward accelerating AI-driven innovation in the MENAP region," said Romain Assunção, Regional Partner at Antler. "Dubai's position as a global hub for talent and technology makes it an ideal launchpad for the next generation of startups."

The collaboration comes amid a sharp rise in global investment in AI companies, which surged by 62% in 2024 (year-on-year) to reach USD 110 billion. AI now represents one-third of global venture capital investment and the global AI market is projected to grow at an annual rate of 37% over the next five years.

While DFF supports entrepreneurs through business incubators, accelerators, funding, and mentorship, Antler – named the world's leading AI investor in 2024 by Dealroom.co – currently includes over 700 AI startups in its global portfolio and plans to invest in another 255 companies in 2025. To date, Antler has supported more than 1,500 startups and 8,000 founders across 30+ locations worldwide. 

YANGO GROUP SHOWCASES AI-POWERED INNOVATIONS AT MACHINES CAN SEE 2025



Yango Group, a global tech company, marks a strong presence at the Machines Can See 2025 summit, showcasing three of its pioneering AI-powered innovations: Yasmina, a human-like bilingual AI assistant; Yango Tech Robotics' warehouse AI solutions; and Yango Tech Autonomy's last-mile delivery robots. Taking place from April 23-24 at the Expo Zone on the Boulevard

of Emirates Towers, the event is part of Dubai AI Week, bringing together global experts, innovators, and industry leaders.

Yango Group is presenting a preview of its bilingual human-like AI assistant, Yasmina, ahead of a major update. Visitors can experience the latest smart speaker in the lineup – Yasmina Lite – featuring the assistant's capabilities and tailored for educational scenarios. Powered by an

advanced LLM and already capable of generating new ideas, explaining complex concepts, and performing calculations, Yasmina is becoming the ideal everyday tutor for children and lifelong learners alike. With translation capabilities coming soon, the AI assistant is set to become an indispensable tool for anyone aiming to learn Arabic or English.

Rami Abu Arja, Senior Innovation Marketing Manager at Yasmina, Yango



Group, commented: “One of the most important shifts in AI is the move toward creating systems that genuinely understand and reflect the cultural identities and everyday experiences of their users. Yasmina embodies this evolution, offering interactions tailored to the Middle East. Our participation at Machines Can See is part of our commitment to advancing AI that is both innovative and deeply connected to the communities it serves, contributing to the ongoing growth of human-centred AI in the region.”

Yango Tech Robotics is showcasing its Picker Robot, an AI-powered robotics solution for warehouse

automation based on imitation learning. Picker Robot is trained using behavioural cloning, learning directly from human experts and thousands of real-world warehouse scenarios. A system that mirrors human adaptability, handling up to 97% of product types with up to 95% picking accuracy, even in unpredictable environments. It helps businesses streamline operations and reduce the need for manual labour. As the region races toward more agile, sustainable, and resilient logistics, robotics powered by imitation learning is a new frontier of physical AI.

Yango Tech Autonomy is featuring

its latest fleet of autonomous delivery robots capable of navigating city streets, accessing hard-to-reach areas, and transporting goods quickly and sustainably. Designed to perform in diverse weather and terrain conditions, the robots support cleaner urban logistics. Through a recent partnership with food tech retail company ROOTS, the service is now live in Dubai’s Sobha Hartland community, enabling faster, more eco-friendly last-mile deliveries.

A strong national strategy backs the UAE’s ambition to become a global AI destination. As part of the UAE Digital Economy Strategy, AI is expected to contribute 14% to the country’s GDP by 2030, with AI adoption across sectors targeted to boost productivity and improve quality of life. Regionally, McKinsey projects that AI could add as much as \$150 billion to GCC economies.

Yango Group’s participation at Machines Can See 2025 reflects its commitment to advancing this transformation through intelligent, inclusive, and regionally adapted technologies. Visitors can explore Yango’s comprehensive AI and tech solutions at the Expo Zone during the summit. 





TGC LAUNCHES AI-POWERED CLOUD GAMING PLATFORM

Local startup announces launch during Dubai AI Week, offering 1,300+ AAA titles on the cloud.

Dubai-based startup The Game Company (TGC) today launched its AI-powered cloud gaming platform at Dubai AI Week, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum and hosted by the Dubai Future Foundation (DFF).

Built entirely in Dubai, the platform aligns with the Dubai Program for Gaming 2033—a national strategy to establish the emirate as a global leader in gaming and emerging tech.

TGC's platform brings over 1,300 AAA titles directly from the cloud, making high-performance gaming accessible to anyone, on any device, without the need for costly consoles or downloads. Built on

custom AI architecture, the platform features optimised GPU utilisation for maximum visual performance, predictive forward buffering for ultra-smooth gameplay, and cloud-agnostic integration that ensures seamless, low-latency experiences across devices.


Faisal Kazim, Head of Dubai Program for Gaming 2033, said:

"Dubai AI Week is about showcasing innovation that doesn't just imagine the future, but makes it reality. The launch of TGC's cloud gaming platform highlights the power of AI to transform industries, augment human creativity, and unlock new creative economies. It's a proud moment to see a product of this calibre launched from Dubai, for the world."

Osman Masud, Founder and CEO of The Game Company, said:

"Gaming is not just entertainment. It is culture, economy, and infrastructure. We have built the foundation for a new generation of gaming and we are proud to launch it here in Dubai. Dubai gave us the platform and belief. We are proud to showcase a homegrown product that is setting a new global benchmark."

The platform has already seen strong traction during its alpha phase, with over 43,000 registrations and 10,000 gamers onboarded. TGC is backed by key partners including Tencent Cloud, BytePlus (TikTok), Immutable and Fetch.ai.

Visitors to the Dubai AI Week can experience live gameplay across devices, explore the underlying tech stack, and interact with real-time demos of the AI-powered system. 



Dr. Nick Bradshaw, Founder and Chairman of SAAIA, and Saeed Al Falasi, Director of the Dubai Centre for Artificial Intelligence.

DUBAI JOINS SOUTH AFRICA, EUROPE TO LAUNCH GLOBAL AI TRADE & INVESTMENT HUB

The hub will serve as a catalyst for collaboration and platform for startups in high-potential, emerging markets.

Dubai Future Foundation (DFF), through the Dubai Centre for Artificial Intelligence (DCAI), has partnered with the South African Artificial Intelligence Association (SAAIA) to help launch a dedicated AI trade & investment hub with the aim of fast-tracking cross-border collaboration and unlocking new avenues for AI startups and investors across Africa, the Middle East, and Europe.

There are various regional partners behind the initiative, including from Europe. DCAI, established by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum and overseen by DFF, is the Middle East launch partner. By addressing barriers around market access and capital, the hub will serve as a catalyst for trade, innovation exchange, and

responsible AI development in high-potential, emerging markets.

Saeed Al Falasi, Director of the Dubai Centre for Artificial Intelligence, said: “AI is redrawing the map of global opportunity, and cross-continental collaboration is key to navigating it. This partnership is designed to help ideas, talent, and capital flow freely across borders. By connecting dynamic and fast-growing ecosystems, we’re supporting startups in emerging markets and shaping a more inclusive future in AI. As a global crossroads of trade, capital, and talent, Dubai is a place where bold ideas can take root and be exported to the world.”

Dr. Nick Bradshaw, Founder and Chairman of SAAIA, said: “AI investment is growing rapidly across Europe and the Middle East, but Africa’s innovation landscape is underrepresented—despite being home

to some of the most dynamic startups in the world. Our partnership with the Dubai Centre for Artificial Intelligence and other partners is a strategic step to help close that gap by giving African startups greater access to global capital, markets, and networks.”

Recent success stories such as the \$628 million acquisition of Tunisian AI startup InstaDeep highlight Africa’s untapped AI potential. The new hub will matchmake startups and investors, support business expansion, and amplify the voices of emerging AI ecosystems.

Dr. Bradshaw added: “This isn’t just a symbolic partnership—it’s a functional pipeline for AI-driven trade and investment between Africa, the Middle East, and beyond. It’s time to act, and we’re thrilled to be moving forward with Dubai as our regional partner.” 

DUBAI FUTURE FOUNDATION, UNIVERSITY OF BIRMINGHAM DUBAI BOOST AI COLLABORATION

Agreement signed during Dubai AI Week reinforces Dubai's position as a hub for AI-driven education and innovation.



Professor Yusra Mouzughhi, Provost of University of Birmingham Dubai, and Saeed Al Falasi, Executive Director of the Dubai Centre for Artificial Intelligence.

Dubai Future Foundation (DFF) and the University of Birmingham Dubai have signed a Memorandum of Understanding (MoU) to deepen their strategic partnership in support of Dubai's AI ecosystem, talent development, and national innovation agenda.

The MoU was signed during the inaugural Dubai AI Week, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of

Defence, and Chairman of the Board of Trustees of DFF.

Signed by Saeed Al Falasi, Executive Director of the Dubai Centre for Artificial Intelligence, and Professor Yusra Mouzughhi, Provost of University of Birmingham Dubai, the agreement outlines a series of initiatives aimed at accelerating research, supporting entrepreneurship, and boosting knowledge.

As part of the agreement, the University of Birmingham Dubai will contribute to DFF's University Entrepreneurship Programme and collaborate on the development

of business accelerators and joint foresight research. The partnership will also support the creation of academic content aligned with the UAE's national innovation goals.

The partnership reinforces both institutions' commitment to the Dubai Universal Blueprint for Artificial Intelligence and contributes to the broader goals of the Dubai Research and Development (R&D) and Innovation Programme. It also sets the stage for future participation in DFF's flagship initiatives, such as the Dubai Future Forum and future editions of Dubai AI Week. 

DUBAI AI WEEK HACKATHON SHOWCASES POWER OF AGENTIC AI



The final day of Dubai AI Week 2025, spotlighted the next wave of innovation with the Dubai AI Week Hackathon: Agentic AI, held at AREA 2071 in Emirates Towers Boulevard.

The hackathon brought together developers, creatives, and innovators to build autonomous AI agents tackling real-world challenges across sectors such as travel, logistics, finance, and real estate.

The event was hosted by the Dubai Centre for Artificial Intelligence (DCAI), an initiative of the Dubai Future Foundation (DFF), and delivered in collaboration with Hackmasters. It was hosted part of Dubai AI Week 2025, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of the Board


of Trustees of the Dubai Future Foundation. The Week was organised by DCAI and DFF and featured 10 key events from 21 to 25 April 2025 at AREA 2071, the Museum of the Future, and various locations across Dubai.

The hybrid-format hackathon began with virtual collaboration from April, 21 to 23 culminating in two days of intensive in-person hacking and demo sessions at AREA 2071. A total of 170 participants formed 36 teams, developing autonomous agents capable of executing complex tasks with minimal human input and 10 teams qualified for the final round. In the final stage, the top three teams were recognised and awarded valuable prizes for their cutting-edge and innovative solutions.

Expert mentors and judges from DEWA, Microsoft, DeepOpinion AI, Al Futtaim Group Real Estate and other leading academic institutions and government authorities supported

participants throughout the event, offering technical insights and strategic guidance.

Dubai AI Week 2025 featured a rich line-up of strategic gatherings and activations aimed at accelerating AI adoption across every sector. These included the AI Retreat, Dubai Assembly for AI, the Global Prompt Engineering Championship, the Machines Can See Summit, the Dubai AI Festival, and AI in Schools Week. The event was hosted by DCAI, an initiative of DFF, in collaboration with key government and private sector partners, to position Dubai as a global testbed for responsible, impactful AI innovation.

This year's edition brought together over 10,000 participants, 180+ speakers, 150+ sessions and workshops, and 140+ live activations, alongside the participation of 25+ global technology companies and 15+ country delegations. 



Alexander Khanin, Founder and Director, Polynome Group.

'MACHINES CAN SEE 2025' SHOWCASES SPATIAL AI, ROBOTICS AND ETHICAL FRONTIERS

The final day of the “Machines Can See 2025” summit concluded with 3,500 delegates from 45 countries attending the summit at the Museum of the Future, while online engagement reached new heights, with over 3.5 million views on day one and more than 1.2 million views on day two. Real-time updates via the #MCS2025 hashtag are projected to exceed 5 million views across both days.

The summit took place during the inaugural Dubai AI Week event organized by the Dubai Centre for

Artificial Intelligence, an initiative overseen by the Dubai Future Foundation.

Mixed-reality opener sets the pace

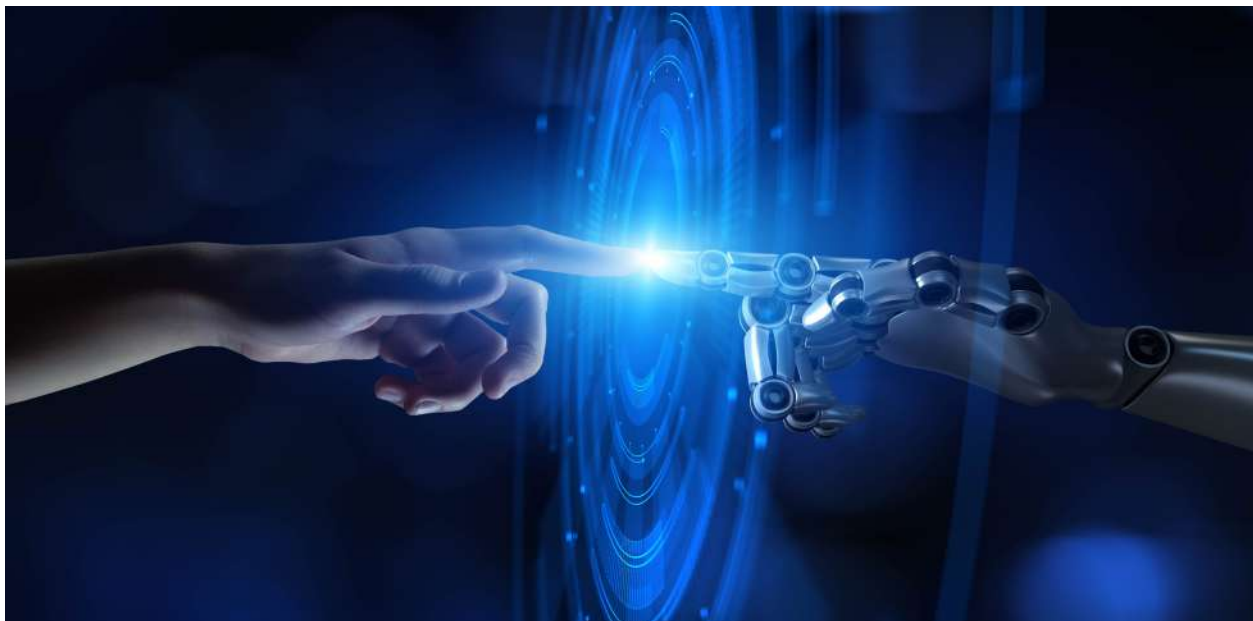
The day began with an immersive keynote from Marco Tempest, Creative Technologist at NASA JPL, who fused holography and large language models to illustrate how “playful” interfaces make advanced AI relatable to non-experts. “Magic is just undiscovered code,” Tempest told the packed auditorium, spotlighting the summit’s core theme of translating

research into human-centred experiences.

Robotics and spatial computing take centre stage

A follow-on panel — “Robots: Are We Ready?” — gave attendees a front-row view of real-world autonomy. Prof. Sami Haddadin (MBZUAI) demonstrated dexterous cobots for precision assembly, whereas entrepreneur Lior Wolf previewed humanoid service assistants designed for retail environments.

Prof. Marc Pollefeys (ETH Zurich & Microsoft) unveiled state-of-the-art Spatial AI algorithms capable of



building millisecond-level 3-D maps — critical for household robotics and next-generation AR glasses.

Government underscores ethical mandate

In his remarks, H.H. Sheikh Nahyan bin Mubarak Al Nahyan, UAE Minister of Tolerance and Coexistence, reiterated that “AI without human values is a compass with no direction.” His call for ethics-first development reverberated through afternoon sessions on trustworthy AI and adversarial-attack defence.

Research highlights push the frontier

Prof. Michal Irani (Weizmann Institute) showed how models can reconstruct complex scenes from a single gaze sequence, edging AI closer to human-like perception.

Prof. Andrea Vedaldi (University of Oxford) introduced a 3-D generative-AI pipeline for high-fidelity digital twins, while Prof. Deva Ramanan (Carnegie Mellon) demonstrated multimodal sensor fusion for real-time decision-making in dynamic environments.

Namik Hrle (IBM) wrapped up the main-stage keynotes with a forward look at vector databases, sovereign model “gardens,” and edge-trained chips that could shrink latency to microseconds.

Workshops deepen technical skill sets

Parallel tracks remained full throughout the day. NVIDIA’s hands-on lab dissected a platform approach to deploying generative AI in production.

AWS guided developers through Retrieval-Augmented Generation (RAG) and agentic-AI patterns for the enterprise. A second X (formerly Twitter) session explored Grok-powered predictive streaming, while Dubai Police’s data-forensics workshop demonstrated machine-vision pipelines for DNA decoding.

Climate tech, computer vision and security panels round out agenda

Expert round-tables tackled Beyond Climate Change innovations in green technology and dove into the year’s breakthroughs in computer vision, while Rob van der Veer led a live “red team vs. blue team” demonstration during the Defending Intelligence panel on adversarial machine learning.

Landmark Agreements Announced Live on Stage

Polynome Group officially launched AI Academy, a strategic educational initiative developed in collaboration with the Abu Dhabi School of Management and supported by


NVIDIA’s Deep Learning Institute. The Academy will offer short executive seminars and a specialized four-month Mini-MBA in Artificial Intelligence, aimed at equipping leaders and innovators with practical AI knowledge to bridge the gap between technology research and commercial application.

Creative-tech track draws art and media innovators

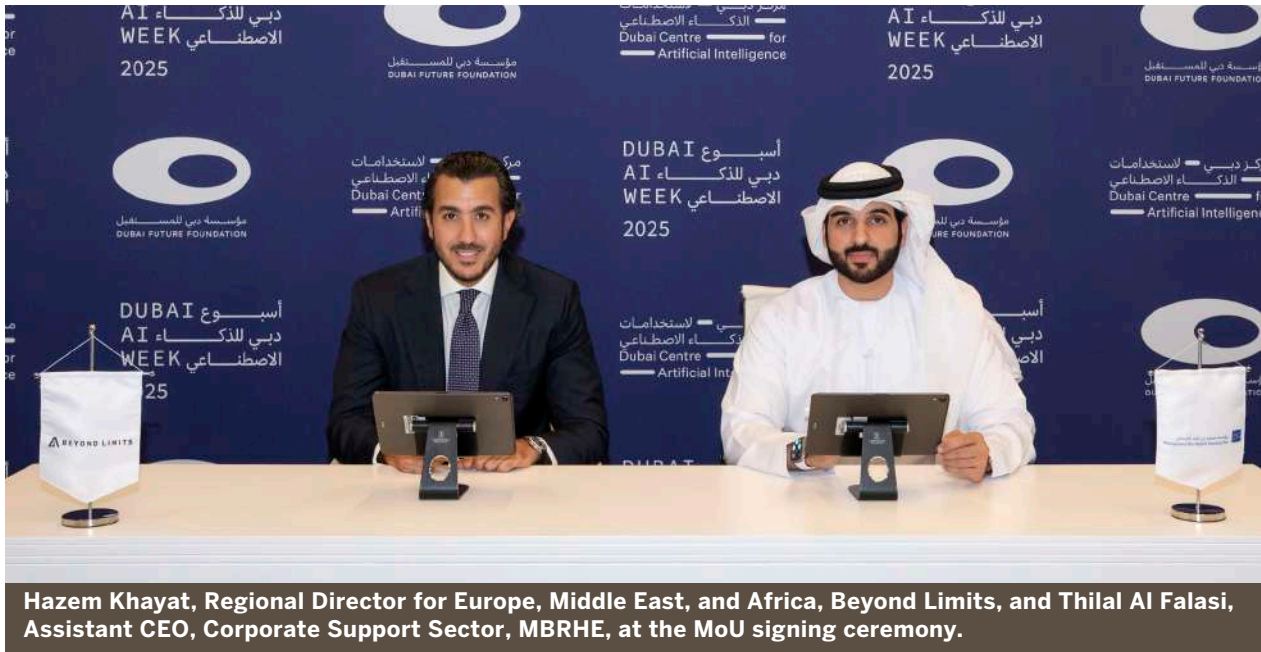
Running in parallel at the “Machines Can Create” stage, sessions such as “Pixels & Palettes: The Canvas of Tomorrow” and “Code Couture” examined how AI, blockchain and VR are reshaping luxury fashion and digital art, featuring speakers from IBM Research, The Sandbox and HEC Paris.

Closing reflections and next steps

In final remarks, Hao Li (MBZUAI) and Prof. Merouane Debbah thanked delegates for “turning Dubai into a living laboratory for responsible AI,” while Tempest sent attendees off with a challenge: “The future belongs to curious minds and bold builders — keep experimenting.”

Polynome Group confirmed that planning is already underway for the 2026 edition and for regional satellite workshops that will extend the summit’s science-to-solution model to new markets. 

MBRHE AND BEYOND LIMITS AI INK MOU TO ENHANCE DIGITAL TRANSFORMATION



Hazem Khayat, Regional Director for Europe, Middle East, and Africa, Beyond Limits, and Thilal Al Falasi, Assistant CEO, Corporate Support Sector, MBRHE, at the MoU signing ceremony.

The Mohammed Bin Rashid Housing Establishment (MBRHE) announced the signing of a strategic Memorandum of

Understanding (MoU) with Beyond Limits, a global leader in artificial intelligence (AI), aimed at developing innovative and sustainable solutions to enhance the efficiency of housing services and support Dubai's vision towards digital transformation and advanced AI integration.

The MoU took place at AREA 2071, Emirates Towers, as part of the inaugural Dubai AI Week, organized by the Dubai Centre for Artificial Intelligence. The partnership reflects MBRHE's commitment to implementing the directives of the wise leadership and the aspirations of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, who has emphasized that


AI is now the foundational pillar in designing Dubai's future initiatives and services, and those who do not embrace AI today risks falling behind the rest of the world.

Thilal Al Falasi, Assistant CEO of the Corporate Support Sector at MBRHE, said, "We are committed to fostering a culture of innovation and sustainability across all our projects, leveraging artificial intelligence to enhance institutional efficiency and quality of life in Dubai. This partnership is in line with Dubai's vision to build smart cities that learn and serve the community proactively and effectively."

The MoU aims to foster cooperation between both parties in the fields of artificial intelligence and innovation by developing joint smart housing technology solutions, exchanging expertise and building capabilities to support digital transformation, as well as implementing pilot projects that contribute to raising institutional

efficiency and adopting global best practices in utilizing AI to provide high-quality, sustainable housing services to citizens.

Hazem Khayat, Regional Director for Europe, Middle East, and Africa at Beyond Limits, commented: "We are delighted to collaborate with the Mohammed Bin Rashid Housing Establishment in the field of artificial intelligence. We believe this partnership will mark a quantum leap in government housing services through advanced, self-operating AI solutions, built upon our global expertise and technologies originally developed for the US space program."

Through this initiative, MBRHE seeks to advance its strategic plan to provide pioneering and sustainable housing services, achieve sustainability and digital transformation objectives in line with Dubai's Vision 2033, and support the nation's ambitions to build a more prosperous and innovative future. 



DFF, GOOGLE CLOUD LAUNCH AI UPSKILLING INITIATIVE FOR DUBAI CHIEF AI OFFICERS

Dubai Future Foundation (DFF) and Google Cloud have announced a strategic upskilling initiative tailored for Chief AI Officers (CAIOs). The initiative aims to deepen the applied expertise of AI leaders and fast-track Dubai's AI ambitions in line with the Dubai Universal Blueprint for Artificial Intelligence.

The initiative builds on the achievements of the blueprint launched in April 2024 by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of the Board of Trustees of DFF. As part of this effort, Chief AI Officers have been appointed across Dubai government entities.

The new programme will provide CAIOs with access to Google Cloud's suite of applied AI tools, training and strategic insights—empowering them to lead high-impact AI deployments, accelerate innovation, and deliver real-world value within their entities.

Khalfan Belhouli, CEO of Dubai Future Foundation, said, "Dubai is leading the way globally with the appointment of Chief AI Officers in government—an initiative overseen by the Dubai Centre for Artificial Intelligence (DCAI), launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum in June 2023. Today, just one year on, we have CAIOs across government. At DFF, we're committed to forming global partnerships that support these leaders in staying ahead in one of the world's fastest-moving fields."

Ziad Jammal, General Manager for Google Cloud UAE, Levant and North Africa, said, "This initiative couldn't come at a more important time. Investing in the capabilities of Dubai's Chief AI Officers is essential to future-proofing government and reinforcing the UAE's role as a global innovation hub. By equipping them with advanced knowledge in applied AI, we're accelerating adoption and laying the groundwork for transformative impact across sectors."

This strategic collaboration aims to position Dubai among the top 10 cities in the global Government AI Readiness Index, while ensuring that government leaders are equipped with the tools and insight needed to responsibly scale AI in service of society. 

HUSPY LAUNCHES GCC'S FIRST AI-POWERED MORTGAGE CHATBOT TO TRANSFORM HOME FINANCING

Huspy the UAE's leading homebuying technology platform headquartered in Dubai, has launched the GCC's first AI-powered mortgage chatbot on WhatsApp at the Dubai AI Week 2025. Huspy's AI-powered chatbot was unveiled by Founder & CEO, Jad Antoun, in the presence of UAE government leaders and business executives.

Huspy provides users with access to interest rate usage, real-time mortgage comparisons from a wide network of UAE banks, tailored eligibility assessments, and clear guidance on required documentation. By introducing essential transparency at the outset of the mortgage journey, Huspy enables homebuyers and investors to make well-informed decisions with greater efficiency and cost.

"At Huspy we are on a mission to radically transform the home buying journey, simplifying every step for the users with technology and innovation. Our AI chatbot is built for prospective UAE society wherever they are in




Jad Antoun, Founder & CEO, Huspy.

the world. This is more than just a technological milestone—it is a step toward a fully digital and frictionless home financing experience, in line with the UAE's vision for AI and innovation. The UAE's real estate sector continues to experience high demand, and now with AI, we are excited to power the future of home mortgages," said Jad Antoun, Founder & CEO, Huspy.

Huspy.ai underscores the company's commitment to pioneer homegrown

technology solutions to transform two of the most important economic sectors - real estate and financing. The UAE's AI market is expected to grow from approximately US\$3.47 billion in 2023–2024 to US\$46.33 billion by 2030, and will contribute 14% of the GDP.

The launch comes at a time of significant expansion in the UAE's real estate market, following record highs in 2024 when the UAE saw home sales exceed \$243 billion in transactions, with mortgages growing to over \$62 billion. As the UAE's largest mortgage provider, processing 25% of home financing in Dubai, Huspy's AI products mark a transformative step forward, setting a new standard for the future of property transactions by enhancing speed, precision, and customer experience across the home buying journey. 



THE UAE'S REAL ESTATE SECTOR CONTINUES TO EXPERIENCE HIGH DEMAND, AND NOW WITH AI, WE ARE EXCITED TO POWER THE FUTURE OF HOME MORTGAGES

JAD ANTOUN, FOUNDER & CEO, HUSPY.



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UNLOCKING AI'S TRUE VALUE: BEYOND COST SAVINGS TO STRATEGIC TRANSFORMATION

Kunal Purohit,
President-Next
Gen Services,
Tech Mahindra.



While the pace of innovation accelerates, enterprises embarking on the transformative journey of Artificial Intelligence (AI) adoption face a critical challenge: unlocking its full return on investment (ROI). AI ushers in a new era of efficiency, automation, and innovation. However, to realize its true potential, especially with the rise of Agentic AI systems, enterprises must look beyond surface-level automation.

To truly capture AI's value, businesses must embrace a holistic perspective—one that intertwines financial gains with operational enhancements and strategic evolution. This ensures that AI's promise extends beyond the balance sheet and into the very fabric of enterprise growth.

Today, AI is reshaping the Middle Eastern economic landscape, with an expected contribution of \$320 billion to the region's economy by 2030. Countries like Saudi Arabia and the UAE are leading the charge, integrating AI-driven solutions across industries. Enterprises must navigate hidden costs related to data preparation, infrastructure upgrades, workforce upskilling, and ongoing system maintenance. Without a forward-thinking strategy, organizations risk budget overruns and setbacks. A meticulous cost-benefit analysis is crucial to ensure that AI transformation remains both sustainable and impactful.

Overcoming Organizational and Cultural Barriers to AI Adoption

AI adoption is not merely a technological upgrade—it is a profound cultural shift. Employees often perceive AI as a threat to job security, while leaders struggle to balance ROI expectations with security and process disruption concerns. To truly succeed, businesses must reframe the narrative around AI, positioning it as a force multiplier rather than a disruptor.

With Agentic AI, the shift becomes more significant as AI systems move beyond executing instructions to making decisions, adapting, and collaborating with human teams. This requires increased trust, transparency, and clear definitions of organizational roles and responsibilities.

Leadership commitment is crucial. When top management champions AI with a clear, compelling vision, it cultivates a culture of innovation and openness. Transparent communication is the key, and employees must understand how AI enhances their roles rather than replaces them. Upskilling initiatives and AI literacy programs should be prioritized to build confidence and capability within teams.

Building Future-Ready Talent

The demand for AI talent far outstrips supply, posing a major challenge for enterprises. The key is to nurture a dynamic talent pipeline through strategic partnerships with academic institutions and AI research centers. Proactively investing in AI-specific training and certification ensures that current employees are not left behind.

Dubai is at the forefront of this shift, launching initiatives like the 365 Digital AI Citizenship program, offering tailored learning pathways and a global network of AI professionals to tackle real-world challenges. Such innovative programs are setting new benchmarks for talent readiness in the AI era.

Responsible AI Adoption: Data Integrity and Compliance

High-quality, accessible data forms the backbone of successful AI implementation. Yet, many enterprises face challenges related to data fragmentation and inconsistent quality. To overcome these obstacles,



organizations should adopt robust data governance frameworks that include real-time validation, anomaly detection, and cross-functional collaboration.

Moreover, with evolving global regulations like GDPR and emerging Middle Eastern data protection laws, compliance is no longer optional. The risk of AI bias and cybersecurity vulnerabilities can lead to reputational damage and regulatory fines. Embedding compliance measures into AI frameworks from the outset builds trust with customers, investors, and regulators, ensuring sustainable adoption.

Reframing AI ROI: Beyond Traditional Metrics

Traditional ROI models fail to capture the long-term strategic value of AI. Rather than focusing solely on immediate financial returns, businesses must evaluate AI's impact on decision-making capabilities, operational intelligence, and strategic agility.

For example, in the manufacturing sector, AI's predictive maintenance capabilities not only reduce downtime but also enable data-driven insights for long-term process optimization. The Middle East's large-scale digital transformation initiatives, such as the UAE's National AI Strategy 2031 and Saudi Arabia's Vision 2030, exemplify how a strategic approach to AI can yield far-reaching economic benefits.


To fully realize ROI, businesses need to embed AI into core operations rather than isolating it as a tech experiment. This requires long-term investment in both technology and human capital, with leadership driving a culture of

continuous learning and adaptation.

Turning AI Hype into Business Value

In the rapidly evolving landscape of the Middle East, the most successful AI adopters are those who understand the essence of AI not just as a cutting-edge technology, but as a strategic catalyst poised to redefine their operational frameworks. To truly unlock the transformative potential of AI, enterprises need to cultivate a structured deployment strategy that transcends traditional experimentation. This means identifying high-impact use cases that resonate with their core objectives, ensuring seamless integration with existing systems, and fostering a culture of iterative improvement.

A phased and strategic approach to AI implementation—beginning with targeted projects that deliver quick wins and followed by continuous optimization—enables businesses to mitigate risks while maximizing the realization of AI-driven value. This methodology not only safeguards investments but also builds a robust foundation for scaling AI capabilities in alignment with shifting market demands.

Ultimately, AI's ROI is not just about cost savings or revenue growth—it is about future-proofing businesses against any unforeseen disruptions. Organizations that embed AI deeply and cultivate agentic capabilities into their operational fabric will not only drive efficiency and profitability but also position themselves as leaders in the region's evolving digital economy. 

TCS UNVEILS 'TCS DIGITAL TWINDEX REPORT FOR FUTURE-READY MANUFACTURING'

Launched at Hannover Messe 2025 in Germany (March 31-April 4), the report features insights from clients, industry partners, futurists, and TCS executives and offers a strategic blueprint for AI & Digital Twin-Powered Manufacturing.

Tata Consultancy Services (TCS), a global leader in IT services, consulting, and business solutions, launched the TCS Digital Twindex report for the manufacturing industry at Hannover Messe 2025 in Germany — one of the world's leading industrial technology trade fairs. The report reveals how AI-powered digital twins are transforming manufacturing, driving efficiency, adaptability, and resilience.

Drawing on insights from industry pioneers and technology leaders such as Siemens, Schneider Electric, NVIDIA, and JLR, alongside TCS executives and futurists, the report presents an in-depth view of digital twin technology adoption, and the rise of AI-powered anticipatory ecosystems.

Through qualitative research, it captures curated, future-focused conversations and insights from interviews with industry leaders. TCS' multi-decade presence in the manufacturing industry, deep domain expertise, advanced digital twin solutions, and cutting-edge Generative AI capabilities further lend depth to the report and credibility to shape the dialogue on adaptive, AI-first enterprises.

Anupam Singhal, President – Manufacturing, TCS, said, “We stand at the threshold of a new manufacturing era, driven by digital twins, Generative AI, quantum-



Anupam Singhal, President – Manufacturing, TCS.

powered advancements, and a deep commitment to everything from safety to sustainability. The 'TCS Digital Twindex Report for Future-Ready Manufacturing' encapsulates our vision for building intelligent, future-ready, and adaptive enterprises—redefining industry competitiveness and enriching the lives of citizens and communities around the globe.”

Amid the rising need for automation and sustainability, the report offers a strategic blueprint for manufacturers to thrive in an AI and digital twin-driven era. It highlights how AI-powered digital twins, collaborative robots (Cobots), agentic AI, physical AI, and edge computing are converging to create smarter, more sustainable, and human-centric manufacturing ecosystems—enabling the shift toward anticipatory, AI-first enterprises.

Overall, the TCS Digital Twindex report identifies five key trends shaping the future of manufacturing:

Industry 4.5 and Beyond: The next phase of manufacturing evolution, where AI, automation, and digital twins converge to enable anticipatory, adaptive enterprises.

Digital Twins as Real-Time Data Fabric: Acting as the connective tissue for enterprise intelligence—synchronizing data in real time to drive predictive insights and operational resilience.

AI as Orchestrator of Intelligence: AI systems are evolving beyond

narrow use cases to orchestrate decisions, simulations, and optimizations across the manufacturing value chain.

Modular and Intelligent Manufacturing: The shift toward decentralized, plug-and-play production models powered by AI and digital twins, enabling hyper-localized, responsive, and intelligent manufacturing at scale.

The Human-AI Symphony in Manufacturing: AI will play a growing role in enhancing human capabilities, supporting better decision-making, improving safety, and enabling seamless collaboration between people and intelligent systems on the factory floor.

Rev Lebedarian, VP of Omniverse and Simulation Technology at NVIDIA, “Physical and Industrial AI are born in simulation, where they can be tested and validated before being deployed in the real world. By bridging the gap between the digital and physical, the world’s heavy industries are paving the way for software-defined manufacturing and intelligent, autonomous systems.”

As manufacturers embrace AI and automation, experts underscore that digitization is the essential first step. Without digitized processes, true automation and intelligence deployment remain out of reach.

Helenio Gilabert, Global Head of Offer Creation, Industrial Automation Services, Schneider Electric, said, “If it’s not digitized, you cannot automate it. If you cannot automate it, you cannot deploy intelligence on top of it. To fully harness AI and digital twins, start with a clear digitization strategy—only then can you move toward AI-driven

optimization.”

The report emphasizes that virtual first testing through digital twins is critical to building resilient, autonomous systems. By refining AI-powered processes in the virtual environment, manufacturers can reduce errors and improve efficiency when scaling to real-world production.

Paulina Chmielarz, Director, Digital & Innovation, Industrial Operations, JLR, said, “Digital twins are a game-changer in our AI journey. They unlock vast amounts of new data, introduce fresh categories of insights, and open entirely new scenarios for exploration and innovation.”

The report also reinforces that human expertise must remain central to decision-making, even as AI takes on a larger role in data analysis and process optimization. It envisions a future where AI augments, rather than replaces, human capabilities. At the same time, the report cautions that delayed AI and digital twin adoption could undermine manufacturers’ competitiveness. Those that fail to embrace these transformative technologies risk falling behind.

Zvi Feuer, Senior Vice President, Digital Manufacturing Software, and CEO Siemens Digital Industries Software in Israel, said, “Imagine a situation within the next decade where AI agents could be helping us make better decisions...help us identify problems before they happen. We can go and fix these problems (and) keep the production running smoothly... We can make sure all the logistics arrive to the right spot at the right time. This is where I see a big, big change.”

TCS participated in Hannover Messe 2025 (March 31–April 4, Hannover, Germany), at Hall 17, Booth G16, showcasing innovative solutions across AI-powered digital twin platforms, generative AI, agentic AI, physical AI, IoT and digital engineering, cybersecurity, and sustainable manufacturing—empowering manufacturers to become adaptive, future-ready enterprises positioned for a new era of industry leadership. 



WE STAND AT THE THRESHOLD OF A NEW MANUFACTURING ERA, DRIVEN BY DIGITAL TWINS, GENERATIVE AI, QUANTUM-POWERED ADVANCEMENTS, AND A DEEP COMMITMENT TO EVERYTHING FROM SAFETY TO SUSTAINABILITY.


ANUPAM SINGHAL, PRESIDENT – MANUFACTURING, TCS



NTT DATA APPOINTS HANI NOFAL AS REGIONAL HEAD FOR TECHNOLOGY SOLUTIONS, MEA

information technology industry. Prior to joining NTT DATA, he held executive roles across both global and regional technology organizations. Most recently, he launched and led Advance Solutions Corp.'s operations across EMEA. He also held senior leadership roles at Gulf Business Machines (GBM), including General Manager – Head of Technology and Board Member of Coordinates ME, where he shaped technology strategy, drove innovation, and built strategic alliances. His leadership and vision contributed significantly to the company's growth and success. Earlier in his career, he held positions at Cisco Systems, 3Com, Digital Equipment Corporation, and Compaq.

"Our region is leading the wave of AI investment, driving the next phase of digital and economic transformation," said Nofal. "This is the time for NTT DATA, a world leader in digital and AI infrastructure, to deliver innovation and impact. I'm proud to join the team to help clients across Middle East and Africa turn AI potential into meaningful outcomes."

Nofal is recognized for his high-performance leadership philosophy, which emphasizes a culture of respect and accountability. He has received numerous industry honors, including Technology Innovation Leader of the Year and multiple partner recognitions. He holds a Bachelor of Science in Electrical and Communication Engineering from the University of Jordan and completed Leadership and Sustainability Studies at MIT Professional Education. 

NTT DATA, a global leader in digital business and technology services, today announced Hani Nofal's appointment as Regional Head for Technology Solutions, Middle East and Africa (MEA), effective May 1, 2025.

In this strategic leadership role, Nofal will drive NTT DATA's Technology Solutions growth in the MEA region, collaborating with local teams to define and implement a growth strategy aligned with global objectives.

"We are thrilled to welcome Hani

to the NTT DATA family," said Alan Turnley-Jones, CEO of NTT DATA for Middle East and Africa. "His exceptional leadership in building high-performance teams, extensive expertise in digital, security, cloud, and networking solutions, and impressive track record in business transformation make him the ideal person to drive our Technology Solutions business forward across the region."

With over 27 years of experience, Nofal is a seasoned technology executive and thought leader with a distinguished background in the



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