

## Cisco and Intel Partner with the Arab Future Cities Summit Qatar as Pearl Sponsors

April 9, 2015, Doha, Qatar – The Arab Future Cities Summit Qatar is proud to announce Cisco and Intel as the Pearl Sponsors for the fourth edition of the annual event, to be held on 13 – 14 April, 2015 at the Ritz-Carlton in Doha, Qatar. The event is produced by global conference organizers, Expotrade.

The Arab Future Cities Summit focuses on sustainable urban development and seeks to showcase the latest technology, innovation and solutions for smart cities. The summit's core theme is echoed in the corporate commitment of both Cisco and Intel towards environmental sustainability and ensuring a better future for the planet. Anas Sawaf, Smart+Connected Communities Business Lead, CISCO will be making a presentation at the summit titled 'Towards a Future Connected Society..Big. Different. NOW!,' while Tommi Raitio, Regional Director, Telecommunications and Internet of Things, META Region, Intel Corporation, will be speaking at the summit on 'Securing Smart Cities.'

Connecting smart cities in terms of networks, systems and infrastructure is of the essence in any plan for sustainable urban development. On the other hand, the Internet of Things (IoT) may be the foundational technology that makes a city smart, but it can also lead to potential vulnerability. Hence the importance of an end-to-end security approach in IoT is of critical importance. These topics form the crux of sessions presented by Cisco and Intel at the Arab Future Cities Summit.

Commenting on Cisco's reasons for presenting at the summit, Mohammad Hammoudi, General Manager for Cisco in Qatar said, "Companies and governments around the globe are embracing the next wave of the Internet – the Internet of Everything (IoE) – to create a new tomorrow for their customers, citizens and employees. Smart Cities are being fuelled by the Internet of Everything, where technology enables governments to help lower costs, improve productivity, increase revenue, and improve citizen benefits for the public and private sector through initiatives such as smart buildings, smart gas and water monitoring, smart parking, and smart waste management. Cisco is uniquely positioned to help public and private sector organizations in the Middle East region to move from traditional to digital and beyond to fully capture the value of the IoE."

Hazem Amer, Regional Market Development Director, Intel Corporation Gulf Countries, believes their participation at the summit is based on "Delivering on Intel vision to create and extend computing technology to connect and enrich lives of every person on earth. Intel believes that future cities should be smart enough to facilitate life for their citizens and provide creative yet convenient services through smart solutions that utilizes analytics and data generated from all sensors and other objects of the internet of everything to solve global problems."

Brad Hariharan, Regional Director, Expotrade Middle East, organizers of the conference, welcomed the partnership, saying, "Cisco and Intel are counted among the best in the business when it comes to technology for smart and sustainable urban development. The Arab Future Cities Summit is the premier platform for presenting the latest solutions in smart city development, making this an ideal partnership. We look forward to a long association with them."

For event details, please visit [www.arabfuturecities.com](http://www.arabfuturecities.com)

### About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success. The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Cisco is shaping the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners.

For more information, please visit [www.cisco.com](http://www.cisco.com)

### About Intel

Since its founding in 1968, Intel Corporation has grown into the world's largest semiconductor company (based on revenue). The company employs nearly 100,000 people across more than 50 countries. Intel's products and technologies are at the heart of computing solutions that have become essential parts of businesses, homes and schools around the world; and are being used to tackle some of the world's most complex problems in areas that include education, healthcare, economic development, and environmental sustainability. The company's products include microprocessors, chipsets and other semiconductor products that are integral to computers, servers, note- and netbooks, as well as consumer electronics, handheld devices and connected "embedded" products becoming part of cars, shopping kiosks and bank ATMs. Intel's focus is not solely on the products it delivers. From primary schools to leading universities, Intel is committed to improving the quality of education around the world. Over the past decade alone Intel has invested over USD 1 billion and Intel employees have donated over 2.5 million hours toward improving education in more than 50 countries. Intel is headquartered in Santa Clara, California (USA).

For more information, please visit [blogs.intel.com](http://blogs.intel.com)

About Expotrade Expotrade is a global conference and event organizer with its head office based in Melbourne, Australia and a regional office in Dubai, United Arab Emirates. Expotrade has delivered some of the largest, most successful B2B industry conferences and events. For almost 10 years, our unique blend of knowledge, experience and flexibility has accomplished an array of consistently top quality events. Today, Expotrade events enjoy such a distinctive edge, they are amongst the best patronized in the calendar.

For more information, visit [www.expotradeglobal.com](http://www.expotradeglobal.com)

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