

## EMC Enlists as Gold Sponsor at the Arab Future Cities Summit Qatar to Showcase Middle East Smart City Technology Applications

Doha, Qatar, March 19, 2015 – Arab Future Cities Summit Qatar is happy to announce EMC as Gold Sponsor of the fourth edition of the annual event, to be held at the Ritz-Carlton in Doha, Qatar, on 13-14 April, 2015. Produced by global conference organizers, Expotrade, the summit will be held under the patronage of the Ministry of Municipality and Urban Planning, State of Qatar.

The rapid pace of urbanization globally has led to a worldwide demand for sustainable development of smart cities, with each having their own unique elements including cultural, social and intellectual factors. However, at the core of this movement is the aim to deliver the best of services to its citizens. Qatar, with its meteoric rise as a hub of development in the GCC region, is at the forefront of smart city development in the region. One of the engines powering this growth is ICT innovation, viewed against the overarching backdrop of sustainability. EMC's commitment to sustainability through using technology for the betterment of the planet finds the ideal platform in the Arab Future Cities Summit, with its main premise of sustainable economic development. Sa'di Awienat, Chief Technology Officer, Middle East & Africa, EMC will be speaking at the summit on 'Determining the Significant Role of ICT Innovation in Building Smart Cities.'

Any innovation brings along with it an association of speed and dynamism. In a constantly evolving market, businesses need to be intuitive and dynamic, on the one hand, and agile and responsive on the other. Redefining IT systems and focusing on emerging technologies will empower growth. There is a strong need to move from siloed infrastructure models to enterprise hybrid cloud solutions that empower IT organizations to adopt agile, elastic, on-demand, end-to-end IaaS within their data center. This brings benefits not only to IT but to other organizations such as developers, end users, and line-of-business owners. EMC's session will focus on their efforts to help customers in the region build an agile digital and service universe that is software-defined, dynamic and empowers the business.

The choice of Qatar as the host and the Arab Future Cities Summit as the ideal vehicle is put into perspective by Samer Diya, EMC Country Manager in Qatar, who says, "Qatar continues to be one of the leading innovators in the space of smart services as the government continues its journey towards establishing a smart city infrastructure across the country," adding that, "The Arab Future Cities Summit is the perfect platform to highlight how the pillars of EMC technology - Cloud, Big Data, Converged Infrastructure and Flash are the foundation of the creation and operation of Smart Cities. Through this event, we look forward to exchanging insights and best practices with both new and existing customers from Qatar to help them effectively leverage the enormous treasure of Big Data into actionable insights and make this information shareable with various enterprises and government departments to create a proactive service environment."

Brad Hariharan, Regional Director, Expotrade Middle East, organizers of the conference, welcomed the partnership, saying, "EMC's belief in creating value for the society and planet will be ideally showcased at the Arab Future Cities Summit Qatar, with its goals of presenting the most innovative advancements in technology from a sustainable development perspective. We are very happy to partner with EMC in their journey and look forward to a successful partnership with them."

For more details on the summit, visit [www.arabfuturecities.com](http://www.arabfuturecities.com)

### About EMC

EMC is a global leader in enabling businesses and service providers to transform their operations and deliver information technology as a service (ITaaS). Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset - information - in a more agile, trusted and cost-efficient way. We work with organizations around the world, in every industry, in the public and private sectors, and of every size, from startups to the Fortune Global 500. Our customers include global money center banks and other leading financial services firms, manufacturers, healthcare and life sciences organizations, Internet service and telecommunications providers, airlines and transportation companies, educational institutions, and public-sector agencies. EMC also provides technology, products, and services to consumers in more than 100 countries.

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