



GITEX FUTURE STARS

L A U N C H E S

CREATIVE ECONOMY

THE NEW CREATIVE MEDIUM

THE FIRST OF ITS KIND YEARLY
RENDEZVOUS FOR THE CREATIVE TECH
INDUSTRY

WHY CREATIVE TECHNOLOGY

Because creative technology has become a critical engine of the economy.

AI, big data, augmented/mixed reality and blockchain are already disrupting the way creative industries produce, distribute and consume content

In line with the Dubai Creative Economy Strategy launched to double the number of creators from 70K to 150K and double the creative industries' contribution to the GDP by 5% by 2025





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We launch the Dubai Creative Economy Strategy with the aim of transforming the emirate into a preferred destination for creativity from across the world and a **capital of the creative economy by 2025**, in order to achieve our vision for a future economy based on knowledge and innovation.

**HIS HIGHNESS SHEIKH
MOHAMMED BIN RASHID
AL MAKTOUM**

Vice President and Prime Minister of the UAE
and Ruler of Dubai

THE VISION



To recognize the game-changers leading the tech transformation of the creative economy industry



The Creative Economy will be a hyper-immersive, experiential festival of innovation



Where the disparate fields of technology + art, fashion, music and sports juxtapose to create a brand new code for the industry



With our extensive network, we are closing the gap between the creative industries and their tech hotsteppers and accelerating the pace of change



GITEX FUTURE STARS

HAILS THE CREATIVE SPIRIT

As the region's largest startup event, only GITEX Future Stars is perfectly positioned to develop the ultimate platform for creative disruptions

From the creators to the curators to the dynamic tech startups and big global players – GITEX Future Stars is the rendezvous made for this community

750
STARTUPS FROM

75
COUNTRIES

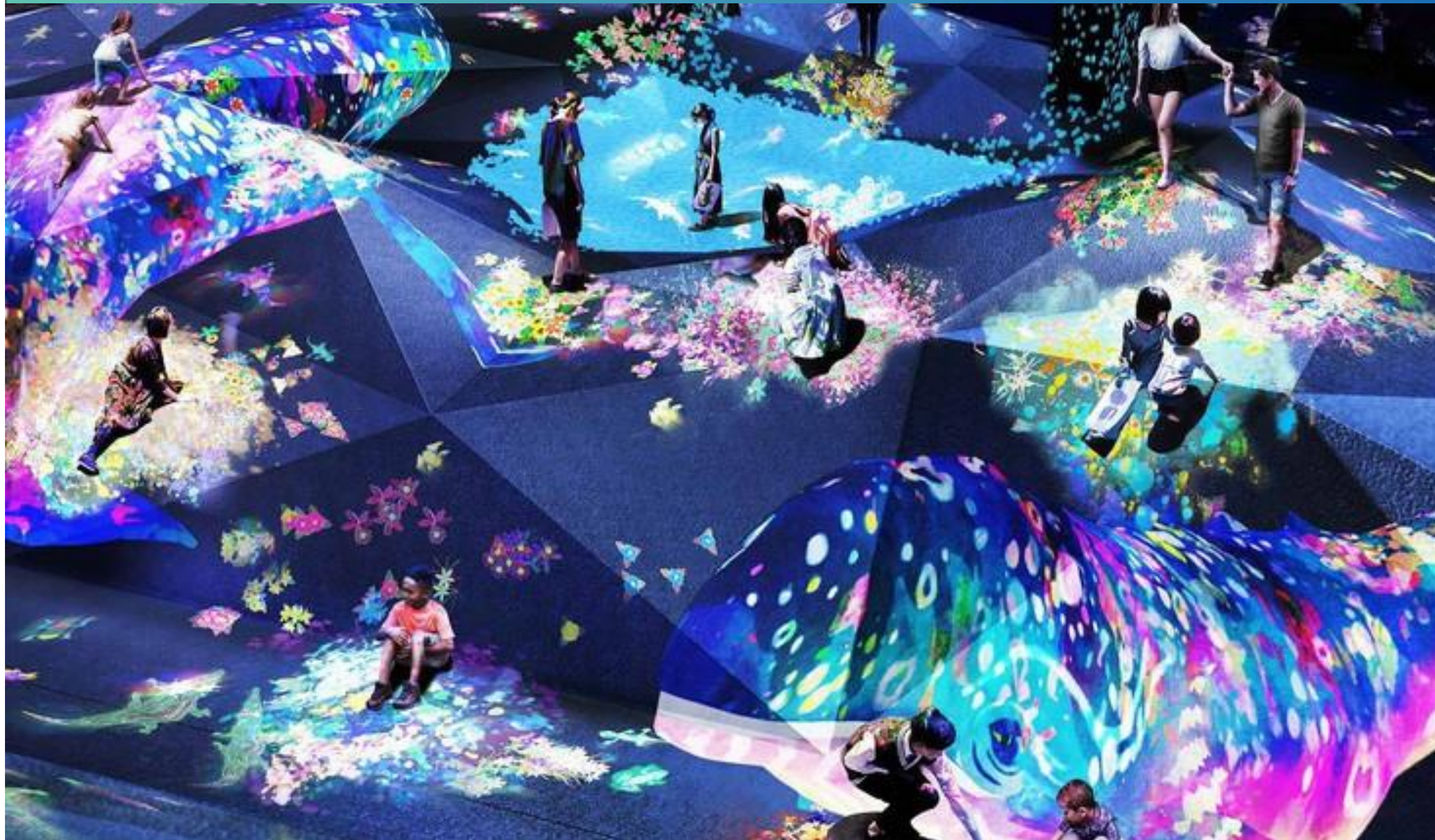
350+
SPEAKERS FROM
30 COUNTRIES

19
TECH
SECTORS

400+
ACTIVE INVESTORS & VCS
FROM

30+
COUNTRIES

A PROGRAMME CELEBRATING THE FUSION OF TECH + CREATIVITY



2 days of conferences

Creative economy startups
on the show floor

Supernova Challenge
pitch battle with a
dedicated
'Creative Economy' category

**Creative Economy WILL
ENCAPSULATE
CREATIVITY ACROSS**



FASHION



MUSIC



ART



SPORTS

AN EVOLUTION OF AESTHETICS

How emerging technologies are disrupting existing practices in the retail and the fashion industry



FASHION

A FULL DEDICATED DAY OF
CONTENT WITH 3 KEY TOPICS



THE FUTURE
OF RETAIL



THE FUTURE
OF DESIGN



THE FUTURE OF
SUSTAINABILITY

.....

FEATURING TOP 10
FASHION STARTUPS FROM
AROUND THE WORLD

.....

IN PARTNERSHIP WITH

F/A Fashion
Innovation
Agency

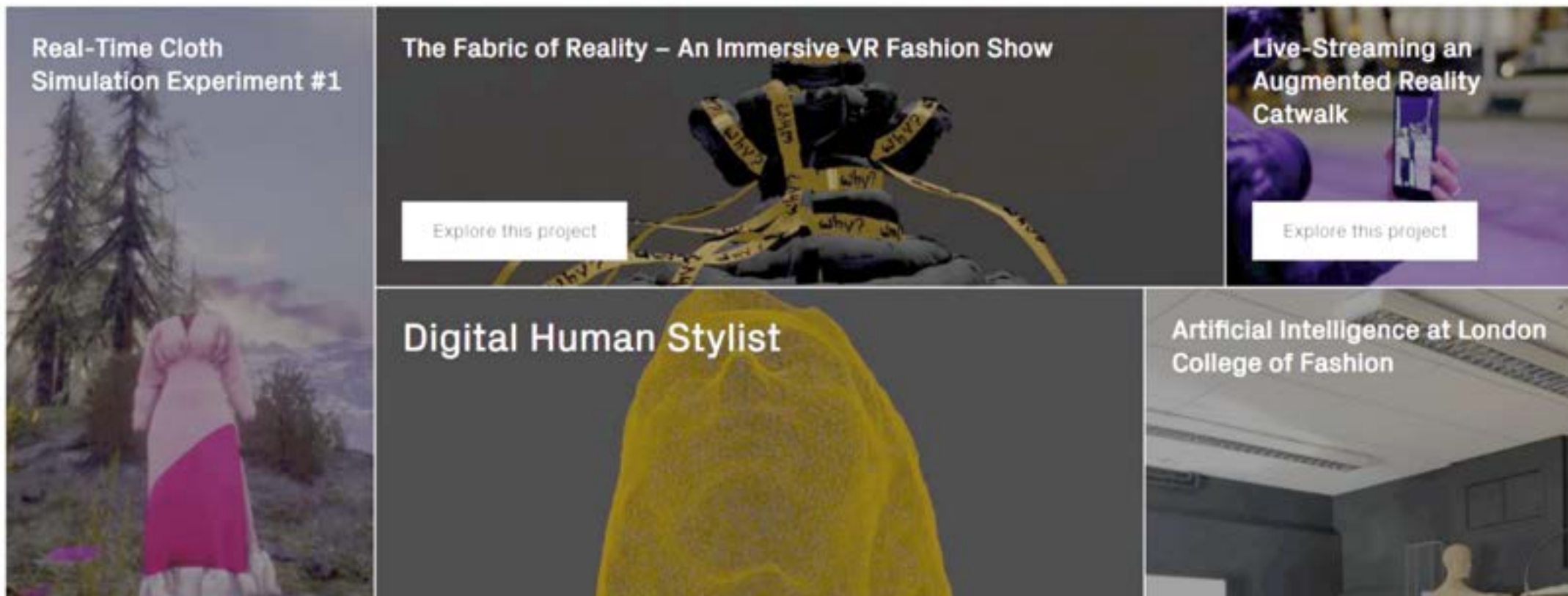
ual: london college
of fashion

The reference of the new age fashion in Europe



The **Fashion Innovation Agency** at **London College of Fashion, University of the Arts London**, uses emerging technologies to take fashion beyond the physical into a new era of digital experiences.

Partners of London College of Fashion



Microsoft

K E R I N G

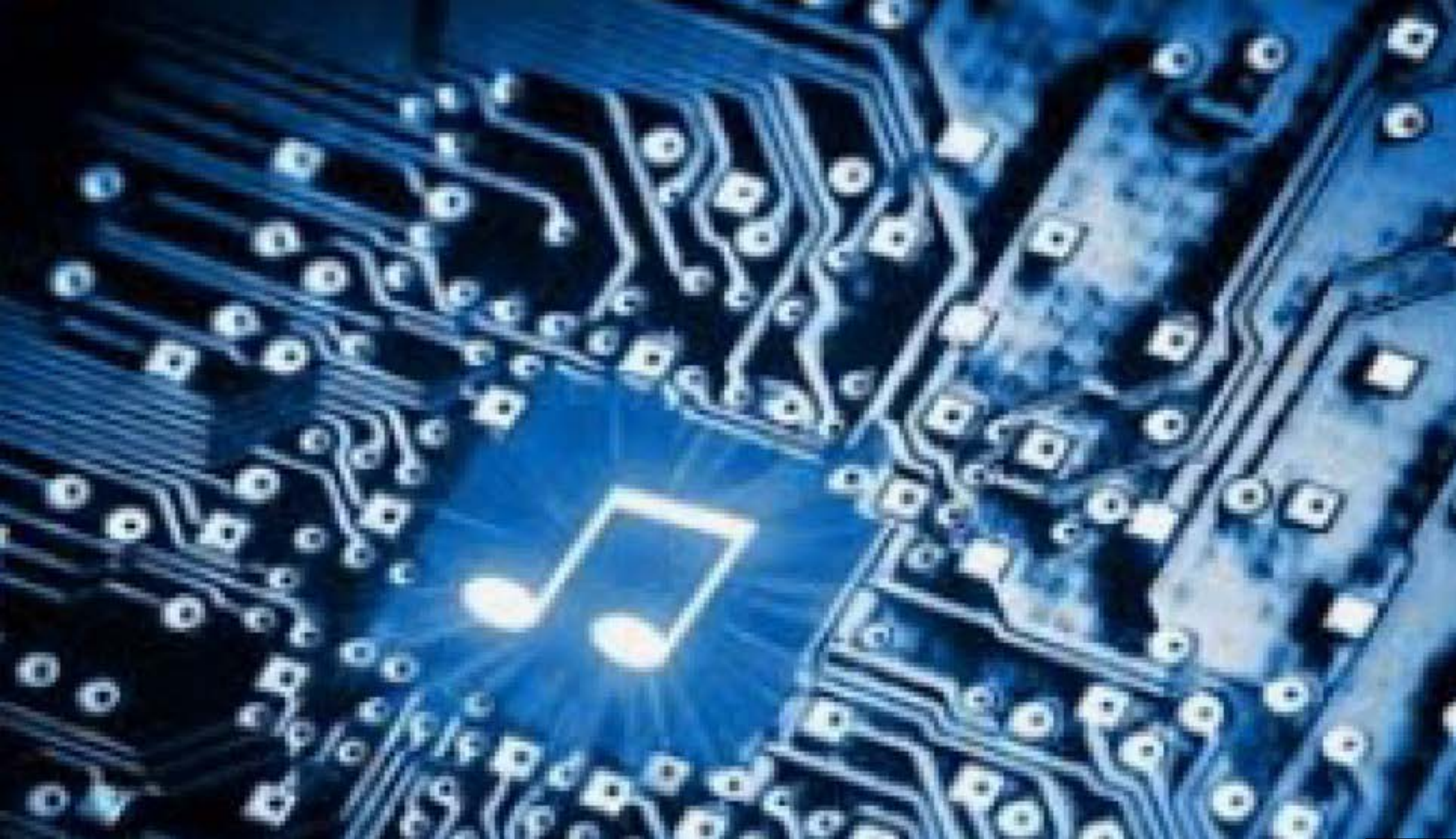


F A R F E T C H

ILM X LAB

R Y O T

GANNI



MUSIC

**A dedicated day of content
to the latest innovations in
the music arena**

.....

**10 startups from around
the world showcasing the
solutions in music**

A SYMPHONY OF ALGORITHMS

From the creation to the distribution of music rights, an industry totally reimagined around technology

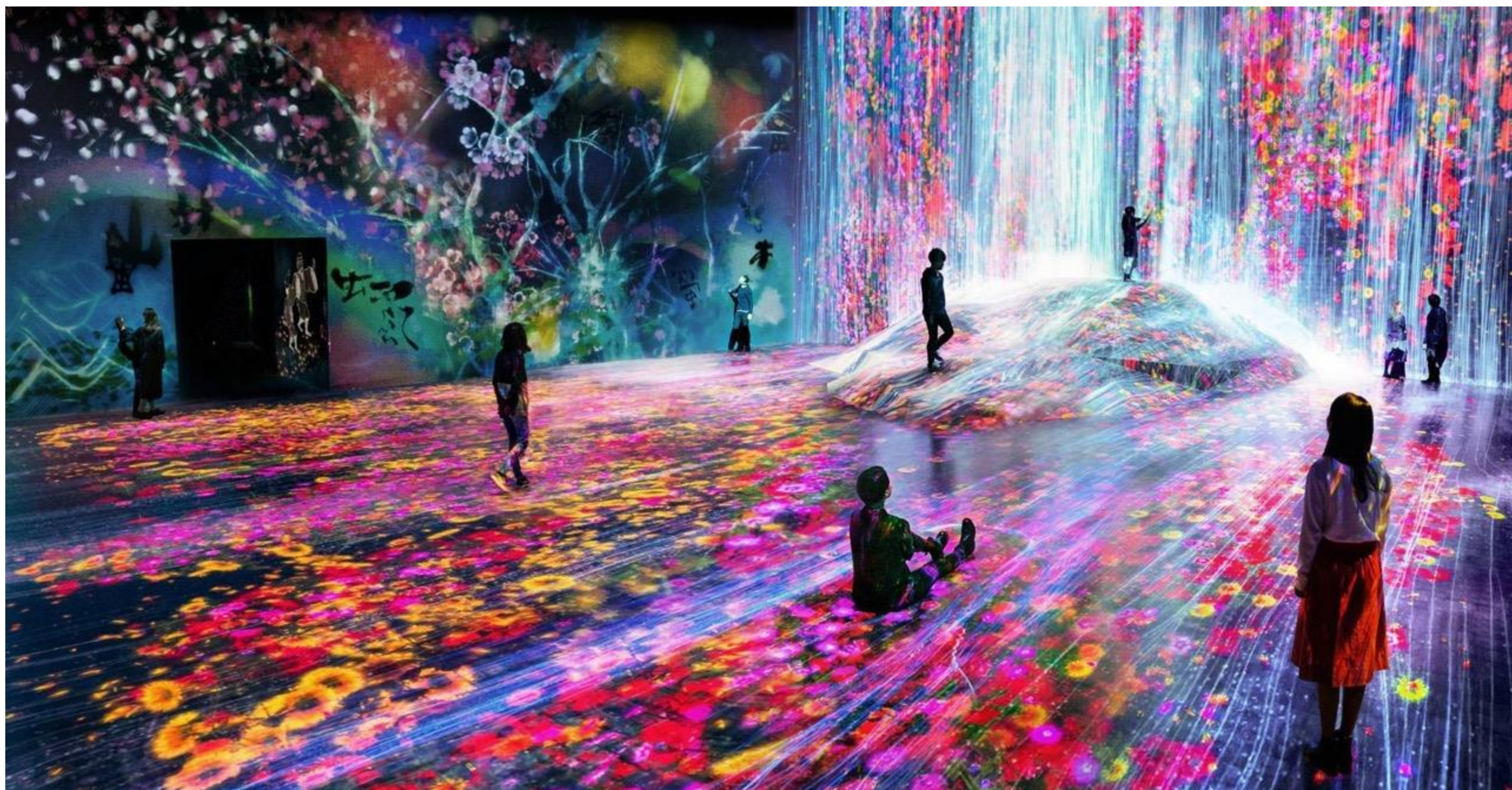


A CURATION OF EMOTIONS

Leveraging the power of technology to shape a new renaissance and renew the way we interact with art

A dedicated day of content on which tech innovations are redefining the arena of art and the entire artistic industry

.....
10 startups presenting their latest art sector disruptions



INNOVATION IN THE GAME

Technology influences how athletes train and compete, how fans engage and consume content, and what are the latest wearables in the competitive field of sports tech

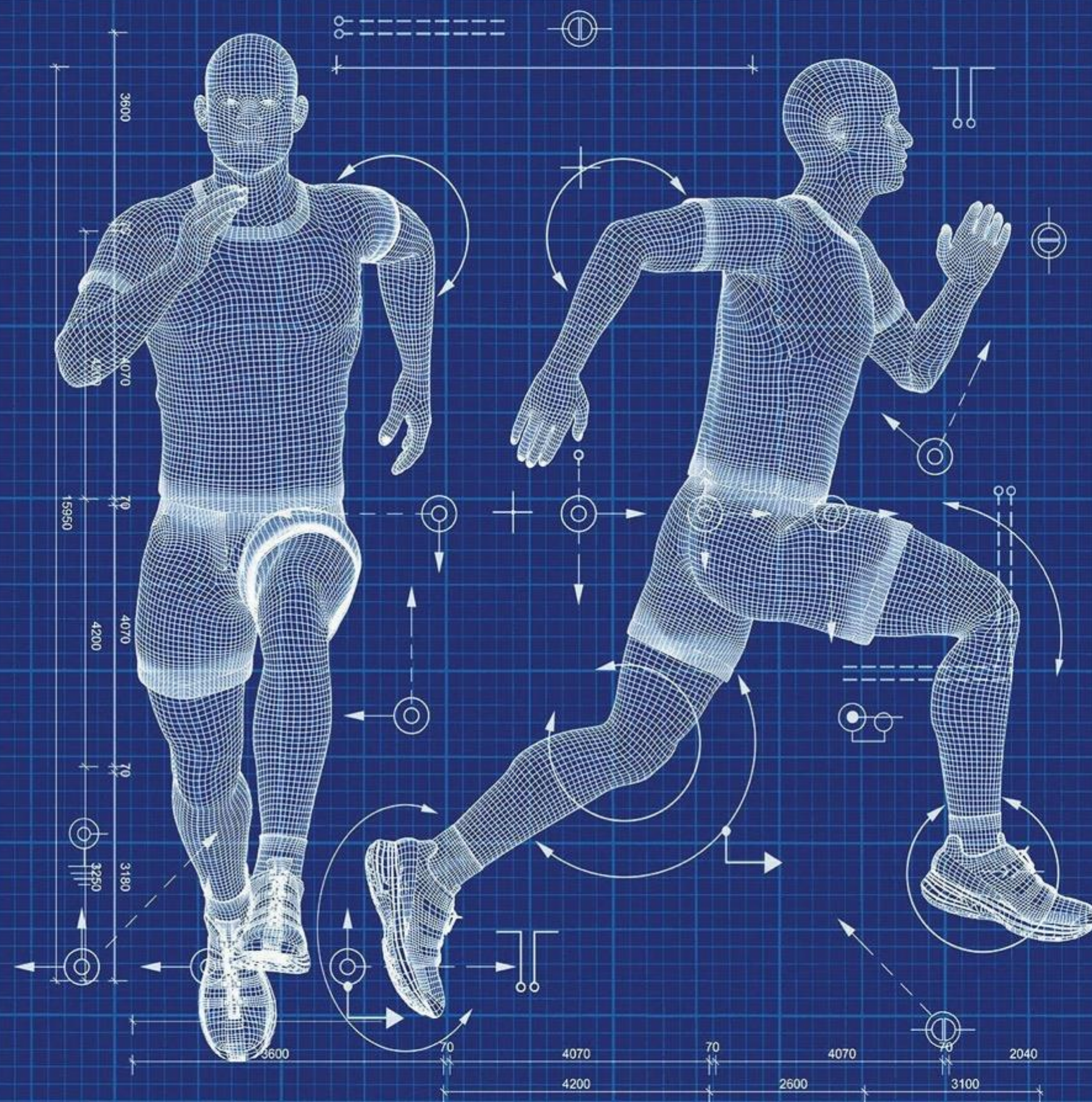
**A dedicated day of content
on sports innovations**

.....
**10 startups presenting their
latest sports tech innovations**

IN PARTNERSHIP WITH

SSTUDIO
Marketing

ABRIESP
ASSOCIAÇÃO BRASILEIRA DA INDÚSTRIA DO ESPORTE



The right partner with top level networking

SSTUDIO
Marketing




OLYMPIC CHANNEL



amazon **fireTV**



SPORTS TECHS TENTATIVE PROGRAM

BROADCAST & CONTENT

FAN EXPERIENCE



**JOHAN CRUYFF
ARENA**

SMART VENUE

eSPORTS

INTERNAL USE



FORTNITE



GREAT VIBES
@ GITEX Future Stars





CREATIVE ECONOMY SPARKED IN 2019



SOME OF THE PREVIOUS CREATIVE ECONOMY STARTUPS

| FRANCE | ITALY | INDIA | LEBANON | PALESTINE |
|---|--|---|---|--|
| <ul style="list-style-type: none"> • TOUCAN TOCO communicates contextualised and actionable insights to untrained business users • SKYBOY SkyBoy has developed a new generation of immersive event experiences & immersive virtual shops for the Luxury industry. | <ul style="list-style-type: none"> • Penguinpass srl Team of designers, developers, managers with years of experience in tech, fashion, fairs and events. • ShareMyBag first peer to peer online platform to rent fashion products quickly and easily. | <ul style="list-style-type: none"> • Navayuga Infotech full-service IT and Spatial technology company. • BonzoHeads Interactive LLP A creative studio startup | <ul style="list-style-type: none"> • B.O.T Bridge. Outsource. Transform. A social enterprise providing Data related and Digital services to private and public sector companies | <ul style="list-style-type: none"> • FulApp a platform that aims to connect customers with trustworthy housekeepers |
| SAUDI ARABIA | SPAIN | UAE | REPUBLIC OF KOREA | SOUTH AFRICA |
| <ul style="list-style-type: none"> • Quantum Specialized targeted sampling solutions using data-driven processes and models into one platform. • Knowledge Production Corporation developing new systems to enable services or production | <ul style="list-style-type: none"> • Fast Forward Thinking S.L a Futures Intelligence and Strategic Foresight consultancy | <ul style="list-style-type: none"> • Re: Urban Studio A design specific membership based co-working space at Dubai Design District. • Chalhoub The Greenhouse the Group's retail technology accelerator | <ul style="list-style-type: none"> • Ace Marketing Inc Ace Marketing assists their clients with their marketing initiatives and lead generation programs to help align their sales tactics with business strategies. • Komachine Transform offline based Korean Machine Industry to Online, provide the most effective solutions for both suppliers and buyers by online matchmaking and online transactions. | <ul style="list-style-type: none"> • SEDA Small enterprise development agency of South Africa 16 SA tech startups exhibited |

For startups

BOOK YOUR POD NOW

The Pod

Welcome to your new home.

The self-contained pods are beautifully designed to use minimal space effectively. With built in furniture, high-impact display signs, concealed tables in a modern design.

Note: Only exhibiting startups can fully leverage all of the features of GITEX Future Stars such as the GITEX Supernova Competition, Innovation Cups, Meetings & Mentorship Programmes, and much more.



SINGLE POD (2x1 sqm)

- AED 6,620 + 5% VAT

UPGRADED POD

(4x1 sqm)

- AED 10,920 + 5% VAT



SPACE ONLY (min 25 sqm)

- AED 2,130 + 5% VAT
- AED 1,060 MARKETING POWERPACK & INSURANCE FOR EXHIBITING COMPANY

All startups exhibiting at the event will receive the following:

- Opportunity to win cash prize money through our own Supernova Challenge, GFS's startup competition with cash prizes of up to USD 200,000 – only exhibiting startups get to apply
- Opportunity to meet and network with our investors and corporate/government buyers via our dedicated matchmaking program
- Opportunity to learn via our 50+ hours of free of charge mentorship sessions from top investors, corporate and government organizations
- Complementary passes with access to the GITEX and GFS Conferences and exhibition only
 - 2 exhibitor badges that give access to the entire exhibition (GITEX, GFS, AI Everything, Future Blockchain Summit, Fintech Surge, Marketing Mania)
 - 2 all access badges that give access to both the entire exhibition and paid conferences – this is valued at around AED 3,000
- Opportunity to take part in other side competitions taking place during the event, usually organized by our partners (selection of startups is subject to clients approval)
- Listing of their logo on the app/website with profile
- Access to the startup networking party