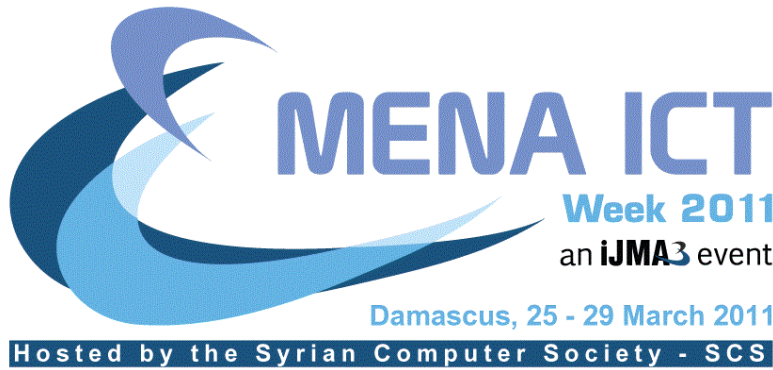


IJMA3 is proud to present for the 3rd year, The MENA ICT !

First in Lebanon, then in Bahrain and **NOW** in 2011, the Syrian Computer Society will be hosting the MENA ICT WEEK in Damascus- Syria.



The MENA ICT 2011 will take place from **March the 25th till the 29th** at the **Umayyad Convention Palace** in Damascus

MENA ICT week brings together the premier ICT stakeholders from around the region, including Arab Telecom Ministers, and key members of the public and private sectors, and civil society. The event will consist of numerous events happening concurrently under the same roof, including the MENA ICT Conference which brings together key regional industry leaders to discuss challenges and opportunities regarding the industry; the Arab Golden Chip Awards, which recognizes leading figures driving ICT change around the region; and a series of ICT workshops, The WITSA Trade Mission - business matching events, and an Shaam ICT Expo, which will showcase the latest trends and innovations from around the ICT world in addition to many side events. The event is being held in cooperation with the World IT and Services Alliance (WITSA), the Syrian Computer Society (SCS), and UN ESCWA.



MENA ICT CONFERENCE



SHAAM EXPO



ARAB GOLDEN CHIP AWARDS



BUSINESS MATCHING EVENTS



IJMA3 MEETING



WITSA TRADE MISSION

Event Overview:

MENA ICT Week brings together the premier ICT stakeholders from around the region, including Arab Telecom Ministers, UNGAID members of the public and private sectors, and civil society. The event will consist of numerous events happening concurrently under the same roof, including the MENA ICT Conference which brings together between 1500 to 2000 key regional industry leaders to discuss challenges and opportunities regarding the industry; the Arab Golden Chip Awards, which recognize leading figures driving ICT change around the region; The WITSA Trade Mission, which ICT Trade Delegation from around the globe will meet and develop new partnerships and a series of ICT workshops, business matching events, and the Shaam ICT Expo, which will showcase the latest trends and innovations from around the ICT world. Altogether, over 70,000 visitors are expected.

Capitalizing on the great success MENA ICT Week 2008 and 2010 enjoyed in Beirut and Bahrain, this year's event will continue this trajectory by focusing the world's attention on the dynamic and exciting regional ICT sector. There is no better spot on the regional ICT calendar than this. Leading regional government and private sector representatives will join forces with leading ICT stakeholders from around the world to highlight the key developments and opportunities in the ICT sector around the region. This year's event will provide an effective platform for your organization and your membership to meet with leading regional and global ICT leaders, keep your finger on the pulse of cutting-edge developments, and track and monitor regional business opportunities.

Conference Location:

MENA ICT week 2011 will take place at the Umayyad Convention Center, Damascus. The Convention Palace is perfectly situated 15 minutes away from the airport and a quick 15 minute cab ride from Damascus. The recommended conference hotel, the 5-star Ebla Cham Palace, is located walking distance from the convention center. It is Syria's largest 5 star hotel and resort. Located halfway between the International Airport and Damascus, in the middle of Ghouta gardens, it includes 500 luxurious rooms and suites, all with private balcony, restaurants, snack bars, a piano bar, a discotheque, banquet and meeting facilities, an Olympic size swimming pool, children's pool, 4 tennis courts, a fitness center, gymnasium, sauna, horse riding, golf and a jogging track set in 48 hectares of private gardens.

Transportation:

A booth will be available at Damascus International Airport around the clock, to provide all MENA ICT attendees transportation to their selected hotels. Also a shuttle service from Sham Expo to the Convention Palace will run regularly.

Events:

A range of events will be held concurrently under the umbrella of MENA ICT Week:

- **SHAM EXPO:** cutting-edge showcase of latest ICT developments, expected to draw over 50,000 visitors
- **Arab Golden Chip Awards:** Recognizing excellence in regional ICT achievement in the following categories:
 - Best mobile application/solution
 - Best Web 2.0/social media application/solution
 - Best location-based/GIS application/solution
 - Best Innovative ICT Project
 - Best Hardware Product
 - Best Arabic Content Project
- **MENA ICT Conference:** bringing together key industry leaders to discuss challenges and opportunities regarding the sector
- **WITSA Trade Mission:** providing a platform to learn about overseas market as well as trade and investment opportunities
- **Business Matching Workshop:** create business linkages between companies across the MENA region.
- **MENA ICT Week National and Corporate Pavilions:** Exhibition space for associations and ICT companies to present their innovations.
- **Key global and regional meetings:** including the Global ICT Regional round table, the G20 ICT meeting, the IJMA3 Annual Meeting
- **Leisure events:** including tourist and site visits for delegates and their spouses.

For more information, please refer to the conference website: www.menaictweek.org.