



ICT MAGHREB

21-23 MARS 2022

Palais de la Culture Moufdi Zakaria, Alger, Algerie

Organisé by

MMC

COMMUNICATION
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CONSULTING



THE REGION'S PREMIER EVENT
FOR INFORMATION & COMMUNICATIONS TECHNOLOGY

www.ictmaghreb.com



ICT MAGHREB 2022 is a Professional Exhibition on Information and Communication Technologies reserved for IT decision makers. The event is held at one of the most beautiful venues in Algiers and welcomes more than 5,000 professional visitors and 150 exhibitors including the main Algerian actors in the technology sector as well as %40 of foreign & multinational companies.

ICTMAGHREB is a real crossroad of exchange between professionals in the IT sector, and is a meeting place for decision-makers who take advantage of this opportunity to learn about major trends in the market, discover new market trends, uncover new hardware and IT solutions, meet experts and customers from the public and private sector.

The exhibition is also an opportunity to establish strategic partnerships with foreign companies, thanks to its international dimension. With our new B2B Matchmaking and Networking platform, more than 2000 meetings will be scheduled.

Beyond the tools and solutions presented, ICT MAGHREB also asserts itself as a platform of reflection on the current events and the evolution of ICT. More than 40 Keynote experts, Talks, Conferences debates and workshops are organized over three days attracting a keen interest of the public.

EXHIBITION OVERVIEW

+4,000 m²

Exhibition space

+150

Exhibitors & Brands

+300

Products & Services

+40

Keynote Speakers

+5,000

Visitors

+25

Countries Represented

+30

Start-ups

+2,000

B2B Matchmaking



THANK YOU TO OUR SPONSORS & PARTNERS 2021





Being present at the exhibition is a wise investment of your marketing resources. ICT MAGHREB will put you in front of decision makers and IT professionals, operators and their equipment manufacturers, to propose your solutions within the framework of the current major digital trends of the market.

Join more than 150 IT companies in our business platform.

Why become an exhibitor?

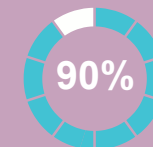
- A -3day event that combines business, exchange and conviviality
- A high-end event that brings together IT decision-makers in a single location
- Targeted meetings with decision makers, scheduled before the event with our new B2B Matchmaking platform
- High-level content with recognized experts and professionals
- A place for reflection and exchange to move projects forward
- A quality environment conducive to exchanges between professionals
- Cocktails and parties to extend contacts in a friendly atmosphere



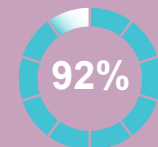
EXHIBITORS BY FIELD OF ACTIVITY

| | |
|------|------------------------------------|
| 20 % | SSI, integrators |
| 20 % | Software publishers & distributors |
| 10 % | Equipment suppliers |
| 8 % | Internet service providers |
| 12 % | Start-Up |
| 30 % | Others |

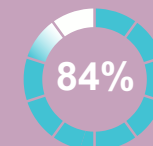
EXHIBITOR FEEDBACK



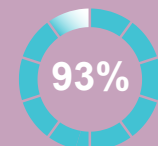
OF EXHIBITORS SAID THAT THAT THE EVENT WAS AN EFFECTIVE MARKETING TOOL FOR THEIR COMPANY



OF THE EXHIBITORS STATED THAT THE QUALITY OF VISITORS IS ADEQUATE AND EXCELLENT



OF THE EXHIBITORS STATED THAT THE EVENT MET THEIR OVERALL EXPECTATIONS À LEURS ATTENTES GÉNÉRALES



OF THE EXHIBITORS HAVE STATED THAT THEY WILL EXHIBIT AGAIN IN 2022



ICT Maghreb aims to become a crossroads of exchange between professionals and experts in the information and communications technology industry, attracting decision makers and public and private principals. With its international dimension, the show will also be an opportunity to forge strategic partnerships.

Why visit ?

- Access the entirety of the Maghreb region market in a single exhibition. ICT Maghreb presents +500 products and services in the information and communication technologies sector in one place. It is designed specifically for buyers, customers, decision makers and professionals to meet and conclude successful business deals.
- Connect with over 150 national and international exhibitors.
- Develop relationships with key industry players.
- Discover groundbreaking innovations.
- Reconnect with existing partners.
- Make new contacts.
- Discover the latest technologies and product launches.
- Compare thousands of products and services in one place.
- Enjoy live demonstrations of products and services.
- Evaluate the market and your competitors.

VISITOR FEEDBACK



OF VISITORS SUCCESSFULLY MET WITH BUSINESS PARTNERS.



OF VISITORS SAID THAT THE EVENT WAS AN EFFECTIVE PLATFORM FOR DOING BUSINESS



OF VISITORS REPORTED THAT THEY WERE ABLE TO DISCUSS / FINALIZE CONTRACTS WITH EXHIBITORS



OF VISITORS SAID THEY WILL ATTEND THE EVENT AGAIN IN 2022

VISITORS' INTERESTS

| | |
|------|----------------------------------|
| 21 % | Computer and network equipment |
| 20 % | IT project management consulting |
| 18 % | Backup & Storage |
| 17 % | Business solutions |
| 13 % | E-commerce |
| 11 % | Mobility |

VISITOR STATISTICS

| | |
|---------|--|
| 34,45 % | IT Decision Makers |
| 18,55 % | Industry Professionals |
| 20 % | Public Institutions, Ministries, & Public Economic Entities. |
| 27 % | Sectors of Industry, Commerce and distribution and services |



ICT MAGHREB also asserts itself as a platform of reflection on the current events and the evolution of ICT. More than 50 conferences and workshops are scheduled over three days.

Access to the conferences is free.

Themes are defined by an organizing committee composed of companies, experts and representatives public authorities.



"EXPERT" CONFERENCES

Visions and prospective analyses



THE PANELS

State of the art, analysis of practices, testimonies of companies and feedback of experience.



WORKSHOPS

30 minute workshops that showcase products, services and solutions



WHATS NEW AT ICTMAGHREB 2022 ?

Conference & Workshops

- OPENING ADDRESSES: Reserved for Institutional Partners & welcome speeches
- KEYNOTE EXPERTS : Conferences thematic
- TALK : 10 mn TEDx format presentation, brief interventions, without notes, calling on the experience.
- DEBATE CONFERENCES: The debate conferences involve the participation of CIOs/ISPs on a specific topic.

B2B Matchmaking & Networking

- Our new networking tool, easy to use tool to help you set up appointments with the most relevant contacts. We make it easy for you to connect between different groups such as buyers and sellers, entrepreneurs and investors, etc.

ICT CUP

- The 2022 IT Innovation Awards will be a real gas pedal to propel new companies with high potential.
- The event will also allow the discovery and highlight young talent in the Student category or having launched a particularly INNOVATIVE activity that promises strong growth thanks to a major innovation that will allow us to bet on a rapid development.





WHATS NEW AT ICTMAGHREB 2022 ?

Best Application Contest

- ICT MAGHREB Exhibition organizes in partnership with the Ministry of Culture and the National Office of Management and Exploitation of Protected Cultural Properties a national competition to reward Algerian IT skills

CIO Barometer 2021

- The purpose of this report is to take stock of the integration of Information & Communication Technology in Algerian company's, to Identify the needs of IT decision makers, their priorities for 2023/2022, as well as measure the adequacy between their needs and the solutions proposed in the market.

and many others

- Visit the ictmaghreb website and social media accounts for more information on the activities organized in the framework of the exhibition.





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THANK YOU TO OUR PRESS PARTNERS 2021



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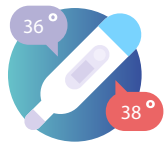
EuroMagh
Your Media Partner





A COVID-19 protocol is in place due to the health situation. It will be rigorously respected by the organizing team, the exhibitors and the visitors.

This protocol will be sent to you with the contract and must be duly signed and sealed by you.



Contactless temperature screening at designated entry points



Disinfection protocols are followed in all public areas



Exhibition hall capacity to apply the minimum 1.5m social distancing



Two (2) Visitors allowed per stand



Wearing of masks at all times



Social distancing and direction floor marks are to be respected



ICT MAGHREB

**FOR MORE INFORMATION IN REGARDS TO EXHIBITING,
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