ConteQ Expo24
معرض التكنولوجيا الحديثة للبناء والخدمات
ADVANCED TECHNOLOGY FOR CONSTRUCTION & SERVICES EXPO

DAILY 1

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Qatar's digital dive:
Steady steps ahead!

Qatar's digital landscape has undergone a remarkable transformation in recent years, propelled by a steadfast commitment to innovation and technological advancement.

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Qatar is at the forefront of digital transformation, investing heavily in the development of robust digital infrastructure. The nation boasts some of the world's fastest and most reliable internet networks, providing its citizens & businesses with unparalleled connectivity. Qatar's digital landscape is a testament to its unwavering dedication to innovation and technological excellence. As the nation continues to embrace the transformative power of digital technologies, it is poised to solidify its position as a leading hub for digital solutions and a driving force for global progress.



With Qatar joining the Digital Cooperation Organization in September 2023, it's a statement to attest to the nation's commitment to advance digital development in a multi-pronged approach.

Qatar is undergoing a profound transformation driven by technology – catalysing economic diversification and positioning the region as a hub for digital innovation. In parallel, the nation is making substantial strides in ambitious upskilling programs and partnerships to equip its workforce with the digital skills needed for the evolving job market. Qatar's digital transformation journey is a testament to the nation's commitment to innovation and progress outlined by its National Vision 2030 (QNV 2030). Qatar has harnessed the power of technology to drive economic growth and enhance the quality of life by developing digital infrastructure and enabling eco-systems. The country's proactive commitment to digital transformation, technological advancement and the development of a knowledge economy offers attractive market opportunities for foreign investors.

Qatar's Journey Towards a Digital Future

As a leading hub for technological innovation in the Middle East, Qatar has bold plans to transition towards a knowledge-based, digital-first economy. The Third National Development Strategy (NDS3), which advances the State of Qatar's progress towards Qatar National Vision 2030, highlights IT & Digital as a core enabling sector to develop Qatar's digital economy and its long-term capabilities in AI and emerging technologies.

In recent years Qatar has introduced significant technological advances. To create further positive change, the government launched the Digital Agenda 2030 (DA2030) in 2024 to accelerate the economy's diversification & sustainable growth.



Becoming a centre for global connectivity



When it comes to cutting edge digital infrastructure, the first pillar of DA2030, Qatar is already at today's digital frontier. Qatar is ranked first in the world for mobile internet speeds and the entire population is covered by 5G and fibre connectivity.

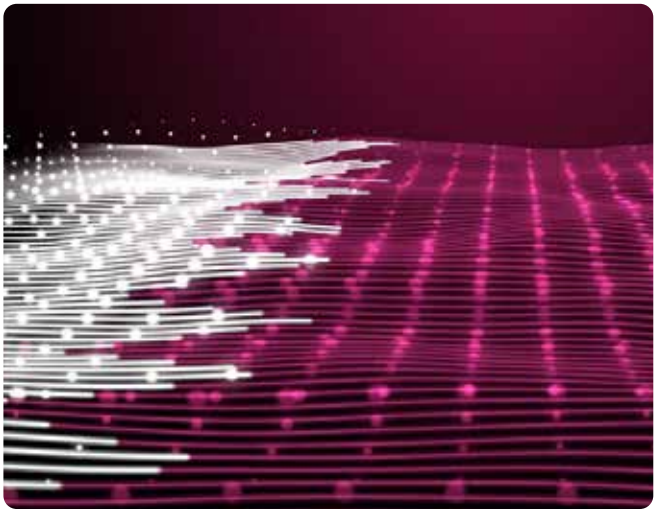
Qatar's impressive connectivity not only provides a solid backbone for nationwide digital transformation but also attracts the world's global hyperscalers to expand their infrastructure across the region.

In 2022 Microsoft opened its first global datacenter region in Qatar, a pioneering project to deliver enterprise-grade services in the country. A year later Google Cloud opened its own Doha cloud region. These networks have the potential to contribute over $18 billion USD respectively in the coming years and create tens of thousands of jobs.

Digital transformation and E-Government

A major pillar of DA2030 is seamless digital government, where the state has been establishing customer-centric e-services to give citizens, residents and businesses excellent online experiences.

Back in 2008 the online portal Hukoomi was launched as a one-stop gateway for all e- government services, promoting transparency and efficiency. Now the focus is on integrating new technologies and AI to provide a next-generation experience. In 2023 Qatar's Ministry of Communications and Information Technology (MCIT) partnered with Microsoft to adopt OpenAI GPT capabilities in the Hukoomi portal.



A futuristic business model blueprint with Turiqa Invent

Ajay Kumar, director, Turiqa speaks to ConteQ Expo 24 Showdaily to take us through his professional journey and the importance of Enterprise Architecture in the technology landscape of any business today.



Ajay Kumar, Director, Turiqa.

Q: Talk us through your professional journey and what are the strengths that you bring to the Turiqa table ?

Kumar: I am an experienced trusted Strategic Advisor specialising in "Enterprise Architecture" with the ability to provide strategic direction to complex programme of works. This allows Turiqa Invent to provide hands-on guidance for organisations across a range of industries including aerospace and defence, technology products and services, banking, education, central and local government. Enterprise Architecture (EA) offers numerous strengths that can significantly benefit organisations, particularly in aligning business objectives with IT strategies, improving efficiency, and managing complexity. Turiqa key strengths of EA are assisting organisations with the following focuses:

EA ensures that IT strategies and infrastructure are closely aligned with the overall business goals, this helps organisations to achieve their strategic objectives. The "Holistic View" allows an organisation to see a comprehensive view of the organisation, including its processes, information flows, and technology, which helps in making informed strategic decisions. With having the holistic view in play can also help organisations with Improved Decision-Making for the following:

· Cost Efficiency
· Agility and Flexibility
· Enhanced Communication and Collaboration
· Standardisation and Consistency
· Innovation Enablement
· Regulatory Compliance
· Risk Management
· Long-Term Vision

These strengths make Enterprise Architecture a powerful tool for managing the complexities of modern organisation and Turiqa can ensure the navigation for change is effectively instructed and is able to demonstrates optimised operations whilst adding value to the organisation and ensuring the organisation meets the strategic goals.



Q: Currently, when without a high degree of IT savviness, no corporate can survive, what does Turiqa Invent contribute to this landscape?

Kumar: In a business environment where IT savviness is critical for corporate survival, **Turiqa Invent** can help organisations distil complex components by contributing significantly by offering solutions and services that enhance a company's IT capabilities. We explain this in simple language that can ensure our customers understand & can help our customers navigate the complexities of modern technology-driven markets. **Turiqa Invent** assists with providing high degree of IT Savviness.

1. Empowering IT Strategy and Digital Transformation: Turiqa Invent provides expert consulting services that can help organisations develop robust IT strategies aligned with their business goals. This includes crafting digital transformation roadmaps that can guide organisations through the adoption of new technologies and ensure organisations stay competitive and relevant in their industry. With Digital Maturity Assessment we can assess an organisation's current digital maturity, **Turiqa Invent** can identify gaps and opportunities for improvement, helping businesses to adopt best practices and become more IT-savvy.

2. Enhancing IT Infrastructure and Operations through advanced Infrastructure Solutions: Turiqa Invent can offer cutting-edge infrastructure solutions that modernise a company's IT environment. This might include migrating to cloud-based platforms, implementing scalable architectures, or deploying next-generation networking solutions that improve performance and reliability. With this in place organisations can move to introduce automation tools that streamline IT operations, reduce manual workloads, and enhance efficiency.

3. Building Cybersecurity and Compliance Capabilities using robust Cybersecurity & compliance management solutions: In an era where cybersecurity threats are increasingly sophisticated, Turiqa Invent can consider comprehensive security solutions that protect against data breaches, cyberattacks, and other digital threats. This includes advanced threat detection, incident response, and security awareness training.

4. Driving Innovation through Emerging Technologies using AI & Machine Learning Integration: Turiqa Invent can lead in integrating artificial intelligence (AI) and machine learning into business processes, enabling companies to leverage data for better decision-making, predictive analytics, and automation.

5. Enabling Agile and Responsive IT Practices we can assist with Agile Methodologies could be adopted for IT development and operations, making them more responsive to change and capable of delivering high-quality products and services faster.

6. Providing Comprehensive IT Support and Managed Services operating 24/7 IT Support: Turiqa Invent could offer round-the-clock IT support services, ensuring that companies can resolve technical issues quickly and minimize downtime. This is critical for maintaining business continuity and customer satisfaction.

> "Turiqa Invent would contribute to the landscape by equipping companies with the tools, strategies, and expertise by providing the attention to detail where appropriate to become the trusted T-savvy expert for the organisation..."

5 ways in which Enterprise Architecture

takes a user company ahead in their business space



Enterprise Architecture (EA) plays a crucial role in driving any company's success by providing a structured approach to managing and optimising its IT & business processes. Here are five key ways in which **Turiqa Invent** can use Enterprise Architecture (EA) that can propel a company ahead in its business space:

1. **Strategic Alignment of IT and Business Goals by bridging IT and Business**
2. **Improved Agility and Flexibility and adapting to Change**
3. **Optimised Resource Utilisation and Cost Efficiency by reducing Redundancies**
4. **Enhanced Innovation & Decision-Making through Data-Driven Decisions**
5. **Risk Management and Compliance Assurance allows**

7. Leveraging Data & Analytics for Business Intelligence helps Data Management and Analytics: Turiqa Invent can help companies harness the power of their data through advanced analytics and business intelligence solutions. This enables better decision-making, personalised customer experiences, and improved operational efficiency.

8. Driving Cost Efficiency and ROI by focusing on IT projects and initiatives that deliver high return on i nvestment (ROI), Turiqa Invent ensures that every Qatari Rials spent on technology contributes directly to the company's bottom line.

9. Supporting Sustainable and Ethical IT Practices support Green IT Initiatives by Turiqa Invent demonstrating sustainable IT practices that not only reduce environmental impact but also lead to cost savings. This could include energy-efficient data centres, sustainable procurement practices, and reducing e-waste.

In summary, Turiqa Invent would contribute to the landscape by equipping companies with the tools, strategies, and expertise by providing the attention to detail where appropriate to become the trusted IT-savvy expert for the organisation, a true trusted advisor ensuring the organisation can thrive in a technology-driven world. By focusing on innovation, efficiency, security, and sustainability, **Turiqa Invent** would help businesses not just survive but lead in their respective markets.

Q: What sets Turiqa Invent apart from similar companies in the same space? Why should a client choose Turiqa Invent and not any competitor?

Kumar: If **Turiqa Invent** were to differentiate itself in a competitive market, several key factors could set us apart and make us the preferred choice for clients. Here's why through our unique value propositions:

1. Tailored Solutions and Personalisation – We help to build Bespoke IT Strategies that are important to you. Unlike competitors who might offer one-size-fits-all solutions, Turiqa Invent pride themselves on creating highly customised IT strategies that are specifically tailored to the unique needs and goals of each client. This level of personalisation ensures that clients receive solutions that are perfectly aligned with their business objectives.

> "Driving Cost Efficiency and ROI by focusing on IT projects and initiatives that deliver high return on investment (ROI), Turiqa Invent ensures that every Qatari Riyal spent on technology contributes directly to the company's bottom line."

Vanishing Point Architecture

and why should a firm integrate it in their framework of business



Vanishing Point Architecture is an emerging concept in enterprise IT design, focusing on creating a flexible and adaptive architecture that can seamlessly evolve with the organisation. Unlike traditional, static architectures, Vanishing Point Architecture emphasises:

Dynamic Adaptation

Simplification

User-Centricity

Agility

Why Integrate Vanishing Point Architecture?

Future-Proofing

Increased Agility

Reduced Cost

Enhanced User Experience

Improved Decision-Making

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MODERNISE YOUR
BUSINESS

UNLEASH
Agility, Scale, & Innovation

A Fresh perspective on
Enterprise Modernisation

Drive Growth and Agility

Stop legacy enterprise systems from limiting your ability to meet business needs - enjoy unmatched scalability to realise growth opportunities & take advantage of emerging technologies.

Cut costs associated with inefficient, complex, high maintenance systems, while streamlining compliance & bolstering protection against emerging cybersecurity threats.

Optimise Costs and Complexity

Empower Your Teams

Approach modernisation holistically, going beyond technology to reimagine your team's capabilities, culture, and processes.

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2. Innovation-Driven Approach using Cutting-Edge Technologies: Turiqa Invent are at the forefront of adopting and integrating the latest technologies, such as AI, machine learning, and blockchain, into their solutions. By continuously innovating, **Turiqa Invent** ensures that clients are always equipped with the most advanced tools to stay ahead of the competition.

3. Agility and Flexibility with building scalable solutions for our customers that grow with your business is a key differentiator we offer. **Turiqa Invent** help design its services to easily adapt to increasing demands, ensuring that clients don't outgrow your IT infrastructure as you expand.

4. Customer-Centric Focus is **Turiqa Invent** strong commitment to customer service, providing 24/7 support, dedicated account managers, and a highly responsive team that is always available to address client concerns and needs.

5. Value for Money with Transparent Pricing Models: Turiqa Invent offers transparent and flexible pricing models that provide clients with clear visibility into costs, ensuring that there are no hidden fees or unexpected expenses. This transparency builds trust & helps clients manage their budgets more effectively.

6. Sustainability and Ethical Practices with clear commitment to Green IT: Turiqa Invent offers differentiate itself by emphasising sustainability in its IT solutions, helping clients reduce their environmental impact while also cutting costs. This focus on green IT appeal to companies that prioritise corporate social responsibility (CSR).

7. Proven Track Record and Expertise with strong Portfolio of Success Stories: Turiqa Invent showcase a robust portfolio of successful projects and satisfied clients across various industries, proving our capability to deliver results.

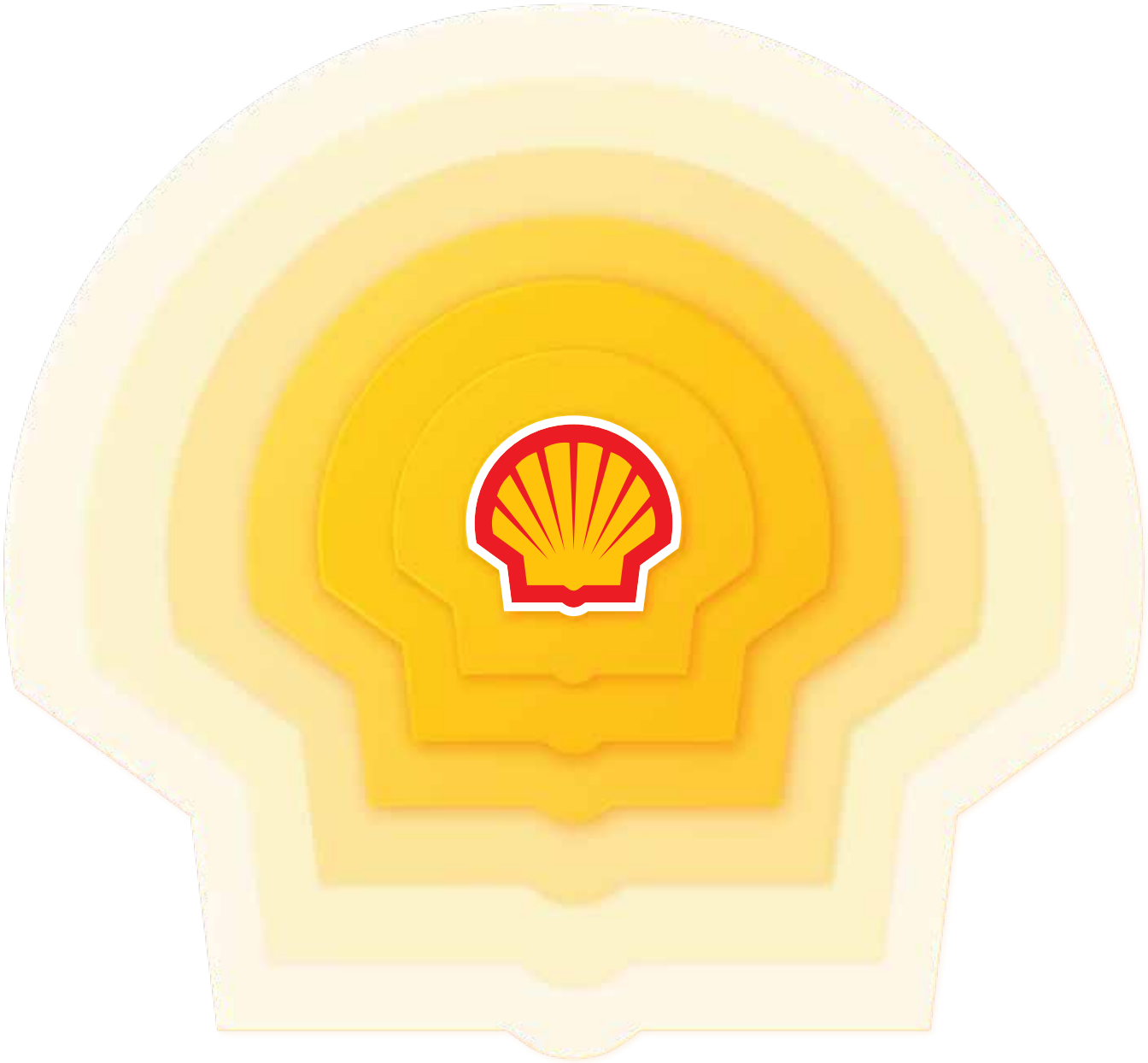
8. End-to-End Service Offerings with Comprehensive Solutions: Unlike competitors who might specialise in only one area, **Turiqa Invent** offer end-to-end IT services that cover everything from initial consultation and strategy development to implementation, management, & ongoing optimisation. This one-stop-shop approach simplifies the process for clients & ensures consistency across all IT initiatives.

9. Risk Management and Compliance Expertise with Proactive Risk Mitigation: Turiqa Invent excel in identifying and mitigating IT risks before they become critical issues, providing clients with peace of mind that their operations are secure and resilient.

In summary, Turiqa Invent set's itself apart from competitors through its tailored solutions, innovation, customer-centric approach, and comprehensive service offerings. Clients choose Turiqa Invent not just for its ability to deliver cost savings, but for its commitment to long-term success, ethical practices, and exceptional customer service

“Turiqa Invent sets itself apart from competitors through its tailored solutions, innovation, customer-centric approach, and comprehensive service offerings. Clients choose Turiqa Invent not just for its ability to deliver cost savings, but for its commitment to long-term success, ethical practices, and exceptional customer service.”





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CONTEQ EXPO 2024
TAKING TECHNOLOGY ADOPTION TO THE NEXT LEVEL

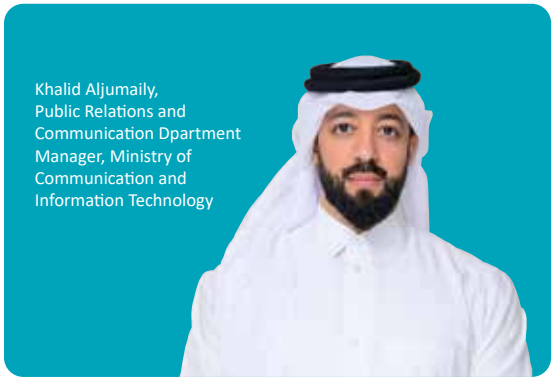
Speaking of the contribution that this Expo will make to the country, Eng. Salem Al Shawi, Head of the Organizing Committee for ConteQ24 emphasized the expo's significance, commenting:

"We were able to attract the world's largest companies to one of the most important sectors: technology and construction. The exhibition offers a promising opportunity to explore the latest developments in technology and identify new ways to improve construction and project delivery. Bringing global experts will result in benefits which include the adoption of modern initiatives and technologies to lead in all areas of project implementation, the development of the construction sector in Qatar& extraordinary investment opportunities in Qatar."


Eng. Salem Al Shawi, Chairman of the organizing Committee of ConteQ Expo24 and Technical Office Manager at Ashghal

Emphasising the role that the Ministry of Communications and Information Technology plays in the advancement of technology adoption, Khalid Aljumaily, Public Relations and Communication Department Manager at the Ministry of Communications and Information Technology:

"Our organization of the ConteQ Expo reflects our continued commitment to achieving the objectives of the Digital Agenda 2030, transforming our economy into a digital economy based on innovation and advanced technology. At the Ministry of Communications and Information Technology, we believe that technology is not only a tool for improving day-to-day activities, but a driving force behind inclusive and sustainable transformation across sectors and institutions."


Khalid Aljumaily, Public Relations and Communication Dpartment Manager, Ministry of Communication and Information Technology

Drawing attention to the importance of the exhibition, Mohamed Al Asmakh, Assistant General Manager at QNB Group stated:

"We are pleased to be the Official Bank of ConteQ Expo 2024 and to contribute to supporting the efforts of stakeholders, led by the Public Works Authority 'Ashghal', the Ministry of Commerce and Industry, and the Ministry of Labor, to integrate digital technology into the construction and services sectors in the State."


Mohamed Al Asmakh, Assistant General Manager Qatar Natoional Bank

Communicating their corporate commitment to technology adoption, Mousa Naber, Chief Operating Officer at Urbacon Trading and Contracting, said:

"We consistently utilize the most advanced and innovative construction technologies. We are transforming how we execute projects by harnessing state-of-the-art methods such as modular construction and 3D printing. These innovations boost efficiency and sustainability and enable us to deliver exceptional quality and precision. Our steadfast commitment to integrating these technologies highlights our leadership in the construction industry and our dedication to building a brighter future.


Mousa Naber, Chief Operating Offcer, Urbancon Tradnig & Contracting



Nextfairs is a multi-format organizer, with more than 15 years of experience in a diverse array of industries. The company also works as a service provider from A to Z with unique programs that include exhibitions and conferences for the business sector (B2B), clients (B2C), and sales & marketing agencies providing high-quality technology services. Nextfairs has a team of experts in the event organization sector devoted to providing distinguished services in the areas of sales, marketing and operations, ith the aim to transforming the State of Qatar into a global destination in the market of conferences, Exhibitions, meetings and events. The company is made up of a progressive team of experienced event professionals who are dedicated to delivering excellence in sales, marketing, and operations on the largest scale with a national mandate to position Qatar as a premium destination for business events.

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Supporting your journey

Conteq 2024 digital show dailies produced by Turiqa LLC. At Turiqa LLC, we believe in delivering personalised solutions that make an impact. Specialising in digital marketing, branding, media content, and event management, we offer tailored strategies that elevate brands and businesses. Our commitment to a personal touch ensures that every project is handled precisely, aligning with client values and goals. Whether driving growth through B2B sales, crafting compelling events, or managing digital campaigns, we empower businesses to stand out in competitive markets.

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