

TCCA  
PRESENTS

# Critical Communications MENA

*In its 5th year Critical Communications MENA moves to a new venue in the Dubai World Trade Centre to cater for the record attendance and record number of exhibitors from 2016. 2017 will draw over 1000 critical communications professionals from the region and over 50 of the leading solution providers. In the new venue, visitors will gain new experiences and gain knowledge that will shape the way organisations operate.*

Be a part of the new experiences

Critical Communications MENA 2017 will grow the hugely successful exhibition tours, bringing interested visitors to providers to understand the latest products on the market. We will also have a CCMENA first with a networking party at the end of the first day in an exclusive venue, allowing attendees to make informal introductions and share experiences. CCMENA will also include a number of hosted lunch tables with guest speakers welcoming interested parties to further discuss topics and to continue conversations over lunch.

The International Leadership Summit

This year, Critical Communications Middle East & North Africa will host the International Leadership Summit – a new format of knowledge development which will discuss the challenges and opportunities to expect as the industry moves forward, dissecting key topics including the world roadmap towards broadband and drawing from pioneering experiences such as those in the UK, US and Korea. The Leadership Summit will engage with two key verticals including public safety and transport. Both sectors have established themselves as growing markets for industry they will form the focus of the Summit. Keynote presentations, high level panel discussions, interviews and debates will make the agenda the most enriching and useful programme to date.

The Middle East's most innovative minds

2017 also welcomes the Middle East Innovation Platform – giving regional decision makers the prospect of first-hand experience with innovative technologies through a multitude of ways including demos, case studies, interviews and product launches. Hosted on the exhibition show floor, the platform provides an excellent opportunity for visitors to gain an in-depth understanding of the regional market development and see what is on the forefront of critical communication innovation. The Platform will also shine a spotlight on Dubai, with the major local stakeholders presenting their innovations around the Platform, allowing visitors access to engage with like-minded end users.