



Arab Digital Economy Strategy set to launch at DEC 2018 Digital Economy Conference endorsed by the European Commission

Wise Media publishes the agenda of the Digital Economy Conference – DEC 2018 – set to open its doors at the Emirates Palace in Abu Dhabi on 16-17 December. This year's summit is held under the patronage of the Government of the United Arab Emirates with the Council of Arab Economic Unity, supported by the League of Arab States and the Arab Federation for Digital Economy and is furthermore endorsed by the European Commission with the participation of the Director General for International Cooperation and Development.

Zürich and New York, November 26, 2018 – Wise Media, the organizer of the Digital Economy Conference and Sustainability Summit events, publishes the agenda of DEC 2018 and announces the endorsement of the European Commission DG DEVCO with the participation of the Director General for International Cooperation and Development, who will speak on the global outlook of the digital economy in the opening session of the event.

DEC 2018 is held under the patronage of the government of the United Arab Emirates with the Council of Arab Economic Unity with the support of the League of Arab States and the Arab Federation for Digital Economy and will open its doors at the Emirates Palace in Abu Dhabi (UAE) on December 16 and 17.

In response to Wise Media's recent *'Call to action in the era of AI'*, the European Commission's Directorate General for International Cooperation and Development has endorsed DEC 2018 and Director General Stefano Manservigi will participate in the inaugural Digital Economy Conference.

"Digital Transformation for peace, stability and sustainable development is the new agenda to be promoted domestically and internationally," says Stefano Manservigi, Director General for International Cooperation and Development, who is currently promoting collaborative projects and joint investments with countries in the Middle East and Africa. "In developing regions, visionary leaders decide to embrace the opportunities and tackle the issues of their countries' economies by promoting collaborative development and implementation of strong and forward-thinking digital agendas. This is a truly unifying effort that can lead to a better future for their citizens and a positive outlook for their countries."



Stefano Manservigi, European Commission, Director General for International Cooperation and Development and Sophie Boyer de la Giroday, President of Wise Media, Organizer of the Digital Economy Conference

"The Digital Economy Conference is a thought leadership symposium at the crossroad between cutting-edge policy making and visionary analysis of digital transformation scenarios," says Sophie Boyer de la Giroday, President of Wise Media, Organizer of DEC 2018. "With digital transformation, what unites countries is more important than what differentiates them. Artificial Intelligence, Internet of Things and



data analytics are sources of metamorphosis and it is a collective responsibility to manage innovation to make the world a better place to live in.”

The Abu Dhabi summit will see the results of a strategic study for the regional Digital Economy Agenda carried out by Cairo University with the support of international institutions such as Harvard University discussed by government sector experts from around the world and key representatives from academia from Al Akhawayn University, Sapienza University of Rome, University Paris Sud, University of Florida and MIT. The Arab Digital Economy Strategy will be presented to government delegations representing the 22-member countries of the League of Arab States, and officially launched by H.E. Mohamed Ismail Al Rabea, Secretary General of the Council of Arab Economic Unity (CAEU) and H.E. Dr. Ali Al-khouri CAEU Advisor and Chairman of the Arab Federation of Digital Economy.

DEC 2018 focuses on how to achieve common development goals by turning to disruptive technologies: Artificial Intelligence, Augmented Reality, Blockchain, 3D Printing, IoT, Industry 4.0, Bots, Robots and Cobots. The discussions taking place in Abu Dhabi on the occasion of the first Digital Economy Conference and eighth Sustainability Summit will remind the world that cooperation and multilateralism boost development in all key sectors, from Education to Healthcare, from Mobility to Manufacturing, from Supply Chains to Citizen-Centric Services.

AMONG THE SPEAKERS AT DEC 2018:

- Mukul Agrawal, Director of Innovation, Department of Human Services, Government of Australia
- Vincenzo Aquaro, Division Chief, United Nations
- Utpal Chakraborty, Head of Artificial Intelligence and Executive Vice President, Yes Bank
- Dr. Gregory Curtin, Global Advisory Board, Future of Urban Development & Services, World Economic Forum
- Dr. Shoumen Datta, Senior Member Auto ID Labs and Research Affiliate at the School of Engineering, MIT
- Chris Ferguson, Director, Government Digital Services, United Kingdom
- Major General Gert-Johannes Hagemann, Deputy Commander, NATO HQ Rapid Reaction Corps France NATO
- Suvi Lindén, Former Minister of Culture and Former Minister of Communications, Finland
- Stefano Manservigi, Director General, DG International Cooperation and Development, European Commission
- Mohammed bin Omar, Secretary-General, Arab Information and Communication Technology Organization (AICTO)
- Dr. Michel Rogy, Practice Manager Digital Development Africa and Middle East, World Bank
- Khaled Sellami, Director, Government of Tunisia
- Siim Sikkut, Government CIO, Estonia
- Deniz Susar, Governance and Public Administration Officer, Digital Government Branch, DPIDG - UN DESA
- Dr. Lara Srivastava, Head of New Initiatives and Emerging Technology, International Telecommunication Union (ITU)
- Joao Vasconcelos, Policy Analyst, Reform of the Public Sector, OECD
- Zhanat Zhakhmetova, Director, Zerde Khazakistan

See the latest DEC 2018 event program at: www.digitaleconomyconference.com/Agenda/

About DEC 2018

As first edition of the Digital Economy Conference (DEC) and promoted on the occasion of this year's Sustainability Summit, DEC 2018 is a high profile thought leadership symposium organized by Wise Media under the patronage of H.H. Sheikh Saif Bin Zayed Al Nahyan, the Deputy Prime Minister and Minister of Interior, UAE. The two-day event addresses a world-class audience of government representatives and decision makers determining or influencing digital transformation agendas, driving change of today's economy in all key sectors in light of the advent of disruptive technologies. Engaging a number of dedicated Working Groups, the event explores emerging scenarios in the global and regional digital economy and discusses societal transformation in the era of artificial intelligence. This year's event hosts the first international summit promoted by AFEC, a body of the Council of Arab Economic Unity in the League of Arab States. The objective is to illustrate and discuss a vision for the digital economy throughout the region with government representatives from the 22 countries that are members of the Arab League.



www.digitaleconomyconference.com

About Wise Media

Wise Media is a consultancy group founded in 2000, with dedicated teams operating worldwide in strategy consulting, public relations and internal communications, devising and hosting world-class summits and publishing under well-established brands. As an influential advisor monitoring trends in today's global digital society, Wise Media is consulted by policy makers, stakeholders of the digital economy, governments and private sector organizations. Its initiatives on global security and sustainable development have been granted the endorsement of public authorities and governments across five continents, by the EU and by Interpol.

www.wisemedia.com

About the Council of Arabic Economic Unity

The Council of Arabic Economic Unity was founded in 1957 under the umbrella of the League of Arab States. Created for the 22 member states, its objective is to organize and consolidate economic relations among the States of the Arab League on bases that are consistent with the natural and historical links among them, and to provide the best conditions for flourishing their economies, developing their resources and ensuring the prosperity of their countries. The bases of economic relations between states in the Council of Arab Economic Unity are outlined in the Economic Unity Agreement and include reference to member state's rights to personal and capital mobility, free exchange of goods and products, exercise of residence and economic endeavors (work, employment, etc.), transit and use of ports and airports. The signatories of the Economic Unity Agreement work towards objectives such as merging into a unified customs area, jointly negotiating agreements with other states, unifying and coordinating legislation to achieve equal conditions of agriculture, industry and trade among member states, coordinating legislation with regard to labor and social security, coordinating monetary and fiscal policies and all taxes pertaining to agriculture, industry, trade, real estate, and capital investments to achieve equivalent business climates among member states.

About AFDE

The Arab Federation for Digital Economy was established by the Council of Arab Economic Unity at the League of Arab States in April 2018 with the honorary presidency of Lt. General HH Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister Minister of Interior of the United Arab Emirates. The Arab Federation for Digital Economy aspires to support the digital transformation, financial inclusion and the development of the knowledge-based, legislative and technological infrastructure in the Arab World as well as mobilizing Arab and international capacities and uniting efforts to positively influence the Arab societies and improve quality of life in the Arab member states.

Information about DEC:

Rico Reeve
DEC 2008 - Sustainability Summit
Wise Media AG
+41 44 536 16 85
rico.reeve@wisemedia.com

Press contact:

Pier Paolo Costa
Media Relations
Hadrian Media AG
+41 78 848 42 64
dec@hadrianmedia.net