

# NEXUS

THE ULTIMATE TECH EVENT

The Arena | Mall 360 | Grand Hyatt | Kuwait

JAN 17-19 2024

01

WELCOME  
TO NEXUS



# NEXUS – KUWAIT'S TECH AND INNOVATION EPICENTER

In a groundbreaking move that resonates with the future-focused aspirations of Kuwait Vision 2035, we proudly present NEXUS. Designed to put Kuwait on the **technological and innovative world map**, NEXUS bridges the chasm between regional potentials and global opportunities.

An Unparalleled Confluence: Drawing inspiration and essence from renowned platforms from the region, **NEXUS amalgamates the best of these events to offer an unrivaled tech experience**. This maiden venture in Kuwait is a testament to our nation's commitment to shaping the future.

# YOUR GATEWAY TO NEXUS

01

## EXHIBITION

- Experience the heart of technological progression and innovation.
- Dive into the pulse of the future with over 80 local and regional companies showcasing their breakthrough solutions and avant-garde products.

02

## CONFERENCES & WORKSHOPS

- Quench your thirst for knowledge with tailored sessions.
- Engage with maestros and pioneers from various tech and innovation domains. Learn, discuss, and innovate.

03

## STARTUP HUB

- The breeding ground for the next unicorn!
- Watch or participate in a Shark Tank-style competition where dreams get wings.
- A robust prize pool of over KD 30,000 awaits the most promising ideas

# REDEFINING HORIZONS

NEXUS is more than an event; it's where dreams intersect reality. Where innovators, entrepreneurs, technologists, and thinkers come together to sketch the blueprint of the future.

As Kuwait embarks on a journey towards Vision 2035, NEXUS promises to be a beacon, illuminating the path with technology, innovation, and passion.

**BE A PART OF THE REVOLUTION.  
SHAPE TOMORROW AT NEXUS!**



02

WHY  
KUWAIT

AN UNEXPLORED TECH TERRAIN



# A LAND OF PROMISE AND OPPORTUNITY

While many global markets are saturated with tech solutions, Kuwait remains a land of fresh opportunities. This virgin territory is keenly receptive to innovative technologies and solutions. Early entrants stand to dominate and define the market.

In the heart of the Middle East, with a pulse on innovation and a vision for the future, Kuwait stands as a beacon of opportunity. Be part of its tech renaissance.

**Discover, expand, and thrive with NEXUS in Kuwait.**

Kuwait boasts a young population. This youthful demographic is tech-savvy, well-educated, and keenly interested in innovative solutions that enhance their lifestyle.

A high internet penetration rate, coupled with a young demographic, means a significant portion of Kuwait's population is online and digitally aware. **This creates a ripe market for tech innovations and digital solutions.**

# FORGE TIES WITH GOVERNMENT ENTITIES

Digital transformation is at the core of Kuwait's Vision 2035. Companies have a unique chance to collaborate directly with government entities. Whether it's in healthcare, education, infrastructure, or public services, the avenues are vast. **This isn't just about business it's about shaping the future of a nation.**

NEXUS will be graced by prominent government representatives and decision-makers. Exhibitors have the unparalleled chance to network, collaborate, and potentially secure significant contracts with government bodies.





**03**

**NEXUS  
EXHIBITION**

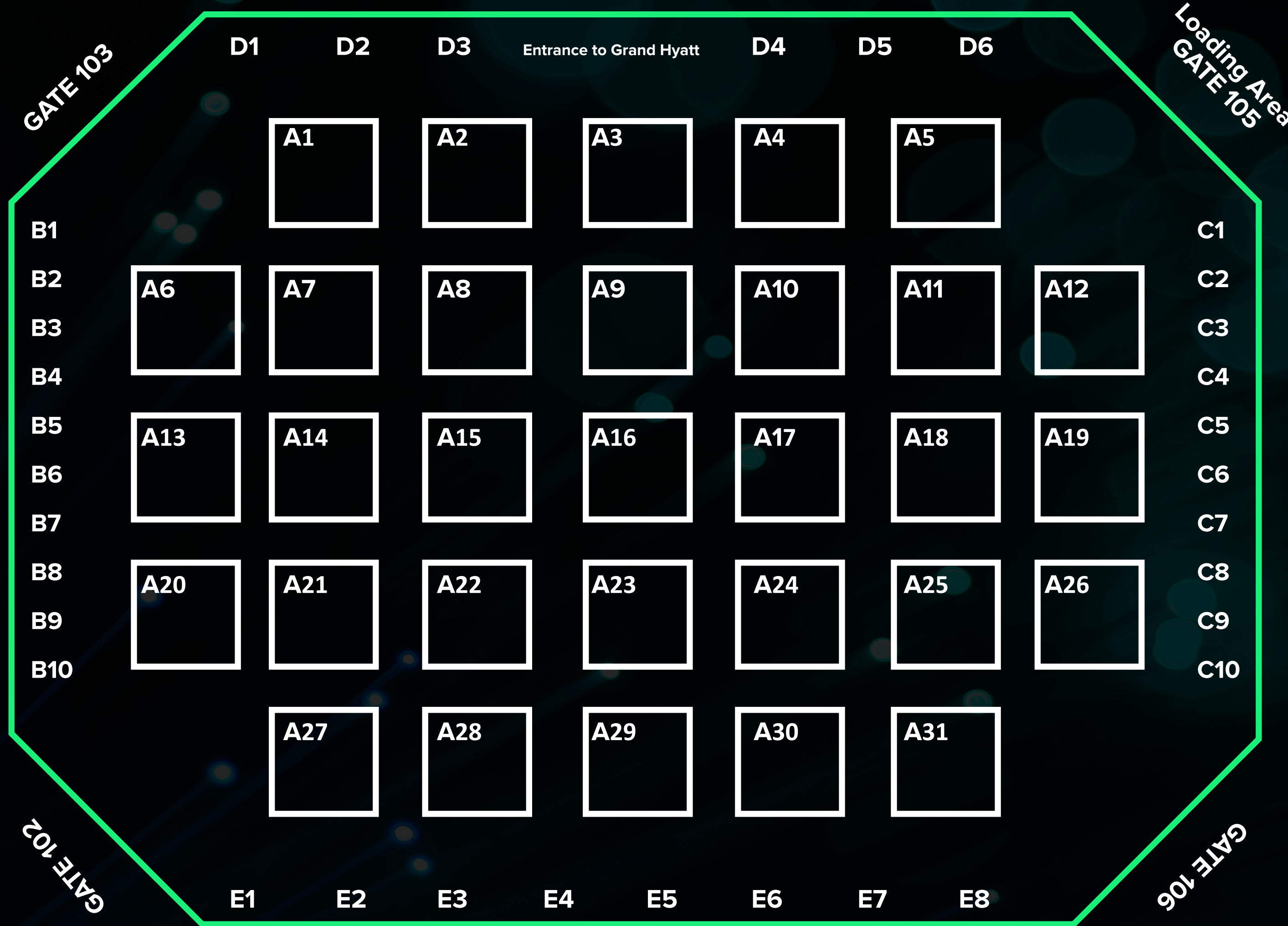


▶ Step into a vibrant tech arena spanning 3 days at NEXUS, where over 60 trailblazing companies converge on the ground floor.

▶ Meet with major international and regional tech giants, all congregating to showcase the pinnacle of innovation.

▶ Discover cutting-edge advancements straight from the global forefront, ranging from Data Warehousing, AI, and Insurance Tech to Fintech, Real Estate, and Health Tech.

▶ Dive deep into the transformative realms of Digital Transformation and Blockchain, all right here in Kuwait. A future-tech rendezvous awaits



# TARGETED PARTICIPATING COMPANIES

- Google
- Amazon
- Microsoft
- IBM
- CISCO
- SAP
- DELL
- Oracle
- Apple
- Lenovo
- HP
- Nokia
- SONY
- Samsung
- LG
- Panasonic
- Canon
- VISA
- Mastercard
- NCR
- Fugitsu
- Avaya
- Temenos
- Infosys
- LUCID
- ProgressSoft
- ZAIN
- Ooredoo
- STC
- Huawei
- VIRGIN
- KTECH
- AUM
- KFAS
- SACGC
- Diyar
- CITRA PACI
- KADIPA
- MOI
- CINET
- KNET
- All banks
- + CBK
- MARKAZ
- KAMCO
- RASAMEEL
- ALL APPS
- PASS
- MAWAQEF
- TAP
- myFatoura
- Otto
- Upayment
- Other payments
- Manasati
- Octopus



04

NEXUS  
CONFERENCE



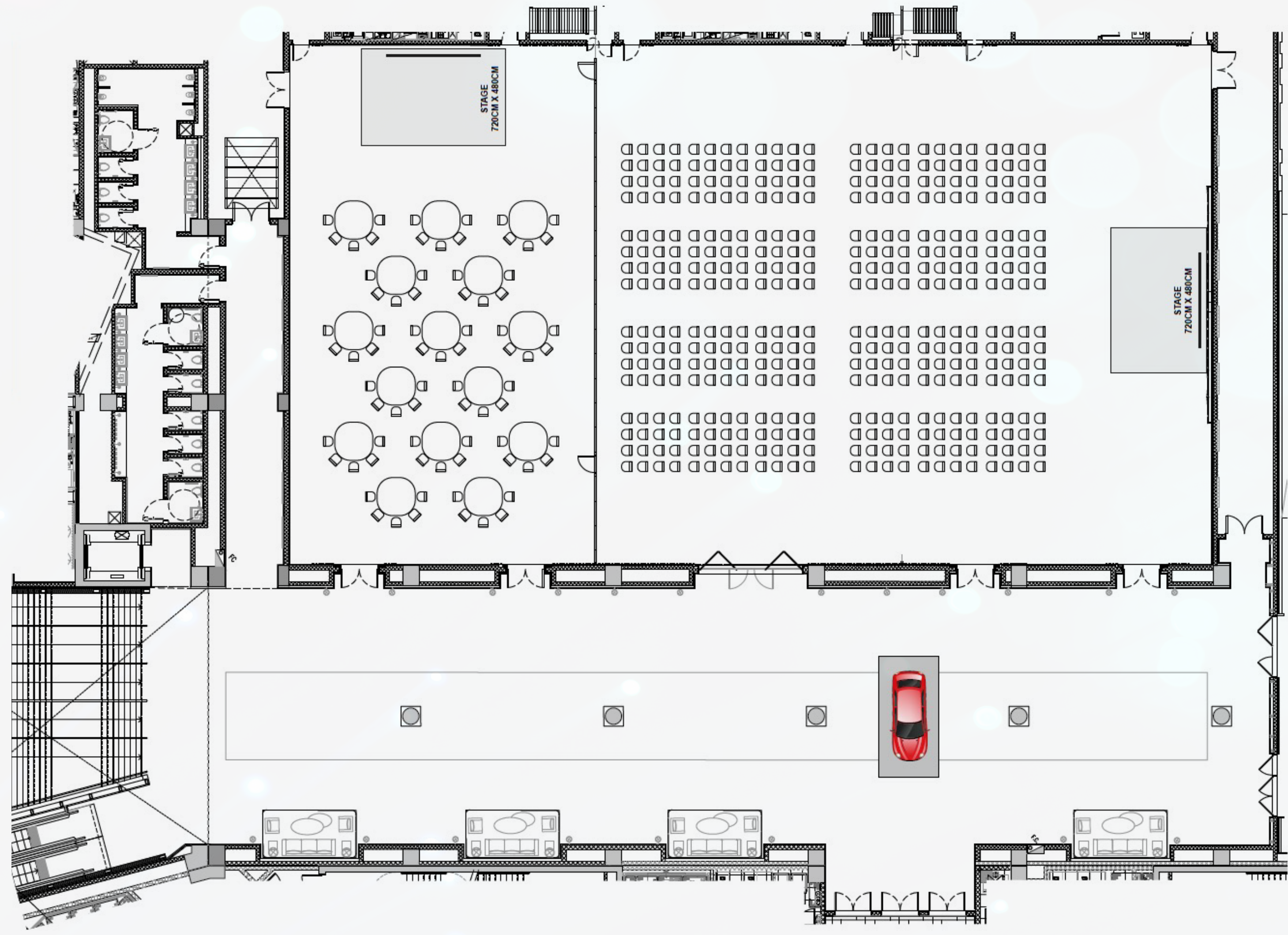
# NEXUS CONFERENCE

Join us for an immersive 2-day journey at NEXUS, with insightful conferences, hands-on workshops, and riveting panel discussions.

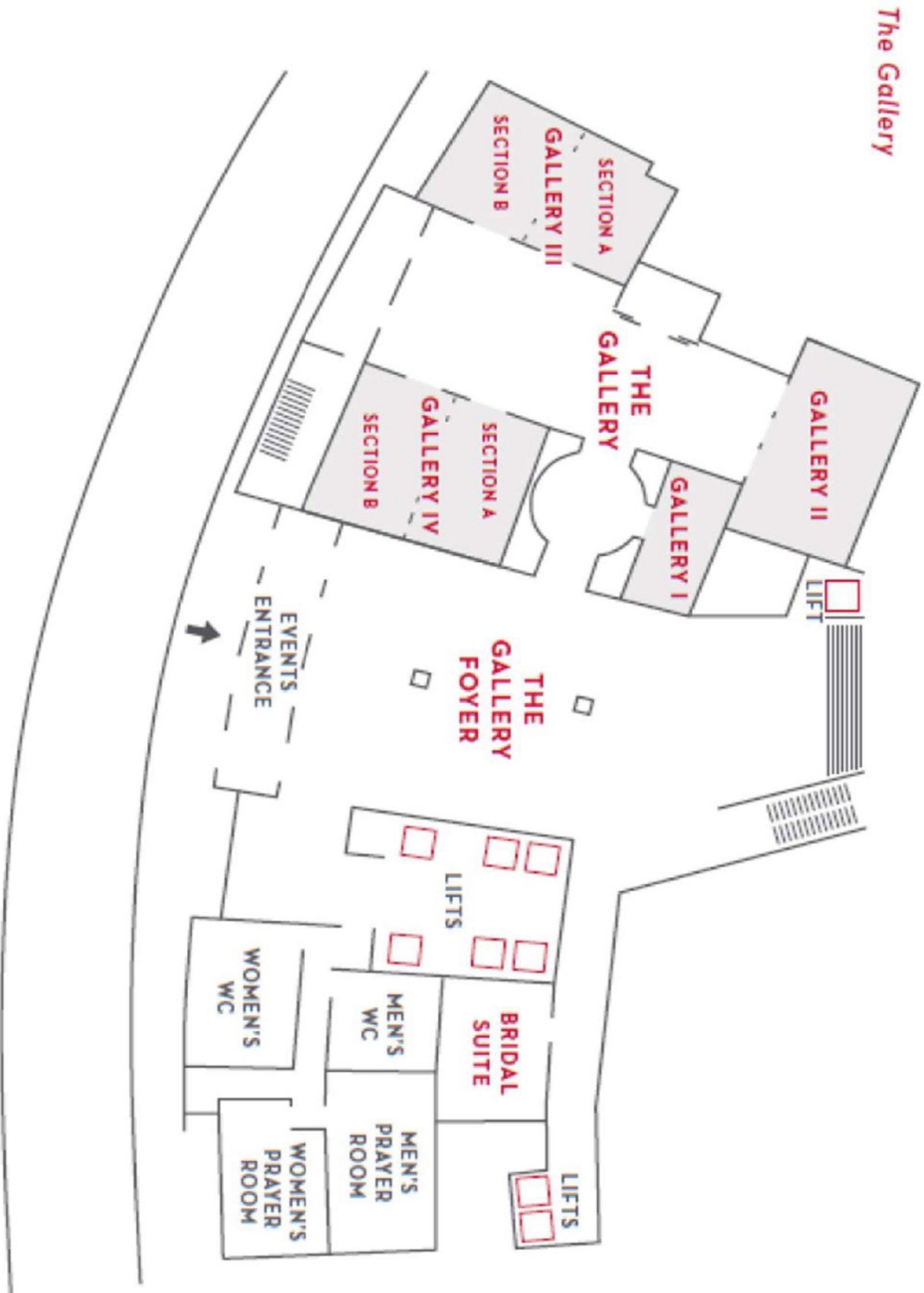
Gain invaluable insights as regional experts unveil their success stories

Stay tuned as we roll out the red carpet for 2-3 renowned keynote speakers.





# CONFERENCE



# WORKSHOPS



# NEXUS CONFERENCE TOPICS

**CLOUD COMPUTING – DATA WAREHOUSING**

**AI**

**INSURANCE Tech**

**APP ECO SYSTEM**

**REAL ESTATE Tech**

**FINTECH**

**DIGITAL TRANSFORMATION**

**BLOCKCHAIN**

**STARTUP WORLD**

**BLOCKCHAIN**

E2 E3 E4 E5



05

NEXUS  
STARTUP HUB



# NEXUS STARTUP HUB

## **Seize the Opportunity at NEXUS!**

Dive into a transformative experience designed exclusively for game-changing startups. Out of numerous registrations, only 30 elite startups will be handpicked to showcase on the prestigious mezzanine floor.

**Exclusive Training** | Harness the wisdom of industry experts. Receive top-tier coaching to refine your pitch, business plan, and presentation.

**Unparalleled Exposure** | Step into the spotlight in front of 30,000+ attendees. Connect, network, and make impactful ties that could shape the future of your adventure.

**Cash Prizes and More** | Stand a chance to be amongst the chosen few to win from a pool of KD 30,000 in cash prizes. A moment of triumph awaits the best of the best!

Become part of Kuwait's premier tech and innovation event.

**Unlock potential, forge ties, and skyrocket your startup journey at NEXUS."**

## PARTICIPATION LOCATION COST

**6x6m**

**KD 10,000**

**6x3m**

**KD 5,000**

**3x3m**

**KD 2,500**

	Participant	Silver Sponsor	Platinum Sponsor
Logo branding on 3 gates for the 3 days - Arena + Grand Hyatt	Yes	Yes	Yes
Logo branding on 5 mega digital screens inside the Arena	Yes	Yes	Yes
Pylon branding in strategic locations		4 pylons	8 pylons
Branding on digital screen at registration desk		1 location	3 locations
Group interview with 360 FM		Yes	Yes
Group interview with digital media (Alqabas-Al Jarida - Al Rai - Al Anba) - Each with over 1 million followers	1 digital media	2 digital media	4 digital media
Individual interview with one digital media (Alqabas - Al Jarida - Al Rai - Al Anba) - Each with over 1 million followers			Yes
Instagram post and sponsored on social media	250,000 views	500,000 views	1 million views
Video shot by Nexus video team and sponsored on social media	Yes	Yes	Yes
Outdoor campaign mention your logo and Nexus - for 2 weeks	-	-	10 mega
Reserved seats in workshops / conferences of your choice	10 seats for 3 events	20 seats for 4 events	30 seats for 5 events
Mobile App / Website	Mention	1 banner inside pages	1 banner home page
Package Cost	Included in location rental	KD 7,500 over any stand cost	KD 15,000 over any stand cost

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## THANK YOU!

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