



Experience the first of its kind...
Smart City Pavilion

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Schneider Electric Middle East Datacenter Solutions Conference

Power to the CLOUD

November 25 - 26, 2013 | Atlantis Hotel, Palm Jumeirah, Dubai

Save the dates!
November 25-26, 2013

Inauguration by His Excellency Saeed Al Tayer, CEO of DEWA & His Excellency French Ambassador to UAE, Michel Miraillet

DETAILS

- Dates: 25th & 26th November, 2013
- The Atlantis, Palm Jumeirah, Dubai

AUDIENCE

- 1000+ Attendees in 2 days
- CIOs, IT professionals, IT distributors & partners, consultants, govt officials
- Press & TV

GEOGRAPHY

- Middle East, Africa & Turkey

KEY PARTICIPANTS

- Schneider Electric
- Channel Partners -15 partners from across Gulf, Pakistan & Saudi Arabia
- 4 Alliance partners – IBM, Cisco, Dell, HP

Event Differentiators



**A Unique Initiative to bring together
Smart City & IT**

**Largest Datacenter
Gathering in MEA**



**1400 sqm of Smart City
environment &
Smart Integration Area**

**30+ Industry relevant topics
covered during the
conference in 2 days**

Exclusive session with 100 CIOs

**Thought Leadership Presentations, Simulated
Environments, Channel Empowerment
Sessions & Customer Testimonials.**

From smart devices through to big data, we provide our customers with services, systems and technology to:



Reduce energy consumed



Reduce cost per kWh



Reduce CO₂ footprints



Optimise operating expenditures



Realise measurable efficiency and productivity



Produce energy locally across the grid

A nighttime photograph of the Dubai skyline, featuring the Burj Khalifa as the central focus. The city lights are visible in the background, and the sky is dark. The text is overlaid on the right side of the image.

HH Sheikh Mohammad's announcement of Dubai Smart City project

“Dubai is on its way to transition to a fully smart city & I am confident about the imminent transformation of the UAE to a smart country.”

Smart Cities is not a concept – it is about urban efficiency, and it is happening today.

We understand what it takes. We make Smart Cities a reality.