

Bahrain Set to Host 13th Edition of MEET ICT Conference and BITEX Exhibition

The Bahrain Technology Companies Society (BTECH), in strategic partnership with WorkSmart for Events Management, has formally announced the organization of the thirteenth edition of the **MEET ICT Conference, to be held in parallel with the Bahrain International Technology Exhibition (BITEX)**.

The highly anticipated event will take place from **25 to 27 November at the Gulf Convention, Gulf Hotel, Bahrain**, bringing together global leaders in the field of information and communication technology.

This year's conference and exhibition will be held under the theme **"Innovation, Transform, Elevate: AI For the New Economy"**, highlighting the pivotal role of artificial intelligence in redefining industries, accelerating digital transformation, and supporting economic diversification across Bahrain and the wider region.

Spanning three days, the event will open with a two-day conference program featuring high-level discussions led by prominent experts, specialists, and key decision-makers from the ICT sector. These sessions will delve into pressing themes such as the implementation of AI in business ecosystems, the future of smart economies, and the transformation of public and private services through emerging technologies. The third day will include a dedicated workshop composed of interactive dialogue sessions focused on the most relevant trends and challenges surrounding digital transformation and artificial intelligence.

Running parallel to the conference, the three-day BITEX exhibition will gather a broad spectrum of leading companies from across the technology sector. Participating firms will showcase the latest in innovative solutions, smart systems, and next-generation services, offering visitors a valuable opportunity to explore cutting-edge developments and forge strategic business connections.

A notable addition to this year's program is a dedicated session on opportunities within the Saudi market, aimed at strengthening cross-border collaboration and fostering new partnerships between Bahraini and Saudi enterprises. This session will facilitate high-level networking, business development, and investment exchange between stakeholders in both markets.

Further enriching the event is the **"Learning Village"**, an interactive space designed to equip attendees with specialized skills in various tech domains. Additionally, the conference will feature the **"Tech Innovators"** initiative, a platform for university and

school students to present their groundbreaking technology projects, promoting innovation and encouraging the next generation of digital talent.

Mr. Tareq Fakhro, Chairman of BTECH, commented: “We are proud to unveil the thirteenth edition of MEET ICT and BITEX, a testament to the success and momentum we have built over the past years. This international platform continues to play a vital role in advancing digital transformation in the region, attracting top talent, showcasing investment opportunities in technology, and underlining the profound impact of AI in shaping future economies.”

Mr. Ahmed Al-Hujairy, CEO of WorkSmart, stated: “Our team is dedicated to delivering an event of the highest organizational caliber, ensuring content relevance and alignment with the latest international tech trends. We aim to drive collaboration between the public and private sectors by facilitating the development of innovative solutions, technology-driven initiatives, and impactful partnerships. We look forward to the promising opportunities that this year’s edition will unlock—ranging from attracting foreign investment to enabling knowledge transfer and concluding strategic agreements between key stakeholders.”