

Press Release

Exito Media Concepts Announces the 44th Edition of the Enterprise Tech Summit – Saudi Arabia 2026

Powered by the Digital Transformation Summit

Driving Saudi Arabia's Shift Toward a Smart, Connected, and Digitally Advanced Economy

11th February 2026, Riyadh Marriott Hotel

Saudi Arabia is undergoing a defining phase in its digital transformation journey, powered by rapid advancements in AI adoption, cloud modernization, smart governance, and large-scale digitization under Vision 2030. These efforts are reshaping how enterprises and public sector institutions operate, innovate, and scale which is reflecting the Kingdom's strategic ambition to build a hyper-connected, competitive, and future-ready digital economy. Simultaneously, this accelerated growth brings critical priorities to the forefront, including strengthening cybersecurity frameworks, ensuring robust data governance, modernizing digital infrastructure, and developing a highly skilled national workforce capable of sustaining long-term innovation.

Case Study: Powering Smart Infrastructure Through Data-Driven Transformation in Saudi Arabia

A leading Saudi technology and infrastructure enterprise embarked on a large-scale digital transformation to support Vision 2030's goal of building smarter, more connected cities. With data flowing from smart infrastructure, digital services, and connected systems, the organization needed a unified platform to turn information into actionable insight.

A centralized data and analytics platform was implemented to bring together data from IoT systems, operational platforms, and citizen services into a single source of truth. This enabled real-time visibility across infrastructure, performance, and service delivery.

Advanced analytics and AI were used to optimise traffic movement, energy usage, asset performance, and service demand, allowing the organization to anticipate needs, reduce downtime, and improve overall efficiency. Automated data pipelines and analytics-driven workflows also accelerated operations and improved decision-making across teams.

To ensure long-term impact, a comprehensive data and digital enablement program equipped employees

to work confidently with analytics, AI, and modern data platforms.

This transformation highlights how Saudi Arabia's innovation leaders are using data and AI to power next-generation smart infrastructure- an evolution that will be explored at the **44th Edition of the Enterprise Tech Summit – Saudi Arabia 2026**.

Event Overview:

The **44th Edition of the Digital Transformation Summit – Saudi Arabia 2026** will bring together senior industry leaders, visionary technologists, and digital transformation strategists to explore the Kingdom's accelerating digital evolution. With insightful discussions on **AI adoption, cloud modernization, cybersecurity resilience, advanced data management, and digital-first enterprise models**, the summit will highlight actionable frameworks, real-world transformation successes, and opportunities for strategic collaboration across sectors.

Date: 11th February 2026

Time: 9:00 AM – 5:00 PM

Location: Riyadh Marriott Hotel, Riyadh, Saudi Arabia

Strategic Partner-

The Digital Transformation Summit – Saudi Arabia 2026 is proud to have the support of the **Arab Federation for Digital Economy** as its Strategic Partner, reinforcing the event's mission to advance regional digital growth and strengthen collaboration across the Middle East's evolving digital ecosystem.

Meet the Visionaries:

This edition of the summit will feature some of Saudi Arabia's most influential technology leaders, who will share their expertise on innovation, data-driven transformation, security, and the future of digital enterprises. Here are a few of the distinguished speakers joining us at DTS Saudi Arabia 2026, along with many more renowned experts and industry pioneers:

- **Dr. Nasser Alamri**
Director General of Information Technology (CIO)
Institute of Public Administration (IPA)
- **Dr. Khaled Alqahtani**
Executive Director of Data and Statistics
NEOM
- **Thenayan AlThenayan**
Executive Vice President – Digital
ACWA Power
- **Abdullah Badahdah**

Executive Director of Information Technology
Riyadh Chamber of Commerce & Industry

Key Topics to Be Covered:

Attendees will explore Saudi Arabia's most critical digital priorities through focused discussions, including:

- **CEO's AI & Digital Growth Blueprint:** Strategy, culture, and leadership alignment.
- **C-Suite ROI Playbook:** Turning digital and AI investments into measurable business value.
- **Legacy Modernization:** Breaking bottlenecks and enabling scalable transformation.
- **Cybersecurity Reinvented:** Zero Trust, AI-driven defense, and emerging quantum threats.
- **Smart IT Procurement:** Trends, pitfalls, and strategies for smarter, value-driven vendor choices.
- **Future of AI & Digital Trust:** Navigating next-gen AI, data governance, and digital ethics.
- **The CIO's Priorities:** Building scalable platforms that accelerate enterprise-wide growth.

About Exito:

Exito stands for "success" a principle reflected in every experience we design. As a global B2B events and media organization, Exito hosts **240+ high-impact conferences each year**, uniting industry leaders, innovators, and solution providers across the world. Our events are powered by deep market intelligence, enabling meaningful business acceleration through strategic learning, brand engagement, and powerful networking opportunities.

For more details on the **Digital Transformation Summit – Saudi Arabia 2026**, visit:

<https://digitransformationsummit.com/ksa/>

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