

Since the last Newsletter I visited both the Gitex and Telecom 99/Interactive '99 exhibitions and here are my observations:

Firstly, Telecom 99/ Interactive 99

The exhibition is held every four years in Geneva from 10-17 October 1999 and sponsored by the International Telecommunication Union (ITU). It is the "Shop Window" for world communications and some of the statistics of the show are:

- 100,400 m2 of exhibition space
- 1146 Exhibitors from 47 countries
- Total participants 175883
- Visitors 200,000

All the major players were present with bigger and better stands; Lucent for example had elevators to get you from the exhibition floor to meeting rooms on the 4th! But with all the "glitz" of exhibitions the clear thrust of all the players was wireless and the Internet. Everyone is showing how the Wireless Application Protocol or (WAP) will revolutionise Internet access. Other suppliers were offering solutions to bridge the gap between the home/office and the nearest network node. Hence so much focus on the wireless technology. The enormity of the exhibition was staggering; may be the investment made by the exhibitors (several billion US \$) would be better used to provide telephones to the developing world but I guess Geneva and the ITU would not be so keen!!

Secondly.

GITEX'99 held yearly in Dubai in November and it focussed more on the Enterprise side of communications. With 465 exhibitors representing 1500 companies from 35 countries. GITEX has

become "the show" in the Middle East. With 72,000 Trade Visitors and 80,000 visitors to the Computer Shopper, the retail partner the GITEK show is a World Class Exhibition.

Interest in eBusiness soared at Gitex '99.

The launch of Dubai Internet City, the world's free trade zone for e-business, on the eve preceding the official opening of Gitex, generated an immense level of anticipation and interest among the show's participants. HH General Sheikh Mohammed Bin Rashid Al Maktoum's vision and plan for the future created a wave of enthusiasm that local and international IT companies of all sizes recognise they can surf to success on.

Exhibitors say quality of visitors unprecedented

The show's continuing success has also stimulated increased levels of enthusiasm and excitement about Dubai's role as the Middle East's hub for trade, growth and development in the information technology sector. Exhibitors participating in the show were especially enthused with the quality and quantity of visitors travelling from beyond GCC borders to participate in the event.

As for Commit activities in 2000 I will concentrate on "E" Commerce. With the Prime Minister taking a personal interest then we had, as businessmen, better get engaged or the new world may well pass us by!


If you have any suggestions on the e-commerce topic I would be happy to hear from you, email me on mick@abugshan.com.

Please note the correct address because it was miss-spelt in the previous Newsletter issue.

**COMMIT
SPECIAL
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**SPRING
REPORT**

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**BRAIN
STRAIN**

Just to keep you on your toes exercise the little grey cells on this months brain teaser.

Remove three of the letters from each four letter square in order to complete the crossword puzzle (Answer page 28)

S	T	E	D	R	U	C	R	D	L
L	R	E	T	N	U	D	P	E	B
E			E			A			E
V	R	I	S	L	I	R	L	O	R
T	D	I	M	N	I	V	T	O	D
I			I			E			I
S	L	U	T	G	A	R	G	E	D
T	V		P	N		N	L		P
E			N			E			E
D	T	E	S	L	I	R	G	E	D
S	R		B	C		T	L		N

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