



HPE Brings Its Discover More Event To Dubai

Global enterprise information technology company, Hewlett Packard Enterprise (HPE), is preparing to host the first of its 2019 edition of HPE Discover More in Dubai on March 20.

Previously known as HPE Reimagine, the annual event serves as a platform to explore digital innovation, bringing together technology experts and senior IT executives to discuss the revolutionary new technologies changing the world and the way we do business. In the four years since the event began attendance has grown more than 14% year-on-year.

Having recently rebranded as HPE Discover More, in 2019 the event will stop in 36 cities across Europe, the Middle East, Africa and the Asia Pacific region. It will land in Cairo in September 2019.

At its first stop in Dubai, the gathering will focus on how technology and advanced sciences in particular can improve life quality and generate increased societal well-being. HPE advocates a virtuous eco-system between public and private sectors where providing opportunities to train people in future skills will play a crucial role. The global conglomerate is currently aiming to accelerate the development of the UAE's 2021 Vision to create a smart society by turning innovation into a daily experience for its people that positively impacts their lives.

More than 1,500 delegates are expected to attend the event, which is being held at the Jumeriah Beach Hotel. For the first time, HPE's President and CEO, Antonio Neri, will also be flying in, reportedly to make a significant announcement.

Themes will include the fundamental evolution of architectures, technologies and economics, edge to cloud, memory driven computing and everything as a service, and the outcomes that these are already delivering to real lives, in fields as space industry, healthcare and agriculture.

"The Digital Enterprise of the Future will be edge-centric, data-driven and cloud-enabled. Innovation will evolve and disrupt business and operating models, while experiences are redefined at the Edge and data will open up unprecedented possibilities," said Fabio Fontana, Vice President and Managing Director for the Middle East at HPE.

"Technologies should evolve to respond to new requirements in terms of scale, speed and ease of use. This event will show how HPE is continuing innovating to enable success in this fast-changing landscape."

HPE will also be the strategic sponsor of the first AI Everything conference in Dubai on April 30, and will again be a premier sponsor of GITE Technology week in October.

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