



# Regional Technology Enthusiasts Unlock Their Potential at Microsoft Ignite Tour in Dubai

More than 3,200 technology enthusiasts from across the Middle East and Africa gathered in Dubai for Microsoft's Ignite conference.

"Ignite is our annual event held for technology professionals and starting this year we're organising the tour across all the major cities globally and Dubai is one of the stops. We have almost 350 globally renowned experts with over 100 workshops to discuss important issues facing the technology industry", Mohamed Arif, Regional Director, Modern Workplace and Security, Microsoft. The two-day event that took place on 27-28 March will be held at the Dubai World Trade Centre.

The Microsoft Ignite Tour is focused on assembling developers and IT professionals to learn, explore and connect with the community. "The IT professional can walk away from these conferences developing a deeper understanding of technology that is really relevant today like Cloud, IoT, Security and AI. This also provides an opportunity to upskill and reskill individuals making them future ready. We also spend over a billion dollars on security yearly and are continuously increasing our investment making us security vendors ourselves. Despite how many protections are put in place, we ensure preparation for a possible breach", added Arif.

"Microsoft's mission is to help every individual and organisation on the planet to achieve more," said Sayed Hashish, Regional General Manager, Microsoft Gulf. "Microsoft Ignite - The Tour Dubai, is a platform for the region's innovators to grow their skill-bases as they continue to use digital transformation to engage customers, empower employees, optimise operations and reinvent products, services and business models. It has always been a pleasure to hear from a wide array of technology professionals on the challenges they face, and to help them overcome those obstacles by evolving their skills and deepening their expertise."

Microsoft has long dedicated itself to the upskilling of the region's students and professionals. Last year the company's Cloud Society programme partnered with the One Million Arab Coders initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to prepare young Arabs for the world's digital future. Microsoft's training track went live at the beginning of this month, resulting in 18,000 new Cloud Society members from the GCC, 89,000 course enrolments and 4,400 new certified professionals.

Learning paths open to Microsoft Ignite | The Tour Dubai delegates include: Azure fundamentals; building and maintaining Azure hybrid environments; developing Microsoft 365 applications and integrations; building and migrating applications to the cloud; and securing digital estates. Attendees can also schedule one-to-one meetings with Microsoft

engineers, regional developers, entrepreneurs and tech professionals.

Another focus of the Ignite Tour's Dubai stopover is the Diversity and Technology track, which explores how diverse and inclusive workplaces can be a springboard, not only for corporate success, but for job creation and GDP growth. Ignite attendees will get the chance to unlock their own potential for promoting diversity-and-inclusion initiatives within their own organisations when they hear from industry specialists with track records on making a difference.

"When employees know that their contributions will be recognised and appreciated regardless of their background or circumstances, they are more likely to become innovators, which can only be good news for their employers and society at large," said Hashish, Microsoft Gulf. "Diversity and inclusion are a key part of our evolving culture at Microsoft and we are keenly focused on attracting, recruiting, and retaining diverse talent in the tech space."

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