

# #HITEX24

OUTCOME REPORT



**THE FUTURE UNLOCKED**

## Iraqi Kurdistan

Welcome to the land of rich culture—Kurdistan! This vibrant region in northern Iraq is buzzing with development, thanks to its rich cultural heritage and natural resources. With a growing population of around 6 million, there's a huge appetite for tech solutions and innovative business ideas.

Kurdistan is investing heavily in modern infrastructure, improving roads, bridges, and public transport, while also focusing on education to create a skilled workforce. Sure, there are challenges like boosting digital literacy and upgrading infrastructure, but the region's pro-business policies and relative stability are drawing in foreign investments. It's quickly becoming a hotspot for businesses looking to grow and innovate!



# HITEX CONFERENCE

## THE FUTURE UNLOCKED:

The HITEX 2024 Conference was a key pillar of the event, centered around the theme "The Future Unlocked." This year, the focus was on how technological advancements are reshaping industries and lives in Iraq's evolving digital landscape. Over four days, we convened visionaries, experts, entrepreneurs, and policymakers to explore tech-driven opportunities, challenges, and solutions.

## KEY AREAS OF FOCUS:

1. Digital Transformation: Discussions on Iraq's digital revolution, covering Agri-tech, AI, Fin-Tech, and Tech Entrepreneurship.
2. Entrepreneurship and Innovation: Highlighting how startups can scale through technology and access funding for a sustainable digital economy.
3. Sustainability and the Future: Addressing the intersection of technology and sustainability, emphasizing renewable energy and sustainable practices.





## OPENING REMARKS,

Dear Friends, Partners, and Supporters of HITEX

We are proud to reflect on the success of HITEX 2024, a year that marked another milestone in advancing technology and innovation in Iraq and the region. Over four days, we welcomed thousands of attendees, exhibitors, and thought leaders from around the world, all united to drive technology, innovation, and entrepreneurship in Kurdistan.

Since its inception, HITEX has grown into the premier platform for businesses and innovators to form partnerships and explore advanced technologies. This year's event featured unmatched engagement through business match-making, panel discussions, seminars, workshops, and stage activities, highlighting HITEX's role in advancing the country's technological and economic ecosystem.

A heartfelt thank you to all our exhibitors, sponsors, partners, attendees, and the media for making HITEX 2024 an extraordinary success. Your participation is the lifeblood of this event, and we look forward to continuing this momentum into HITEX 2025, which promises to push boundaries and be even more remarkable.

Thank you for your support

Sincerely,  
**Farhang Bradosti**  
HITEX Organizer



## Invest in Iraqi Kurdistan

Erbil, the capital of the Kurdistan Region of Iraq, is a lively and rapidly growing city that's making a name for itself as a hotspot for technology and innovation. With a strong entrepreneurial vibe and a supportive environment, Erbil is becoming a go-to place for tech-driven businesses and startups. As the home of HITEX, the city really stands out as a tech hub, providing a great platform for global companies to connect, collaborate, and discover new opportunities in the Iraqi market.



Invest Kurdistan



## Iraq

Entrepreneurship is key to unlocking Iraq's economic potential. By tackling challenges and fostering a supportive ecosystem, the country can nurture a vibrant entrepreneurial culture that fuels innovation, job creation, and sustainable growth. The path may be tough, but the rewards for Iraq and its people are huge!





## Invest in Iraq

Iraq, steeped in history and culture, is becoming a vibrant hub for technology and innovation. With rapid investments in digital infrastructure and growth in e-commerce, telecommunications, cybersecurity, and AI, it's an exciting new opportunity for investors. HITEX showcases Iraq's commitment to tech, providing a unique platform for global companies to connect and explore the country's potential. Invest in Iraq's tech future today!



Invest in Iraq



# KEY NUMBERS

**+50,000**

TOTAL ATTENDEES

**158**

EXHIBITORS

**6**

PANEL  
DISCUSSIONS

**5**

SEMINARS

**2**

WORKSHOPS

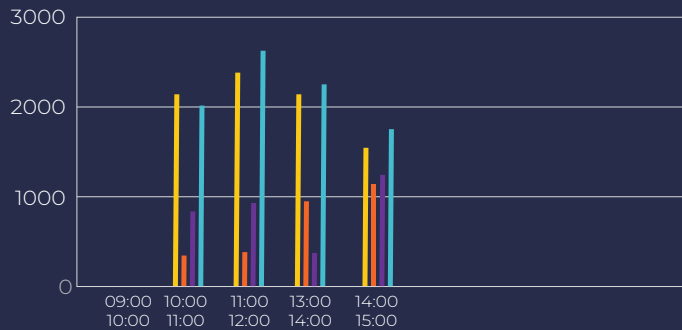
**+10,000**

LEADS AND BUSINESS  
OPPORTUNITIES

**31**

SPEAKERS

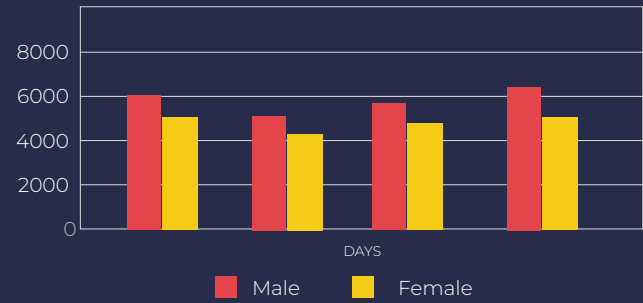
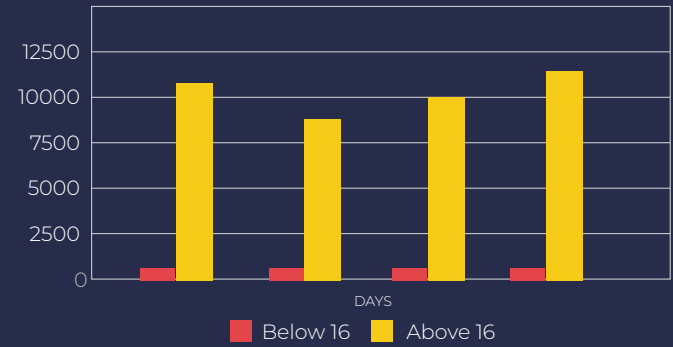




■ Day 1 
 ■ Day 2 
 ■ Day 3 
 ■ Day 4

# VISITORS





# KURDISTAN REGIONAL GOVERNMENT'S SUPPORT FUELS HITEX 2024 SUCCESS

The Kurdistan Regional Government (KRG), led by Prime Minister Masrour Barzani, is dedicated to advancing digital transformation in the region. The KRG has provided significant support to HITEX 2024, particularly through the Department of Information Technology (DIT) and the Department of Media and Information (DMI).

This collaboration between the KRG, DIT, DMI, and the Iraqi government has been crucial in elevating HITEX to an internationally recognized exhibition, attracting increased participation from global companies.

The successful partnership facilitated the involvement of various ministries and stakeholders, creating a vibrant platform for showcasing technological advancements and fostering interactions among industry leaders. The KRG's unwavering support has been a key factor in HITEX's success, and we look forward to continuing this valuable cooperation in future editions.



# IRAQI GOVERNMENT & CMC: CHAMPIONS OF TECHNOLOGICAL ADVANCEMENT

In addition to the KRG's support, the Iraqi government has been instrumental in endorsing and participating in HITECH 2024. The National Communications and Media Commission (CMC) provided valuable backing, highlighting the exhibition's role in promoting technological advancements in Iraq.

With the Iraqi government's guidance, HITECH has united diverse tech companies from various sectors, offering a platform for showcasing innovations. The government also invited key representatives from multiple ministries to attend, allowing them to witness the technological progress in Iraq firsthand.

The Iraqi government's active involvement in HITECH reflects its commitment to fostering growth and collaboration in the tech sector. We sincerely thank them for their support and look forward to continued cooperation in future editions.





## HITEX 2024 IN STRATEGIC PARTNERSHIP WITH VISIT KURDISTAN

The partnership between HITEX and Visit Kurdistan is based on shared values to showcase the region's tech capabilities and culture. As the official tourism board, Visit Kurdistan promotes the region's heritage and economic potential, including its growing tech sector.

This collaboration aims to highlight technological advancements and attract visitors and investors. By leveraging Visit Kurdistan's expertise, HITEX will emphasize the region's potential as a tech hub, fostering innovation, attracting investment, and creating opportunities for youth, ultimately supporting sustainable development in the Kurdistan Region.



# MAJOR SPONSORS AND PARTNERS

Key Partners and Sponsors: HITEK 2024's success relied on the unwavering support of our esteemed sponsors and partners. We collaborated with leading names in technology, telecommunications, and finance, whose commitment to innovation enhanced the quality and scale of the event, reinforcing its status as Iraq's premier platform for technological advancements.

Impact: Partnerships with key sponsors were vital to HITEK 2024's success, providing not just financial support but also credibility and global reach. Their involvement helped HITEK achieve new heights in scale, participation, and innovation.

## STRATEGIC PARTNER



## DIAMOND SPONSOR



## PLATINUM SPONSOR



## GOLD SPONSOR



## DIGITAL MARKETING SPONSOR



## MEDIA SPONSOR



## PANEL DISCUSSIONS AND SPEAKERS ON THE HITEX24 STAGE



**ANAS KIFAH**  
Prompt Engineer



**REZHEN HARUN**  
Lecturer



**AURORA CHISTE**  
Head of Strategy



**REZHEEN SDEEQ**  
Seed Release Manager

## SMART FARMING TECHNOLOGIES

Assessing Sustainable Agriculture Solutions to Mitigate the Dangers of Climate Change



**TAIMUR SHARIF**  
Professor



**JACOB MUVINGI**  
Assistant Professor



**DHUHA ALATTA**  
Consultant



**HEMIN AZIZ**  
Audit team leader

## THE GOVERNANCE & SOCIETAL IMPACTS OF FINTECH & BANKING SECTORS' DEVELOPMENT





## STRATEGIES FOR SUCCESS & GROWTH IN TECH START-UPS



**ELAF FAISAL**  
MEAL Officer



**GEORGE SKAFF**  
Regional Manager



**SNUR HAMID**  
Chief Innovation Officer



**SAAD SALIM**  
CEO & Creative Director

## THE FUTURE OF AI IN THE WORKPLACE.



**BIZA BARZO**  
Policy Consultant



**MASOUD HASSAN**  
Assistant Professor



**HAZHA YAHIA**  
Head of Programmer



**ULRIK LYKKE**  
Director



**TARIK RASHID**  
Professor (PFHEA-UK)





**YEHYA CHALI**  
CEO and Co-Founder



**RAUL ALVAREZ**  
Managing Director



**POLLA FATTAH**  
Researcher



**AMIR AHMAD**  
Advisor

## FROM CLASSROOM TO THE MARKET:

**AI IN HIGHER EDUCATION.**



**AHMED JAMAL**  
CEO



**DASHNE SAEED**  
Accelerator Manager



**AHMAD AL-SHAGRA**  
Chief Platform Officer



**RASHA MANNA**  
General Manager



**MATEEN FAKHREE**  
Co-Founder & CEO

## FUNDING INNOVATION: INVESTMENT OPPORTUNITIES **AND CHALLENGES IN TECH** START-UPS



Greentech-Fintech: How to Invest or Create Your Own Fintech in Growing Economies.



**Yodaly Sierra-Rubio**  
CEO  
EcoFin

#HITEX24

Tech-Driven Security: Safeguarding Citizens and Enhancing Services in the Digital Age



**Dr. Hemin Merany**  
Executive Director  
Ministry of Interior

# HITEX 2024 SEMINARS

Harnessing Blockchain and Cryptocurrency:  
The Future of Decentralized Digital Finance



**Dr. Dara Sherwani**  
Advisor at Arab Council for Economic  
Development, Member of the Board

Seminar (Ethics and Governance in AI)



**Dr. Ismael Ali**  
Director of Digital Research Center at Arab  
Council for Economic Development

Solar Tech: Security for the Future



**Basima Abdulrahman**  
Founder & CEO  
K200



## SPEAKER'S EXPERTISE AND OUTPUTS



- "Fintech has increased financial inclusion in Kurdistan by removing previous limits on bank account access, allowing everyone to easily open accounts through mobile applications and digital wallets."
- "Fintech services provide 24/7 availability, making financial procedures more efficient and timely for account holders."
- "The technology offers empowerment through financial management tools, enabling easy budget management, goal setting for income, and investment opportunities through banking services."
- "Security enhancements in Fintech include end-to-end encryption and biometric authentication, which help build customer trust in banking procedures."
- "AI and machine learning features are being used to detect fraud in banking procedures, contributing to overall security and trust in the system."

- "Digital wallets need continuous upgrades to accommodate evolving customer needs, expanding beyond basic airtime purchases to support multiple types of payments and merchant connections."
- "The Internet of Things has expanded payment acceptance networks, allowing smartphones to replace cards and enabling connected devices like vehicles to make payments through telematics and cloud token frameworks."
- "Cross-border payment innovations have evolved from traditional SWIFT transfers taking 3-4 days to instant payments between countries, facilitated by API advancements connecting systems internationally."
- "Social media integration is a key innovation, allowing users to send money as easily as sending messages through platforms like WhatsApp and Facebook, meeting people where they spend most of their time."
- "Biometric payment innovations are replacing traditional PIN codes, utilizing facial recognition, fingerprints, and iris scanning for authentication, enhancing both security and convenience."





**DHUHA ALATTA**  
Consultant

- "There's a distinct difference between Fintech and digital banking - while startups innovate across various services, traditional banks in Iraq focus primarily on transfer services."
- "Iraqi banks are adopting Fintech systems differently compared to other countries, particularly in their approach to KYC (Know Your Customer) processes, mastercard implementation, and biometric verification."
- "Cybersecurity and AI integration are significant challenges in the Iraqi banking sector, requiring more investment and development."
- "The governance of banking systems remains weak, particularly in relation to digital money transfer services, suggesting a need for stronger regulatory frameworks."
- "Despite challenges, digital transfer services have expanded significantly, offering a wider range of financial services beyond traditional banking capabilities."

- **Blockchain basics:** I'm here to tell you about blockchain, a new technology that lets people send money directly to each other without banks. This could make our world more secure and fair for everyone.
- **Azadi Coin:** Let me introduce you to Azadi Coin, a cryptocurrency I've helped create. We named it after the Kurdish word for freedom, and we've limited the supply to 35 million coins.
- **Digital vs traditional money:** When we compare regular banks to blockchain systems, you'll see that blockchain gives you more control over your money and can be safer too.
- **Growing acceptance:** It's exciting to see that more places, like Dubai, are starting to accept and regulate cryptocurrencies. This is a big change from when many were against them before.
- **Future of money:** I believe it's the younger generation who will lead the change towards using more digital money in the future. We're hoping to make Azadi Coin usable for everyday things, like paying for university tuition.



**Dr. Dara Sherwani**  
Founder of Azadi Coin & CEO of  
Sulaymaniyah Investment Prof. at U.S.





**Yodaly Sierra-Rubio**  
CEO | Eco2wallet

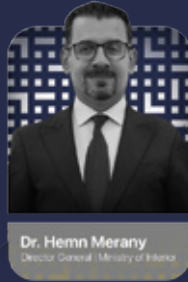
- "I've created a fintech company called Echo2 Wallet. We're making the environmental impact of your purchases visible. Every time you buy something with our wallet, we show you its carbon footprint and plant trees to offset it. We've even turned it into a game - your digital 'Pokemon' gets happy or sad based on how sustainable your purchases are!"
- "Here in Kurdistan, I see huge potential for fintech. You could build mobile payment systems for your local coffee shops and beauty parlors. Imagine opening a bank account using just your phone's identity verification. Or having an app that lets you easily save in different currencies. These are real opportunities right here, right now."
- "I understand there are challenges. Many of you don't trust banks and prefer cash. But that's exactly why we need innovation! We need to create digital financial services that are more trustworthy, more secure, and more useful than cash. It's not about fighting cash - it's about making digital money more valuable."
- "For those of you thinking about starting a fintech company, here's my advice: Partner with the big players like Visa or Mastercard - they'll give you the tools you need. Work closely

- "We've evolved into a green energy ecosystem platform. We're not just providing solar hardware anymore - we're offering integrated software solutions to monitor solar assets and monetize carbon offsets."
- "Our platform allows businesses to track their energy consumption, savings, and sustainability goals through a user-friendly dashboard. We're addressing the need for verifiable carbon credits in the market."
- "We expect 20% of energy generation across Iraq will be solar in the next 5 years. There are new green policies and mandates, including a public company established to regulate the carbon credit market."
- "Our business model includes hardware sales, software services, and carbon credit monetization. We believe this will accelerate the return on investment for solar projects, potentially reducing payback periods from 5 years to 18 months."
- "We're integrating hardware, IoT, AI, and a carbon marketplace. This is what we see as Renewable Energy 2.0 for Iraq - a comprehensive ecosystem to drive adoption and sustainability."



**Basima Abdulrahman**  
Founder & CEO KESK





**Dr. Hemn Merany**  
Director General, Ministry of Interior

- **Integration of Technology in Governance Services:** Today, we're witnessing how technology is transforming our interactions with governance services. When you apply for a driver's license or a passport, you now need a Unique Personal Number (UPN). This integration of biometric data is making everything smoother and more efficient for us.
- **Comparison of Old and New Systems:** Let's take a moment to think about how things used to be. The old system for processing driver's licenses involved a lot of paperwork and manual checks. Now, with electronic systems in place, we're not only speeding up the process but also improving accuracy and reducing fraud. It's a game changer!
- **Innovative Q System for Service Efficiency:** Have you heard about the new Q system? It's a fantastic improvement in how we access services. Gone are the days of people cutting in line. This system ensures everyone waits their turn in an organized way, making the whole experience much fairer and more efficient.
- **The Future of Licensing and Traffic Management:** Looking ahead, the future of our driving licenses and traffic management systems is exciting. New platforms will allow real-time updates on speeding and other violations, helping authorities keep our roads safer and making it easier for us to stay informed.
- **Seminar Focus: Safeguarding Citizens in the Digital Age:** I'm thrilled to share that we'll be hosting a seminar

- "Someone on the panel before us was saying solve for local problems and that's fine, but if you're solving for local problems, you're just not right for the Venture Capital industry. What we differentiate is we always tell people scale, scale, scale, and it's for you to decide what kind of business you want to run. Not everyone wants to run a business that scales cross-border. Maybe you want to run a business that makes you sufficient money to live comfortably in your country, and that's fine, just don't go after Venture Capital money if that's what you're after. If you are going after VC money, then it needs to be a problem that is a solution bigger than your country."
- "You should not be building something like 'this is good enough for Iraq' or 'this is good enough for Jordan.' Try and focus on quality and building products that would be as relevant in other markets. There was a time in Jordanian startups where the sense of entitlement meant you'd support a startup regardless of the quality. I once used an events company for registering our startups, and the service was bad. When I complained, they said, 'But you're supposed to support startups.' No, I'm a customer who expects a quality product."
- "I think part of the mistake is startups thinking that our region is just UAE and Saudi. These are saturated markets; they're quite developed, and there's a lot already happening. The world is much bigger than those two countries. We see startups from smaller markets, like Iraq, thinking, 'My country's first step is Saudi,' but there is a different route before you get to Saudi."
- "Miswak is an Iraqi startup built for Iraq. While it can scale to other countries, the reality is that because the majority of their people, vendors, and buyers are in Iraq, it's virtually impossible for them to go to Saudi with all the competitors already there. The same applies to the UAE. Sometimes a business works best where it's been built, and it doesn't always make sense to think beyond that market, especially when facing more developed competitors."



**RASHA MANNA**  
General Manager





**DASHNE SAEED**  
Accelerator Manager

- On the emerging Iraqi startup ecosystem: "The Iraqi ecosystem is quite new, but even at this early stage, we're seeing significant impact and contributions to both the economy and the social environment."
- Startups solving local problems: "Startups in Iraq are offering innovative solutions that are making life easier for people whether in healthcare, environmental issues, or water shortages. Compared to 2015, things have drastically changed."
- Shifting career aspirations: "Ten to fifteen years ago, every youth graduate aimed for the public sector. Now, they're thinking outside the box, becoming entrepreneurs, and creating solutions to local problems."
- Impact on innovation: "Innovation used to go to college and die, but the current economic situation in Iraq has pushed people to start solving problems and building businesses around those solutions."

- The power of startup ecosystems: "Startups, when done well, can produce future leaders and innovators like the PayPal Mafia, whose founders went on to lead some of the world's top tech companies."
- Startup success through knowledge sharing: "Much of a startup's success depends on the founders, investors, and ecosystem players who bring knowledge and expertise from other parts of the world to help educate founders."
- The ripple effect of successful exits: "We've seen examples like the Kareem acquisition, where key players went on to lead other startups across the region showing that successful startups can create long-term impact."
- Learning from failure in the startup world: "Even if a startup fails, those involved often become future leaders of the economy. It's not just about the startup journey, but how it prepares individuals for greater roles in the future."
- Innovation as a disciplined process: "Innovation is more science than art it follows rules and is rooted in complexity theory. Educating entrepreneurs on how to build proper startups is crucial for fostering future leaders in the industry."



**AHMAD AL-SHAGRA**  
Chief Platform Officer







**MATEEN FAKHREE**  
Co-Founder & CEO

- Jumping into startups without proper planning: "Many people jump right into building a product when they start a startup, but often, what we don't know is an ocean compared to what we do know."
- Validating ideas before building: "Starting a startup is not just having an idea it's about validating that idea first. Every assumption needs to be tested before you build anything."
- Learning through entrepreneurship: "As a founder, my job is solving problems. I've learned that there's always more to learn, and I continue to face challenges every day."
- Starting small with the Lean Startup approach: "We started our academy with just \$500 by following the Lean Startup method, instead of spending \$60,000 on a product we hadn't validated yet."
- Facing the reality of startup failure: "Founders are often certain their idea will work, but the chances of failure are usually higher than success. It's important to be aware of the challenges

- AI empowering farmers: "AI can empower farmers to innovate not only within their farms but also connect them to global supply chains, opening up new industries like biofuel production."
- Expanding beyond food production: "When we think of agriculture, we usually focus on food production, but with waste, farmers can now create biofuels, becoming energy producers for cars, bikes, and even airplanes."
- The rise of sustainable biofuels: "In 2023, 40 airlines were requesting sustainable aviation fuel, signaling the beginning of a new industry where farmers can play a crucial role."
- New revenue streams for farmers and governments: "This transformation brings new streams of revenue, enabling governments to create more inclusive policies and attracting institutional investments while making local farmers feel the importance of their work."
- Farmers shaping the future: "Farmers educating themselves today as food producers can evolve into energy producers for tomorrow, significantly contributing to local economies and the global shift towards sustainability



**AURORA CHISTE**  
Head of Strategy





**SNUR HAMID**  
Chief Innovation Officer

- Defining a tech startup: "A tech startup isn't just about creating an application; it's about solving problems in a new way, like Uber or Kubac in Iraq, where the traditional taxi service is transformed by technology."
- Misconceptions about tech startups: "The misconception is thinking that delivering food through an app is a tech startup, when it's just an automated process of something restaurants have always done."
- Importance of understanding customer problems: "Around 42% of startups fail because they haven't understood their customers' problems. Great ideas are one thing, but knowing whether people want and can afford your product is another."
- Funding as a barrier: "Funding has become a crutch for some startups. Instead of developing a business mindset, many just ask for money without having a plan on how to spend it or grow sustainably."

- Importance of Team: "One of the most important aspects of a business is the team you have on board; a solid team can significantly enhance your chances of success."
- Leveraging Connections: "Funding can come through connections; many people with money are looking for ideas to invest in, so networking is crucial for startups."
- Value of Ownership: "If you're small and seeking investors, consider that giving away 1% of your business for \$1 today could turn into a much larger stake worth millions if you grow your business without external help."
- Avoiding Imitation: "Jeff Bezos advises against being a follower; instead, aim to innovate and create something unique that could become a trillion-dollar company."
- Investing in Technology: "Your tech platform must be robust and continuously upgraded; if it can't handle growth, your startup could fail, highlighting the need for a solid product and a well-thought-out plan."



**GEORGE SKAFF**  
Regional Manager





**SAAD SALIM**  
CEO & Creative Director

- Timing is very important for Start-ups, you can have a great idea and implementation but it doesn't hit if it isn't the right timing.
- They are not necessarily scaling faster but it's more clear to us now. We Are Seeing them more and more, but we don't hear the stories about traditional companies.
- Building a team is one of the challenging aspects, especially when you have company culture and want to stick with it, it's a hard balance. Our ecosystem is new, we don't have many experienced people, we have a hard time finding good team members
- Vision is also a problem : If you have 2 founders that have different visions or even when the single founder doesn't have a clear vision. Another challenge is not understanding the customer base or their needs.
- Equity giving isn't so common, you need to know how to give it, I have done it myself before. As founders we need to understand that people have their own lives and need to address their needs.
- Problem solving is the main source of the idea, it should be problem solving for the community. You can even take an already existing idea and change it a little bit.





## HITEX FUTURE STARS

The HITEX Future Stars initiative highlights the next generation of innovators and entrepreneurs, providing a platform to showcase their ideas and solutions. Launched with support from the Rwanga Foundation and Ideas Beyond Borders (IBB), this initiative empowers tech-driven startups by connecting them with investors, mentors, and industry experts.

### KEY ASPECTS:

- Participation: 30 projects were selected to present their groundbreaking ideas to individuals and companies. 8 projects were chosen by experienced committees and awarded for their outstanding strat-ups.
- The initiative represents a long-term commitment to fostering a vibrant entrepreneurial ecosystem in Iraq and the region. By offering essential resources, mentorship, and exposure, HITEX Future Stars helps early stage startups scale their ventures and address local and global challenges.
- This program positions Iraq as a regional leader in entrepreneurship, creating a pipeline of talent and innovation crucial for economic diversification and job creation. With a vision to continue driving sustainable growth and digital transformation, HITEX Future Stars is set to be a catalyst for future economic empowerment in the Middle East.

## HITEX CONTEXT AND HISTORY

### FROM VISION TO REALITY

HITEX was founded in June 2019 by Frarhang Bradosty and Raber Kareem, driven by a passion for technology and entrepreneurship. Their goal was to create a platform to showcase cutting-edge technology and foster collaboration in Iraq. The first event was a major success, proving the demand for such an exhibition and leading to the founding of the organizing company, RedEagle.

### ABOUT REDEAGLE COMPANY: EMPOWERING TECHNOLOGICAL PROGRESS:

comprised of a young and ambitious team, has successfully attracted tech companies and enthusiasts from around the world to Erbil. Their efforts have positioned Erbil as an emerging hub for technology and innovation. Through HITEX and RedEagle's dedication, the event continues to promote collaboration and technological advancement in the region.

### ASHARED COMMITMENT TO THE FUTURE

HITEX's continued growth and RedEagle's commitment to the tech ecosystem will inspire future generations of innovators and entrepreneurs, helping to shape the future of technology in Iraq and beyond.



# HITEX EXHIBITION: A STRATEGIC PLATFORM FOR BUSINESS GROWTH

## Why Exhibit?

- Lead Generation: Convert visitors into valuable leads.
- Brand Exposure: Showcase to 50,000 tech-savvy attendees.
- Networking: Connect with about 158 participating companies.
- Innovation Showcase: Present your latest products to a captive audience.
- Market Expansion: Explore new opportunities and expand your customer base.
- Industry Visibility: Position yourself as a leader in your field.
- Stay Informed: Gain insights into industry trends and advancements.
- Access to Funding: Connect with potential investors.



# ACKNOWLEDGMENTS

## A HEARTFELT THANK YOU

As we celebrate the success of HITEX 2024, we extend our heartfelt gratitude to all who made this event possible. Our sincere appreciation goes to our sponsors, partners, media supporters, and the HITEX team. Your contributions were essential in establishing HITEX as Iraq's premier platform for technological innovation and collaboration.

Special thanks to our key sponsors, whose unwavering support elevated the quality of the event. We also acknowledge our partners and exhibitors for their dedication and innovative showcases, which captivated thousands of visitors.

Our media partners played a vital role in amplifying HITEX 2024's impact through extensive coverage. To the HITEX team, your tireless efforts and professionalism were the backbone of this event.

Finally, thank you to our attendees, exhibitors, and conference participants. Your engagement and passion for innovation made HITEX 2024 memorable. We look forward to welcoming you to #HITEX25, where we aim to make the event even bigger and better.



# A GLIMPSE OF THE FUTURE VISION FOR HITEX

As we look ahead to HITEX 2025, our vision remains focused on evolving, expanding, and innovating. HITEX 2025 will build on the strong foundation we've created, embracing new opportunities to drive growth and collaboration in the tech sector both regionally and globally. We aim to make HITEX a hub where entrepreneurs, investors, and industry leaders tackle key challenges like AI, blockchain, sustainability, and smart cities.

In 2025, we will expand our global presence, bringing in more exhibitors, partners, and speakers from around the world to showcase cutting-edge technologies and foster insightful discussions. Our Business Match-Making program will also grow, creating even more partnership opportunities to shape the future of industries across Iraq and the Middle East.

Additionally, we will focus on fostering local talent and startups, ensuring young entrepreneurs in the region have the tools, resources, and mentorship they need to thrive on a global scale. Our aim is to support technological education and innovation that will drive Iraq's digital transformation and build a knowledge-based economy.

We invite you to join us for HITEX 2025, where the future is shaped, partnerships are formed, and ideas come to life. Together, we will push the boundaries of what's possible.





## LOOKING AHEAD

**#HITEX25**

As we conclude another successful year, we're excited to announce that HITEX 2025 promises to be even bigger and more impactful. Building on this year's achievements, #HITEX25 will remain Iraq's leading platform for technology, innovation, and entrepreneurship, with a focus on expanding its reach and influence.

Get Involved: Early registration for sponsors, exhibitors, and participants is now open. This is your chance to secure a spot at Iraq's premier technology event, with exclusive benefits like premium booth placement and media exposure. Visit our website to learn more and register your interest—don't miss this opportunity to be part of a game-changing event!

**JOIN HITEX 2025**  
**BE A PART OF THE**  
**FUTURE OF TECH**

### Become a Sponsor at HITEX 2025

Email: [pr@hitex.tech](mailto:pr@hitex.tech)  
Phone: +964 (750) 220 0221

### Secure Your Presence at HITEX 2025

Email: [Sales@hitex.tech](mailto:Sales@hitex.tech)  
Phone: +964 (750) 012 4000  
Phone: +964 (772) 103 6655

### Conferences & Events at HITEX 2025

Email: [events@hitex.tech](mailto:events@hitex.tech)  
Phone: +964 (750) 012 5000  
Phone: +964 (750) 012 4000

**website info:** <https://hitex.tech/>





# #HITEX24

Strategies for Success  
and Growth in Tech Startups



# #HITEX24

