

EHOSTING DATAFORT

STAND LOCATION: CLD-19, SHEIKH SAYEED HALL

Hosting and IT services provider eHosting DataFort (eHDF) is looking to promote its growing portfolio of managed services at GITEX Technology Week.

The service provider, a fully owned subsidiary of TECOM Investments, has won a number of new major customers this year, as well as expanded its business with existing customers, and is looking to GITEX to give potential customers an understanding of the depth and breadth of its services.

Yasser Zeineldine, CEO of eHDF, commented: "Technology events like GITEX are a perfect platform to gain an insight into trends and opportunities in the region. For eHosting DataFort, it's an occasion for customers to get a better understanding of our products and solutions and at the same time learn more on our current major projects.

"By participating in one of the major ICT events in the region, the company's products and services are showcased and promoted among potential clients helping them to get first-hand information from our in-house experts," he added.

HUAWEI

STAND LOCATION: CLD-18, SHEIKH SAYEED HALL

Telecoms infrastructure giant Huawei will use this year's GITEX Technology Week to further expand its focus on the enterprise by showcasing a range of innovative business solutions.

Among the technologies the China-based vendor will be exhibiting are telepresence, unified communications and IP call centres.

Highlights at the event will include a live experience of Huawei's high definition telepresence facilities, a first-hand demonstration of virtual desktop infrastructure for mobile offices, the vendor's latest smartphones and tablet devices, and IT solutions for vertical industries, such as smart metering for utilities.

"Highlighting the unique products and solutions in the enterprise business will be our particular focus this year, as we are already witnessing the development of cloud computing, data centres, IT and communications technology convergence in the region," said Dr Liu Qi, Middle East president of Huawei's business solutions group.

"Our solutions offer increased value to customers, create new business opportunities for partners and are instrumental in driving forward information communications technology in the region."

In recent years, Huawei has notched up some impressive achievements in the Middle East technology market. These include recording sales figures of \$2.7 billion in the region during 2010, representing an increase of more than 18% compared to the year before.



BLUE COAT

STAND LOCATION: ZL-B6, ZABEEL HALL

WAN optimisation specialist Blue Coat will be offering show visitors a look at what comes next from this expanding technology segment.

Blue Coat is exhibiting at GITEX Technology Week to educate prospective customers on the latest solutions for optimising Internet traffic to ensure users can access the content they need, without unnecessary security risks or exposure.

The company will also show off its new range of Wide Area

Network (WAN) optimisation solutions that speed up services for end users, while saving companies' WAN bandwidth, along with its latest cloud-based web-security products that are designed to deliver web-security to all size of end user customer.

Nigel Hawthorn, vice present EMEA, marketing at Blue Coat, commented: "GITEX is the pre-eminent event in the region where everyone in the IT industry meets and relationships are forged that last for years.

"It is the only place that everyone attends and sets the agenda for the rest of the year."