



# INDUSTRY 4.0 UAE 2022

## 3-MONTH BUSINESS PROGRAM

- NOVEMBER TO DECEMBER - ONLINE
- JANUARY 23-27TH 2023 - ABU DHABI & DUBAI

**MIDDLE X**  
ADVANCED TECHNOLOGIES ACCELERATOR

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**WE BRING THE MOST PROMISING TECHNOLOGIES  
TO THE MIDDLE EAST AND TÜRKIYE TO SUPPORT  
THE LEADING CORPORATES IN THEIR **INNOVATION  
AND PERFORMANCES.****

MIDDLE X

# WHO WE ARE?

**WE SUPPORT TECH PROVIDERS  
TO ACCESS OPPORTUNITIES  
AND INVESTORS**

**WE REPRESENT A PORTOFLIO  
OF MATURE TECH**



**WE SUPPORT INDUSTRIAL KEY  
ACCOUNTS IN INNOVATIONS &  
TECH SOURCING**

**WE ARE BASED IN  
UAE & TURKIYE**



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# MEET THE TEAM



## Foued

Founder & CEO  
Industry 4.0 expert  
Dubai, UAE



## Dilek

Co-Founder  
Retail-Fintech expert  
Istanbul, Türkiye



## Axel

Program Manager  
Dubai, UAE



## Maftooh

Portfolio Ambassador  
Abu Dhabi, UAE



## Medhi

Construction expert  
Dubai, UAE



## Marwan

Assistant Business developer  
Dubai, UAE

# PROGRAM ?

**Industry 4.0 UAE connects technology providers with leading industrials players in the UAE.**

The 3-month program is hybrid and will run from **November to January**. It includes a **selection committee, mentoring, online meetings and a 4 day-mission** in the UAE.

Strategic industries are adressed: **Energy, Environment, Supply chain, Manufacturing.**



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# TECHNOLOGY ADVISOR OF THE PROGRAM



“The innovative and futuristic vision embedded in both the history and genes of **the Emiratis are shaping the industry of the future from today.**”

**Abed Benaichouche, PhD**  
Technology Advisor

It's time for your innovative ventures to take their place in the ecosystem

MIDDLE X

*In 2018, he joined G42 as one of its first employees. **In 2019, he co-founded AIQ, the Abu Dhabi National Oil Company's AI joint venture with G42.** As AIQ's CTO, he created and led a team of dozens of data scientists, software engineers and product managers in building the UAE's first commercial supercomputer, developing, and commercializing numerous AI-enabled applications, and patenting several novel oil & gas AI technologies.*

# A 3-PHASE PROGRAM



Business acceleration program connecting technology providers and large corporates in the UAE



## 1 : SELECTION (November)

Debriefing of the selection phase – feedback from key accounts

**1** Mentor (Senior executive – C Level profile)

**2** market Webinars and **1** cultural coaching

**1** BtoB meeting

## 2 : MEET (December & January)

Strategic targeting of contacts

**5 to 15** BtoB meetings with key accounts & partners

Fundraising: Connection to local investors \*

## 3 : SELL (January)

**4** days in UAE: 23 to 27<sup>th</sup> January

Visits of industrial sites

**50%** individual BtoB

**Exhibition** during demo event 4IR

PR and social media campaign

\*Investor relations subject to special conditions



# A STRONG COMMUNITY OF 90 INDUSTRIAL ACTORS & C-LEVEL



**ENEC**  
Nuclear



**EDGE**  
Defense



**Julfar**  
Pharmeceutical



**DEWA**  
Electricity & Water



**BOROUGE**  
Chemicals &  
Plastics



**Strata**  
Aerospace

**THE 15 MOST DEMANDING MEMBERS FOR TECHNOLOGIES WILL JOIN THE SELECTION COMMITTEE**



# PARTICIPANTS

**This event attracts participants from various backgrounds:**

- CEOs, C-Levels
- Entrepreneurs
- Innovation & technology executives
- Operations & Maintenance directors
- Emirati local agents
- Ministries & Public entities



**LAST EDITION IN OCTOBER 2021**

- 35 APPLICATIONS FROM FRANCE
- 11 TECHNOLOGY PROVIDERS SELECTED
- 89 EMIRATI ACCOUNTS INVOLVED
- 114 BTOB MEETINGS
- 200 PARTICIPANTS AT THE DEMO

# TESTIMONIAL



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**Charles Emmanuel  
Fresnoy, Sales Director -  
Fieldbox.ai**

*As Sales Director at FieldBox.ai, already working in the Middle East, mostly for energy companies, trying to tackle the UAE market came up naturally as a priority. Foued and his team provided the best support for us to achieve our goals. Indeed, from the presentation of the market, highlighting its potential as well as the hurdles or specifics to be aware of, to leads identification and activation, **the Program allowed us to sign our first deal in the country during ADIPEC, only one month later.** The support Foued provided has been consistent, on point, and always value oriented in order to streamline a sustainable presence of FieldBox.ai in the country.*

**FieldBox.ai**  
Artificial Intelligence for Industry



# PHASES & BUDGET



Services	Deliverables	Prices	Select services <input checked="" type="checkbox"/>
<b>APPLICATION</b>	<ul style="list-style-type: none"><li>Apply online via F6S and get evaluated by 15+ key accounts and government entities</li></ul>	Free of charge	<input type="checkbox"/>
<b>Phase 1 (online) November</b>	<ul style="list-style-type: none"><li>Debriefing of the selection phase for <b>selected companies only</b></li><li>1 mentor</li><li>1 cultural coaching</li><li>2 market webinars; Doing business in Dubai &amp; Abu Dhabi</li><li>1 BtoB meeting</li></ul>	<b>2400 USD (SMEs)</b> <b>3900 USD (Large)</b>	<input type="checkbox"/>
<b>Phase 2 (online) December</b>	<ul style="list-style-type: none"><li>Strategic targeting of contacts</li><li>BtoB meetings with Key accounts, Private companies and government entities</li><li>BtoB meetings with distributors, local partners</li></ul>	<b>380 USD/meeting (SMEs)</b> <b>580USD/meeting (Large)</b>	<input type="checkbox"/>
<b>Phase 3 (onsite) January</b>	<ul style="list-style-type: none"><li>4 days business trip: 50% individual BtoB meetings, 50% collective visits, Demo night, PR</li></ul>	<b>Included</b> for 1 person <b>550 USD/additional</b>	<input type="checkbox"/>

**MIDDLE X will propose to represent commercially in the UAE the successful companies at the end of the program.**

# TO SCALE IN THE MIDDLE JOIN US!

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**Contact Axel !**

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