BICSI ENDORSED EVENT

DICE RIYADH 2024 Show Guide

RIYADH

22 MAY 2024

Voco Riyadh, an IHG Hotel

DICE Conference and Expo.

IT EVENTS®

Contents :

About DICE

Development of ICT Conference and Expo. (DICE) , is a series of BICSI Endorsed Event for the EMEA region since 2023 with the mission of creating awareness of ICT Standards and best Practices in the community in the region.

Having all ICT industry stakeholders under one roof will be a great opportunity for networking, sharing experiences, and raising the industry's awareness level.

ICT is the main layer for all current and future projects and if it is designed up to standards and best practices, it will be the road map for having sustainable solutions, which are ready to meet the increasing demand for sustainability and digitalization.

About BICSI

BICSI is a professional association supporting the advancement of the information and communications technology (ICT) profession and currently serves more than 26,000 members and credential holders. BICSI is the preeminent resource for the Connected World. Headquartered in Tampa, Florida, USA, BICSI membership spans nearly 100 countries.

About IT Events

IT Events was established in Egypt in 2013 with a global scope covering the Middle East and Africa. Delivering more than 600 training sessions to over 120 entities in more than 9 different countries. IT Events aspire to empower ICT knowledge in Egypt and the MENA region by being an authorized service provider for globally accredited courses and hosting widely scoped conferences in the fields of facility management, banking, FinTech, and ICT.

How IT Events deliver the services

Being an authorized service provider for global organizations like BICSI, IFMA,.. enables IT Events to :

• Deliver the highest professional training programs and credentials by globally certified trainers.

• Host and manage events for network building, presenting the latest technologies, and increasing education awareness.

• Provide customized audits, consultancy, and marketing communication services to improve the quality and the performance of both individuals and companies.

DICE Objectives

Bicsi
ENDORSED EVENT

Social networking between ICT industry stakeholders.

Gather the technology leaders and consultants all under one roof

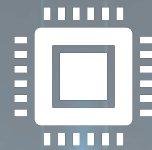Share what's new in innovation and top-notch technology through globally accredited leaders

Shed the light on the lead figures in the ICT ecosystem.

DICE main tracks

EXTRA-LOW VOLTAGE
Planning for an electricity supply voltage of low risk of electrical shock that are sustainable and supporting futuristic decisions.

AUDIO & VIDEO
Planning for smarter and sustainable integrated solutions that include audio and video services whilst saving energy.

INFRASTRUCTURE
Designing the basic physical and organizational structures and facilities needed for the operation of an organization.

IT EVENTS

DICE RIYADH 2024

Advisory Committee

IT EVENTS

Mohammed Muneem
Director - ICT & ELV

Mohammed Muneem - Director of ICT, Electronic, Security, ELV / Low Current Systems at Red Sea Global Riyadh, KSA with an extensive experience of more than 22 years in the ICT Industry, holds the qualification of Bachelor's Degree in Electronics & Telecommunication# Engineering, from Bangalore University.

He is a member of BICSI (Building Industry Consulting Services International) Florida, U.S.A.; also a Member of the USGBC (United States Green Building Council); U.S.A. and an Accredited Member of SCE (Saudi Council of Engineers); K.S.A.

Mohammed Muneem has been in the construction industry specializing in engineering design consultancy and implementation for over 22 years. Designed and implemented projects right from conceptualization till the construction phase which includes preparing techno-commercial bids, design reports, drawings, and specifications at various stages. Worked with top-notch clients and delivered designs for worldclass projects which won awards both locally and internationally. Obtained design approvals from various authorities having jurisdiction which met local regulations as well as international codes and standards.

Anas Abu Laban

Associate Director Of IT

Anas Abu Laban, As Associate Director of Complex and Attraction Design and Delivery, he oversees the organization's strategic planning and implementation of technology solutions. His role involves leading a team of IT professionals to ensure the smooth operation of our systems and infrastructure. He collaborates with other department heads to align technology initiatives with business objectives.

He drives innovation and efficiency in his Business Systems through effective projectmanagement, optimizing processes, and enhancing productivity. He is responsible for evaluating emerging technologies and determining their potential for integration into our existing framework.

Developing and maintaining #robust#cybersecurity measures is paramount in his role to safeguard sensitive #data and mitigate risks. Regularly analyzing performance metrics allows him to identify areas for improvement and implement optimization solutions. Providing staff training and support ensures they are equipped with the necessary skills to leverage the ICT systems effectively.

Collaboration with external vendors and partners is integral to staying abreast of industry trends and maintaining cutting-edge solutions. Overall, his role as Associate Director of Complex and Attraction Design and Delivery is pivotal in driving the organization's technological #advancement and maintaining a competitive edge in the digital landscape.

DICE RIYADH 2024
SPEAKERS

BELDEN

Christos Birbilis

EMEA Product Line Manager

Christos Birbilis is an experienced professional having worked in the Telco and Enterprise Central Office/Data Centre Industries for over 20 years. He started his career utilizing his Honours degree as an engineer for 9 years in various functions for Belgacom, before holding a variety of Technical Sales roles. He then became a Senior Wireline Systems Engineer at ADC/Krone, where he had technical responsibilities for Fiber Network Concept, Design and Data center solutions. His wider experience in Market research, technical pre-sales and product enhancement/development lead to the role as Product Manager for Tyco Electronics Fiber-To-The-Home market. This proven track record in Telco and Enterprise markets lead Christos to join Belden in 2015 where he is the Product Line Manager for Belden's Structured Cabling LAN, RAN and Datacenter solutions defining strategic direction and successfully delivering growth. He is currently leading the Belden EMEA IBDN portfolios including Copper, Fiber connectivity, Data Center Infrastructure and iPLM DCIM/AIM solutions.

excel
without compromise.

Krishna Thangavelu
MEA Regional Director

Krishna Thangavelu serves as the MEA Regional Director at Excel Networking, boasting over 17 years of experience in the Structured Cabling industry. His career trajectory has encompassed diverse technical roles, ranging from Cable Design Engineer to Technical Sales & Product Manager, with a prominent Cable manufacturer in the UK.

Relocating to the Middle East in 2013, Krishna has since leveraged his expertise to support a wide array of clients, including End users, Hotel Operators, and Technology Consultants. His contributions span design reviews, new technology implementation, Seminars, trainings, and A&E specification enhancements across multiple sectors such as Hospitality, Island-wide infrastructure, Healthcare, Universities, Theme Parks, and Office & Commercial Spaces. Krishna is dedicated to facilitating clients in achieving optimal designs that seamlessly blend functionality with ease of implementation.

COMMSCOPE®

Mohammed Elmansi
Senior Infra. System Engineer

Mohamed Elmansi holds the position of Senior System Engineer at CommScope supporting Saudi Arabia & Africa markets. In his role, Mohamed is responsible for technical, design and field support for Customers, Partners and Consultants. Holding a BSc Degree in Telecommunication Engineering from Ain-Shams University, Mohamed is no stranger to the Telecom industry, having spent more than 20 years as a Presales Engineer, Presales Manager, Business Development, a Field Application Engineer, and a senior system engineer, where he was involved in major Telecom Infrastructure projects in the Middle East region. Mohamed helps Customers solve their telecom infrastructure challenges and provides them with future ready infrastructure to support their business objectives.
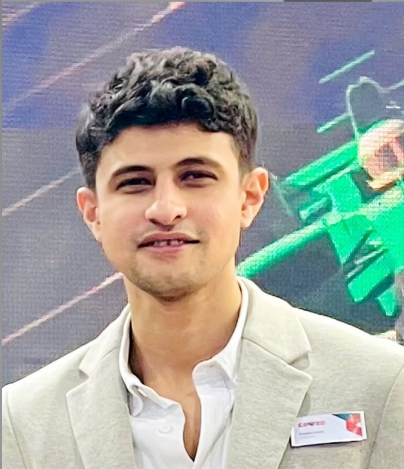
Mostafa Kamel
Senior Technical Engineer

Mostafa Kamel is a Senior Technical Engineer at CONTEG Middle East.

Mostafa Kamel has held the role of Senior Technical Engineer at CONTEG Middle East since December 2023, with the previous roles of a Product Marketing Manager at Oasis Distribution, and as a System Engineer at TECHVALLEY.

His career has encompassed a range of responsibilities, including managing datacenters and serving as a system architect, engaging in inside sales, and delivering customer care.

Additionally, he obtained his bachelor's degree from The German University in Cairo.

SUPERIOR ESSEX.

Paul F. Weintraub

Head of International Business

Paul F. Weintraub, RCDD, RTPM, TECH, ESS, CAE is the visionary leader spearheading Superior Essex Communications' global expansion as the Head of International Business. With a remarkable track record spanning over 25 years, he has honed his expertise in driving market development, fostering strategic partnerships, and crafting innovative customer engagement strategies within
the Information and communications Technology (ICT) realm.Weintraub's technical acumen is deeply rooted
in Infrastructure Design and installation
for telecommunications, datacenters, Extra Low Voltage (ELV), Electronic Safety and Security (ESS) systems, and the intersection of Sustainability in Technology.

Renowned for his compelling thought leadership, Weintraub is a sought-after speaker at association and industry gatherings, captivating audiences with his insights on technology solutions, growth initiatives, sustainability imperatives, and global expansion strategies, both in the United States and on the international stage.

FLUKE networks.

Nigel Hedges

Tech. & Applications Specialist

Nigel Hedges has been a Fluke Networks team member for a number of years, until 2022 involved in the sales and customer support of the verification, qualification, and certification portfolio of copper twisted pair and fiber tools.More recently, Nigel has focused his energies on
the Technical and Applications Specialist role, where he spends time consulting with users, analyzing test results,
and troubleshooting particular customer issues, together with conference presentations and user training events.

CHATSWORTH PRODUCTS

Rohit Bhargava

Regional Sales Manager

Rohit B. has been managing clients in the Middle East focusing on high-density and mission
critical infrastructure solutions in datacenters and associated technology areas for almost two decades.With accolades like RCDD, CDCDP, Cisco, Huawei, Microsoft, and Cybersecurity under his accomplishments. Industry recognitions have helped him put technologies to use for various IT environments.

Rich experience of 18 years in consulting, designing, and implementing key IT digital footprint of clients encompassing multiple technology integrations In the fields of oilandgas, manufacturing, financial services, and education.

Key interest in technologies In the field
of Networking, Cybersecurity, Disaster recovery, data centers, and data resilience (All things Data!)

VOLTSERVER
DIGITAL ELECTRICITY™

Taz Gill

Senior Systems Engineer

Taz works with new innovative product introductions identifying standards compliance, deployment models, and use cases to challenge traditional implementation practices to bring economical, sustainable, and ecological solutions to the telecommunications infrastructure market.

HOLOPLOT

Emad El-Saghir
Fellow, Applications

Emad El-Saghir, a Fellow at HOLOPLOT, the Berlin-based pro-audio loudspeaker manufacturer, spearheads the technical track for audio system design within key and strategic projects.

With a prolific career spanning over twenty-five years, Mr. El-Saghir has a proven track record in room acoustics, electro-acoustics, and sound reinforcement systems.

His academic background includes a Bachelor's degree in Electronics and Communications Engineering from Ain Shams University, and a Master's degree in Acoustics, awarded by the Dresden University of Technology.

From 2018 to 2021, Mr. El-Saghir headed the applications team at HOLOPLOT. Before this, he held the position of Senior Consultant at the Berlin acoustical consulting office ADA.

Omrania عمرانية

ⓔ egis
GROUP

Mohamad Mostafa Chaker

Smart Cities, ICT & Security

Senior Engineer

I hold a Master of Engineering in Telecommunication Systems, which underpins my technical expertise and commitment to advancing smart city development and telecommunications infrastructure.

As part of Omrania by Egis Group, I work as a Smart City Strategist and ICT and Security Expert, specializing in the design management of Telecommunication and Technology Systems for complex, large-scale projects. These projects encompass Smart and Industrial Cities, Smart Parks, Airports and their ancillary facilities, Hospitals, Hotels, Universities, Data Centers, Memorials, and various Infrastructure projects, all at the forefront of innovation.
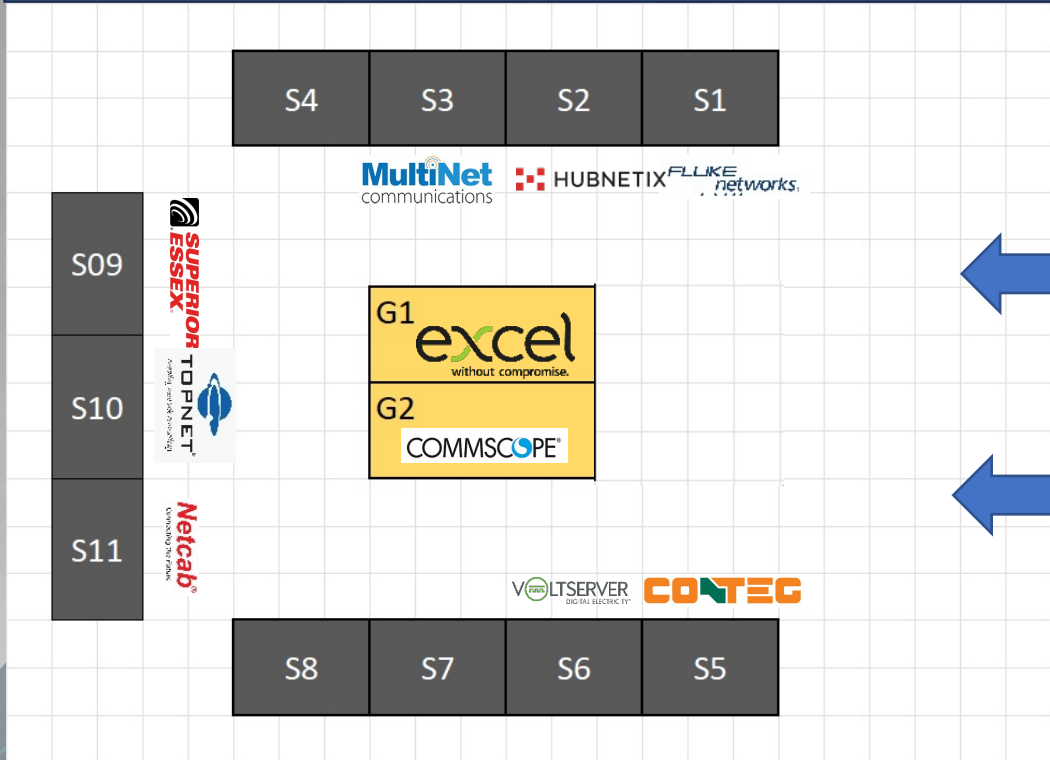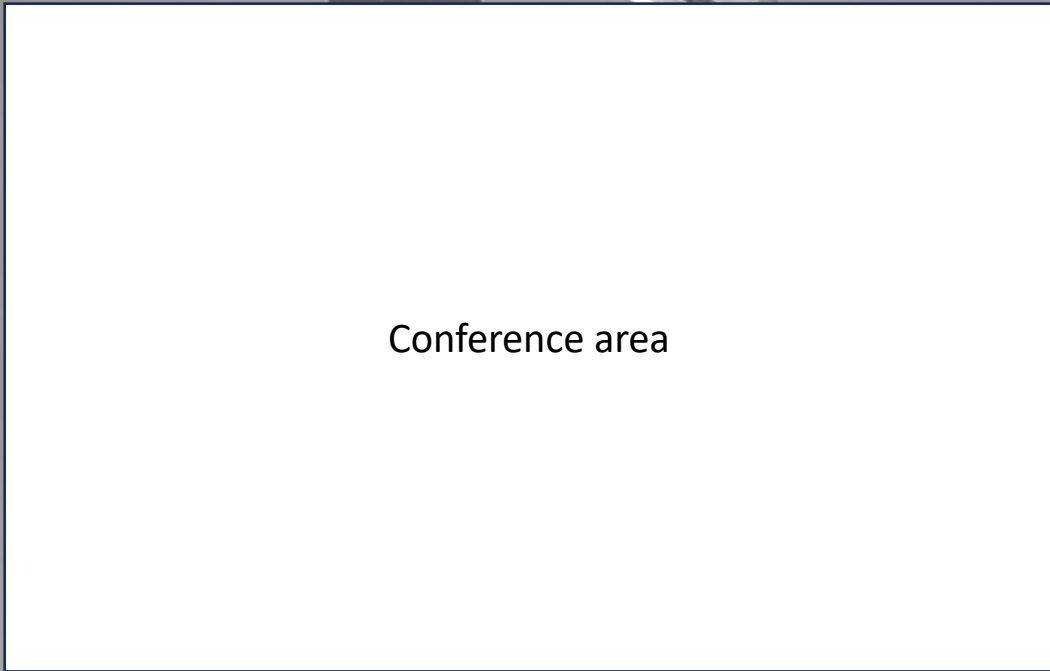
In my role, I lead project teams and diligently monitor project schedules to ensure that progress and deliverables meet established milestones.

MAY 22, 2024

09:00-19:00	**Exhibit Hall Open**
10:00-10:15	**Opening and welcomert**
10:15-11:00	**AI DC Networks** Mohammed Elmansi - Senior Infrastructure System Engineer
11:00 - 11:45	**Mitigating Demand for High Performance Fiber** Nigel Hedges - Application and Technical Specialist
11:45 -12:15	**Contributing to a Sustainable Future** Krishna Thangavelu - MEA Regional Director
12:15-12:45	**Break**
12:45 -13:30	**Extending Ethernet Beyond 100m: Myths, Truths, and Possibili** Paul F. Weintraub - Head of International Business
13:30 -14:00	**Datacenter Cooling Architectures: Strategies & Energy** Mostafa Kamel - Senior Technical Engineer
14:00 -15:00	**Break**
15:00 -15:30	**Fault Managed Power** Taz Gill - Technical Director EMEA
15:30 -16:00	**Simplifying White Space Management While Protecting MissionCritical Infrastructure** Rohit Bhargava - Technical Manger-ME
16:00 - 16:45	**Creating Smart Network Solutions with Fiber Centric & Power Delivery Systems** Christos Birbilis - Product Marketing Manager
16:45- 17:15	**Closing and wrap up**

Exhibit hall floor plan

Conference area

| S4 | S3 | S2 | S1 |

MultiNet communications   **HUBNETIX**   **FLUKE** *networks*

S09		
	SUPERIOR ESSEX	

G1	**excel** *without compromise.*

| S10 | **TOPNET** |

| G2 | **COMMSCOPE** |

| S11 | **Netcab** |

VOLTSERVER DIGITAL ELECTRIC TV   **CONTEG**

| S8 | S7 | S6 | S5 |

DICE RIYADH 2024

SPONSORS

BELDEN

Belden Inc. delivers the infrastructure that makes the digital journey simpler, smarter and secure. They're moving beyond connectivity, from what they make to what they make possible through a performance-driven portfolio, forward-thinking expertise and purpose-built solutions. With a legacy of quality and reliability spanning 120-plus years, they have a strong foundation to continue building the future.

Belden Inc.'s networking, connectivity and cabling products are recognized for highly reliable data & AV signal transmission. Belden proudly serves a variety of global markets including discrete manufacturing, process facilities, energy, mass transit and commercial enterprises such as datacenters, government and hospitality.

They're able to meet the most demanding standards for data, sound and video applications given our global commitment to product design engineering, manufacturing excellence and continuous improvements. All Belden products are engineered and manufactured to the strictest #quality standards earning us an unmatched reputation for global reliability and performance.

CONTEG is a European industrial group and one of the world's leading manufacturers of IT racks, cooling systems, and comprehensive solutions for datacenters

As a traditional family company with headquarters in the heart of Europe and production plants in the Czech republic and Spain, we are proud to support the legacy of traditional European production, built on excellent quality, innovation, and services with high added value for our customers. Through our foreign branches, we export our products to almost 70 countries around the world.

The companies within the CONTEG Group operate in various businesses that bring strong synergy within the group.

The production portfolio includes, in addition to IT racks, industrial cabinets, and cooling systems, also custom production from metal sheets, display cases, and parcel boxes.

Through its subsidiaries, the group also focuses on potential business areas such as comprehensive delivery of technological units for data centers, and we have also entered the ecommerce market, where we are building an independent network of parcel boxes.

COMMSCOPE®

CommScope helps companies around the world design, build, and manage their wired and wireless networks. Our network infrastructure solutions help customers increase bandwidth; maximize existing capacity; improve network performance and availability; increase energy efficiency; and simplify technology migration.

You will find our solutions in the largest buildings, venues, and outdoor spaces; in data centers and buildings of all shapes, sizes, and complexity; at wireless cell sites; in cable headends and telco central offices; and in airports, trains, and tunnels. Vital networks around the world run on CommScope solutions.

CommScope is at the forefront of shaping infrastructure, products, and solutions that enhance people's lives. We make communication faster, easier, and more efficient for today's always-on world. We exist to enable and improve the way we learn, work, and live, constantly challenging what's available now and thinking beyond to meet the needs of what's next.

Excel Networking Solutions is a world-class premium performance end-to-end infrastructure solution – designed, manufactured, supported and delivered – without compromise.

Excel is driven by a team of industry experts, ensuring the latest innovation and manufacturing capabilities are implemented to surpass industry standards for quality and performance, technical compliance and ease of installation and use. Our emphasis is on compatibility and standards compliance 'from cable to rack', reliability, sustainability and product availability.

With a focus on system performance, independent verification and a 25-year warranty when installed by an accredited Partner, it's easy to see why Excel is the system of choice across so many organizations and different vertical markets.

الجمــاز للتكنولوجيا
aljammaz technologies

AlJammaz Technologies is the leading Value Added Technology Distributor in the GCC and the Middle East, which distributes advanced technology products, solutions and services in the areas of Data centers, infrastructure, cloud, IoT, networking, Collaboration, Cyber Security, Servers, storage, wireless mobility, broadband & Internet access, Consumer gadgets and Life style.

Our Mission Distributing technology to transform IT business landscapes and shape digital economy as per Vision 2030.

Our Vision Our vision is to expand and diversify through development of our financial investment capability together with long business alliances.

20+ Years Experience
Business experience in IT industry operating since 1999

350+ Employees
Dedicated team of technical, sales and support resources across the regions

1300+ channel partner
Managing channel network of leading SI's, MSP's, VAR's, ISV'S and Resellers across middle east

35+ Vendor Partnership
Diverse partnership portfolio with vendors across the technology edge of cloud.

Geographical coverage
4 HQ and 10 distribution offices located in KSA, UAE, Qatar and Egypt

AlJammazVAD

MultiNet
communications LLC

MultiNet Communications is a specialized cabling value-added distributor for Fiber Optic Cables & Accessories, Structured cabling, Multi-Purpose Testers, Enclosures, and DataCentre Cabling.Recently enhanced its offering by adding Physical Security products in CCTV, Access Control, IPTV, Media Converters, Industrial Switches, etc.

MultiNet Communications offers the best combination of products from Vericom Global Solutions, Corning, CPI Chatsworth, Molex, nVent, AEM, BlackBox, R&M, Leviton, Conteg, APW, Vertiv, Siqura, iProtect Access, #Infinique and other few products in the cabling and physical security industry.

They provide the best customer service and availability of products to complete projects on time through branches in UAE, SaudiArabia, Bahrain, Egypt, Qatar & Oman.

TOPNET®

enabling network connectivity

Topnet Distribution is a Dubai Airport Free Zone-based company in ICT products for commercial and residential buildings, datacenters, campus and enterprise networks, IP video surveillance, audiovisual, and industrial IoT. Topnet Distribution was established in 2005. We work through network systems integrators, datacenter contractors, telecom installers, AV installers, security systems integrators, and value-added resellers who work with end users to implement various ICT projects.

Netcab®

Connecting the Future

Netcab is a versatile end-to-end copper and fiber-structured cabling solutions provider. They make it easy to connect network devices with high-performance structured cabling systems.

Their products are designed and manufactured based on what their customers and industry need. Their copper cabling, keystone jacks, patch cords, modular plugs, and fiber cabling are of high quality and certified. They also specialize in custom keystone jacks, copper cables, fiber optic cables, fiber patch panels and other cabling products.

Their quality products include LAN Cable, Termination Plug, Modular Plug, Keystone Jack, Patch Cord, Coupler, Cable Glands, Keystone Panel, Crimping Tool, Termination Tool, Fiber Optic Panel, Trunk Cable, Fiber Optic Adaptor, Fiber Optic Pigtail, Breakout Cable, MTP/MPO Fiber Cable

FLUKE networks

Fluke Networks is the worldwide leader in certification, troubleshooting, and installation tools for professionals who install and maintain critical network cabling #infrastructure.

From installing the most advanced datacenters to restoring telephone service after a disaster, our combination of legendary reliability and unmatched performance ensures that jobs are done efficiently.

VOLTSERVER
DIGITAL ELECTRICITY™

As electricity needs continue to grow and evolve, VoltServer is solving the world's power distribution demands through its patented and intelligent Digital Electricity solutions. From state-of-the-art venues to vertical farms and beyond, it delivers proven power distribution solutions that are intelligently efficient, inherently safe, and setting a new standard for reliability, resiliency, and reach

Chatsworth Products (CPI) is a global manufacturer of products and solutions that power and protect your ever-growing investment in information and communications technology for IT and industrial a utomation applications.As a trusted business partner, they are uniquely prepared to respond to your requirements with global availability and rapid product customization, giving you a competitive advantage.

A highly reliable and reputed global manufacturer of Structured Cabling Systems, Network Cabinets and Racks, Active Devices, UPS Systems and Security Surveillance products.

HUBNETIX is focused on delivering superior quality, maximum performance and highly reliable products and solutions.

Over the years, following expansion into the markets across the Middle East, Africa and Asia, the company has established its reputation by continuously focusing on the key industrial sectors – ICT, system integrators, contractors, government, healthcare, production, education, commercial enterprises, manufacturing, retail and services, public sector and transport, financial services, media, technology and energy.