



Med Pearls

# Research study on Slow Tourism international trends and innovations





# CHAPTER 6: Featured international events linking Tourism and ICT

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# MENA ICT FORUM 2020

This event targeting specifically the Middle East and North Africa (MENA) region is the meeting place for visitors and companies that are looking for innovative technologies such as artificial intelligence, big data, analytics or cyber security solutions applicable to the tourist sector, also including Slow Tourism.

## GENERAL INFORMATION

MENA ICT Forum is the Middle East and North Africa (MENA) region's biennial information and communication technology (ICT) industry event. Held in Jordan, this forum focuses on using technology to provide a better quality of life, re-skill the youth, and prepare for a better future.

MENA is a premier two-day forum that:

- Brings together regional leaders in technology, innovation, and business to discuss and spread awareness on the future of technologies to the region;
- Showcases the region's ICT activities and addresses industry trends, opportunities, and future outlook;
- Brings together vendors, entrepreneurs, investors, developers, telecom operators, and government officials.

The MENA ICT Forum 2020 presents a rich selection of current and trending topics such as augmented and virtual realities, the impact of artificial intelligence on vital sectors, (education, medical care, banking, and business), machine learning, cyber security and analytical tools to innovate and create.

The forum aims to address how technology can help in solving pressing challenges that most nations face in today's age, including alarming unemployment rates, healthcare, rebuilding digital economies, and the role of FinTech in creating transparency and bridging the gap between societies in hopes for a better life for its citizens.

Through the events, attendees can:

- Learn first-hand about the latest industry developments and how they benefit their organizations.
- Participate in sessions and intensive break-outs to expand their practical knowledge and skills in key deployments.
- Expand personal visions on how technologies impact business, societies, and lives at large in critical industries.
- Experience a quality, content-rich, and highly focused forum with mind-challenging discussions.
- Engage in networking and social events, to exchange ideas and expand contact bases.

## CITY / VENUE

Mena ICT Forum takes place at King Hussein Bin Talal Convention Center,  
Dead Sea Road, Sweimeh, Jordan

<https://goo.gl/maps/hvZNMNvZJ4zVg22MA>

## DATES

Next edition is expected to take place on November 2021.

## EDITIONS

The forum was inaugurated in 1999 and was extended from the "Jordan ICT Forum" held in 2002, 2004, and 2006.

The MENA ICT Forum 2020 marks the 20th anniversary of a successful technology and networking event that connects people from the region and the globe to explore and learn about trending topics that reshape the present and future.

Last edition: September 10th – 11th, 2018 · King Hussein Business Park, Amman.

Previous forums: 2010 · 2013 · 2014 · 2016.

## WEBSITE

<https://www.menaictforum.com/>

## ORGANIZERS

The Information and Communications Technology Association of Jordan (int@j), founded in 2000, is a membership-based ICT and IT Enabled Services (ITES) industry advocacy, support and networking association.

int@j serves as the collective voice of the industry, advocating on behalf of its stakeholders and seeking to maximize the contribution of the ICT sector towards Jordan's national economy. As the representative of Jordan's ICT and ITES sectors, int@j supports its members with the tools they need to continuously grow and expand.

int@j has been organizing and hosting the Technology Fusion Summit since 2002<sup>1</sup>.

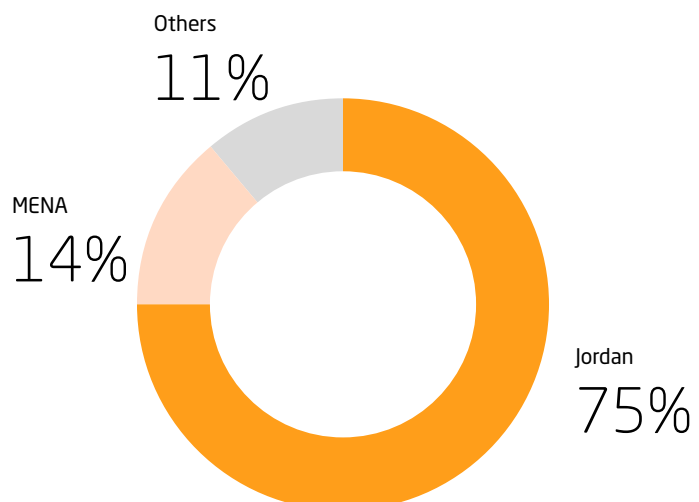
## NUMBER OF VISITORS / NUMBER OF EXHIBITORS

Experts and business leaders from 30 countries attended MENA ICT Forum 2018.

MENA ICT Forum is a regional platform to acquire knowledge, establish a vision, and network with experts and decision makers. The forum is the venue of choice for:

- C-suite Business Executives
- Governments
- Policy Makers
- Academics and Researchers
- Nonprofit Executives
- Venture Capitalists
- Angel Investors
- Investment Funds
- Entrepreneurs & Startups
- ICT Professionals
- Enthusiasts and Hobbyists

### MENA ITC Forum 2016 Delegates



<sup>1</sup> [www.intaj.net](http://www.intaj.net)

## FURTHER RELEVANT INFORMATION

Some of the tentative topics for next edition are:

### Augmented and virtual realities

Taking augmented and virtual realities beyond the realm of gaming, and into creating that multi-experience of how people interact with, and perceive, the digital world; AR and VR are one of today's most significant advancements in travel and tourism but also in business, education and learning, consumer entertainment, social collaboration, medical care and well-being, encompassing virtually every aspect in life.

Artificial intelligence and machine learning

Artificial Intelligence has made – and continues to make exponential progress which individuals are increasingly experiencing in their daily lives. Whether it be applications that support business decision making processes to sophisticated home appliances, AI has become an integral part of life.

Leading themes:

- How people ethically enhance, deploy, and use AI.
- How people secure the AI models themselves and the data used to support them.
- Will AI replace humans in their jobs, or will it create new opportunities?
- What will the workplace look like in a few years?
- How AI benefit the quality of education, medical care, governments, business, transport.
- How are enterprises, governments, and educational institutions contributing to the enhancement and deployment of AI in the MENA region.

### Big data and prescriptive analytics

The bloodstream of AI, machine learning, AR/VR, and most modern technologies is big data and prescriptive analytics. Data is available today in abundance, primarily because people have become really good at collecting every piece of information that can be digitized. The challenge with "big data" is that it is grown so big it could stop making sense; or at least in the absence of prescriptive analytics.

Tourism boards and companies in the tourism sector can benefit from data of this type in many ways. This includes pinpointing marketing campaigns, offering packages tailored to visitors' likely interests, and deciding which countries to focus on winning customers in.

These insights can be a great help in the decision-making process and improve how the tourism industry operates. Players in the tourism industry can now make informed decisions on the basis of analytics and number-driven data. They can identify targeted groups of potential customers at every stage of the trip planning process. They can also increase the efficiency and quality of services. Big data can even be used to predict which new products might work well in their market.

For tourists, big data technologies used effectively can translate to personalized offers tailored to their interests and needs. They can receive improved experiences that are focused on the customers and their needs. Big data can be used not just as a predictive tool to forecast future trends, but also in real time to anticipate and respond to tourists' needs nearly immediately.

## The internet of things

The Internet of Things is evolving at a pace that seems to near the speed of light. Drones and self-driving cars have become the norm, and smart homes are becoming increasingly popular and common. As the use and existence of autonomous things grows, there is an expected shift from stand-alone intelligent things towards collaborative intelligent things, with multiple devices working collectively, either independently of people or human input.

**AGENDA.** For more information you can check: <https://www.menaictforum.com/agenda.html>

**SPEAKERS.** Featured keynote speakers included King Abdullah II, Intel CEO Craig Barrett, Cisco chairman John Chambers, 3Com CEO Edgar Masri, and Sun Microsystems chief researcher John Gage.

### ENTRY PRICES

#### Fees, members of Int@j

	1-3 Delegates	4-6 Delegates	7-9 Delegates	10+ Delegates
<b>Runner Rate</b>	\$345	\$310	\$295	\$275
<b>Standard Rate</b>	\$390	\$355	\$335	\$315
<b>Late Registration</b>	\$470	\$425	\$400	\$380

Fee per delegate. 16% VAT not included

#### Fees, non-members of Int@j

	1-3 Delegates	4-6 Delegates	7-9 Delegates	10+ Delegates
<b>Runner Rate</b>	\$525	\$475	\$450	\$420
<b>Standard Rate</b>	\$600	\$540	\$510	\$480
<b>Late Registration</b>	\$720	\$650	\$615	\$580

Fee per delegate. 16% VAT not included

## PARTNERSHIP AND SPONSORSHIP OPTIONS

### SPONSORSHIP OPPORTUNITIES

For more information you can check: <https://bit.ly/2xByNhX>

### STRATEGIC PARTNERSHIP

- Keynote address during main opening session
- Remarks/ speech during closing sessions
- Keynote address/ presentation during topic-related plenary session
- One presentation/ speaker per topic-related breakout
- Two dedicated break-out rooms for self-managed sessions/ workshops
- Prominent branding of topic-related breakout halls
- Logo included prominently on all venue branding items
- Logo included on all printed and digital collateral materials
- High visibility on website, social media posts, and newsletters
- Representative seat on head-table during press conferences
- Inclusion in all press releases
- 50 complimentary passes
- 12 VIP seats during primary sessions
- Private VIP room for meetings
- Private reception function for VIP clients, delegates, guests
- 25 x 25 m2 space for booth or pavilion

For more information you can check: <https://bit.ly/2W2Z42e>

### NATIONAL PAVILIONS

National Pavilions are fully built and equipped, and include a country-branded structure (to accommodate a number of booths indicated in the table above), individually branded booths, high-speed internet access, one TV screen per booth, table and chairs, and a small storage unit with lock.

For more information you can check: <https://bit.ly/3dj8Dja>

## 2018 SPONSORS

Among others, featured 2018 sponsors were:

- Orange
  - Jordan Investment Commission
  - MENAICTECH
  - Optimiza
  - Amman Chamber of Industry and Internet Society
  - Galaxy Telecommunication
  - Samsung
- 

**Note: The information has been extracted from the event website. Some information may vary due to COVID-19.**



# TRAVEL FORWARD

This event would be specially interesting for those companies that are looking for innovative and advanced technologies such as the latest market trends and research, customer experience, big data and analytics or Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and machine learning for travel tourism application and, consequently, also for Slow Tourism.

## GENERAL INFORMATION

Travel Forward is the leading travel technology show which is part of the World Travel Market (WTM). This event consists of a three-day program containing a combination of conferences, interactive exhibition and startup showcase.

World Travel Market is a UK event for the global travel industry. Almost 46,000 senior travel industry professionals, government ministers and representatives of the international media, converge at ExCeL London each year to attend this travel exhibition.

Over 7,000 travel executives have the opportunity to tailor the event to their individual interests and requirements, whether it be hearing insightful case studies from industry peers, participating in round-table debates or meeting over 250 of the latest innovative solution providers.

## CITY / VENUE

Travel Forward takes place at the ExCel venue in London:

Royal Victoria Dock, 1 Western Gateway, Royal Docks, London E16 1XL

Check the address in the following link [www.google.com/maps](http://www.google.com/maps)

## DATES

Next edition is expected to take place on November 2nd - 4th, 2020.

## EDITIONS

The first edition of Travel Forward was held in November 2018. This year is expected to be the third edition.

## WEBSITE

<https://travelforward.wtm.com/>

## ORGANIZERS

World Travel Market is organized by Reed Exhibitions, which also organizes other travel industry events including Arabian Travel Market and International Luxury Travel Market.

Reed Exhibitions is an event organizer, with a portfolio of approximately 500 events in 40 countries including UK, Austria, USA, France, Germany, Brazil, Russia, India, China, Australia, South Africa and the Middle East.

Reed Exhibitions employs about 4,000 employees. This company is part of RELX Group, which in 2017 made an adjusted profit of £2,284m on revenues of £7,355m.

The information and analytics company operates in four market segments:

1. Scientific, technical and medical
2. Risk and business analytics
3. Legal
4. Exhibitions

## NUMBER OF EXHIBITORS / NUMBER OF VISITORS

In its first edition in 2018, almost 400 exhibitors from worldwide and 7.378 visitors attended Travel Forward. Data was gathered about its attendees, and showed their origin, the profile, and the interests:



### VISITORS FROM 67 COUNTRIES

North America  
 South America  
 Europe  
 Africa  
 Middle East  
 Asia  
 Australasia



## FURTHER RELEVANT INFORMATION

### CONFERENCE

Travel Forward's exclusive conference brings together a cutting-edge, inspiring line up of industry experts, providers and influencers to deliver a rich program filled with valuable experience. Across multiple tracks, Travel Forward's case study-based sessions are all about the 'how', giving attendees hands-on insights about how technology can make a real difference to their organizations.

In 2018 edition was offered a mix of panel sessions, fireside chat interviews and direct presentations, each with the shared goals of both inspiring and educating the audience with actionable takeaways.

Running alongside presentations from hotel chains and airlines, OTAs and infrastructure partners, technology providers gain the opportunity to demonstrate field- tested solutions and share learnings from successful deployments of technology.

Panelists and speakers include representatives from travel companies such as Expedia's Media Solutions and Partner Solutions units, Carlson Wagonlit Travel, booking.com, Trainline, Klook, AccorHotels, Air France and Hotelbeds Group, as well as technology giants such as Google Cloud, Facebook for Work, Tata Consultancy Services, Amadeus, Sabre and Travelport.

The Travel Forward conference delivers insights to senior decision makers, providers, operators, and agencies as they set strategy and plan for the future. It links strategic vision to practical reality, cutting through the complexity of travel technology across supply, distribution and the entire value chain. This, it connects buyers with suppliers in a non-pressured environment that sets the scene for long-term relationships.

### FEATURE TOPICS

> Latest Market Trends and Research	> Distribution, Reservations and Customer Acquisition
> Customer Experience, Engagement and Personalisation	> Connectivity and Integration
> Digital Marketing and Mobile Strategies	> AR/VR/AI, Chatbots, Machine Learning and Robotics
> Big Data and Analytics	> Payment Solutions
> CRM and Loyalty	> Blockchain
> Dynamic Packaging	> Startups, Entrepreneurship Innovation and Investing

### LEADING THEMES OF LAST CONFERENCE (2019)

- The impact of technology on the needs, aspirations and expectations of business and leisure travellers.
- Offering clarity on cutting-edge, disruptive solution areas such as machine learning and blockchain, from acquisition and distribution to customer-facing mobility platforms.
- Helping travel leaders learn from peer experience and industry expertise through case study presentations, panel sessions, and informal networking
- Exploring "the art of the possible", covering what options exist, what can be done now and how to set direction for the coming years.
- The conference was focused around four main avenues: Digitization, Customer-focus, Infrastructure and Data.

## EXHIBITION

The Travel Forward Exhibition space offers an environment to build on the themes of the conference, to network with peers and to showcase how cutting-edge technologies are driving the industry forward.

The exhibition incorporates a number of facilities and events to connect companies developing technology solutions with travel and hospitality business decision-makers:

- A product showcase theatre enables exhibitors to present in-depth overviews of their offerings.
- The visitor advice clinic enables decision makers to present their challenges and receive expert feedback.
- The spotlight placed on innovation creates a special area on show floor geared around tangible demonstrations of travel innovation.
- The Startup showcase, and competition creates an opportunity to test-pitch to an investor audience, incorporating “meet the investor” sessions and feedback. Running alongside these, are a hackathon for developers to test out new ideas, and a VIP buyer program to ensure that influential buying decision makers have the conversations they need to drive their organizations forward.

The interactive exhibition area at Travel Forward features more than 250 of the most innovative technology and solution providers working in the world of travel today. Exhibitors have the opportunity to showcase their products and services to senior decision makers and influencers from all segments of the travel & hospitality industry. Alongside the exhibition, there are a product demonstration and a startup stage where exhibitors can bring their services to life and engage with the audience in an interactive and lively atmosphere.

## STARTUP SHOWCASE

The Travel Forward Startup Showcase is a brand-new forum designed to showcase the latest technology innovations from some of the brightest minds in the travel & hospitality industry.

It provides attendees the opportunity to pitch against peers, network with investors and present the exhibitor's business to a global audience at the world's leading B2B travel & hospitality exhibition and conference.

By taking part in the Startup Showcase, visitors get access to these exclusive offers:

- Startup Stand Package.
- Complimentary entry into the Travel Forward Startup Competition.
- Networking opportunities with investors.
- Global exposure through the Travel Forward and World Travel Market's marketing and publicity campaigns.

## HACKATHON

As technology innovation changes the experience of travellers, it creates both new benefits and pain points. Therefore, it is important to understand and solve these challenges as efficiently as possible.

For 2019, the organization teamed up with Winding Tree to host their latest #HackTravel event. #HackTravel hackathons bring forward thinking travel industry players together to collaboratively tackle real world industry pain points. Like the rest of Travel Forward #HackTravel is a platform for self-expression and creativity through technology.

Whether the visitor is an OTA, hotel, software vendor or an independent travel tech expert, there are great challenges to take part in for both technical and business hackathon participants. This is a unique opportunity to share the problem-solving process with people that companies would not normally be able to learn from, collaborate with peers and create actionable solutions at pace.

## ENTRY PRICES

Travel Forward is located next to and connected with World Travel Market. By purchasing a ticket to either event, visitors gain access to both shows. Admission fees for the 2019 edition were:

### **Trade visitor - Exhibition SOLO Pass**

- FREE
- Access to Travel Forward Exhibition
- Access to World Travel Market London

### **Startup Company - Conference Ticket**

- £349
- Access to Travel Forward Conference
- Access to Travel Forward Exhibition
- Access to World Travel Market London
- Fast track entry
- Meals and refreshments during the conference
- Invitation to networking drinks reception
- Access to speakers' presentation
- Vote in the Startup Competition Final

### **Travel Company / Brand - Conference Ticket**

- Recommended Retail Price £649 / Early-bird discount 39% (£349)
- Access to Travel Forward Conference
- Access to Travel Forward Exhibition
- Access to World Travel Market London
- Fast track entry
- Meals and refreshments during the conference
- Invitation to networking drinks reception
- Access to speakers' presentations
- Vote in the Startup Competition Final

### **Technology Solution Provider - Conference Ticket**

- Recommended Retail Price £849 / Early-bird discount 42% (£499)
- Access to Travel Forward Conference
- Access to Travel Forward Exhibition
- Access to World Travel Market London
- Fast track entry
- Meals and refreshments during the conference
- Invitation to networking drinks reception
- Access to speakers' presentations
- Vote in the Startup Competition Final

## STAND PRICES

The price per sqm is approximately £440, but this doesn't include the shell scheme, electrics, furniture or additional items.

## SPONSORS

### EVENT PARTNER



### ASSOCIATION PARTNERS



### MEDIA PARTNERS



**Note:** The information has been extracted from the event website. Some information may vary due to COVID-19.

# TRAVEL TECHNOLOGY EUROPE - TTE

The Travel Technology Europe Conference is an interactive and high-quality conference program whose aim is to share the most innovative digital solutions within the travel sector. This event could be specially interesting for Slow Tourism companies to find and implement advanced technologies in their business.

## GENERAL INFORMATION

Travel Technology Europe has been held annually in London for 17 years, bringing together more than 6,000 travel and hospitality technology professionals. This long-established and reputable event connects travel technology buyers and managers with the suppliers, knowledge, and contacts to help innovate for the future of travel.

Most of these tend to be about Hospitality, Travel, Holiday, Tourism, E-Commerce, Payment Systems, Information Technologies, Travel Technology, Reservation Systems, and Booking. This event shows products like reservation, distribution, content and web marketing technology to niche providers in business automation, translation and CRM software, hospitality, healthcare, leisure, and interactive smart hospitality.

Throughout the two days, attendees get the opportunity to meet and network with other senior industry leaders and discover the latest in travel and marketing technology. It also offers a glimpse into the future of travel marketing, booking and technology. Additionally, visitors will receive bespoke advice from technical experts in the advice clinic and learn from professionals with over 35 streamed conference sessions.

## CITY / VENUE

Organizers are relocating Travel Technology Europe to ExCel venue in London from 2021.

Royal Victoria Dock, 1 Western Gateway, Royal Docks, London E16 1XL

<https://goo.gl/maps/FVKWBX3Zsu2uTgZu6>

## DATES

Next edition is expected to take place on February 24th - 25th, 2021.

## EDITIONS

The 2020 edition was the 17th edition.

Dates: February 26th – 27th February 2020.

Travel Technology Europe took place at Olympia venue in London.

Hammersmith Rd, Kensington, London W14 8UX

<https://goo.gl/maps/qnB8GxUHB76Ap2Gp6>

## WEBSITE

Last edition (2020): <https://olympia.london/whatson/travel-technology-europe>

Next edition (2021): <https://ntm.traveltechnologyeurope.com/>



## ORGANIZERS

Travel Technology Europe is organised by Northstar Travel Group<sup>1</sup> and powered by Phocuswright<sup>2</sup>. TTE is part of the Northstar's portfolio of events in creating industry uniting experiences, connecting their audiences, and ultimately driving business impact for the travel industry.

As the largest and most trusted travel media, information, and services company in the world, Northstar is committed to the growth of a sustainable, global travel industry. Northstar serves the breadth and depth of the travel and hospitality ecosystem. Through their events, media, and insights backed by years of experience, they directly empower the decision makers and champion the trailblazers who are committed to a sustainable and accessible planet.

Northstar Travel Group offers the most comprehensive coverage in the travel industry with 85 events, 18 brands, 1.1M audience, and operates in five markets segments: Retail Travel, Meeting and Incentives, Corporate Travel, Travel Technology and Hotel Investment.

## NUMBER OF VISITORS / NUMBER OF EXHIBITORS

+ 6,000 visitors

+ 180 exhibitors

## FURTHER RELEVANT INFORMATION

The Travel Technology Europe Conference will showcase the latest technologies and innovations that can help businesses succeed. Last year's event featured free-to-attend conference sessions with brand new Tech Huddles which was designed to help attendees learn from the experience of users and suppliers. More than 70 hours of free conferences content and almost 100 expert speakers and panelists participated in the 2020 event.

### KEYNOTE SESSIONS

The main topics discussed during the 2019 sessions dealt with how to harness the power of cognitive, analytics, blockchain and the Internet of Things (IOT) in the transportation and travel industries. It was also highlighted how crucial is search engine optimization and how major travel brands are creating an engaging mobile experience due to the increased usage of this technology. The importance of user experience when it comes to achieving success in-destination was also one of the main topics discussed.

### EDUCATIONAL SESSIONS

More than 50 educational sessions were organized during the 17th edition for visitors to collect ideas and information on a range of topics, including business transformation, funding, social and mobile networks.

In particular, such sessions were attended by a number of representatives of travel companies that shared their thoughts on travel inspiration, what they are looking for from travel companies, whether influencers can really influence, what technologies old and young consumers want to use, how companies can appeal to both market and whether flight shame means they won't be traveling anyway. Other panelists joining the conference discussed how experienced business leaders from different tourism sectors identify trends that will have an impact on tourism technologies, such as Brexit and sustainable travel.

Also, for the first time Travel Technology Europe featured a session focused on business travel technology, where experts discussed IATA's NDC targets alongside other technologies facing resistance to change, including online booking tools.

### PHOCUSWRIGHT BATTLEGROUND: EMEA

During last edition of Travel Technology Europe and for the first time, the pitch contest event "Phocuswright Battleground" was held with the participation of six start-ups which presented the newest ideas in travel technology.

<sup>1</sup><https://www.northstartravelgroup.com/>

<sup>2</sup><https://www.phocuswright.com/>

## ENTRY PRICES

Free & Paid Ticket (detailed prices are not available online)

## STAND PRICES

- GBP 6,165 (Shell Scheme Stand (96 sq. mt.))
- GBP 5,697 (Space Only Stand (96 sq. mt.))

## SPONSORS



**Note: The information has been extracted from the event website. Some information may vary due to COVID-19.**

# WEB SUMMIT

Web Summit offers a start-up programme where visitors have the chance to join a global community of start-ups relating to the tourism sector that are looking for brand awareness, funding, networking or learning. Thus, it is also an interesting event for start-ups and small companies working with an Slow Tourism approach.

## GENERAL INFORMATION

Web Summit brings together people and companies redefining the global tech industry and tackling the big challenges facing industry today. The summit stages cover topics ranging from internet technology, emerging technologies and data science, to design and environmental sustainability.

Attendees meet with CEOs and founders of the world's biggest companies, the most promising new start-ups, influential investors, and leading journalists.

## CITY / VENUE

Web Summit takes place at Altice Arena & Fil in Lisbon

Rossio dos Olivais, 1990-231 Lisbon, Portugal

<https://goo.gl/maps/fUA3AqzGJDzXLhkW7>

## DATES

Next Web Summit is expected to take place online on December 2nd – 4th, 2020.

## EDITIONS

Founded in 2009, Web Summit was originally held in Dublin (Ireland). From 2012, it moved permanently to Lisbon (Portugal).

Last edition: November 4th – 7th, 2019.

## WEBSITE

<https://websummit.com/>

## ORGANIZERS

Web Summit is organized by Connected Intelligence Limited, a company based in Dublin (Ireland) that holds events online and across the world redefining tech - Web Summit, Collision and RISE.

## NUMBERS OF EXHIBITORS / NUMBER OF VISITORS

### TOP 20 REPRESENTED COUNTRIES

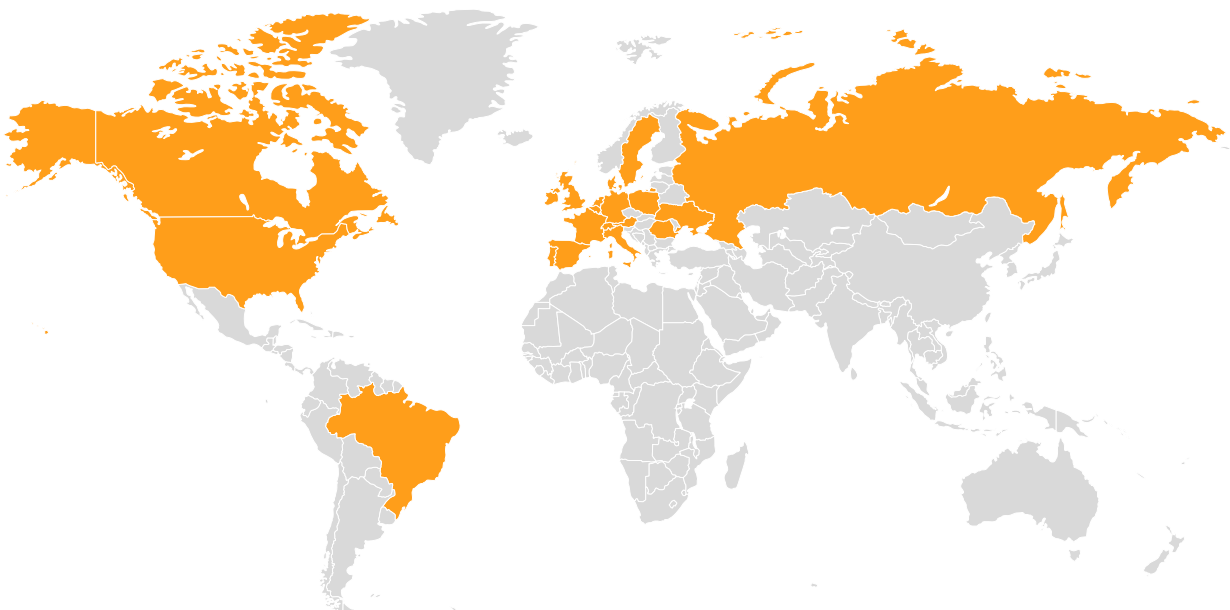
- Austria
- Belgium
- Brazil
- Canada
- Denmark
- France
- Germany
- Ireland
- Italy
- Netherlands
- Poland
- Portugal
- Romania
- Russia
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom
- United States

### MAIN FIGURES:

- Attendees: 70.000+
- Female attendees: 46%+
- Investors: 1.200+
- Developers: 8,500+
- Countries: 160+
- Speakers: 1.200+
- Journalists: 2.500+
- CEOs: 11.000+

### TOP 5 EXHIBITORS:

- AIRBUS
- ACCENTURE
- GOOGLE
- KPMG
- SIEMENS



## FURTHER RELEVANT INFORMATION

### CONFERENCES

Across the four days more than 1,200 speakers spoke at the last summit's 22 stages. In last editions, some of the speakers included Edward Snowden; former UK Prime Minister Tony Blair; former professional boxer Wladimir Klitschko; Jaden Smith; Guo Ping (Rotating Chairman of Huawei) and Katherine Maher the CEO of Wikipedia.

### STARTUPS

The Web Summit startup programme showcases the startups disrupting their industries and introduces them to the world's leading investors, companies and media.

Startups that apply to exhibit at Web Summit are assigned to a category depending on the company size and revenue: ALPHA, BETA and GROWTH. ALPHA companies are startups in the pre-investment stage.

Successful applicants to Web Summit's ALPHA startup programme receive three tickets to the conference with full access to all stages, covering everything from deep tech to corporate innovation.

The event has always revolved around startups, and 2020's edition will see its biggest startup contingent to date – with 2,150 ALPHA, BETA, and GROWTH level startups joining the event.

Startups exhibiting in 2019 represented a wide range of industries. Below are the top five industry sectors:

- Advertising, content and marketing (Adludio, Advocado, User.com, etc.)
- AI and machine learning (4Dage, O Genie, etc.)
- Ecommerce and retail (4Gifters, TravelPost, Kngro, etc.)
- Social media and networking (We travel the world s.r.o., Twisper International SA, etc)
- Travel and Hospitality (Travel a la carte, Travely, Gozo Travel, Beyond Pricing, Byhours, Flightio, GetTransfer, Aervio, BeRightBack, BeSeated Inc., BusUp, Checkin, FinalRentals, TransferGest, etc.)

Startup activations at Web Summit:

- PITCH: Web Summit's startup competition
- Startup workshops
- Mentor Hours: Series of pre-scheduled, 45-minute long group meetings between our high-level attendees and startups
- Investor Meetings: Series of pre-scheduled, 15-minute meetings between tech's most influential investors and startups

### MEDIA

From moderating talks and interviewing speakers to reporting on the most impactful stories on the ground in Lisbon, the media at Web Summit brought their expertise in a myriad of fields and helped push the conversation. More than 2,500 journalists, broadcasters and reporters attended in the last edition. *From The Financial Times, The Washington Post, The Wall Street Journal, The Guardian, CNN, CNBC, Politico, The New Yorker, Forbes, Wired, Recode, Euronews, Fast Company, Reuters, BNN Bloomberg, BuzzFeed* and many more were a part of Web Summit. The previous year saw 13,401 articles written across 3,200 publications, with an Advertising Value Equivalent of US\$102.64 million.

### NIGHT SUMMIT

The Web Summit ticket provides attendees access to all Night Summit activities with the possibility to network and build connections.

Some of the activities at Night Summit 2019 are Waterfront Meet & Greet, Time to do Business and Warehouse party. For more information, visit the website: <https://websummit.com/night-summit>

## ENTRY PRICES

### General attendee prices

There are two options for entrance prices: Exhibition floor only or General attendee.

#### - Exhibition floor only

- Access to exhibition floor
- €450 (€366 Excluding VAT)

#### - General attendee

- Access to exhibition floor
- Access to 1,000+ talks
- Access to workshops
- Access to mobile app
- €595 (€484 Excluding VAT) – Super early bird
- €775 – Early bird
- €995 – Regular

### Group packages prices

Group packages get access to ticket benefits: Access to talks across 23 tracks, get the Web Summit app, networking opportunities, and gather with tech industry's high speakers. To get a tailored group package, contact: [partnerships@websummit.com](mailto:partnerships@websummit.com)

### Startups prices<sup>1</sup>

ALPHA category spotlights the early-stage startups engineering the future, connecting them to the world's most influential companies, investors, and media.

Ticket benefits if startups apply to exhibit as part of ALPHA:

- Three tickets
- Access to Investor Meetings
- Access to Mentor Hours
- Access to Startup University
- Access to startup workshop
- €995

## STAND PRICES

No information available on the website.

## PARTNERS AND SPONSORS (2019)

Web Summit partners range from Fortune 500 companies to startups, with attendees representing all levels and sectors of the global high technology industry.

Some of the 2019 sponsors were:

- APAX
- ACCEL
- 500 STARTUPS
- SEQUOIA

### SUPPORT CENTRE

<https://support.websummit.com/support/home>

<sup>1</sup>For further information: <https://websummit.com/startups/alpha>



# Med Pearls

This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Med Pearls project partnership and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.