

**4th edition - AITEX  
AFRICA IT EXPO 2019  
24 and 25 October - Sofitel Jardin des Roses – Rabat**

## **Digital technology, Africa's growth engine**

**Featured countries:  
The Republic of the Congo  
and the People's Republic of China**

*Casablanca 25 June 2019* – **Apebi**, the Federation of Information Technology, Telecommunications and Offshoring, is organizing the 4<sup>th</sup> edition of **AFRICA IT EXPO**, the International Business Forum on Information Technology, on 24 and 25 October at the Sofitel Jardin des Roses Hotel in Rabat.

A real IT showcase for the African continent, **AITEX** is now one of the key annual events on the agenda that IT professionals.

With the unifying theme “**Making digital technology a new resource for AFRICA and a driving force**”, **AITEX** confirms its vocation as an International Professional Forum by offering a 4<sup>th</sup> edition that promises innovations, advanced technology, inspiring conferences and unparalleled experiences.

In this sense, Africa, which is resolutely forward-looking, is making digital transformation a priority and is embracing the digital revolution in harmony with its culture.

“Digital technology is becoming an undeniable growth resource for the Continent, without overlooking the challenges”, said Ms. Saloua Karkri Belkeziz, President of **APEBI**. “The continent’s setbacks and needs are being addressed by Africa’s strong capacity to meet the challenges, making **AITEX 2019** the agora of innovation and technology.”

Having gathered more than 1,200 participants from all over the world in 2018, **AITEX** offers visitors solutions and innovations every year while drawing on the experiences, testimonials, perspectives and insights of internationally renowned experts and consultants.

For this 4<sup>th</sup> edition, two countries will be featured: the **Republic of the Congo** and the **People's Republic of China**.

Digital economy in the Republic of the Congo is a constantly changing, cross-cutting sector that

supports the Government in its efforts to modernize and diversify the economy, to implement reforms aimed at improving the business climate, and to strengthen the infrastructure that is crucial to economic transformation, inclusive growth and job creation.

For the People's Republic of China, Morocco serves as a hub and economic and trade platform to sub-Saharan Africa. Digital economy is indeed one of the sectors of the future that make Africa a land of investment and growth.

AITEX is a unique platform for sharing, partnerships, and meetings between companies, institutions, consultants and renowned experts. As such, it will provide countless opportunities for companies to develop their innovation ecosystem, collaborate with start-ups, present their latest technologies, develop their networks, discuss new ideas and meet potential clients.

Various themes will be addressed during this 4th edition:

- Which digital Africa by 2025?
- Reverse innovation
- The future of labor
- Breakthrough technologies and their impact (IA, 5G, IOT,...)
- Citizen-Centric
- Cyber security

Registration on [www.africaitexpo.ma/inscription](http://www.africaitexpo.ma/inscription)

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