



## Digital Economy Conference – Emirates Palace, 16-17 December 2018 Inaugural edition of DEC to host summit on Arab digital economy

Wise Media announces venue and dates for its first Digital Economy Conference (DEC). DEC 2018 will open its doors at the Emirates Palace in Abu Dhabi on 16-17 December. The event is launched under the patronage of the Government of the UAE, engaging all Sustainability Summit Working Groups activated to assess and monitor the progress of digital transformation in key sectors of the global, regional and local economies.

DEC 2018 will host the first international summit organized with the Council of Arab Economic Unity within the League of Arab States. The objective is to illustrate and discuss a vision for the digital economy throughout the region with government representatives from the 22 countries of the Arab League. Key findings of a strategic study commissioned to Cairo University are being discussed in light of contributions from various European and US institutions. Results will be formally disclosed at the two-day conference organized by Wise Media, offering a global outlook on current investments, regulations, and policy developments in the era of Artificial Intelligence and other disruptive technologies.

*Zürich and New York, September 20, 2018* – Wise Media, the organizer of Sustainability Summit events, announces the dates of its first Digital Economy Conference, DEC 2018, launched under the patronage of the government of the United Arab Emirates, and organized together with the Council of Arab Economic Unity within the League of Arab States. DEC 2018 will open its doors at the Emirates Palace in Abu Dhabi (UAE) on December 16 and 17.

DEC 2018 will host the first summit on the Arab digital economy promoted by the Council of Arab Economic Unity within the League of Arab States. The objective is to present and discuss the results of a strategic study conducted in partnership with Cairo University and with the contribution of various institutions in Europe and the US. Government representatives from various countries will debate the process of defining an ambitious agenda for a regional digital economy. Assessments on key technology investments will be shared, envisaging the development of a common technology framework for the 22 member states of the Arab League, as governments collaborate in the pursuit of economic and societal development.



*DEC 2018 opens its doors on December 16 and 17 at the Emirates Palace in Abu Dhabi as a new Sustainability Summit initiative*

Organized by Wise Media with the support of the Sustainability Summit Working Groups, DEC 2018 will see decision makers and experts from around the world gather to discuss the effects of digital transformation and the outlook of societal development in light of the evolution of the digital economy.



“With today’s billion dollar investments in artificial intelligence made by government institutions and organizations across different continents, we are entering into a new era where it is pivotal to align digital transformation agendas in light of common goals,” says Sophie Boyer de la Giroday, President of Wise Media and Host of the Sustainability Summit and DEC 2018. “Sharing best practices identified worldwide will help reap the benefits and understand the issues implied in the relentless advent of Artificial Intelligence and disruptive technologies ranging from Blockchain and Augmented Reality to 3D printing and the systems at the core of Industry 4.0. As digitally assisted or unmanned processes are rapidly and deeply transforming today’s economic landscapes throughout our societies, and as the continuing scientific and technological revolution generates volumes of comments on social media, thus influencing public opinion and political agendas, time is ripe to assess these developments, share relevant information and best practices on regional and local levels, and put forward key recommendations for evidence-based policy-making.”

The Council of Arab Economic Unity and Cairo University worked together to develop a common ‘Arab Vision for the Digital Economy’, with contributions from international and Arab institutions and organizations as well as practitioner experts from around the world. The results of this study will be illustrated at DEC 2018, with high-profile government representatives of Arab League member states attending the event and closed group meetings organized to facilitate the definition of a common agenda and roadmap towards the development of policies and infrastructures for the digital economy in the era of artificial intelligence and the latest wave of disruptive technologies.



Sentiments of appreciation were expressed to H.H. Sheikh Mohammed by the board of directors of AFEC, the Arab Federation for e-Commerce, chaired by H.H. Sheikh Saif, Bin Zayed al Nahyan, Deputy Prime Minister, and Minister of Interior in the UAE: “The development of an Arab vision for the digital economy comes at an important point in time, as the socio-economic context is rapidly evolving worldwide. The advent of artificial intelligence and new disruptive technologies brings about complexity, but also unprecedented opportunities to the local economies in Arab countries, such as the possibility to unleash the full potential of the 4<sup>th</sup> industrial revolution.”

DEC 2018 will feature two intensive days of high-profile networking and exchanges on the building blocks and trust models of today’s digital economy, with a comprehensive vision about the technologies that will redefine key industry sectors in light of new paradigms and transform our societies as a whole. Attended by an exclusive audience of government representatives, public sector officials from across the region, investors and policy makers involved in various inter-ministerial government-driven projects, the congress will open its doors with the vision shared by government ministers promoting the development of a regional framework for the digital economy in Arab League countries. It will engage select participants in specific working sessions in order to develop a set of recommendations.

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### About DEC 2018

As first edition of the Digital Economy Conference (DEC) and promoted on the occasion of this year's Sustainability Summit, DEC 2018 is a high profile thought leadership symposium organized by Wise Media under the patronage of H.H. Sheikh Saif Bin Zayed Al Nahyan, the Deputy Prime Minister and Minister of Interior, UAE. The two-day event addresses a world-class audience of government representatives and decision makers determining or influencing digital transformation agendas, driving change of today's economy in all key sectors in light of the advent of disruptive technologies. Engaging a number of dedicated Working Groups, the event explores emerging scenarios in the global and regional digital economy and discusses societal transformation in the era of artificial intelligence. This year's event hosts the first international summit promoted by AFEC, a body of the Council of Arab Economic Unity in the League of Arab States. The objective is to illustrate and discuss a vision for the digital economy throughout the region with government representatives from the 22 countries that are members of the Arab League.

[www.digitaleconomyconference.com](http://www.digitaleconomyconference.com)

### About Wise Media

Wise Media is a consultancy group founded in 2000, with dedicated teams operating worldwide in strategy consulting, public relations and internal communications, devising and hosting world-class summits and publishing under well-established brands. As an influential advisor monitoring trends in today's global digital society, Wise Media is consulted by policy makers, stakeholders of the digital economy, governments and private sector organizations. Its initiatives on global security and sustainable development have been granted the endorsement of public authorities and governments across five continents, by the EU and by Interpol.

[www.wisemedia.com](http://www.wisemedia.com)

### About the Council of Arabic Economic Unity

The Council of Arabic Economic Unity was founded in 1957 under the umbrella of the League of Arab States. Created for the 22 member states, its objective is to organize and consolidate economic relations among the States of the Arab League on bases that are consistent with the natural and historical links among them, and to provide the best conditions for flourishing their economies, developing their resources and ensuring the prosperity of their countries. The bases of economic relations between states in the Council of Arab Economic Unity are outlined in the Economic Unity Agreement and include reference to member state's rights to personal and capital mobility, free exchange of goods and products, exercise of residence and economic endeavors (work, employment, etc.), transit and use of ports and airports. The signatories of the Economic Unity Agreement work towards objectives such as merging into a unified customs area, jointly negotiating agreements with other states, unifying and coordinating legislation to achieve equal conditions of agriculture, industry and trade among member states, coordinating legislation with regard to labor and social security, coordinating monetary and fiscal policies and all taxes pertaining to agriculture, industry, trade, real estate, and capital investments to achieve equivalent business climates among member states.

### About AFEC

AFEC is one of the specialized organizations of the Council of Arabic Economic Unity of the League of Arab States. Created for the 22 member states as Arab Federation of e-commerce, its main purpose is fostering the development of prosperous and sustainable economies in the Arab world in light of the digital revolution. AFEC promotes the pursuit of technology-driven innovation that underpins the progress of today's digital society. The Federation aims at introducing a range of legislative and regulatory initiatives for the development of innovative applications fostering economic development in the Arabic countries, in accordance with the international standards and best practices.

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