

Polska



Dubai Internet City visits Poland for the first time

2018-10-09 13:15:15



Thanks to the cooperation with the Polish Investment and Trade Agency, the meetings took place in Warsaw and Krakow. A total of 160 representatives from Polish technology companies attended our business seminars. Polish companies responded with great interest and enthusiasm to this possibility of direct interaction. Initiated conversations will be continued and further supported by the Polish Trade Office in Dubai.

On September 24-28, 2018, the Dubai Internet City delegation visited Poland to familiarize local technology companies with Dubai business ecosystem and opportunities for expansion in that market. Dubai Internet City is the largest special economic zone in the Middle East, creating favorable conditions for companies in the ICT industry. The zone houses regional headquarters of global giants such as Microsoft, Google or Oracle, but also smaller companies and start-ups specialized in the ICT industry (including: cloud computing, IoT, blockchain, EduTech, artificial intelligence, augmented reality, hardware, software, modern media).



(photo: Dubai Internet City)

The first seminar organized in Warsaw was opened by dr. Krzysztof Senger, Vice President of the Polish Investment and Trade Agency (PAIH). The second seminar in Krakow was opened by Ms. Katarzyna Wysocka - Deputy Director of the City Development Department at the City Hall of Krakow. Industry trends and available DIC infrastructure were presented by Business Development Director heading the delegation - Mr. Faisal Hammoud. Additionally, Michał Bakuła, an expert at Polish Trade Office in Dubai, explained the concept of PAIH's international offices network and encouraged Polish companies to get in touch to cooperate in overseas expansion.

During seminars and individual meetings, guests from Dubai presented the potential for cooperation and shared tips on expansion to the United Arab Emirates market. UAE is a country recognized as a gateway to the region. The value of the ICT industry in the UAE is estimated at 5.5 bln USD in 2018. Most important business opportunities lie in cooperation with governmental initiatives such as *smart city*, *smart government*, *sustainability*, *mobility*, etc.



(photo: Dubai Internet City)

The visit together with accompanying presentations and meetings was a great opportunity to learn more about business and general cooperation with partners from the Middle East. Polish companies used the possibility for direct interaction with great interest and enthusiasm. Substantial conversations have been initiated and they will be continued in the future with the participation of Polish Trade Office in Dubai – they will result in many visits made by Polish companies to the UAE.

Delegates from Dubai Internet City left Poland very much impressed by the number and quality of Polish talent in the ICT sector. They are interested in next travel plans to other cities in Poland and willing to cooperate in promoting Polish companies in Dubai, starting with the largest regional technology fair GITEX.

Here are links to download the seminar presentations: [DIC presentation](#) and [PAIH presentation](#).

Press coverage:

- [WAM](#) (UAE) + [podcast Polskie Radio](#)



INNOWACYJNA GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego