TECHx is an exclusive media platform for technology affairs, facilitating the promotion of new technological innovations, product launches, and advocacy of exclusive market insights on technology and various other domains interdependent to technology.
Reports show that by 2030, AI technology is expected to contribute over 14% of the UAE’s GDP. However, the massive deployment of the complex AI systems in to the B2B and B2C markets is more of an educational and advocacy process. This is essential to popularize AI solutions across different stakeholders such as Product Vendors, Solution Providers, Distributors, System Integrators, Resellers, Retail Chains, SMEs, MSMEs, and Consumers of the UAE economy. This is certainly beyond the scope of the current marketing and distribution models. Inspired from the spirit of this noble vision, Interdev Group of Companies initiated its activities in media, starting with an exclusive media platform for technology affairs.
WHAT WE DO

TECHx Media operates with a clear mandate of mobilizing the platformization of all stakeholders from vendors to end-users of the technology industry value-chain. With a vision of championing the gospel of ever changing technological trends, TECHx media platform has active operations covering the scope of Content Creation, Deployment Platforms, Digital Media Syndication, Strategic Events, TECHx Awards, Media Campaigns and Technology Advocacy.
Emerging with the latest and modern ways of technology journalism, TECHx has a unique approach in content creation. It comprises of an ample variety of chapters like Technology News, Featured Contents, Master Classes, Exclusive Interviews, Talk Shows, Panel Discussions, Live Streaming of Tech Leader’s Events and Webinars. A brilliant fusion of these creative program designs forms the major foundation for TECHx’s mission to platformize different stakeholders of the technology value chain to inspire a common outlook.
In the pursuit of inventing an interactive space for exploring the pulse of emerging technological trends, TECHx brings diverse ideas into effective action by means of multiple deployment platforms. Supported by a team of experienced media professionals, the syndicate of TECHx media consists of:

- Online News Portals
- YouTube Channels
- Social Media Blogs
- Partnered Media Channels
- TECHx Talks
DIGITAL MEDIA SYNDICATION

Upholding the spirit of collaboration for a collective opinion by means of data-driven dialogues and Non-Partisan deliberations, TECHx media actively engages with its partner network to ensure an extensive coverage and deep media penetration across a wide range of global audiences.

Technology News Agencies
Magazines
TV Channels
YouTube Channels

DIGITAL CAMPAIGNS

TECHx, in association with different stakeholders of the technology industry, organizes advocacy and promotional campaigns specific to the deployment of cutting edge ideas, products, services, and organizations. Covering a wide range of audiences in online and offline spaces, TECHx tactically systemize its campaign activities into Featured Creative Engagements and Thematic Digital Competitions.
With a spirit of influencing a “collective opinion for a collaborative impact”, TECHx advocacy operation embodies non-partisan deliberations with

- National and Foreign Government Agencies
- Technology Forums & NGOs
- Global Startup Ecosystems
- Universities & Research Institutes
An essential interest to connect different dots of the Technology industry ecosystem, TECHx Events forms the strategic orchestration of various designed occasions exclusive a post-disruptive market space.

Industry specific events from April – Dec 2020 for

- ICT & Digital
- Education
- E-commerce
- Media
- TECHx Annual Awards
- B2B End User Events
- B2B/B2C Roadshows

A COLLECTIVE OPINION FOR A COLLABORATIVE IMPACT
**Evangelizing Technology**

**TECHx TV**

**Audience**

- CIO's
- CEO's
- Technology Heads
- IT Managers
- IT Engineers
- Business Managers
- Marketing Professionals
- Digital Media Professionals
- HR
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**ICT CHANNEL**

- Vendors
- Distributors
- System Integrators
- Resellers
- VAR’s
REGION

Middle East Africa
UAE - 40%
KSA - 20%
Oman - 4%
Bahrain - 3%
Kuwait - 5%
Qatar - 3%
East & West Africa - 6%
South Africa - 3%
Egypt - 5%
Turkey - 3%