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Celebrating its 50th year of delivering leadership in global IT advisory services, IDC today launched the 7th edition of its Middle East CIO Summit, held under the patronage of Sheikh Nahayan Mubarak Al Nahayan, the UAE's Minister of Culture, Youth, and Community Development. His Excellency inaugurated the two-day event at Dubai's Jumeirah Beach Hotel by delivering the Summit's keynote address to the 300+ senior technology decision makers in attendance.

With delegates drawn from Saudi Arabia, the UAE, Qatar, Oman, Kuwait, Bahrain, Jordan, and Iraq, this gathering represents the largest social network of CIOs, IT thought leaders, and vendors in the Middle East, and promises to explore the pivotal role of the CIO in the new business world of technology transformation.

"The last five years have seen the emergence of a new era in computing," says Crawford Del Prete, IDC's chief research officer and executive vice president for worldwide research products. "At IDC, we call this new

era the 3rd Platform. Harnessing the power of key technology pillars such as Big Data, mobile, cloud, and social media, this unstoppable force is driving an evolution in the role of the CIO, transforming entire industries, and empowering customers in new ways."

Senior IDC analysts from across the globe are available for private one-to-one meetings throughout the course of the Middle East CIO Summit 2014, offering strategic advice on the most pressing business and technology concerns facing the region's CIOs today. Day 2 of the Summit will get underway at 08.00 tomorrow morning with an opening address from Mr. Majed Al Suwaidi, managing director of Dubai Internet City and Dubai Outsource Zone.

To ensure the very latest technology developments are covered at the Middle East CIO Summit 2014, IDC has partnered with some of the world's foremost ICT vendors, including: Dubai Internet City as ICT Partner; Samsung, EMC, Dell, Intel, Etisalat, and IBM as Summit Partners; Schneider Electric as Smart City Partner; CSC, Huawei, and Injazat Data Systems as Platinum Partners; Wipro, VMware, BlackBerry, Vision Solutions, Cognizant, Tata Communications, Kaspersky Lab, Riverbed, HCL, MetaByte, F5 Networks, FireEye, and CA Technologies as Gold Partners; MobileIron as BFSI Track Partner; SquareOne Technologies, OpenText RightFax, Redington Value, LifeSize, ORSYP, and ITC as Exhibition Partners; Centrify, Seclere, and BOARD International as Lunch Partners; Software AG and InfoWatch as Gala Dinner Partners; and Security Kaizen Magazine as the event's official Media Partner.