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7-9 APRIL 2026 MARRAKECH

GITEX AFRICA Morocco: Catalysing Africa's digital economy in the age of artificial intelligence

Marrakech, Morocco – 24 February 2026

Held under the High Patronage of His Majesty King Mohammed VI, may God assist Him, the fourth edition of GITEX AFRICA Morocco will take place from 7-9 April 2026 in Marrakech, further positioning the city as one of Africa's foremost hubs for technology and innovation. Recognised as the largest technology and startup event on the continent, it is held under the authority of the Ministry of Digital Transition and Administration Reform, in partnership with the Digital Development Agency (ADD) and organised by KAOUN International, global organisers of GITEX events.

At a time when Artificial Intelligence (AI) is fundamentally reshaping global value chains, **GITEX AFRICA Morocco 2026** places this transformative technology at the centre of its strategic vision: to support the emergence of a competitive, inclusive, sovereign and sustainable African digital economy. Under the theme "**Catalysing Africa's Digital Economy in the Age of Artificial Intelligence,**" this edition will convene public decision-makers, industry leaders, startups, investors, researchers and prominent technology stakeholders in Marrakech. The event will serve as a platform to examine the pathways for developing responsible AI infrastructure, advancing digital public policy frameworks and accelerating the scaling of high-impact solutions tailored to the continent's needs.

GITEX AFRICA Morocco's momentum aligns fully with the objectives of the Digital for Sustainable Development Hub, launched by the Ministry of Digital Transition and Administration Reform in partnership with the United Nations Development Programme. Through this initiative**, Her Excellency Mrs. Amal El Fallah Seghrouchni, Minister Delegate in charge of Digital Transition and Administration Reform**, underscores that "*through D4SD, we are building an Arab-African digital cooperation platform based on the sharing of expertise, the development of skills and the deployment of Artificial Intelligence solutions aligned with our countries' development priorities*." She further emphasizes a clear ambition: to make digital transformation "*a structural driver of co-development in Africa, while ensuring that*

technological innovation delivers tangible contributions to sustainable development and enhances citizens' quality of life."

Within this broader continental vision, **GITEX AFRICA Morocco** acts as a strategic forum where public policy, investment and innovation converge in a coherent and structured manner.

For **Mr. Amine El Mezouaghi, Director General of the Digital Development Agency**, Artificial Intelligence represents "*a decisive lever for Africa's digital development, provided that effective convergence is ensured between public policy, infrastructure and investment. GITEX AFRICA Morocco positions itself as a strategic framework for co-construction, capable of bringing together African and international ecosystems around practical solutions tailored to the realities of the continent, while accelerating high-impact digital projects and sustainably strengthening local capabilities*."

In this context, the event is designed as a strategic framework for collaboration and co-creation, capable of "*bringing together African and international ecosystems around concrete solutions adapted to the continent's realities, while accelerating high-impact digital projects and sustainably strengthening local capabilities*."

Working towards this shared ambition, the global ecosystem of **GITEX AFRICA Morocco** remains central to Morocco's reach and influence. **Ms. Trixie LohMirmand, CEO, GITEX AFRICA Morocco**, said: "As we look toward **GITEX AFRICA 2026**, our mission is to move beyond conversation and into the era of active implementation. By anchoring this edition in responsible Artificial Intelligence, we provide the definitive platform where global innovation meets African sovereignty. This event is not just a showcase; it is a high-octane engine for cross-border collaboration, designed to scale high-impact digital solutions that will define the continent's economic resilience for decades to come."

As a major platform for international digital cooperation, **GITEX AFRICA Morocco 2026** consolidates its role as a structuring force in advancing an ambitious, innovative and sovereign digital Africa.

For more information: www.gitexafrica.com

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About KAOUN International
KAOUN International is the independent events company and wholly owned subsidiary of Dubai World Trade Centre (DWTC) established to organize and manage events internationally. Derived from the Arabic word 'universe', KAOUN International's mission is to 'Create Limitless Connections' for the industries and markets in which it operates. Created to leverage the 40-year legacy of DWTC's events management business and drive future MICE sector opportunity in the MENASA region. KAOUN International delivers game-changing live experiences that build robust business connections, create opportunity, and stimulate economic growth, building on DWTC's extensive portfolio of business and consumer events spanning multiple sectors, including technology, food and hospitality, sustainability, broadcast and satellite, automotive, talent development and leisure marine.