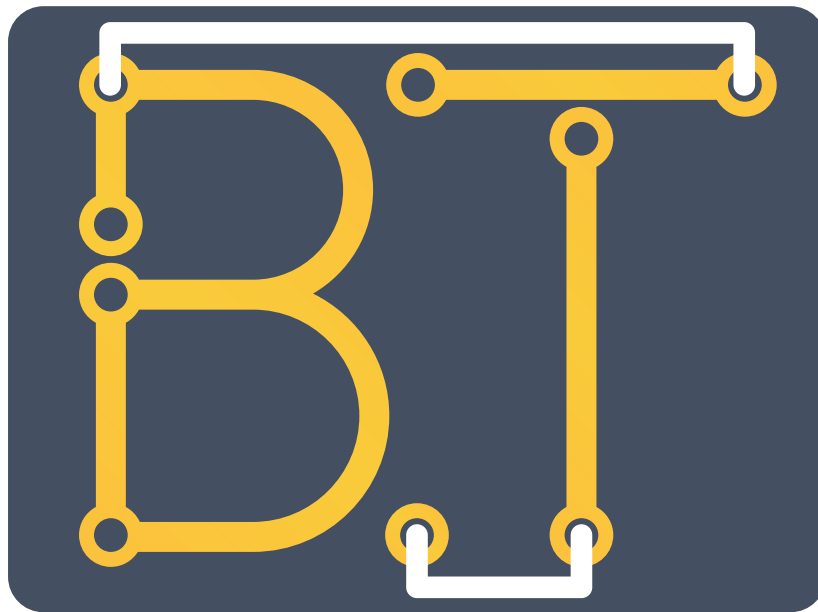


Under the Patronage of  
H.E Shaikh Hisham bin Abdulrahman Al Khalifa  
Governor of Capital Governorate



New Trends in Business Technologies  
New Challenges and Opportunities for Business



## New Trends in Business Technologies New Challenges and Opportunities for Business

In today's global business environment which is highly competitive, extremely complex and adaptive, business can only grow through a process of continuous improvement and innovation of the firm's competitive strategy, value chain, supplier chain, customer relation, and by creating new business opportunities. Achieving and sustaining these are only possible by adopting a business model that is flexible and proactive to the inclusion and integration of the new trends in business technologies. New business technologies that are align with business strategy would enable enterprises to achieve and maintain their competitive advantage strategy in terms of Differentiation, Market Niche, Customer responsiveness and satisfaction and cost leadership. This alignment and synergy would also build the firm capacity and develop their workforce capability and create a better environment for retaining them.



## About TREXSOL

TREXSOL is Bahrain based full service event management and marketing company, dedicated to meeting its customers' needs .

It offers outstanding fully comprehensive services from the concept to the delivery.

## Latest Events

### GET-H(RED)

An annual event that is held every summer.

The aim of this event is to understand how to be the best candidate for the job you want and how to develop your carrier .



DRIVE PERFORMANCE  
IMPROVE YOUR WAY OF GATHERING &  
TRANSFORMING CUSTOMER REQUIREMENTS

The main objective of this event was to improve professionals' way of gathering and transforming customer requirements.

## Sponsors & Partners

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This seminar objective is give an overview of the of the recent business technologies, the enablers of that allow firms to face the future challenges and adapt to them. The outline of the seminar is as follows:

1. An Overview of the Current Business
2. A Historical Perspective of the IT and IS Development
3. The Digital Business
4. The Trends in Business Technologies Categorized under three pillars:
  - a. Merging Real and Virtual World
    1. Computing everywhere
    2. The internet of Things (IoT)
    3. 3D Printing
  - b. Intelligence Everywhere
    1. Advanced, Pervasive and Invisible Analytics
    2. Context-Rich Systems
    3. Smart Machines
  - c. The New IT Reality Emerges
    1. Cloud/Client Computing
    2. Software-Defined Applications and Infrastructure
    3. Web-Scale IT
    4. Risk-Based Security and Self-protection



## Keynote Speaker:

**Dr. Hameed Ahmed AlQaheri**

Associate Professor of Information Systems and Chairperson  
Department of Quantitative Methods and Information Systems  
College of Business Administration (KUWAIT UNIVERSITY)



Intercontinental Regency Bahrain  
AIRiffa Ballroom



24<sup>th</sup> February 2015



8:00 a.m - 5:00 p.m