**PRESS RELEASE**

**SEPE leads Greece's first national participation in the leading exhibition GITEX GLOBAL 2025**

***30 years of SEPE: A strategic initiative to enhance the extroversion of the Greek digital ecosystem***

The Federation of Hellenic ICT Enterprises (SEPE) announces Greece's first-ever participation in GITEX GLOBAL 2025, the largest and most influential technology exhibition worldwide, which will take place in Dubai from 13 το 17 October 2025. Greece’s dynamic presence for the first time at the leading technology international event in Dubai is a strategic initiative of SEPE to strengthen the global presence of the Greek digital ecosystem, which is implemented with the support of Enterprise Greece. It will feature a National Pavilion with the participation of 5 pioneering companies in the sector, positioning Greece as a hub of technology and innovation.

This year marks 30 years of SEPE’s contribution to the Greek economy and society, representing the Greek digital technology sector, which contributes approximately 8% to the country's GDP. As part of the Greek National Pavilion at GITEX, five member-companies of SEPE—KPMG, nvisionist, Open Technology Services (OTS), Quality & Reliability (QnR) and Space Hellas— will present the technological achievements of the Greek ICT industry, as well as their innovative solutions for the global market. Participation in GITEX GLOBAL 2025 will offer them unique opportunities for networking, international visibility and business development, marking a strategically significant step for strengthening the Greek technology ecosystem’s presence in international markets.

This is an initiative of SEPE, carried out with the support of Enterprise Greece, the national body for the promotion of Greek exports and the attraction of foreign investments in Greece, which is part of a broader strategy to strengthen the international presence of Greek digital technology companies and to highlight the country's innovation and technological excellence in the global ecosystem

GITEX GLOBAL, which this year celebrates its 45th edition, is considered the most iconic technology exhibition in the world, attracting more than 200,000 industry professionals, 6,500 exhibitors and participation from more than 180 countries. This year’s exhibition will be held in two iconic venues in Dubai, the Dubai World Trade Centre and Dubai Harbour, featuring more than 40 exhibition halls. At the heart of GITEX GLOBAL 2025, innovations around Artificial Intelligence, Cybersecurity, Sustainable Technology, and other critical areas for the future shaping of the global economy and reality will meet. The exhibition hosts 9 parallel events (GITEX GLOBAL, AI Everything, GITEX Impact, Future Urbanism, GLOBAL Devslam, Expand North Star, Fintech Surge, Future Blockchain Summit and Marketing Mania), focusing on digital innovation, sustainable development and cooperation between states and enterprises.

The President of the Board of Directors of SEPE, Ms. Yota Paparidou, stated: *"The presence of Greece with a National Pavilion, for the first time in its history, at the leading global exhibition GITEX GLOBAL 2025, is an important step towards extroversion for the Greek digital industry. It is an honor for SEPE to lead this effort, which is carried out with the support of Enterprise Greece, highlighting the innovation, competitive advantages and advanced solutions of Greek businesses in the "heart" of the international digital technology scene, while also giving them the opportunity to address an international audience of investors, decision-makers and technology leaders. At a time when digital transition is, more clearly than ever, the key to future growth, Greece’s national participation in GITEX GLOBAL 2025 sends a strong message: Greece is a country of innovation and technology—extroverted, competitive and ready to conquer international markets».*

### About SEPE

The Federation of Hellenic ICT Enterprises was founded in February 1995. SEPE, as an institutional interlocutor and partner of the state, provides valid and responsible advice on the optimal utilization of Information and Communication Technologies, aiming at the development of Greek economy and the prosperity of society.

SEPE members are companies in the Digital Technology sector from all over Greece, which provide employment to more than 100,000 employees and represent approximately 95% of the total turnover of the domestic market.

SEPE is a member of the European Digital Technology Industry Association (DIGITALEUROPE) and the World Association of Innovation, Technology and Services Alliance (WITSA).