

Marrakech, Morocco – April 2025

Naseej, the leading provider of digital transformation solutions, is proud to announce its participation in **GITEX Africa 2025**, taking place in **Marrakech, Morocco**, from **April 14 to 16**. Under the umbrella of **Saudi Exports**, Naseej will showcase **MEDAD Cloud Platform**—a Saudi-developed technology offering a comprehensive suite of solutions designed to empower digital transformation across institutions throughout Africa.

Naseej's participation in GITEX Africa 2025 reflects its commitment to innovation and leadership in the digital space. As the largest event of its kind on the continent, GITEX Africa brings together technology giants, government entities, SMEs, startups, developers, and investors in a dynamic journey toward the future of tech. This aligns seamlessly with Naseej's vision of enabling African institutions through powerful, homegrown Saudi digital solutions.

The **MEDAD Cloud Platform** is a robust, integrated suite of digital tools designed to help organizations of all sizes achieve their digital transformation goals. MEDAD offers a wide range of solutions, including Library Services, Institutional Effectiveness, Learning Management, Training Management, and Campus Management.

MEDAD for Library Services is a cloud-based platform that redefines how libraries operate and serve their users. It enables libraries to meet the evolving expectations of users through advanced digital services, simplifies access to knowledge resources, and delivers outstanding library experiences. The platform also enhances efficiency and productivity through automation, advanced analytics, and seamless system integration—boosting knowledge sharing within the library community.

At GITEX Africa 2025, **Naseej will be located at the Saudi Exports Pavilion**, offering visitors an immersive experience to explore the features of the MEDAD platform and gain insights from experts on how institutions can leverage technology to optimize their operations.

Commenting on the participation, **Eng. Othman Alabdulkarim**, CEO of Naseej, stated:

“We believe technology holds the power to unlock new opportunities and drive sustainable growth across Africa. The MEDAD platform is a testament to our commitment to this vision. Inspired by our unwavering ambition to propel digital transformation, MEDAD embodies the values of **ambition, transformation, determination, and impact**—values that have guided Naseej for over 36 years.”

We invite you to visit Naseej's booth at GITEX Africa 2025 in Marrakech to discover more about the MEDAD Cloud Platform and how it can support your organization's digital transformation journey.