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## GITEX TECHNOLOGY WEEK

### News announcement

## Swisslog to participate in GITEX Technology Week 2019 in collaboration with Etisalat

*Leader in robotics, data-driven automated solutions will showcase its latest robot-based solution ItemPiQ*

**25 September 2019, Dubai, United Arab Emirates** – Swisslog, a global leader in robotic, data-driven and flexible automated solutions, today announced its participation in 39th GITEX Technology Week, the biggest technology show in the Middle East, North Africa and South Asia, in collaboration with Etisalat, one of the world's leading telecom groups in emerging markets.

Swisslog partnered with Etisalat for the first time at GITEX to physically display its highly efficient order processing solutions for single items. The robot-based solution ItemPiQ is designed for repeated, reliable picking of a wide range of items to fulfill fast delivery of orders at low operating costs.

With picking making up to 60% of warehouse operational costs, the ItemPiQ robot can handle a wide variety of common products in retail, e-commerce and pharmaceutical industries weighing up to 1.5kg and can reach 1,100mm. By using 3D vision technology for object recognition, ItemPiQ's unique gripper can pick up to 1,000 items per hour and allows picking of a wide range of products of different shapes and sizes, error-free.

***Alain Kaddoum, General Manager at Swisslog Middle East, commented:*** "The UAE is adopting innovation, research, science and technology to stimulate a diversified and knowledge-driven economy. To align themselves with the UAE Vision 2021, businesses and organisations are also embracing digitisation and automation. Hence, GITEX is providing a perfect platform for innovators to display their products and discuss new technology trends."

Automation and informational technology are central to several Middle East and North African (MENA) countries' future development plans. According to a report by Gartner, the total value of the MENA tech sector is expected to hit \$168.8 billion by 2020.

*“The Middle East is gearing up to take advantage of digitisation in a big way, and we are seeing companies in the region making real investments for real results today. A report by PwC Middle East states that 41% of participants surveyed from the region say they have already reached an advanced level of digitisation and integration and over 62% expect to be at such a level in five years' time. Compared to other countries around the world, that is an unusually high level of digitisation,” Alain Kaddoum added.*

With the rapid increase in demand for robotics, Swisslog continues to field enquiries for logistics automation solutions from several industries including F&B, governments, supply chain, retail and pharmaceutical.

The 39th GITEX Technology Week will take place from 6-10 October 2019 at Dubai World Trade Centre. Swisslog will showcase its latest technology innovations at Etisalat's pavilion in Za'abeel Hall 1, stand Z-A10. For more information, visit [swisslog.com](http://swisslog.com) or meet Swisslog's senior management at GITEX.

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#### **About Swisslog**

Headquartered in Switzerland and present with a local office in Dubai, Swisslog is a subsidiary of the German robots manufacturer KUKA and is organised in two divisions: Logistics Automation and Healthcare.

Swisslog Logistics Automation is shaping the future of logistics automation and transforming warehouses and distribution centres to achieve maximum efficiency, flexibility and agility. Our Industry 4.0 and robotics innovation means our automation solutions are always future-ready. By understanding and analysing your data, we optimise the performance of your operation. Our complete solutions include consulting, concept studies, project implementation, customer service, best-in-class technologies and software, all tailored to the specific requirements of your business. Our portfolio consists of different key technologies, such as conveyor systems, ASRS, AGVs, shuttle systems, monorails, robotics and warehouse management software. Customers relying on Swisslog's experience include Central Bank of Kuwait, Almarai, Mai Dubai, Axiom Telecom, PepsiCo, Coca-Cola, Roche, Target, Fossil, ASDA and Wal-Mart.