

## **Redington Set to Unlock Next at the Debut Edition of GITEX Nigeria**

**Abuja/Lagos, Nigeria – 4th September 2025** – Redington, a leading technology aggregator and innovation powerhouse across emerging markets, is reinforcing its growing commitment to Unlock Next and drive Africa’s digital transformation journey at the inaugural edition of GITEX Nigeria, taking place from 1st to 4th September 2025 in Abuja and Lagos.

Redington has established a strong presence across Africa by enabling partners and customers with next-generation technologies and new business models. Its participation at GITEX Nigeria marks the next step in strengthening collaborations and accelerating digital growth across the continent.

Redington showcased its comprehensive portfolio of world-class solutions at Hall EH, Stand D-50, alongside global technology leaders including Dell Technologies, AWS, Microsoft, Red Hat, Trend Micro, Western Digital, and iStore, an Apple Premium Reseller.

During the tech expo and AI summit, **Sayantana Dev, Global Head of the Software Solutions Group (SSG), Redington Group**, engaged with partners and stakeholders – introducing the newly launched Software Solutions Group to Nigeria and sharing its vision to fast-track software-led growth and accelerate digital transformation across Africa.

**Dev said,** *“The world today is undeniably software-led – cloud, SaaS, AI, and security are no longer just enablers, they are at the very core of how businesses operate and grow. GITEX Nigeria is an ideal platform to bring this conversation to the forefront because it convenes the region’s most dynamic partners, customers, and innovators in one place.*

*“Through the Software Solutions Group, we are engaging with our ecosystem to help them adapt to this shift – by simplifying access to next-generation software, building stronger partner capabilities through training and enablement, and creating new pathways for growth. For Africa, the opportunity is immense, and by working closely with our partners, we can Unlock Next in skills, scale, and software-led innovation – enabling enterprises to become more agile, future-ready, and digitally empowered to contribute to the continent’s fast-evolving digital economy.”*

**Serkan Çelik, Chief Executive Officer, Turkey, Africa, Egypt, and the CIS, Redington Group**, joined industry leaders on the main stage at GITEX Nigeria to discuss ‘Helping Corporate Africa Take a Digital Leap.’

*“Africa is entering a defining decade where digital infrastructure, skills, and partnerships will determine the pace of progress. Nigeria, with its size, talent, and entrepreneurial drive, is emerging as a natural hub for this transformation. The opportunity here is not just about technology adoption – it is about creating inclusive growth, enabling businesses to be more competitive, and empowering young people to participate in a digital-first economy,”* said Çelik. *“At Redington, our role is to be the bridge between global innovation and local opportunity. We are uniquely positioned to connect vendors, resellers, governments, and startups into one thriving ecosystem. By doing so, we are helping to create markets, scale innovation, build resilience across sectors, and Unlock Next for Africa’s digital future. Our participation at the debut edition of GITEX Nigeria is a step forward in that journey. It is about listening closely to our partners, strengthening collaboration, and ensuring that Africa’s digital leap is not only ambitious but also sustainable and far-reaching.”*

In addition, the distributor hosted the **Redington Ecosystem Gathering & Awards**, an exclusive evening dedicated to honoring top partners and celebrating collaborations. Previously held alongside GITEX UAE and LEAP Saudi Arabia, this flagship event made its Nigeria debut this year.

**Jim Mathew, President, Africa, Redington Group, said,** *“Nigeria is a key market in Redington’s Africa growth story, and our success here is defined by the strength of our partners. They are at the core of everything we do – bringing innovation closer to customers, creating new opportunities, and driving meaningful impact across industries. At Redington, we see our role as walking alongside them, providing the support and trust needed to grow and succeed in a digital-first future. GITEX Nigeria is an important moment to reaffirm that commitment and to engage with partners on how we can grow together in the years ahead.”*

**Sunil Zarekar, Vice President, West and Central Africa, Redington Group, said,** *“Our story in West and Central Africa has always been about relationships – built on trust, consistency, and the ability to deliver value where it matters most. Over the years, we’ve grown alongside our partners in this region, understanding their unique challenges and co-creating solutions that help them succeed. These deep connections are what set Redington apart, and as we look ahead, they will be the foundation that allows us to Unlock Next together. GITEX Nigeria gave the opportunity to deepen these relationships, engage directly with our ecosystem, and explore new ways to shape the region’s digital future.”*

Visitors to Redington’s stand had the opportunity to engage with the company’s leaders and industry experts, experience live technology sessions, and join thought-provoking conversations on *Technogram by Redington*, the company’s podcast channel. The stand was a hub for focused partner meetings on Africa’s digital future, complemented by networking opportunities designed to spark collaboration and build lasting connections.

By bringing together technology, talent, and collaboration under one roof, Redington’s presence at GITEX Nigeria reflected willits mission to Unlock Next for the region’s thriving digital ecosystem.

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### **About Redington**

*Redington is a thriving technology solutions provider with over US\$11 billion in revenues, with a network of 450+ international brands across 40 markets in the IT space. It is projected to be one of the fastest-growing distributors in the world.*

*Redington not only bridges the gap between innovation and adoption; it masterfully navigates and dissolves the complexities of technology friction—the multifaceted challenges that emerge as technology evolves and integrates into various markets. Addressing key market, technology, and knowledge frictions, Redington empowers businesses to thrive in complex and evolving landscapes. By transforming these frictions into opportunities, we drive profound technological impact and accessibility. Redington ensures seamless distribution across IT/ITeS, Telecom, Lifestyle, and Solar sectors in regions including India, South East Asia, the Middle East, Africa, and Turkey.*

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