

Redington Hosts the Second Season of The Vertical Congress in Saudi Arabia to Unlock Next Wave of Digital Growth

Riyadh, Saudi Arabia – 8th September 2025: Redington, a leading technology aggregator and innovation powerhouse across emerging markets, successfully hosted the second season of its flagship end-customer event – The Vertical Congress – in Saudi Arabia on 8th September 2025.

The event brought together over 150 industry leaders and innovators to spotlight the BFSI, Education, Construction, Healthcare, and Hospitality sectors, reinforcing Redington’s vision of empowering enterprises and governments to unlock real outcomes through best-in-class digital solutions.

Rawad Ayash, President, Saudi Arabia, Redington Group, said, “This landmark event was an opportunity to showcase the pivotal role Redington plays in identifying the trends that matter and aligning them with the future goals of our ecosystem. Through the discussions, demonstrations, and collaborations we witnessed, it became clear that Redington is not only tracking the pulse of the industry but is also shaping its direction.

“By bringing together partners, customers, and innovators under one roof, we have reaffirmed our commitment to helping every stakeholder unlock what comes next — whether that means new business opportunities, smarter technology adoption, or a clearer pathway to digital transformation. This is the essence of Unlock Next, and we are proud to see it resonating so strongly across the Kingdom in key verticals.”

Across the Kingdom’s priority sectors, businesses are fast-tracking their digital transformation journeys—embracing AI, cloud, and cybersecurity to drive smarter, more sustainable operations. *The Vertical by Redington* has emerged as a hub where customers meet pioneering technology providers to co-create future-ready solutions and turn ambition into measurable outcomes.

The event gave attendees the chance to engage with industry leaders, sharpen their technical expertise through focused breakout sessions, and explore next-gen strategies shaping BFSI, Education, Construction, Healthcare, and Hospitality. From generative AI in classrooms to zero-trust cybersecurity in financial services, participants experienced first-hand how innovation is being applied to real-world challenges in Saudi Arabia’s rapidly evolving digital economy.

The day featured keynote addresses from senior executives of global technology leaders, including Aatif Khan, Risk Advisor and AI, Cybersecurity & Data Privacy Leader; Ahmad ElSayegh, Partner Solution Sales Director – AI Business Solutions at Microsoft; Zakaria Elsayed, Head of Channel Sales at HP Saudi Arabia; Saleh Al-Nemer, Chief Technology Officer & Chief Architect at HPE; Samer Mahmoud, Head of MENA-PS, Solution Architecture at Amazon Web Services (AWS); and Yousef BaSaad, Team Lead – Systems Engineering at Trend Micro. Together, they shared fresh perspectives on how cloud, AI, and cybersecurity are shaping the next era of digital transformation.

Staying true to the event’s core objective of redefining business outcomes across industries, five dedicated breakout tracks were also hosted — focusing on BFSI, Education, Construction, Healthcare, and Hospitality — where attendees explored practical innovations and strategies tailored to their sectors.

The event sponsors included Microsoft, Windows 11, Huawei, HPI, HPE, Hitachi Vantara, Trend Micro, Confluent, Musanda, AWS and Red Hat— who brought to life some of the most exciting solutions tailored for the Saudi market. The event concluded with a celebratory awards evening, honoring top customers for their outstanding contributions to digital innovation and transformation.

Redington’s objective of driving its flagship event – The Vertical – is to give prominence to each valuable sector in the region today where digitalization is taking place at a rapid pace. The company aims to be a pioneer in aggregating industry-specific solutions and delivering customized offerings for customers in each vertical through its channel ecosystem.

About Redington

Redington Limited (NSE: REDINGTON; BSE: 532805), a leading technology solutions provider, empowers businesses in their digital transformation journeys. Guided by its brand narrative “Unlock Next”, Redington goes beyond distribution to remove barriers, accelerate digital adoption, and unlock access, growth, trust, efficiency, and impact—helping businesses, communities, and societies embrace what’s next in technology.

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