Tomorrow's Affairs
Analysis of today
Assessment of tomorrow

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The race to turn technological capability into operational advantage



As we approach the end of another year, are we entering an era in which AI becomes embedded in how businesses operate, or are we still watching an industry trying to turn technological investment into measurable returns? December should provide some answers.

Four top technology events will bring together cloud providers, cybersecurity specialists, AI developers, enterprise decision-makers, investors, and some of the world's most influential technology companies.

Each event has a different focus, but the common thread is the race to turn technological capability into operational advantage.

These are four events worth following.

GITEX GLOBAL 2026. Dubai

GITEX remains a key international meeting point for the technology ecosystem, particularly for companies seeking to understand the intersection of AI, infrastructure, investment, and digital transformation.

This year's theme is The Global Reset 2027: Through a New Lens. The programme opens with a summit at Dubai World Trade Center on 7 December, followed by a four-day exhibition at Dubai Exhibition Center in Expo City Dubai.

GITEX expects more than 200,000 technology executives from over 180 countries, alongside more than 6,000 exhibiting companies.

What to expect

Announcements on data centre expansion, enterprise AI deployment, high-speed computing, and energy-efficient infrastructure.

GITEX should help us understand where global technology investment is shifting geographically

I predict that we will see more use cases progressing from AI experimentation to large-scale commercial deployment across the fast-growing Middle East region.

Companies to watch

Confirmed exhibitors to watch include Microsoft, Google, AWS, Huawei, Cisco, IBM, Oracle, Dell Technologies, NVIDIA, Salesforce, Snowflake, Alibaba Cloud, HPE, Ericsson, CrowdStrike, and Palo Alto Networks. GITEX is never short on top choices.

My analyst view: GITEX should help us understand where global technology investment is shifting geographically. Watch the announcements around AI infrastructure, sovereign cloud, and the Middle East's ambitions to become a major global technology hub.

Black Hat Europe 2026. London

If GITEX represents the opportunities emerging from technological expansion, Black Hat Europe represents the risks that accompany it.

Cybersecurity is entering a challenging period. AI is helping security teams automate threat detection and response, but the same technology is giving attackers new capabilities to identify vulnerabilities, develop malicious code, and scale sophisticated social engineering campaigns.

Black Hat Europe returns to ExCeL London with specialist training, technical briefings, industry summits and its established Arsenal demonstrations.

The programme includes more than 40 selected technical briefings, 25 sponsored

insights and dedicated summits covering AI security and financial threats. Central themes include AI and autonomous threats, cyber conflict and live operations, systems under stress, and identity, trust, and control.

What to expect

Expect more in-depth technical discussions on machine-to-machine interaction security, AI agent permissions and autonomous offensive security. With a focus on AI-driven cyberattacks, identity security and software supply chain vulnerabilities, this is the one to watch in security.

> Black Hat Europe could provide some of the month's most important technical signals

My prediction is that identity and access management could become one of the industry's most urgent security priorities as autonomous agents gain access to enterprise systems.

Companies to watch

The published roster includes Broadcom, Google, Concentric AI, ThreatLocker, ThreatSpike, Microsoft, Aikido Security, NinjaOne, Huntress and XBOW.

These companies represent different parts of the security ecosystem, from cloud and endpoint protection to autonomous offensive security and AI governance.

My analyst view: Black Hat Europe could provide some of the month's most important technical signals. The question is no longer whether AI changes cybersecurity, but whether security teams can keep pace with the speed at which autonomous systems introduce and exploit vulnerabilities.

AWS re:Invent 2026. Las Vegas

Strictly speaking, AWS re:Invent begins in November, but it runs through 4 December. It belongs in any serious assessment of the technology developments to watch as we close the year. This is one of the most commercial cloud and infrastructure events on the calendar.

AWS expects more than 60,000 attendees, with over 2,200 sessions covering artificial intelligence, cloud architecture, security, migration, and developer productivity. Seventy per cent of the sessions will be interactive.

What to expect

The main topics of discussion should include cloud security, enterprise AI agents, and custom AI infrastructure. Watch out for advances in AI-assisted software engineering, inference optimisation, multi-agent orchestration, and Amazon Bedrock.

> AWS re:Invent is where infrastructure announcements can reveal how enterprise AI economics are changing

My prediction is that AWS will place greater emphasis on making AI agents production-ready, with stronger governance, lower operating costs, and deeper enterprise integration.

Companies to watch

The confirmed AWS sponsor ecosystem includes NVIDIA, OpenAI, Anthropic, IBM, Accenture, Deloitte, Capgemini, Datadog, MongoDB, PwC and Splunk.

The customer showcase will also feature organisations including Disney, Volkswagen, Bayer, DoorDash, F1, the NFL, NBA, Roblox and Marriott.

My analyst view: watch the gap between AI demonstrations and production deployments. AWS re:Invent is where infrastructure announcements can reveal how enterprise AI economics are changing.

The AI Summit New York 2026

The AI Summit New York offers a distinct perspective. While GITEX explores the wider technology ecosystem and AWS focuses heavily on infrastructure, this event places commercial AI adoption at the centre of the conversation.

Held at the Javits Center, the 11th edition is expected to attract more than 7,500 attendees from over 80 countries, with 350 speakers and more than 100 exhibitors.

What to expect

The emphasis will be on enterprise AI adoption, governance, and measurable business returns. Expect discussions on autonomous workflows, responsible AI, data architecture, and productivity.

> Enterprises need the right data architecture, governance structures, talent, and operating models to make AI work consistently

My prediction is that the C-level is ready to move beyond AI pilot projects and will demand more measurable ROI, operational efficiency, and revenue growth.

Companies to watch

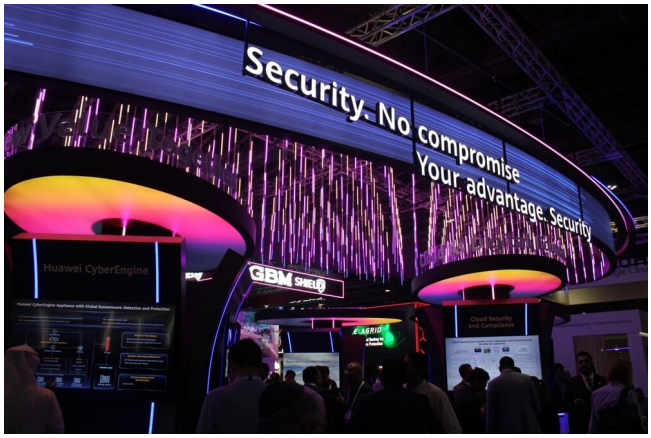
Attendees include EY, IBM, Google Cloud, Dell Technologies, NVIDIA, HPE, NetApp, Glean, Nscale, Collibra, and Everpure.

These companies represent a cross-section of the enterprise AI market, spanning consulting, cloud infrastructure, data management, storage, computing, and AI applications.

My analyst view: This event could be revealing in understanding the next stage of enterprise AI adoption. The technology itself is advancing quickly, but the harder challenge is organisational readiness. Enterprises need the right data architecture, governance structures, talent, and operating models to make AI work consistently.

The bigger picture: what should we take into 2027?

Looking ahead to 2027, AI agents should become a key enterprise investment, assessed by how effectively they integrate into business operations, operate securely, and deliver measurable productivity gains.



Cybersecurity is bound to grow more complex as autonomous agents, AI-generated code, and expanding machine identities create new vulnerabilities

Infrastructure is likely to become a critical competitive differentiator, as access to computing power, energy, networking, data centres, and storage will determine how economically enterprises can scale AI.

Cybersecurity is bound to grow more complex as autonomous agents, AI-generated code, and expanding machine identities create new vulnerabilities that we have not yet seen.

Governments and enterprises need to prioritise sovereign AI and data control. They must pay closer attention to where their data is stored, who manages the infrastructure, and how dependent they are on external technology suppliers.

As I have noted in earlier pieces this year, the emphasis needs to shift from impressive AI capabilities to tangible business outcomes, operational efficiency, and measurable commercial value.

We are ending a year in which AI has continued to reshape expectations across almost every technology sector. It is time for enterprises to combine AI, data, infrastructure, security, and people into a system that works more reliably.

The best is yet to come.