



Michael Dell emphasises role of Information technology in driving sustainable competitiveness

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SAUDI ARABIA. Dell Chairman and CEO Michael Dell today emphasized the critical role of information technology (IT) and entrepreneurial thought-leadership in helping organisations to remain competitive and achieve long-term success during his keynote speech to delegates attending the Global Competitiveness Forum in Riyadh, Saudi Arabia.

"IT has become a strategic enabler of sustainable competitiveness for businesses, communities and nations, said Dell.

"Technology can play a key role in helping an organization develop and sustain its strengths while simultaneously creating new growth opportunities in response to changing market conditions.

Dell commended Saudi Arabia's business growth, technology adoption and commitment to education initiatives and said it is setting an example for fast-growth nations around the world.

"The Kingdom has moved from 67th to 13th place on the World Bank's Ease of Doing Business index, and is the most competitive country in the Middle East, said His Excellency Amr Al Dabbagh, governor of Saudi Arabian General Investment Authority (SAGIA).

"Leaders from companies like Dell enrich our program by sharing best practices and encouraging sustainable social and economic activity both in the region and around the world.

SAGIA's new 60x24x7 program to support investors seeking opportunities in the Kingdom is one of many examples.

Dell also described how today's computing advancements are driving competitive advantage across industries, including science and education.

"IT has become one of the most important competitive differentiators in top learning institutions, and the intellectual discovery and breakthrough research it can help enable is important to a nation's base of knowledge capital and its long-term prosperity, he said.

Dell shared his perspective on entrepreneurialism throughout his remarks, including strategies for nurturing and sustaining a culture of thought leadership.

"As leaders, we need to be willing and open to empowering a culture of entrepreneurship, he said. "This means listening very carefully to our employees to ensure we are capturing all the innovative, creative thinking that enables us to better serve our customers while driving our own next wave of growth.

For more information, please visit www.dell.com/michael.