

## GITEX GLOBAL 2024: win-win AI solutions for Telecom Business

[QazCode](#) will debut at GITEX GLOBAL 2024 in Dubai, showcasing AI products for the telecom industry.



GITEX GLOBAL 2024, the world's largest event for technology startups, will take place in Dubai, UAE, and is expected to attract over 187,000 visitors from various countries. The event will serve as a platform for presenting the latest solutions in e-commerce, cloud computing, the Internet of Things, artificial intelligence, telecommunications, and cybersecurity.

Kazakhstan-based IT Company QazCode will showcase its solutions at this year's exhibition, focusing on artificial intelligence, automation, and gamification to revolutionize the telecom sector. As one of the leading IT companies in the country, QazCode offers innovative platforms tailored to meet individual customer needs and improve business processes.



At Booth H26-30, key AI solutions such as **RAG (Retrieval-Augmented Generation)**, which integrates generative GPT models with search engines to produce precise, knowledge-base-driven responses, and **AI Data Extraction**, which automatically extracts useful information from documents and images, will be on display.

Other products include the **Teletainment platform**, an innovative approach for telecom companies to engage customers through content, gaming, and rewards, and **Smart Survey**, designed for customer feedback surveys.

QazCode's collaboration with the country's [Ministry of Digital Technology](#) and leading universities to develop local AI and its partnership with the GSMA and the [Barcelona Supercomputing Center](#) demonstrates the company's commitment to embracing cutting-edge technologies and strengthening its position in the global IT arena. This collaboration also opens up new opportunities for IT product development and large language models in the countries where [VEON](#) operates (Europe, Central Asia, and the Middle East).

Backed by international experience and expertise, QazCode offers its services to the UAE market, providing clients with access to state-of-the-art solutions at competitive prices and in line with global best practices. Unlike large corporations, which often use standardized approaches and require long lead times, QazCode ensures rapid adaptation to change and responsive project delivery.



*Oleksii Sharavar, CEO of QazCode*

*"We are honored to participate in GITEX GLOBAL 2024 alongside leading IT companies. Kazakhstan has already established itself as a dynamically developing country, actively integrating modern technologies into its own and foreign economies. Therefore, this is a unique opportunity to demonstrate our experience and the latest developments on the LLM platform, establish a strategic partnership with one of the world's leading software*

*developers, and obtain contracts. We strive to create favorable conditions for local and foreign companies by investing in human capital and infrastructure development," said Oleksii Sharavar, CEO of QazCode.*

#### **About QazCode**

*QazCode is an IT company and the exclusive digital partner of Beeline Kazakhstan. QazCode is a member of the VEON group and is listed on the NASDAQ. The company has over 750 employees with 8 years of experience in software development for the telecommunications market, with a deep understanding of business and technology. The solution portfolio includes private large language model (LLM) development with a focus on data security, process optimization through Agile methodologies, full-cycle implementation of business support systems (BSS), and IT outsourcing for effective product development, team expansion, and project management to help accelerate time to market.*

#### **About VEON**

*VEON is a digital operator providing converged communications and digital services to nearly 160 million customers. Covering six countries with over 7% of the world's population - Pakistan, Ukraine, Bangladesh, Kazakhstan, Uzbekistan, and Kyrgyzstan - VEON transforms people's lives through technology services that empower people and drive economic growth. VEON is headquartered in Amsterdam.*