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## Huawei Reinforces Commitment to SME Digital Transformation at Exclusive Commercial Business Roundtable in Uzbekistan



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*Exclusive event showcases innovation and success stories across key industry sectors*

**Doha-Qatar – May 26, 2025** – Huawei, a leading global provider of information and

communications technology (ICT) infrastructure and smart devices, reinforced its commitment to

empowering small and medium-sized enterprises (SMEs) with future-proof, simplified ICT

infrastructure at an exclusive Commercial Business Roundtable in Uzbekistan.

The gathering, part of the Huawei Tech Carnival 2025 in Tashkent, brought together C-level executives, industry thought leaders, and Huawei's global management team to share success stories, industry insights, and strategic visions for digital transformation across key sectors, including education, healthcare, hospitality, retail, and manufacturing.

Peter Zhang, Director Commercial Business Dept, Enterprise Sales, Huawei, said, "Through deep partnerships and industry-focused strategies, Huawei plays a pivotal role in shaping the commercial market's digital future. Our commitment to SMEs goes beyond providing technology to create an ecosystem that enables sustainable digital growth and innovation."

The roundtable featured comprehensive presentations on Huawei MECA Commercial Business's 2024 achievements and 2025 strategic roadmap, with high-level management from both the MECA Region and Huawei Global sharing their vision for the commercial market. Members of the Huawei Elite Club presented real-world success stories, demonstrating how strategic ICT implementation has transformed their operations and accelerated growth.

Industry experts provided targeted insights into SME digital transformation challenges and opportunities, while open discussions with commercial partners fostered collaborative problem-

solving and knowledge sharing. These interactive sessions addressed the critical ICT infrastructure gaps many growing businesses face and offered actionable guidance for overcoming these challenges.

At the Huawei Commercial booth at the Tech Carnival, the company showcased its comprehensive portfolio of products and solutions specifically designed for SMEs. These solutions stand out in the market for being future-proof and scalable, allowing businesses to grow without technology constraints. The ease of deployment and operation minimizes complexity and reduces the IT burden on smaller organizations, while the adaptability to various industries ensures that businesses in education, healthcare, hospitality, retail, and manufacturing can find tailored solutions that meet their specific needs.

Osama M Henein, Managing Director, OHI, said: “The exclusive gathering provided valuable insights into how businesses can navigate digital change successfully. Huawei’s strategic direction and sector-specific expertise offer practical solutions for the real challenges organizations face in their digital transformation journeys.”

The event highlighted tangible results from partners who have implemented Huawei’s commercial solutions. These success stories demonstrated how the right ICT infrastructure can accelerate business growth, improve operational efficiency, and enhance customer experiences

across diverse industry verticals.

As businesses across the Middle East and Central Asia region accelerate their digital transformation initiatives, Huawei's commercial business division continues to expand its reach and impact. The company's solutions serve markets including Saudi Arabia, UAE, Gulf North, Pakistan, Iraq, Oman, Levant, Uzbekistan, Kazakhstan, Azerbaijan, Kyrgyzstan, Tajikistan, Turkmenistan, Mongolia, Armenia and Georgia, addressing the unique needs and challenges of each regional market.

The Commercial Business Roundtable marks another milestone in Huawei's journey to democratize access to advanced ICT infrastructure for businesses of all sizes. By fostering collaboration between technology providers, channel partners, and end customers, Huawei creates a vibrant ecosystem that drives innovation and sustainable growth in the digital economy.

This strategic approach reflects Huawei's understanding that successful digital transformation requires more than technology implementation. It demands deep domain expertise, strong partner relationships, and a commitment to long-term support that enables businesses to achieve their digital ambitions.