

# MENA Cloud Alliance Prospectus

Facilitating the Adoption & Growth of Cloud Computing in  
the MENA Region

PROPOSAL FOR MEMBERSHIP 2026

■ ■ ■ Internal Document

## About this report

This document is about our membership program.

MENA Cloud Alliance is a neutral industry association with a focus on accelerating cloud adoption in the Middle Eastern & North African region. We encourage all regional and international stakeholders to contribute to this work by providing feedback.

To learn more about our works in this space, please visit [www.menacloud.org](http://www.menacloud.org).

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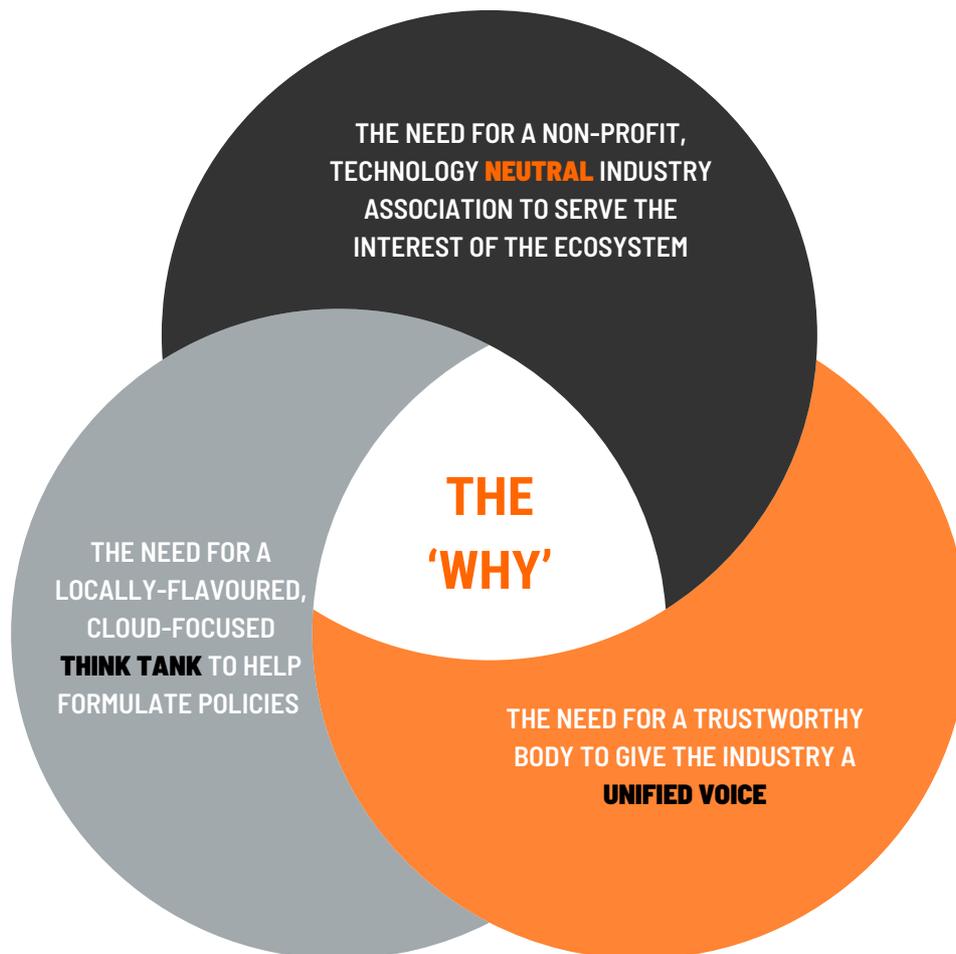
## A NEW CLOUD ERA

Cloud computing is more relevant than ever. The cloud's great contributions to our fight against COVID-19 has accelerated its adoption around the world and our region is no exception.

In addition to that, cloud computing acts as an enabler for other emerging technologies such as Artificial Intelligence, Big Data, Internet of Things.

## WHO WE ARE

MENA Cloud Alliance is the only local, non-profit think tank that serves as the regional cloud authority. Our Mission is 'to accelerate cloud adoption in the region', and we are determined to make a significant, positive impact on the markets here in the Middle East & North Africa.



Our **strategy** toward realising our mission consists of three distinct pillars:

## **PILLAR 1: KNOWLEDGE**

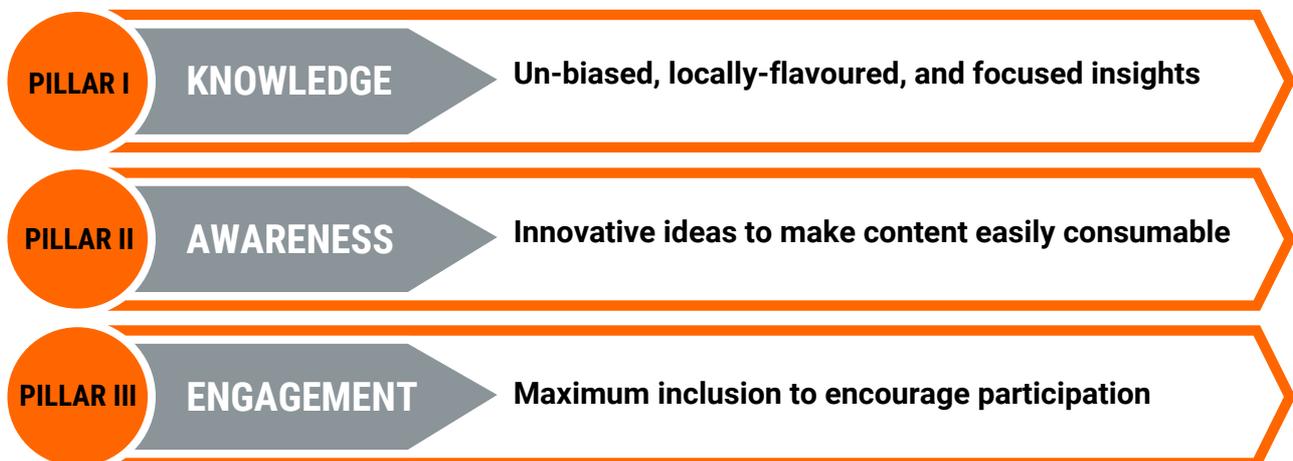
Being the only industry Association with a focus on the cloud in the region, MENACA has a unique position to create unbiased, locally-flavoured, and focused insights. An example is our flagship project: Cloud Competitiveness Index which has helped decision-makers navigate their way through the regional technology landscape.

## **PILLAR 2: AWARENESS**

We adopt innovative ideas to disseminate content focusing on making our works easily consumable throughout a wide spectrum of audiences. Our industry-specific forums and our podcast series are examples of how we cater to different communities within the ecosystem.

## **PILLAR 3: ENGAGEMENT**

We operate on the basis of a maximum inclusion policy. It is vital for ALL stakeholders to have their say and to take advantage of the Alliance's unified voice in the market. Our continuous reach-outs to the community are designed to maximise participation in our work.



## FLAGSHIP INSIGHTS

Locally-flavoured, data-driven & recurring industry insights:

Our Cloud Competitiveness Index has been used by major regional and international entities throughout the years. It is, therefore, disseminated throughout the cloud market both on a regional and a global level. To promote our index findings, we leverage not only the Alliance's database and social media channels, but also our members' communities. Examples of entities that actively use these reports are the UN, IMF, BCG, Gartner, PwC, etc.

## MEMBER-DRIVEN WORKS

Vertical and domain-specific industry guidelines, use cases & analyses are continuously created within various working groups of the Alliance (i.e. Public Policy, Cloud Security, Digital Healthcare, Connectivity, etc.)

## ENGAGEMENT ACTIVITIES

Our unique and innovative ways of engaging the community in our activities:

MENACA Regional Roadshow is an annual virtual/live event series where the Alliance engages different countries in the region for constructive dialogue around country-specific cloud computing pain points.

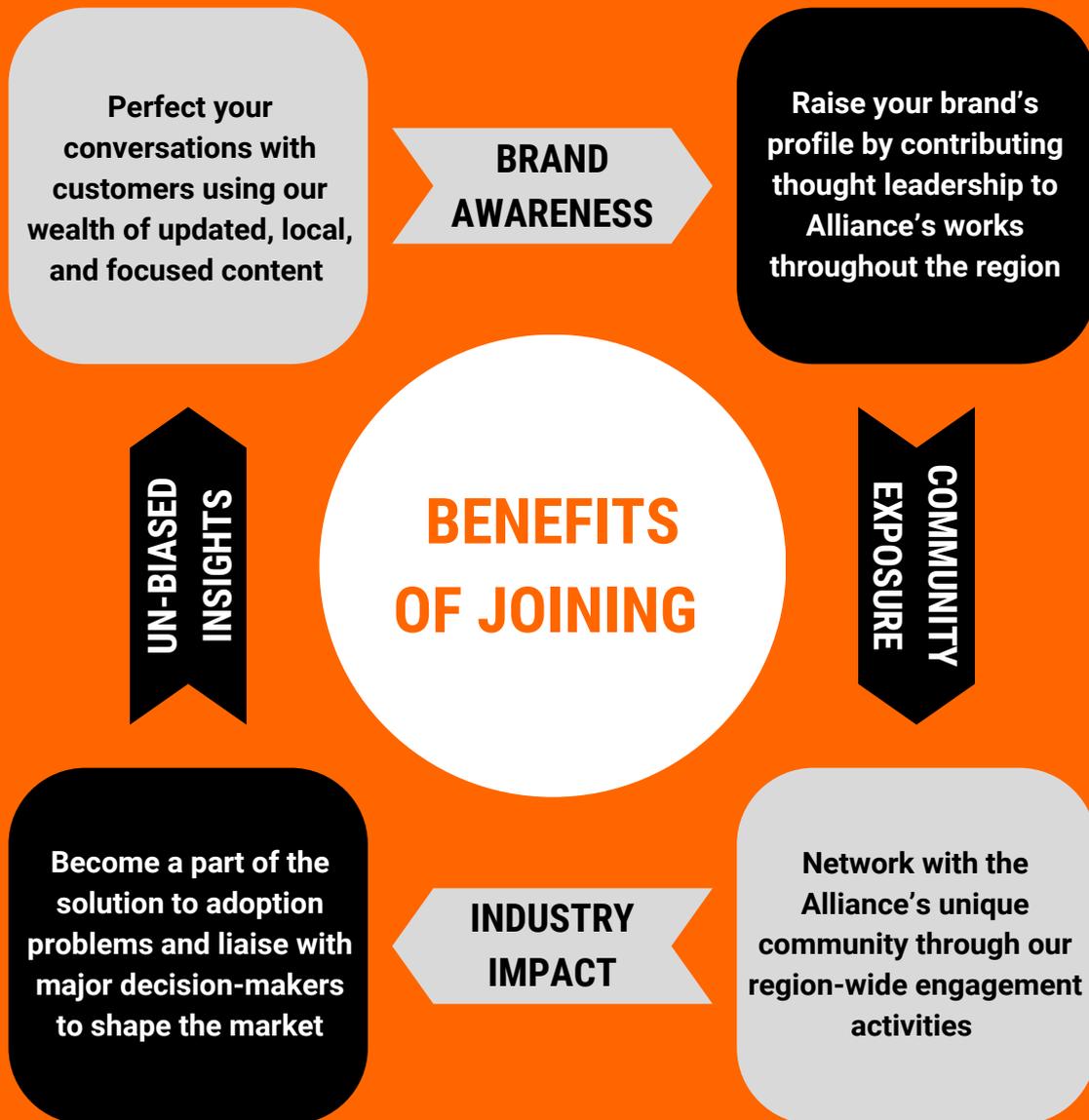
The Alliance also actively contributes to regional and International consultation reach-outs as well as events organised by third parties where a neutral voice from the industry is needed.

Examples of previous events MENACA had a presence include:

GITEX, IDC, 5G MENA, Cloud MENA, DCD Converged, Outsourcing Forum, WAN Summit, United Nations Commission on International Law events, ITU, Data Cloud (Africa), etc.

# BENEFITS OF JOINING

Here is a look at why the Alliance is in a unique position to provide members with great value of investment.

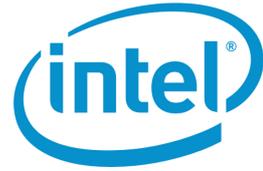


# MEMBERSHIP FEES & PRIVILEGES

	PLATINUM	GOLD
<b>Board seat</b>	YES	YES
<b>Votes on the board</b>	THREE	ONE
<b>Nominate to chair Working Groups (WGs)</b>	YES	NO
<b>Access to MENACA insights</b>	FULL	SELECT
<b>Speak at MENACA events</b>	YES	NO
<b>Discount on third party events*</b>	YES	NO
<b>Logo placement on Work Items (WIs)</b>	ALL	SELECT
<b>Annual membership fee for companies with revenue &gt; USD 1 B</b>	<b>AED 55.000.00</b>	<b>AED 35.000.00</b>
<b>Annual membership fee for companies with revenue &lt; USD 1 B</b>	<b>AED 35.000.00</b>	<b>AED 25.000.00</b>

\*Subject to availability

# OUR FOUNDING MEMBERS





**MEMBERSHIP PROSPECTUS**



We would like to hear from you. To know more about the Alliance & to provide feedback, please contact us at: [info\[at\]menacloud\[dot\]org](mailto:info@menacloud.org)