



Monthly Sectoral Review of the Kingdom of Saudi Arabia



INFORMATION AND COMMUNICATION TECHNOLOGY

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The Values360Ventures Team conducted this summary;
contributor is: Ms. Salwa Zahid

stc and ICAN in 2026

stc Group has been recognized as the **strongest** and most valuable telecommunications brand in the Middle East by the Brand Finance Global report for 2026. This acknowledgment showcases stc's strong market presence and excellent brand performance, emphasizing its dedication to delivering high-quality digital services and innovation.



On a **global level**, stc ranks **third** among telecommunications brands and **ninth** in overall brand value, indicating its ability to compete internationally while maintaining a leading position in the Middle East. Brand Finance assesses over 5,000 brands based on criteria like financial success and consumer perception.

The company's investments in digital infrastructure, including fiber networks and AI, align with Saudi Vision 2030 to foster economic growth and digital transformation.

At the **ICAN 2026** Conference in Riyadh, the focus was on AI capacity building, with workshops led by global tech firms aimed at enhancing skills in data science and AI, drawing a varied audience of tech professionals, students, and academics on **January 27, 2026**.



Workshops covered topics like data analytics in education, university admissions, Arabic language processing, AI content creation, and data quality in banking. Sessions included guidance from companies such as Atomcamp, Mawhiba, Amazon, PWC, and IBM. These initiatives reflect Saudi Data and Artificial Intelligence Authority's (**SDAIA**) commitment to enhancing workforce skills and integrating theoretical knowledge with practical applications in the fast-evolving digital economy.



References

1. <https://en.saudishopper.com.sa/stc-strongest-brand-middle-east-telecom/>
2. <https://ican2026.com/en/index.html>

