

AWS Partner Go-To-Market Accelerator

September 23, 2025 – [Hilton Dubai Palm Jumeirah](#)

MORNING SESSION: ALL PARTNERS

Time	Session title	Abstract & Speaker
8:15-9:00	Welcome coffee & Registration	Hilton Dubai Palm Jumeirah
9:00-9:15	Opening and Partnership keynote	Speaker: Peter Wiese, EMEA Core Tec Partners lead
9:15-9:35	AWS Partner Network Program Overview	This session provides a comprehensive overview of the AWS Partner Network (APN), exploring the tier structure (Select, Advanced, and Premier) and their associated benefits. Partners will learn the essential requirements and milestones for tier advancement, including certifications and business metrics, while gaining insights into the strategic roadmap that guides partners from initial enrollment to Premier status. Participants will understand how to effectively navigate their AWS partnership journey and maximize the benefits available at each tier level. Speaker: Francisco Javier Garcia Romero Sr. PSA Manager Middle East
9.35 -10.05	Accelerating Partner Co-Sell: APN Engagement Tools & Integrations	This session explores how to accelerate partner co-selling through APN engagement tools and integrations, with a focus on APN Customer Engagement (ACE) program fundamentals. Participants will learn effective strategies for streamlining ACE pipeline management, leveraging available tools for partner collaboration, and maximizing AWS engagement to drive successful co-sell outcomes. Speaker: Federico Cordiano, EMEA CRM Integration Manager
10:05-10:25	Digital Sovereignty in the Cloud: Accelerate your AWS business to unlock new markets and customer workloads	Organizations are facing increasing complexity in an evolving sovereignty landscape. Building a strong digital foundation can help simplify efforts to meet requirements today and prepare your organization for the future without slowing innovation. Join this session to learn how AWS sovereign cloud offerings provide more control and choice to help meet your unique needs. Discover how customers are keeping critical workloads secure when using new technologies on AWS, and learn about new Digital Sovereignty Partner Programs. Speaker: Elkeissi, Ghada, Head of MEA, Sovereign Cloud
10:25-10:50	Maximize Your Marketing Potential with AWS Co-Marketing	This session demonstrates how to leverage AWS marketing resources and tools to enhance your co-marketing initiatives. Partners will learn to effectively utilize self-service marketing tools and AWS co-marketing programs to accelerate campaign creation and execution, helping drive better market visibility and business outcomes. Speaker: Clare Cointre, Head of EMEA GSCP Mktg
10:50-11:05	Break	
11:05-11:35	Building and Go-to-Market of Industry Solutions	This session explores strategies for building and marketing industry-specific solutions through AWS partner collaborations. Partners will learn how to identify complementary ISV and consulting partner capabilities, create joint industry solutions, and develop effective go-to-market strategies to address specific vertical market opportunities leveraging AWS Business Outcomes Xcelerator. Speaker: Alfons Montserrat Reverter, EMEA Specialization Programs Lead
11:35-12:05	Differentiate your business with AWS Specializations	This session focuses on how partners can differentiate their businesses through AWS Specialization Programs. Participants will gain understanding of available specializations, their requirements, and associated benefits, including enhanced partner discoverability features. Partners will learn how to leverage these specializations to maximize their visibility and growth within the AWS Partner Network. Speaker: Katharina Alscher, Business Developer
12:05-12:35	Co-selling to Public Sector	This session explores effective strategies for AWS partners to expand their presence in the public sector. Speaker: Bana Qatarneh, WWPS Sr PAM META & Shireen Fakhereddin, WWPS, Sr PAM - UAE
12:35-13:15	Lunch	

AFTERNOON TRACK: SERVICES PARTNERS

September 23, 2025 – [Hilton Dubai Palm Jumeirah](#)

Time	Session title	Abstract & Speaker
13:15-15:00	<p>Growth your business with AWS Standard Partner Fundings (Innovation Sandbox, Customer Engagement Incentives (CEI), Proof of Concept (POC), Migration Acceleration Program (MAP).</p> <p><i>BONUS Sessions:</i> <i>September 24, AWS Partner Funding: From Opportunity Creation to Project Delivery Success: Register here, to understand how to use and apply AWS Partner Fundings</i> <i>September 25, AWS MAP Academy - Line of Business & GenAI: A Dual Strategy for Migration Success: Register here to learn how to use GenAI as a strategic trigger to engage LoB and C-level stakeholders, lead value-driven conversations, and accelerate customer adoption to expand your migration pipeline. Ideal for AWS partners with a active Migration & Modernization business.</i></p>	<p>Growth your business with AWS investments, in the form of AWS promotional credits or partner cash, are intended to help AWS Partners and customers offset the cost involved in the AWS adoption. Note: To understand how to apply and use AWS Partner Fundings join us on day 2, afternoon sessions. Join us on Day 3 for AWS MAP Academy - Accelerate Migration Success by Engaging Line of Business with GenAI. This day is for AWS partners with a active Migration & Modernization business. At this Day 3 - AWS MAP Academy - , you'll learn how to use GenAI as a strategic trigger to engage LoB and C-level stakeholders, lead value-driven conversations, and accelerate customer adoption to expand your migration pipeline.</p> <p>Speakers: Diego Paniagua Lopez, Partner Program Manager Herbert Botschek, PMP lead MENAT and SSA Matthew Hansen, APFP Program Manager Phurba Sherpa, Sr PMP PSA</p>
15:00-15:15	Break	
15:15-15:45	SI Mastering AWS Marketplace: Services Listings and CPPO Focus	<p>This session focuses on helping System Integrators (SIs) leverage the AWS Marketplace opportunity, with a specific emphasis on the Consulting Partner Private Offers (CPPO) program, and Services Listings. Participants will learn how to leverage the CPPO to increase revenue, and how to create tailored service offerings for customers.</p> <p>Speaker: Natasha Noble, MENAT MP Specialist</p>
15:45-16:15	Panel Explore APN acceleration and resell with AWS Distribution	<p>This session is designed to help partners understand the strategic value of working with AWS distributors. It highlights how the distribution model can accelerate market reach, streamline operations, and unlock new revenue opportunities. Partners will gain insights into available programs, incentives, and support, while also hearing real-world success stories from downstream partners that demonstrate the power of distribution in scaling AWS-based businesses.</p> <p>Moderator: Haroon Iqbal, Sr Channel BDM, EMEA</p>
16:15-17:00	How Agentic AI is transforming the business	<p>This session explores how AI agents are fundamentally reshaping business operations, from intelligent process automation to dynamic decision-making systems that adapt in real-time. We'll examine cases where agentic AI is already transforming customer service, while addressing both the unprecedented opportunities and critical considerations around governance and security in this rapidly evolving landscape.</p> <p>Speaker: Mustapha Tawbi, Partner SA - GenAI/ML</p>
17:00-18:30	Networking Reception	



AFTERNOON TRACK: TECHNOLOGY PARTNERS

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Time	Session title	Abstract & Speaker
13:15-13:55	Accelerating Go-To-Market and Sales: AWS Marketplace as Your Strategic Growth Engine	<p>This session showcases how partners can leverage AWS Marketplace as a powerful digital storefront to accelerate sales cycles and maximize go-to-market opportunities. Through comprehensive marketplace insights and real-world success metrics, participants will learn how to strategically position their solutions in AWS Marketplace. The session provides actionable insights for partners at any stage of their marketplace journey, from initial listing strategies to scaling operations and optimizing co-sell motions with AWS. Participants will leave equipped with the knowledge to enhance their marketplace presence and drive significant business growth through this strategic channel.</p> <p>Speakers: Nina Liskova, Senior BD, AWS Marketplace Saad Ahmed Khan, ISV GTM Acceleration</p>
13:55-14:40	Panel How Leading ISVs accelerated growth of their solutions partnership with AWS	<p>Join AWS partners as they share their real-world growth stories in this panel discussion. Our speakers from successful ISVs will detail their journey from AWS partnership enrollment to market expansion through co-selling programs, including specific tactics and measurable outcomes.</p> <p>Moderator: Bana Qatarneh, WWPS Sr PAM META</p>
14:40-14:55	Break	
14:55-15:35	The Art of Co-Selling: Unlocking Joint Customer Opportunities; Best practices and how to leverage AWS Partner Network	<p>This session delivers proven strategies to transform your co-selling approach with the AWS. Using real-world success stories and practical examples, you'll learn how to build and scale successful joint customer engagements. Whether you're new to co-selling or enhancing existing partnerships, you'll gain actionable insights on maximizing AWS marketplace presence, and creating compelling joint value propositions. Master the essential elements of co-selling and unlock new pathways to revenue growth.</p> <p>Speaker: Kathrin Monika Buhmann, GTM Acceleration Tech Partners</p>
15:35-16:15	Accelerating your journey into the KSA Region	<p>Navigate the evolving digital sovereignty landscape with AWS's comprehensive cloud solutions. Join us to explore how AWS sovereign offerings can help your organization meet these evolving requirements while maintaining innovation velocity. In this session we'll discuss AWS's expanding global infrastructure and sovereign cloud portfolio, including the upcoming AWS Kingdom of Saudi Arabia set to launch in Riyadh in 2026. Learn about the new Region Custom Funding program for Launch Partners, introduced earlier in 2025, which offers enablement for expansion into new AWS regions such as AWS KSA. Discover how these solutions provide enhanced control and flexibility to address your specific sovereignty needs while accelerating your cloud journey</p> <p>Speaker: Francisco Javier Garcia Romero Sr. PSA Manager Middle East</p>
16:15-17:00	How Agentic AI is transforming the business	<p>This session explores how AI agents are fundamentally reshaping business operations, from intelligent process automation to dynamic decision-making systems that adapt in real-time. We'll examine cases where agentic AI is already transforming customer service, while addressing both the unprecedented opportunities and critical considerations around governance and security in this rapidly evolving landscape.</p> <p>Speaker: Mustapha Tawbi, Partner SA - GenAI/ML</p>
17:00-18:30	Networking Reception	

Wait, there's more!

Are you ready to take your AWS partnership to the next level?

Join us on September 24 for **AWS workshops, Partner Deep Dives and Expert-Led Demonstrations**. Enhance your AWS expertise with practical implementations and expert guidance. Limited spots available



DAY 2: DEEP DIVE SESSIONS ALL PARTNERS

September 24, 2025 – Hilton Dubai Palm Jumeirah

Time	Deep Dive Session	Description
10:00-12:00	Maximizing AWS Co-Sell: ACE Program and Partner Connections dive deep Register Now >>	<p>Join us for a comprehensive deep dive session designed to help AWS Partners optimize their engagement with AWS Co-Sell programs and the newly announced Partner Connections platform. This informative session will cover two critical areas that can significantly impact your business growth with AWS.</p> <p>First, we'll dive deep into AWS Partner Connections, a groundbreaking feature within AWS Partner Central that revolutionizes partner-to-partner collaboration. Learn how to leverage this new platform to discover complementary partners and manage co-selling opportunities effectively. The session will demonstrate how to utilize the connections discovery tool and multi-partner opportunity sharing capabilities to accelerate sales cycles across key industries including healthcare, manufacturing, energy, financial services, and retail.</p> <p>The second part of the deep dive focuses on mastering the AWS ACE (APN Customer Engagement) Program. Participants will learn best practices for submitting opportunities through Partner Central, including the bulk upload process for managing multiple opportunities simultaneously. Our experts will address common blockers in the ACE Program, outline ACE eligibility requirements, and explain how to qualify for AWS Originated opportunities. Whether you're new to ACE or looking to optimize your existing processes, this session will provide actionable insights to enhance your partnership with AWS.</p> <p>Who Should Attend? This session is designed for business development managers, partner alliance managers, and sales leaders working to expand their AWS partnership and co-selling capabilities.</p>
12:00-13:00	Lunch	
13:00-15:00	Streamline Your AWS Co-Sell: CRM Integration Masterclass Register Now >>	<p>Join us for a practical session designed to help AWS Partners scale their co-selling motion more efficiently through CRM Integration. In this session, we'll walk through how integrating your CRM system with AWS can streamline opportunity sharing, improve visibility with AWS teams, and unlock co-sell at scale. We will conduct a real-time demo of the AWS CRM Connector for SFDC CRMs and the Custom Integration for non-SFDC CRMs.</p> <p>What You'll Learn:</p> <ul style="list-style-type: none">• Common challenges of scaling co-sell without CRM integration;• Overview of the AWS CRM Integration and its core value;• A comparison of the available CRM integration options (including native and custom setups);• How to plan and scope your integration for success;• Guidance on how to get started and who to contact for support. <p>- Learn how to create and receive opportunities with API or CRM Connector Integration</p> <p>Who Should Attend?</p> <ul style="list-style-type: none">• AWS Partners actively co-selling or preparing to co-sell with AWS;• Sales operations, partner success, and technical teams;• Companies seeking to increase efficiency and automation in their co-sell processes.



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Time	Deep Dive Session	Description
09:00-12:00	AWS Partner Funding: From Opportunity Creation to Project Delivery Success Register Now >>	<p>This session provides a comprehensive overview of AWS Partner Fundings processes and management. AWS Partners will learn how to navigate the funding request process, manage co-sales opportunities, submit proper documentation, and successfully execute funded projects. The presentation explores essential best practices for AWS partners, requirements, and effective project delivery methodologies based on MAP (Migration Acceleration Program).</p> <p>Note: Join us on September 25 for AWS MAP Academy - Accelerate Migration Success by Engaging Line of Business with GenAI, here to learn how to use GenAI as a strategic trigger to engage LoB and C-level stakeholders, lead value-driven conversations, and accelerate customer adoption to expand your migration pipeline. Ideal for AWS partners with a active Migration & Modernization business.</p> <p>Who Should Attend? AWS Partner who are eligible for AWS Partner Funding. Audience: Pre-Sales, Business management and Operations, AWS Alliance Manager, Solution Architect</p>
12:00-13:00	Lunch	
13:00-17:00	GenAI - Accelerating your Go To Market Register Now >>	<p>Join us for a deep dive of sessions designed to help AWS Partners accelerate your GenAI capabilities, and how APN can support you.</p> <p>What You'll Learn:</p> <ul style="list-style-type: none">• The significance of GenAI and the opportunities it presents for APN Partners.• How APN Programs can support you through the Build, Market, Sell, and Grow phases.• Strategies for expanding your of GenAI.• How partners can leverage AWS GenAI services to enhance employee productivity, develop solution offerings, or integrate GenAI into existing products.• Why AgenticAI is emerging as a new area of interest for customers.• How Leveraging AWS Marketplace can accelerate your GenAI GTM <p>Who Should Attend?</p> <ul style="list-style-type: none">• AWS Partners looking to integrate GenAI into their offerings.• Product Managers, Alliance Leads, Technical Leads, Sales Leads



DAY 2: DEEP DIVE SESSIONS ALL PARTNERS

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Time	Technical Workshop	Description
09:00-17:00	AWS Marketplace Listing Bootcamp Register Now >>	Join us for an intensive workshop where we will guide you through successfully listing SaaS products on AWS Marketplace. The session begins with a comprehensive overview of the marketplace listing process for SaaS products, followed by a live demonstration showing exactly how to configure metadata, set up pricing models, and handle integration and testing. For attendees with SaaS products ready to list, you'll have the unique opportunity to work hands-on during the event to actually list your product with direct support from AWS Marketplace Specialists, turning this from a learning session into immediate, actionable results for your business.

