

ESET to Showcase AI-Native Cybersecurity Innovations Driving Saudi Arabia's Digital Future at LEAP 2026

RIYADH, RIYADH, SAUDI ARABIA, August 18, 2026 /EINPresswire.com/ -- [ESET](#), a global leader in cybersecurity, will participate at LEAP 2026 in Riyadh from 31 August to 3 September at RECC Malham, showcasing its latest AI-native innovations designed to strengthen Saudi Arabia's digital future.

ESET's participation reinforces its commitment to supporting the Kingdom's digital transformation agenda through advanced prevention, detection and response technologies. As organisations across Saudi Arabia accelerate cloud adoption, modernise public services and expand digital infrastructure, cybersecurity remains a critical foundation for secure innovation. ESET will demonstrate how its AI-powered capabilities, combined with decades of global expertise, help enterprises and government entities build cyberresilient environments capable of withstanding today's evolving threat landscape.



At LEAP 2026, ESET will showcase breakthrough enhancements to the ESET PROTECT Platform, including AI-native security, advanced XDR, and next-generation threat detection technologies. These innovations simplify security operations, improve visibility across distributed environments and accelerate incident response. By equipping security teams with deeper insights and automated defence capabilities, ESET enables organisations to respond more effectively to increasingly sophisticated and targeted cyberattacks.

Saudi Arabia remains a strategic growth market for ESET Middle East, and the company continues to invest in strengthening its channel ecosystem across the Kingdom. Through expanded technical enablement, sales support and joint go-to-market initiatives, ESET is empowering distributors and resellers with the expertise and resources needed to scale modern cybersecurity solutions. This partner-first approach ensures customers across Saudi Arabia receive greater value, stronger protection and seamless access to ESET's latest technologies.

“LEAP is one of the most important technology platforms in the region, and for ESET it represents a powerful opportunity to engage directly with customers, partners and innovators shaping Saudi Arabia’s digital future,” Elias Tsapsidis, General Manager at ESET Middle East, Greece, Cyprus & Malta. “Our mission is to help organisations innovate confidently, and at LEAP 2026 we are proud to showcase AI-driven cybersecurity technologies that support the Kingdom’s ambitions for secure, sustainable digital growth.”

Visitors attending LEAP 2026 are invited to meet the ESET Middle East team in Hall 3 at Booth F60 (H3.F60), where they can explore the latest advancements to the ESET PROTECT Platform, experience live demonstrations and engage with regional cybersecurity experts.

About ESET

ESET® provides cutting-edge cybersecurity to prevent attacks before they happen. By combining the power of AI and human expertise, ESET stays ahead of emerging global cyberthreats, both known and unknown—securing businesses, critical infrastructure, and individuals. Whether it’s endpoint, cloud, or mobile protection, our AI-native, cloud-first solutions and services remain highly effective and easy to use. ESET technology includes robust detection and response, ultra-secure encryption, and multifactor authentication. With 24/7 real-time defense and strong local support, we keep users safe and businesses running without interruption. The ever-evolving digital landscape demands a progressive approach to security: ESET is committed to world-class research and powerful threat intelligence, backed by R&D centers and a strong global partner network. For more information, visit www.eset.com or follow our social media, podcasts, and blogs.

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