

>>> press release

Time to market: more profitable projects conject celebrates new bigger office in Business Central Towers

Dubai/Munich, 02 July 2008. conject continues to grow – as a result, the Munich based software house is substantially increasing its presence in the Middle East as well. The Dubai team, already in action for almost three years now, has increased its staff significantly and is still searching for new talent. As a first step, conject celebrated its new prestigious office in Business Central Towers in Dubai Internet City (DIC), suitably representing its expansion in the Emirates. Among the guests: Malek Sultan Al Malek, Executive Director of DIC.

The United Arab Emirates is still experiencing an unprecedented boom in the construction of new real estate and infrastructure projects. "The right place for conject" (**construction + project**), said Martin Reents, CEO of conject, when he spoke on the opening event on Wednesday the 2nd of July. And he added: "The market is becoming increasingly sophisticated. Real estate developers and project managers want to control their numerous projects better, faster and more securely than ever. This is where conject truly excels: by providing the desired overview and the necessary transparency." Looking out of the windows of the Business Central Towers you can see The Palm Jumeirah and a lot of construction sites.

conject boosts efficiency in project-oriented industries with its main focus on the construction and real estate sector. Companies such as ADIDAS, IKEA or First Qatar save time and money by supporting routine tasks related to project and properties management with intelligent IT-solutions. With the central Internet-based platform of conject they have substantially optimized their construction project management and, at the same time, have formed the basis for professional document management.

conject customers gain transparency and more structured working processes. With one aim: Time to market. That means: projects will be more profitable. On Wednesday more than 80 conject customers and friends came to have a look on the new office in the Central Business Towers. Among them were representatives from projects such as Ain Al Faydah (Al Ain), Al Zorah (Ajman), The Pearl Qatar, Dubai World Central and Adidas Headquarters (Jebel Ali).

The opening event was also attended by Malek Sultan Al Malek, Executive Director of Dubai Internet City, who welcomed conject to DIC following the move from the previous office. Malik Al Malik also added "DIC is a pioneer in making Dubai a true leader in technology in the region." conject, a German company with several offices around the world is delighted to be part of this exciting development.

On the conject platform available over the internet all users find what they need, when they need it. "With conject, every user can concentrate on the actual tasks at hand. conject sets clear standards: easy to use and quick to get an overview of your projects", said Uwe Forgber, head of the conject Dubai office.

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