



>>> Press Release

MIDDLE EAST'S ASPIRING DEVELOPERS OPTIMIZE THEIR CUSTOMER RELATIONSHIPS

Dubai World Central and First Qatar introduced German software for their property sales and leases

May 3, 2007

Dubai World Central and First Qatar Real Estate Development have commissioned conject – a global provider of fully integrated IT solutions – to implement a special combination of real estate software and customer relationship services to their burgeoning sales departments.

Both companies are developing ambitious projects in the region that are sold or leased to customers with high expectations: While Dubai World Central deals with international companies that will locate themselves around the world's largest airport in Jebel Ali, First Qatar, owner of prestigious residential properties in The Pearl-Qatar, strives to offer its clientele unparalleled quality and services.

The technology will not only provide them with up-to-date information regarding the range of sales opportunities but also handle all customer cases until the closing of the deal. Sales managers can monitor their customers' status of decision, their payments and even generate sales forecasts.

Pierre Moerland, Vice President Sales and Marketing, First Qatar said: "This specialized real estate solution will provide our sales team with updated reports and statistics and therefore allow full control over all sales and lease processes. However, this is only part of the benefit. Conject's system will enable our customer service department to respond to our clients needs promptly and efficiently."

"DWC customers can additionally determine the status of their free zone registration" added Khalid Bin Harib, CEO, Real Estate, DWC, "and for our sales department it identifies cross-selling opportunities, shows benchmark development areas and free land-plot spaces in one accessible, user-friendly system".

The integrated software solution solves all sales managers' challenge of marketing their project's various offerings and staying in close contact with their prospective clients to foster seamless communication with all involved parties. Frank Weiss, Managing Director of conject knows that it is most important to dedicate software to the highest standards of the customer: "That's why we support all business related processes with our on demand approach".

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About conject:

conject is a global provider of Infrastructure Lifecycle Management (ILM) solutions spanning the entire lifecycle of a building. More than 50,000 users from 3,000 companies are already banking on conject. www.conject.ae

About Dubai World Central:

Dubai World Central is a 140 km² urban aviation community development centred around the world's largest international airport: Dubai World Central International Airport (JXB), Dubai Logistics City (DLC), which also includes a dedicated aviation area, Commercial City, Residential City, Enterprise Park and a 36-hole golf resort. www.dubaiworldcentral.ae

About First Qatar Real Estate:

First Qatar Real Estate Development aims to offer stakeholders and investors unrivalled real estate opportunities, backed by exceptional service and first-class property products. First Qatar is pursuing several opportunities in the growing Qatari real estate sector, among them four plots in the Pearl Island Project. www.first-qatar.com

For more information, please contact:

conject international FZ LLC
Vera Rottmann
PO Box 502200, Dubai
Tel.: +971 (4) 391-5639
Fax: +971 (4) 390-8808
vera.rottmann@conject.ae