

conject sponsors RealTech Middle East

The only conference focused exclusively on technology for commercial real estate

Dubai, UAE 02 November 2008 -- conject is supporting and participating in the upcoming RealTech Middle East Conference in Dubai, a unique event brought by RealComm and Fleming Gulf. The event, to be held on November 3rd and 4th 2008 at the Jumeirah Emirates Towers and in its second year running, will once again bring together global leaders in the real estate, construction and IT industries.

RealComm is the world's leading conference and exposition for the commercial and corporate real estate industries. In collaboration with Fleming Gulf, one of the world's leading business intelligence companies, RealComm is proudly presenting RealTech, the sole conference in the Middle East region merging technology solutions and the commercial real estate industry.

Howard Berger, Partner, Realcomm stated, *"Personally, I'm very pleased that Conject will be joining us for RealTech Middle East 2008 this year. The sheer magnitude and velocity of real estate development activity in the Gulf region is historically unprecedented and this has created a great need for applications and systems to manage the various core development processes - from planning to marketing. I think it's timely and important that Conject is bringing their proven, scalable ILM (infrastructure lifecycle management) platform to the Middle East."*

With conject's expertise in online collaboration and integration of the different phases of a real estate/construction projects, Dr. Forgber will be speaking about Integrated Enterprise Strategy, focusing on the issues surrounding integrated platforms, build vs buy, total cost of deployment and departmental integration and challenges. Dr. Forgber will also share his insights on how Web 2.0 is impacting the Real Estate firms and projects and how it should be integrated into the technical and business plans of real estate companies. Speaking at the conference is conject's **Co-Founder and Managing Partner** of the Middle East headquarters in Dubai, **Dr. Uwe Forgber** states *"It is very rare to find a conference like RealTech where the real estate industry and technology are brought together. This is a real opportunity for the industry to address and discuss how technology support and automate the sometimes complicated and interwoven combinations of issues, processes and participants. This is where conject comes in, through its Infrastructure Lifecycle Management (ILM) approach. Realtech and conject are the perfect fit."*

About Realtech Middle East 2008

RealTech Middle East 2008 is a two-day event that will present topics focusing on industry global best practices on technology, business automation and innovation. This year's conference theme is INvestigate, INitiate, INnovate: Leveraging Technology in a Fast-Changing World. RealTech Middle East 2008 offers 12 sessions focusing on Automated Business Solutions and Intelligent NexGen Buildings, two General Sessions and two Lunch Sessions. The program was shaped with the input from the global RealTech Advisory Council, as well as a host of strategic partners, vendors and other thought leaders.

About Realcomm

Realcomm Conference Group, LLC is the world's leading research and educational institution for the use of technology in commercial and corporate real estate. Realcomm produces international conferences and expositions, as well as local seminars, workshops, newsletters, a magazine, and other strategic services to educate industry professionals about the latest technology solutions to improve commercial real estate development, management, and operations. Realcomm was founded in 1999 with the goal of bringing

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industry leaders together to discuss, demonstrate and debate the latest innovations that impact the industry.

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conject, an internationally operating German software house, with over twenty-five years of experience, provides business process management solutions for the real estate and construction industries. Focused on encompassing and delivering on all aspects of the Infrastructure Lifecycle Management (ILM), conject develops and manages on-demand, web-based software platforms. Since its establishment, over 3,000 corporate customers and 60,000 users rely on conject with an increasing number of flagship projects for major corporations such as Dubai World Central, 1st Qatar, Millennium Development International and Adidas Middle East. Conject's efficient and effective technology solutions allows its customers ample time to market dynamically.

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