

## conject Shares Its Best Practices As Silver Sponsor of RealTech Middle East 2008

**Dubai, UAE 27 November 2008** – conject partnered with RealComm as a Silver Sponsor for the second annual RealTech Middle East 2008, which took place 3-4 November 2008 at Jumeirah Emirates Towers in Dubai, UAE. Specifically, conject had chosen to sponsor the Business Solutions and Management Issues educational track of the conferences.

conject is an innovative company whose products create measurable cost-savings for the real estate and construction industries. The firm develops and manages an on-demand platform for real estate professionals, which supports all core processes in the Infrastructure Lifecycle Management (ILM), from planning and building to operating, selling and marketing real estate. *“One of the key benefits of RealTech Middle East was the ability for all attendees to learn from existing best practices across the globe”,* said Jim Young, Co-Founder and CEO of RealComm. *“The platform developed by conject was recognised during the event as a premier product that enables customers to manage build-outs and construction projects more efficiently. Learning how to leverage new technologies that have proven track records in real world situations is probably how our conference participants benefit the most.”*

Dr. Uwe Forger, Co-Founder of conject and Managing Partner of the Middle East headquarters who also represented conject at the event, explained that the growing cross-border nature of real estate has made better communications critical for project managers working with their corporate clients. Proactively managing design, planning and construction phases of a project necessities access to a tremendous amount of real time data, conject is the platform by which clients can avoid problems and disputes before they ever happen.

Conject has built an international presence and is now a recognised brand name in the industry. Its innovative software tool is sold on a SaaS (Software as a Service) platform. conject has an international portfolio of clients across many industries and various presence worldwide with offices in Munich, Duisburg, the Hague, St. Petersburg, Vienna, Boston and Dubai.

### **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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Em: [nstone@realcomm.com](mailto:nstone@realcomm.com)[www.realcomm.com](http://www.realcomm.com)**About conject**

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, 1<sup>st</sup> 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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