

Optimiza to launch regionally at Gitex

\$35 million company seizes opportunity at Gitex to share its expertise, services and solutions with regional audience



Dubai - UAE, 19 August 2007- Optimiza, a regional technology solutions and business consulting services company, is set to launch during Gitex Technology Week coming up at the Dubai International Convention and Exhibition Centre from the 8th till the 12th of September 2007.

A US\$35 million public shareholding company with a network of offices set up across the MENA region, Optimiza provides clients with successful consulting and technology implementations.

“We are pleased to be part of the biggest technology industry event in the Gulf. We believe that Gitex is a strong launch point for Optimiza regionally; it is an ideal platform for introducing new products and for communicating our unique knowledge and capabilities to an audience of technology experts,” said Hazem Malhas, CEO, Optimiza. “Optimiza has a significant network in the MENA region, which allows us to manage challenging regional projects while providing the necessary local support. We have built up the resources, technology and expertise to enable us to offer practical, real-world solutions that are the foundation for enduring business success.

Optimiza is the result of the merging of nine regional companies which encompasses an exciting product portfolio, intellectual capital and expertise in servicing clients. Optimiza brings to its regional partners its 26 years of diversified and extensive experience in management consultancy, IT services, training and outsourcing with a track record of highly successful solution implementations in the government, telecom, financial, healthcare, SMB and other sectors.

At Gitex, Optimiza will be showcasing a world class range of products and solutions that meet diverse sectoral requirements as well as products and solutions that cater for specific sector needs. Present at the Optimiza's pavilion will be the company's management team, as well as a core of Optimiza staff representing Optimiza's lead divisions and sectoral solutions.

Optimiza's pavilion will be located in the Gitex Business Solutions area, Hall #6.

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