





*Dear Business Partners,*

*Welcome to yet another edition of 'The Circuit'.*

*Nearly half-way into 2009 and the global economic slowdown remains the hot-topic. However I am proud to say that Dubai Internet City has navigated this storm successfully, so far.*

*DIC has witnessed a remarkable growth in the first quarter of 2009 as many new Business Partners have joined our community, with the total number of Business Partners in 2009 being significantly higher than 2008.*

*As a case in point, the first quarter of 2009 saw 32 ICT companies enroll in the 'FirstSteps@DIC' Business Center to complement the 128 companies already operating there, a 25 per cent increase.*

*On behalf of the entire DIC family, I would like to thank you for your endless support and I wish you continued success in the future.*

*The success of each of our Business Partners is a success for the entire DIC community.*

*Best regards,*

*Malek Al Malek  
Executive Director - Dubai Internet City*



## **'FirstSteps@DIC' Registers 25% Growth over 2008**

Dubai Internet City, the largest ICT cluster and a member of TECOM Investments, today announced it has opened new offices dedicated to start-up companies under its FirstSteps@DIC

FirstSteps@DIC Business Center is a unique facility that allows seed-stage companies to test the region's business environment with minimal upfront investment.

The first quarter of 2009 saw 32 ICT companies newly enrolled into the FirstSteps@DIC business center to complement the 128 companies already operating under the program. The tremendous 25% increase in the number of companies reinforces FirstSteps@DIC as being one of the region's unique and leading business centers specifically focused on IT companies.

Companies operating under FirstSteps@DIC include SMBs, Start-ups and multinationals from various fields including service providers, software developers, online, multimedia and IT consultants. These companies are all united by a common objective of launching their regional operations from Dubai in order to explore the Middle East market with maximum ease and affordability and minimum hassle.

Malek Al Malek, Executive Director, Dubai Internet City, said: "Since its inception in 2002, the FirstSteps@DIC initiative has been widely popular with our new partners as it allows companies to focus on their core business activity while eliminating the need for high initial investments. Many companies that utilised the FirstSteps@DIC program to launch their regional operations have now become essential and permanent business partners of DIC."

In December 2008, Dubai Internet City won the prestigious fDi (Foreign Direct Investment) magazine's 'Best Hi-tech Free Zone 2008-2009' Award, firmly reiterating its status as a leading global destination for technology companies.

---

## **Malek Al Malek presents at the 'Dubai Policy Watch Forum'**

Malek Sultan Al Malek, Executive Director Dubai Internet City delivered a presentation on 'Technologies in Dubai' at the Dubai Policy Watch forum where he received an award of appreciation from the 'Mohammed Bin Rashid Program for Leadership Development' for his participation in the event.

The forum, under the theme of "A Competitive Region in a Global Economy", was organised by the Mohammad Bin Rashid Centre for Leadership Development (MBRCLD) in association with Greater Seattle Chamber of Commerce and the Trade Development Alliance of Greater Seattle.

UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed Bin Rashid Al Maktoum graced the attendees with his presence on the final day of the forum.

The three day session from March 10-12, 2009 held in Murooj Rotana saw 90 leaders from the business, government, education and civic sectors of the US examine and study the economic strategies of the UAE.

Discussions at the forum focused on important areas influencing the economic condition of the UAE, including finance, governance, business and commerce, education, human resources, transportation, real estate, healthcare and technology.

The US delegation spearheads a project that involves travelling around the world to explore and benchmark the economic strategies of thriving metropolitan regions against international best practices.



## Ahmad Bin Byat Appointed CEO of Dubai Holding

His Excellency Mohammad AlGergawi, Chairman of Dubai Holding announced the appointment of Ahmad Bin Byat as the new Chief Executive Officer of Dubai Holding.

Bin Byat occupies several high-ranking positions including, Chairman of the Emirates Integrated Telecommunications Company (EITC); Chairman of the Dubai Real Estate Corporation and Chairman of the Aswaaq Founding Committee. He is also a member of the Zayed University board of trustees.

## Canon Middle East Partners with Dubai Internet City in Energy Conservation Program



Canon Middle East has joined forces with Dubai Internet City to roll out an energy conservation programme and help raise awareness on how energy consumption affects climate change.

The programme, targeting all TECOM personnel, aims to educate on the best practices to help save energy and create a sustainable environment for the future. The initiative reflects Canon's commitment to supporting environmental practices in the Middle East and builds upon its environmentally responsible technology and corporate mission to reduce carbon emissions.

"Canon is delighted to partner with DIC in this energy conservation programme. In partnering with DIC, we aim to educate companies about the importance of achieving a measurable reduction in water and energy consumption for a sustainable future," said Bertil Widmark, Managing Director, Canon Middle East.

Canon and DIC teamed up to conduct an online survey between 18th January and 15th February to raise awareness for TECOM residents on their personal carbon footprint and to educate them on means to reduce it. The '10 questions' online survey received 547 entries and was complemented by the distribution of the 'ten questions' survey in all TECOM buildings to enhance participation. Based on the participants' answers, the total ecological footprint of TECOM residents was 23,564,000 m<sup>2</sup> and was estimated to be reduced to 16,996,190 m<sup>2</sup> if they incorporate the suggested changes to their lifestyle.

## DIC Events & Activities

### PCI Event – Online Card/payment Security

7- April Dubai Knowledge Village

### Submit Conference – Web Ventures and Online Innovations

8 - 9 April Grand Habtoor, Dubai

### DIFC Outreach program for BPs

19- April Dubai Knowledge Village

### Telecom Finance ME & Africa Summit

28-29 April Park Hyatt, Dubai

### DIC Networking Event for Consultants

5- May DIC Bld.#3

### IDC ITMF Forum & Expo

12- May Sheraton, Abu Dhabi

### IDC ITMF Forum & Expo

13- May Hilton Convention Center, Istanbul

### Datamatix 15th GCC eGovernment forum

23-27 May AlBustan Rotana, Dubai

### MECOM Conference

25-27 May Abu Dhabi

### IDC ITMF Forum & Expo

11-Jun Bilkent Hotel, Turkey - Ankara

### IDC ITMF Forum & Expo

22-Jun The Palm, Dubai



## Financial Architects Launches Middle East Office in Dubai

Dubai Internet City (DIC) a member of TECOM Investments, announced Financial Architects (FinArch), an international provider of a Finance Resource Planning (FRP) platform, has opened a new branch in Dubai.

Headquartered in Belgium, FinArch has offices in the US, the UK, Luxembourg, Spain, and Singapore. FinArch's new office in Dubai will focus on the business development, sales and marketing of its risk and financial management software.

Malek Al Malek, Executive Director, Dubai Internet City, said: "It is our prime objective to affiliate with pioneers in various segments of the ICT sector that will contribute to expanding the range of business partners within our community. The presence of FinArch in Dubai will immensely benefit regional companies that seek expertise in Finance Resource Planning (FRP).

"We will continue to focus on partnering with companies that provide niche products and solutions. The cluster's state-of-the-art infrastructure and the community of industry peers have strongly worked in favour of Dubai Internet City despite the current global economic situation. We, therefore, feel extremely confident about setting new milestones in DIC's development."

FinArch has implemented solutions worldwide for more than twelve years, and has experienced a dramatic increase in demand for its Financial Studio solution. To meet this ever increasing demand for its solutions and to serve its existing customers more closely, FinArch already recently expanded its Business Development team in APAC, Europe and in the United States. With the opening of this new office in Dubai now, FinArch wants to better serve its strong network of customers in the Middle East, and wishes to increase its local presence in this area.

FinArch's Dubai office is led by Mounir Baccouche. Prior to FinArch, Mounir Baccouche was General Manager for EastNets and Ejada, two regional solution distributors and systems integrators. Other experiences include management positions with several Middle East banks.

Nigel Lee, Chief Commercial Officer for FinArch, said: "I am very excited by the challenges and opportunities for FinArch in the Middle East. Opening our new office in Dubai is the logical thing to do in terms of supporting our clients in the region and meeting the ongoing increase in demand for our solutions." Lee added: "Our solutions are perfectly positioned to enable Middle Eastern banks to exploit the current economic situation. Basel II along with a host of strategic Risk and Capital Management functionality will better position our clients to increase return on capital and risk adjust performance measures to accurately assess the day to day success of their business. With an increase in regulatory control in the region and early adoption of new standards and reporting obligations, FinArch's FRP based solution will

provide our customers tremendous economies of scale in choosing 1 platform to serve multiple functional needs."

"Financial Transformation is the key to creating a more efficient and more effective financial institution. FinArch's market leading Sub-ledger solution will give banks in the region an opportunity to gain greater clarity and greater efficiency in their accounting and Financial MIS activities." adds Mounir Baccouche, Vice President for Regional Development, FinArch ME. "I am proud to open FinArch's first office in the region. I believe we have the perfect combination of solutions, skills and experience to be a valuable strategic partner to banks in the Middle East and to strengthen our commitment to our existing customers." Baccouche reflects.

## Dubai Internet City and Venture Capital Support

It was almost nine years ago in 2000, that Dubai Internet City was created with the aim of helping to build a knowledge-based economy in Dubai. Since then, the region's leading managed ICT cluster has taken the lead in a number of the milestones in the region's ICT industry.

Demonstrating its commitment to nurturing innovation and entrepreneurship has been a priority at Dubai Internet City. Through supporting the venture capital industry with the support of governmental bodies and some of the world's leading ICT players, the free zone cluster works towards developing the region's ICT industry as a vital way of financing new businesses and supporting the promising ICT entrepreneurs of the future.

Figures from a number of research reports conducted recently suggest a proliferation of opportunities available for start-up companies looking to build the region's knowledge-based economy. The region's ICT industry is expected to be worth almost \$80 billion by the end of 2012 and as it stands, the UAE alone accounts for 31 per cent of ICT spending in the Middle East, slightly lower than Saudi Arabia's but more than twice that of Egypt.

Dubai Internet City launched the 'Dubai Venture Forum' which started with a series of information sessions on venture capital in GITEX Technology Week in October 2008. A select group of key venture capitalists, including Intel Capital, Arab Business Angels Network, New Enterprise East Investments and Business Value investment Group led the sessions offering valuable insights into how start-up companies could make themselves more attractive to venture capital investors. Topics discussed included: how venture capitalists add non-financial value to a venture; what makes a good investor from an investor's perspective; and emerging technology trends for venture capital.

Following the success of the first venture capital investment programme, Dubai Internet City has plans to strongly pursue the Dubai Venture Forum at the ICT free zone, providing a networking platform between start-up companies and local investors so that the flow of capital into new ventures is established.

Striving to remain at the forefront of the ICT industry, Dubai Internet City will continue to contribute to the presence and growth of small and medium sized businesses in the region and facilitate the act of bringing together smart investments with innovative projects. Dubai Internet City creates the basis for companies looking to invest in the region with the aim of opening up employment opportunities and further boosting wealth for the knowledge-based economy.

## AT&T Opens New Office In Dubai Internet City

AT&T\* recently announced the opening of its new regional headquarters office in Dubai Internet City (DIC). The new office is further evidence of AT&T's continuing success and commitment to the Middle East and Africa (MEA) region.

The occasion was marked by a visit from Ronald E. Spears, President and CEO of AT&T Business Solutions, who is visiting Dubai as part of a multi-country trip in the region. Spears began the trip in Bahrain, participating as a keynote speaker and panelist in the Gulf Region Communications Conference, a high level multilateral meeting of Ministers of Communication and other government and private sector leaders, to discuss cooperative opportunities for the ICT sector to enhance economic development and stability.

At the conference, Spears spoke with other participants about the impressive telecommunications investments already being made within countries in the region, and he focused on the important opportunity to further connect these country network investments, with a new pan-regional network infrastructure.

"A robust and secure pan-regional network would benefit companies across all sectors and the region as a whole," said Spears. "AT&T is committed to being a constructive participant in the dialogue with the government and private sector leaders in the region, and we hope we can work closely together to develop a pan-regional communications network."

"A growing number of multinational customers are doing business in the region. AT&T's new office in Dubai is a significant step in its efforts to meet the needs of companies requiring services and a solution delivered via a global IP-based infrastructure. It allows us to further expand our operations so we can effectively serve the companies that do business here."



## India's Sonata Software Launches First Venture in Dubai Internet City

Leading Indian software Solutions Company, Sonata Software Ltd. announced the opening of its one hundred per cent owned subsidiary at Dubai Internet City, the region's leading managed ICT cluster. Establishing itself as a regional hub for its business in the Middle East and Africa, Sonata Software FZ – LLC, will provide value-based IT solutions to customers, strengthening its presence in the region.

Sonata Software will use its Dubai Internet City free zone base to target regional market segments including the Travel, Tourism, Hospitality and Construction industries – some of the major sectors that make up the GDP in the Middle East.

Malek Al Malek, Executive Director, Dubai Internet City said: "Dubai Internet City has attracted some of the biggest names in the

IT industry since it was established in 2000. We are delighted to welcome on board yet another global leader with a reputation for creating cutting-edge solutions and technology. We look forward to working closely with Sonata where the industry can leverage on its ability to bring out the best software solutions. In addition, our partnership with Sonata will find ways that will further build our knowledge-based economy for the region."

Dubai Internet City currently hosts most of the Fortune 500 companies and more than 1,200 specialized industry leaders from diverse segments of the information and communication technology sectors. Emerged as one of the largest ICT clusters in the world, DIC caters to the region's increasing focus on creating knowledge-based economies.



## Dubai Internet City Hosts Google Executives on Middle East Tour

Dubai Internet City recently hosted a number of Google executives visiting the region to address ways they can improve users access to information through facilitating the growth of Arabic content online.

In line with its commitment to expand the Arabic content available on the internet, Dubai Internet City is keen to work with companies like Google to help achieve this objective. Latest figures by the World Bank indicate there are more than 320 million Arabic speakers worldwide, while less than one per cent of all online content is in Arabic.

At the one day event hosted by Dubai Internet City at the ICT free zone, Google met with a select group of 60 business executives to explore potential opportunities in the region as well share knowledge and learnings from the local industry. The online search engine firm aims to help users access information in Arabic while hosting training for entrepreneurs and developers to enhance the web.

The event keynoted by Gisel Hiscock, Google's Director for New Business Development in the Middle East and North Africa (MENA) region, witnessed the participation of four other senior Google executives and a high profile audience of industry representatives from the education, media and government sectors.

Malek Al Malek, Executive Director, Dubai Internet City, said: "Dubai is successfully attracting entrepreneurs keen to be at the forefront of developing new technologies in the region. The number of internet users in the Middle East has jumped from 3.2 million users in 2000 to 41.9 million in 2008, according to the Internet World Statistics report.

"While the UAE takes the lead in Arab countries with an Internet penetration of 55 per cent, there are clearly opportunities for further development in the region's IT sector. We believe Google initiatives in the UAE and MENA will undoubtedly help stimulate Dubai's knowledge-based economy and result in strong future partnerships that will significantly contribute to the industry's growth in the region."

# Programs & Services

## TECOM Launches Support Centre For Business Partners

TECOM Investments launched a Business Sustainability and Support Centre on March 2, 2009 to provide free consultancy services to help Business Partners cope with the global economic downturn.

A group of consultants drawn from TECOM-registered companies have already started offering strategic advice to Business Partners in finance, marketing, legal affairs, human resources, strategy and operations.

The first set of consultants includes Oliver Wyman, Value Partners, CORE, Therightslawyers, Omnia, Deloitte, Biz-Ability, Flagship Projects and The Core Group.

Business Partners can register online on a first-come first-served basis for the consultancy sessions, which are spread over a period of three months

The consultancy sessions in the area of finance will focus on how companies can better manage their finances in the downturn, while the sessions on marketing will help Business Partners increase the efficiency of their marketing budget. The centre will also extend legal consultancy on issues such as selling company stakes, dealing with pending or outstanding payments, and employee disputes.

Other sessions will focus on ways to maximize human resources, while offering valuable tips on strategy and operations for ensuring enhanced productivity.



## DIC Backed Bayt.com Free CV Consultation Clinic Attracts Huge Turnout

Over 638 professionals availed the free CV consultation offered jointly by Bayt.com and Dubai Internet City (DIC) from Feb. 15 – 26, 2009 at the amphitheatre.

In the 15-minute consultation, recruitment specialists from Bayt.com, DIC's Business Partner, provided advice on making CVs more interesting and marketable to prospective employers.

Through the initiative Bayt.com and DIC were seeking to help individuals who were made redundant by the current economic climate.

Bayt.com's senior management has also been offering consultations with the support of the Bayt.com Career Services team.

Unemployed professionals stemming from all nationalities, career levels and industries were welcomed by the Bayt.com consultancy team and 10 of them even went on to win a free CV writing service through the daily raffle draw.

Striving to remain at the forefront of the ICT industry, Dubai Internet City will continue to contribute to the presence and growth of small and medium sized businesses in the region and facilitate the act of bringing together smart investments with innovative projects. Dubai Internet City creates the basis for companies looking to invest in the region with the aim of opening up employment opportunities and further boosting wealth for the knowledge-based economy.



## 'DIC Exceptional Service Award' to Recognize & Reward outstanding support from a DIC & TECOM Employee

DIC awarded its first 'Exceptional Service Award' to one DIC employee and one TECOM employee on 11th March 2009.

The first of DIC's quarterly award ceremony was held at DIC Building 4 Fish Tank Room.

DIC specially designed this award to recognize 2 employees: A DIC member and a TECOM member.

All TECOM staff (individual or in Team) are eligible regardless of their position or department.

The 2 employees were selected by the award Committee based on performing above and beyond the service required in the following areas during the last quarter of 2008:

1. Excellent Customer Service
2. Creativity, innovation and initiative
3. High efficiency and performance

### The awards were presented to:

1. Khalifa Abdullah, Dubai Internet City
2. Latifa Binbeshait, Procurement and Contracts



## TECOM Clusters Pick Up Awards for Cleaning up the World

Keeping in line with TECOM Investment's value – Environmental and Social Responsibility, three TECOM Business Parks entities - Dubai Internet City (DIC), Dubai Knowledge Village (DKV) and Dubai International Academic City (DIAC) recently received awards from the Dubai Municipality for their participation in the 'Clean up the World' campaign, which was conducted in Dubai in November 2008.

As part of the campaign, TECOM Investments, DIC, DKV and DIAC and their Business Partner employees cleaned pre-identified areas in Dubai Knowledge Village, Dubai Media City, Dubai International Academic City and Nad Al Sheba

As a token of appreciation from Dubai Municipality the brands received the following awards for their participation:

- Dubai Internet City:** Gold and Silver trophy plus certificate.
- Dubai Knowledge Village:** Silver trophy plus certificate.
- Dubai International Academic City:** Certificate.

# DIC WELCOMES 2009 BUSINESS PARTNERS

Kabul Bank	enTrust & Title FZ-LLC
Smartlink Communications Services FZ-LLC	Majitek Middle East FZ-LLC
IntraLinks Ltd	IDC S.p.A.
The Boston Consulting Group International Inc.	Trovicor FZ-LLC
Tyco Electronics Middle East	Sygma Telecommunications FZ-LLC
Harry's Bistro	Telenor Global Services AS
Sonata Software FZ-LLC	B Research and Development FZ-LLC
SAS Middle East FZ-LLC	Oregano Restaurant
Atos Origin FZ-LLC	Teleopti MENA FZ-LLC
Tata Communications (Middle East) FZ-LLC	Sophos Middle East
CMG Middle East FZ-LLC	Recro-Net Middle East FZ-LLC
Kaspersky Lab Middle East FZ-LLC	Omniture Middle East FZ-LLC
IPF Technologies FZ-LLC	Telenity MEA
AJ Management Consulting FZ-LLC	TravelCLICK Inc.
Enquility ES FZ-LLC	Tari FZ-LLC
Impact Mobile Services FZ-LLC	Mivune FZ-LLC
Worldwide Telecom Xchange Carrier FZ-LLC	Ascade Middle East FZ-LLC
BlueLink Middle East FZ-LLC	Arsh Capital FZ-LLC
Asymilate MENA FZ-LLC	Otrum Middle East
IBA Health Group Limited	Mobibucks FZ-LLC
Pushbutton Solutions FZ-LLC	GreenTech Consulting FZ-LLC
Vantrix Corporation	Darling River FZ-LLC
Cognizant Technology Solutions Overseas Corporation	KDDI Singapore
FinArch ME	Digistorm FZ-LLC
International e-Governance Solutions FZ-LLC	

## Contact Us

### Free Zone Community Information

Dubai Internet City (DIC) provides a strategic and cost effective platform for ICT companies targeting emerging markets in a vast region extending from the Middle East to the Indian subcontinent, and from Africa to Central Asia. Dubai Internet City provides an environment that attracts each and every element of the value chain for an ICT business into the community.

To review the support services and facilities provided at the zone, please visit <http://www.dic-communityguide.com/dic/>

For any clarification and information, please contact us at:

DIC Building 4  
Shaikh Zayed Road  
PO Box 73000, Dubai, UAE  
Tel: +971 4 391 1111, Fax: +971 4 3919000  
Email: [opportunities@dic.ae](mailto:opportunities@dic.ae)  
Web: [www.dic.ae](http://www.dic.ae)

For advertisement opportunities or to publish news about DIC companies in the future quarterly issues of 'The Circuit', please send an email to [opportunities@dic.ae](mailto:opportunities@dic.ae)

## “Integrated E-Business Solutions”

InfoTouch and its business principals bring together complementary skills and years of accomplishments at all levels in the Internet linked industry. Our combined expertise in consultancy, sales, marketing e-business solutions, Tracking Solutions, wired/wireless communications and Wireless LAN solutions is focused to assure our customers the most cost-effective, expert and practical solutions for their diverse business automation needs.

# infotouch technologies

## Our Solutions

Microsoft Sharepoint

Cisco Networking

Business Portals

GPS / GPRS Tracking

Infrastructure Business

**Microsoft**  
GOLD CERTIFIED

Partner

  
CISCO

FOUNDRY  
NETWORKS

Suite No 114, Building 11,  
(Imate/3M Building) ,  
Dubai Internet City, Dubai, UAE  
Phone :+ 9714 3643076  
Fax :+ 9714 3697476  
Email :info@infotouchme.com