

Datamatix Executive Development Programs

Researches, training programs and conferences provide opportunities to learn, benchmark, forge new connections and improve leadership skills.

We conduct workshops and training seminars designed to equip professionals in the region with the latest in best practices from across the world. Our course facilitators are subject-experts who provide hands on training as well as practical advice that participants can apply to their workplace.

Datamatix School of Government

At the DSG, our interdisciplinary programs are designed to empower Middle East government organizations and leaders to shape and foster the increasing relationship between their national and regional interests with that of the rest of the world.

Datamatix School of Business

At the Datamatix School of Business, our interdisciplinary programs are designed to empower Middle East businesses, senior executives, managers and entrepreneurs to build upon the heightening relationship between their business interests globally.

eGovernment Institute

The eGovernment Institute offers the Middle East region with the latest knowledge, best practices, and key strategies in eGovernment. The institute, in working with some of the world's leading authorities in government, business and technology, provides opportunities for core technology and management skills development for professionals entrusted with e-government projects.



**"The only way of finding the limits
of the possible is by going beyond
them into the impossible."**

Arthur C. Clarke

Datamatix School of Government



In this era of increasing openness and rapid change, the 21st century presents governments around the world with unparalleled opportunities, and at the same time daunting challenges to those who aspire to lead public and private sector institutions.

They will need to have an entirely new mindset and skills for effective management.

DSG provides them the intellectual environment to develop international perspectives and outlook. It equips them to lead their organizations and caters to the training needs of such personnel.

It is a unique institution where the instruction is structured across a range of subjects, covering critical analyses and development of strategies that help officials and executives deliver quality and efficient services to the public.

The aim of the programs is to help turn organizations in the Middle East region into effective instruments of change for the overall good of people and other stakeholders in the civil society.

DSG moulds leaders of tomorrow today. It enables them to confidentially take up their tasks to shape and guide the evolving national and regional

interests with that of the rest of the world. Its priorities, activities and focus fall under three key categories:

Enhancing the skills development of individual or group by honing their tactical and leadership strategies; engineering/reengineering organizations to become more customer-centric; and finally conducting research at the national, regional and international levels to help map out the factors that influence and impact global issues in the GCC.

DSG's programs are spread over diverse categories such as Customer Care, Organizational Design,



International Business and Economic Relations, Leadership Development, Organizational Behavior, Executive Skills Development Program, Multilateral Relations and Policy Research. The DSG executive programs are unparalleled for two reasons.

First, it has access to some of the world's most influential thought-leaders, academics, decision-makers and key officials in business, information technology, government and research. We draw on this pool of experts to make learning exhilarating and challenging.

At DSG, our executive programs are not only theoretical in framework but also practical in orientation. Learning at DSG is not a one-way monologue from instructor or coach to the attendee.

Participants experience "Engaged Active Learning (EAL)", which is the culmination of issue-based research, planning, execution and evaluation.



DSG understands that every situation, every government department, every policy, and every individual is unique. In order to cater to the specific requirements of the individual, it has designed focused training modules.

The motto of DSG is to become "involved partners" with its clients as they embark on the journey towards personal and organizational excellence.

DSG provides a broad range of training in management skills that empower individuals to lead, not only independently, but also within groups.



It partners with senior executives and managers in order to transfer knowledge and skills to develop a customer-centric "outside in" organization.

It conducts public opinion surveys and brings out policy research papers on development issues.

DSG takes on this role as a means to promote and protect the business interests of its clients, locally and globally.

Datamatix School of Business & Economics



PARTNERS IN PROGRESS
WE HELP BUILD BRIDGE & NETWORK INTERNATIONAL PARTNERS

In today's climate of rapid change, it is not unusual for top executives to feel that their organizations are not reaching their full potential. This is especially the case when everything seems to be done by the book. A strategic plan is developed, goals are established, business mission is communicated, and yet performance lags behind expectations and change is not occurring fast enough.

Such corporate behavior and attitudes need to be replaced with a dynamic, focused and persuasive set of responses in order to continually draw the best out of an organization to transform it into a great one.

DSB Institute, recognized as a centre of business excellence, is dedicated to building extraordinary skills among decision-makers so that they can work to transform their companies into globally competitive institutions.

Amid mounting pressure on corporate bottom lines, the board of directors, CEOs, and senior managers need to perform better to attain success. DSB programs are designed specifically for working professionals and civil servants who are eager to enhance and sharpen their management and leadership skills.

DSB's priorities and focus are on three key areas: Firstly, equipping individuals

with the technical skills to manage business and training them in tactical strategies to take up the challenges of the knowledge economy of today; secondly, assisting them to develop positive and persuasive communication capabilities and instill in them dynamic leadership qualities to lead organizations from the front.

It assists business in reengineering its management structure to leapfrog into a more customer-centric organization to ensure it remains ahead of competition.

And lastly, conduct market research and offer consultancy to turnaround business by applying critical analyses of

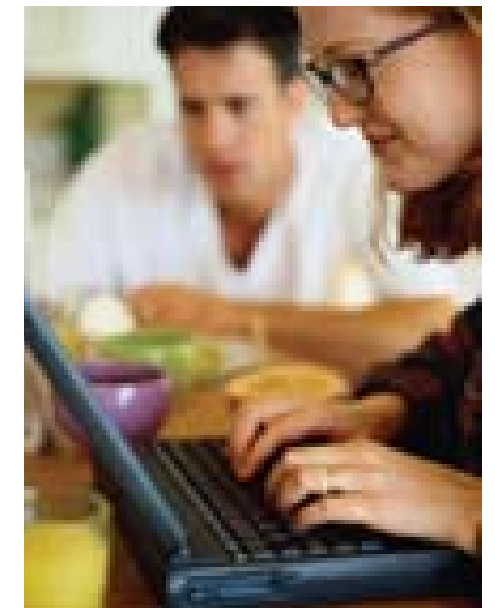


economic and social data to obtain the desirable result.

We provide economic, political and strategic insights that can guide corporate leaders in the regional context. Any business planning to tap into the emerging opportunities in the GCC region, which has a combined GDP of over \$725 billion, would benefit out of Datamatix association.

At DSB, we view high-octane performance to be the outcome of talent, dedication and skills. Talent to lead, dedication to follow-through, and skills to implement whatever one is assigned to do. Programs are designed to bring out the best in our participants, and in the process provide them with the tools and techniques they need to perform to perfection.

Learning at DSG is not a one-way monologue from instructor or coach to the attendee. Participants experience "Engaged Active Learning (EAL)" which is the culmination of issue-



because we do not believe in the one-size-fits-all model, our in-house programs are carefully structured to meet the specific requirements of companies on a case-by-case basis.

Our customized programs are designed in a way where we match our client's real world requirements and expectations with the expertise drawn from our network of professionals who have years of hands-on experience in business along with comprehensive understanding of the Middle East Region.



and every customer is unique. For this reason, we have made it our motto to become "involved partners" with our clients as they endeavor to undertake the journey towards "profitable market growth". Individuals will benefit when their professional skills get sharpened in areas that are deemed necessary to fulfill their tasks. Managers will benefit by having high-performance people working with their team to bring out the best.

Organizations will see transformation, and realize the opportunity to become models of excellence and achievement delivering outstanding results. Lastly,

Nurturing friendship and understanding amongst local, regional, and global professionals, business executives and leaders



National Brand Development



FRESH
 WHOLESOME UP-TO-DATE
 STRATEGY IN BRANDING

National School of Brand Building (NSBB) is an initiative of Datamatix to help build, nurture and aid Middle East companies and entrepreneurs turn around their products and services into global success stories. For that we bring our unique expertise in branding to issues relevant to regional organizations in order to help them develop their own brand identity.

We believe that brands evolve out of strategic insight, visionary thinking, motivating values, commitment and creative application. And these values need to pervade the entire organization at all levels for any branding exercise to be successful. It is with this aim of fostering such values among regional organizations that we have established the school.

Whether a company is big or small, in a dynamic market place it is important to build brands for sheer corporate survival. As customers become more sophisticated and have wider and growing choices, branding and its management are valuable marketing tools. Building brands and adding values to them require unique skills. The school provides a forum for corporate leaders and managers to discuss and develop

Our success is a direct result of knowing how to market a brand and having the right people representing the brand

– Greg Norman



innovative methods to evolve global brands in conjunction with market researchers and brand consultants.

The services that we offer include intensive hands-on training programs, customized solutions, interactive conferences, research reports, and consultancy. We invite you to browse through our services, and we are sure you will find many areas of interest.

Our aim is to raise the overall level of brand competence in the region so that Middle East national brands, particularly of the GCC, can start competing on an equal footing with international brands.

NSBB has monthly programs that are designed specifically for marketing professionals who are tasked to enhance and sharpen corporate brand building.

We help them identify areas that need attention so that their efforts can be channeled to build brands of high value. We enhance key knowledge factors,



perform to perfection as they go about building brands. It calls for a new way of thinking of the market.

Hence we impart training to the participant to understand and analyze customer needs and learn about the emerging market trends. Such skills are necessary for the company to design products and marketing strategies. Developing universally recognizable brands requires continuous monitoring of markets and trends.

We believe that managers will benefit by having high performance people working on their team, and

organizations will derive advantage as they will have the confidence and ability to transform their products into high-value brands.

Without brands it is difficult to survive in the increasingly competitive commercial world. Building knowledge in the marketing team about branding is a prerequisite to remain way ahead of the competition.

eGovernment Institute



معهد الحكومة الإلكترونية eGovernment Institute

eGovernment means a multitude of offices instantly accessible through one single point



The mission of Datamatix eGovernment Institute is to provide the latest knowledge in electronic governance to regional and global leaders.

The Institute with its partners is dedicated to stimulating research and facilitating dialogue on new approaches to improve the effectiveness of government functioning at all levels.

It is also dedicated to train and impart skills to government executives and employees in running government services by utilizing information and communication technologies. Since establishment, the Institute has organized numerous conferences and conducted extensive research on government e-services.

Our events and researches focus on major issues facing the region's governments. We have helped build skills in people to deliver e-government services, provide financial management training, HR, innovation and usher in digital transformation.

The idea is to help shape governments as institutions that provide public services in an efficient, cost-effective and speedy way. It allows the public easy accessibility to government services and ensures transparency and accountability.

The eGovernment Institute's Online Strategic Resource Centre contains huge databases, including interviews and knowledge-sharing facilities. It is a repository of regional and global researches by top academia, government and industry leaders. These specialists also discuss their careers and the management challenges facing their organizations. These resources are available on the eGovernment Institute's website.

The focus of the Strategic Resource Centre is to bring to the region current global strategies and practices in eGovernance. For a minimal annual membership fee, decision-makers in government and business organizations can access the full suite of resources that are garnered from some of the

world's leading figures in e-Government strategies.

Accessing our knowledge-base on eGovernance is a must for anyone involved in efforts to bring people closer to government through the application of computers and developing networked solutions. We currently have decision makers of government departments, ICT project managers, ICT vendors and strategy consultants are accessing our databases and researches to understand eGovernment trends and draw benefit from the booming opportunities in the Middle East region.

The value package we offer to subscribers also includes opportunities to brainstorm with professionals and leaders who are either involved in implementing eGovernment projects or have completed such projects across the region. Access is also given to research and analyze reports on successful and failed eGovernment projects.

Customer Care Development



Datamatix Customer Care Institute applies carefully drawn dynamic methodologies to help companies and government organizations in the Middle East to understand and learn customer-care skills in order to ensure a rewarding experience for their clients.

We impart unparalleled training in developing skill-sets that are scientifically evolved using unique

techniques to assess and measure customer response. We have developed proven strategies that have succeeded in the Middle East region because of our close understanding of the targeted market.

The Institute was set up to provide a benchmark that highlights how companies and government organizations can cater to the

demanding requirements of customers in a way that benefits both the customer and the organization.

Datamatix Customer Care Institute is led by senior executives with extensive experience in Customer Services. They have in-depth knowledge in Marketing, Enterprise Software, Internet Infrastructure Services and Management Consultancy.

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.

- Donald Porter



We employ the top talent in areas of Human Centered Design, Psychology, Interactive Media, Web Development, Software Development, Project Management, and Product Life Cycle Management.

When we talk about "Customer Service", we are really talking about "Caring for People's Wishes".

From an operational stand point this translates into "order fulfillment" of a public service in the case of government organization or a transaction that may turn out to be good or bad in the case of business if the staff is not properly trained.

The Customer Care Institute provides many services to the private and public sector. They include Industry Service Benchmark Reports, Customer Care Analysis and Customer Experience Audit.

The Industry Service Benchmark Reports



are based on the evaluation of key organizations from a specific industry. It contains an analysis of key factors affecting the experience of customers. Included in the report are statistics and trends, list of organizations reviewed with individual findings based on Customer Research.

The Benchmark reports provide an accurate account of current practices within an industry or cross-industry group. Customer Care Analysis provides a thorough study of all the factors on the subject, and includes results collected as part of the organization's research. This is an invaluable source of

critical information for understanding how your organization stands out from the ordinary or against the best practices. You can compare your organization against multiple companies. Alternatively you can appraise it head-to-head against any known company, as well as against the best performing company in your industry. These services are available to both public and private organizations.

Customer Experience Audit service evaluates your organization's customer care practices and provides feedback on the best practices and solutions. The audit, delivered as a written report, highlights areas of improvement and prioritizes actionable items to best develop your organization's customer care skills. Organizations that score above a specified rating are eligible to carry the Institute's prestigious 'Seal of Respect.

Datamatix Research



Datamatix Research Institute is an independent body affiliated to the Datamatix Group, which provides both problem-solving counsel and forward thinking advice on issues impacting business, economy, ICT, management, women empowerment, entrepreneurship and leadership in the Middle East.

As an unbiased think-tank dedicated to solving corporate problems and change management concerns in the region, we conduct exhaustive research that is objective, unbiased and in-depth. Our dedication is towards expanding knowledge on a variety of topics in the Middle East.

From academicians to successful entrepreneurs, we identify the best and the most experienced among them to study and write research reports. Corporations, associations, non-profit organizations and government agencies work closely with our organization to obtain substantial and insightful research into the region's business and technology scene. These reports are indispensable to understand the Middle East while formulating corporate decisions.

The Institute provides the latest data and strategic analysis to help you make informed decisions. Our aim is to ensure that you are provided with incisive studies based on highly credible data

gathered from impeccable sources. Such tools would help you take up today's biggest market challenges with ease and confidence. You also get exposure to global best practices and trends.

Our independent research identifies the defining forces of change to help our clients expand their perspective. Our market intelligence, ability to forecast trends and unparalleled expertise on a wide variety of subjects help you focus on strategies for action and make right decisions in an otherwise uncertain environment.

The following broad research categories have been identified where our expertise could be used to produce

either general research reports or customized analyses according to the specific demands of clients.

Some of our focused research are ICT employment strategies of Middle East Governments: An in-depth study and analysis Most regional governments have ambitious plans to embrace and implement new and emerging information technology products and solutions to improve and reengineer their work-flow within.

Furthermore, they want to collaborate with other inter-governmental and intra-governmental organizations for information exchange and integrated transaction processing.

Big plans mean big decisions. Transaction processing, data storage and data warehousing requirements are expected to grow to unprecedented levels. A major overhaul in ICT architecture of governmental agencies is on the anvil.

This report presents the current scenarios, visions, strategies and readiness of governmental agencies in the Middle East region. It also discusses applicable products and services which are major players in the ICT industry and whether they are really prepared to take on the specific challenges the region faces and convert them into rewarding business opportunities.

Middle East banking and finance: Emerging trends in the application of e-Technology Banks in the Middle East region are yet to take e-Technology seriously. Virtual banks and virtual branches are a reality, and the banking industry of the region cannot afford to ignore them. Small and medium-sized banks or foreign financial institutions with a small presence in the region can employ e-Technology to expand their operations through virtual

banking. Bigger ones can use it to provide better customer care, offer new facilities and retain customer loyalty.

Governments and central banks play pivotal roles in shaping the banking and finance industry in each country of the region. There are signs of openness in these institutions, which is good news for the industry, and new business possibilities have also emerged.

However, in such a controlled, yet open environment, what are the banks and other financial institutions planning to do? How much e-Technology are they planning to put to work? What is the feedback from those few who took the lead and went ahead?

This report is about e-Technology trends in the banking and finance sector in the region, their hurdles and opportunities. A detailed survey on the levels of presence of e-Technology in all the banks and other major financial institutions and their e-Technology direction in the near future is included.

e-Commerce in the Middle East: A survey on its success and effectiveness in business The Middle East as a whole has so far shown lukewarm response to the Internet revolution. Most business houses of the region, small or big, have only a web page and a dot com. A few of them have their portals on the web and conduct business, but they are managed in a haphazard way.

There are strong signals though, that all this is going to change for the better, and more and more businesses are getting serious about being on the web conducting full-scale online operations.

This survey is about the perception of these business houses about e-Commerce, their preparedness and their need for resources. A survey of

those who implemented e-Commerce successfully, as well as their feedback on the effectiveness of e-Commerce-driven business models also forms part of this report.

e-Solutions: Penetration and scope in the Middle East marketplace E-Technology has just about arrived in the Middle East market and a lot of interest is shown by all sections of business as well as governmental organizations. A few of them have a clear vision, resources and a strong desire to drive their operations towards the new e-Age.

This report is a study on the level of penetration of e-Technology and what opportunities exist in each country of the region for both solution providers, as well as solution seekers. It also reports about user preferences of e-Solution providers along with their rating on the products and services that are offered.

Future of ISP monopolies in the Middle East Monopolies do exist. Whether it is good or bad for healthy growth of the market economy is a matter of debate. In the Middle East, ISPs are a monopoly in each country of their operations. Is it going to change in the future?

The Middle East, in line with global trends of openness in trade practices, is trying to attract foreign investments and, as a result, businesses of all types will be facing competition with the big names from elsewhere. In that context, are ISP monopolies in the region going to last? If so, is it forever? This report is a study on the effects of these emerging trends and what they would mean to the continuity of ISP monopolization in the Middle East.

Women S.M.E. Development



Women SME Development Institute is an interactive forum that aims to promote women's entrepreneurship. It provides training, mentoring and assistance in setting up businesses. We believe that by empowering women to achieve their full potential, they can contribute to social and economic growth of the country.

The Institute provides learning opportunities and networking with other successful women entrepreneurs, professionals and leaders in the region. It encourages women to support each other and proactively promote women-owned enterprises through research, consultancy and sharing of information.

Women represent a large and highly qualified work-force in the region. In order to guide them to set up own business, promote and manage it, the Institute updates them on current business opportunities around the world.

The Institute is an ideal forum for exchange of ideas and best practices that produce positive results. For individual woman business owners, meetings with other like-minded women from the across the world are arranged. By promoting cooperation and networking, the Institute opens the door to industrial, technological and trade information. We work with women entrepreneurs to enhance their

professional growth and business skills. Through our time-tested conferences and workshops, women are given an opportunity to rediscover themselves and reinforce their business visibility. Our research into markets, manufacturing, finance and distribution, helps businesswomen avoid pitfalls and emerge in leadership roles.

The Institute gives advice on setting up businesses and help with startup services so that women can build successful careers as independent businesswomen.

To those who are already in business, we provide financial advice on raising capital or for expanding existing



businesses. We cover the entire spectrum of securing finances including – preparing the business plan, project report, identifying the right agencies, budgeting and targeting different sources of finance.

Besides business, the Institute also guides women in politics. The Middle East is gradually seeing deeper involvement of women in public life. Women are well educated and highly aware of their rights and duties as citizens. The Institute supports them to voice their opinions and actively participate in regional politics.

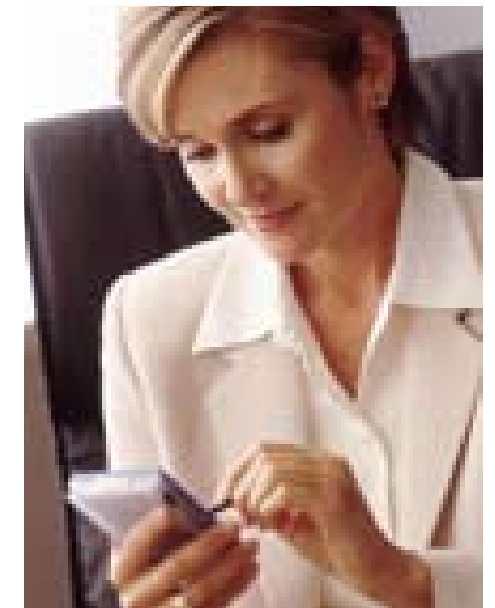
Women media professionals, including journalists and writers, in the region have been expressing their opinions on their status and role in the Middle East economy and society. The Institute seeks to encourage more such debates, and more women participation in the media industry, which has been promoting and projecting a positive image of professional women.

The Institute can help women with appropriate endorsement of their

involvement in business to help them access contracts and gain significant business advantages, concessions, support through a dedicated resource center, and peer-to-peer networking. There is also a wide choice of investment opportunities for women today. However, each of them comes with its fair share of trade-offs between risk and benefit. We provide the guidance that will help women make the right investment decisions to minimize risks.

The Institute has a comprehensive palette of services for businesswomen, including assistance in setting up businesses, finance, marketing, public relations, IT deployment, including Internet-enabled services. We can help them set up websites as well as their hosting, design and development. We also offer integrated web solutions.

Our corporate branding services can help create and manage your distinct corporate profile and identity with professional logos, brochures, presentations and other artwork. Another service that we offer is event



management under which we provide comprehensive services, including conceptualization of the event, and meeting technical and operational needs of your exhibitions and conferences.

We conduct workshops and training programs especially for women who wish to enhance their knowledge and grow their businesses to full potential and remain globally competitive. Attending our carefully designed workshops and training programs will help accelerate your own personal development besides ensuring robust business growth. You can learn new skills and refresh areas of your personal and business development interest that you may have neglected for too long, Learn new business techniques and skills and take back all you acquired to put it to work for profit.

Taking the right initiatives to develop global leaders,
focusing on issues specific to this region



IPO Development



GROWTH STRATEGY

GOING PUBLIC WILL HELP YOU EXPAND YOUR BUSINESS

The current volatility in the securities markets in GCC countries should not dampen the potentially high fundraising prospects of the region. The surges in the inflow of petrodollars and the region's keen urge to reduce dependence on the oil economy have opened various investment options. There is enough public appetite for IPOs in the region if credible issues are provided.

In the first nine months of 2006, 17 IPOs raised in excess of \$6.2 billion, which is 45 per cent more than the same period in 2005. In the third quarter, four new IPOs raised \$1.7 billion, more than the \$1.5 billion garnered in the second quarter this

year. There is demand for new IPOs outstripping supplies. Over 130 companies in the region are planning to come out with new issues. However, taking a company public is a big step calling for caution and careful planning. Datamatix IPO Services provide strategic advice, expert counseling and guidance on how to make the most of this opportunity. We can provide you with an objective analysis of your preparedness. Our financial advisors can help you through the entire process to enter the market with a successful IPO.

We also provide analysis of upcoming IPO's for investors, and help them identify strong companies based on

their fundamentals. We research every aspect of an organization's business to help you make informed decision based on hard facts.

Datamatix IPO Consultancy is founded by experienced and successful entrepreneurs with extensive background in corporate finance and investment services. We ensure that our corporate clients are provided with the best possible legal, financial, and pre-underwriting support to successfully raise funds.

Our dedication, along with the insight gained from experience, can help navigate your company through what could be your untested IPO territory.

Like any journey, going public requires careful preparation, methodical planning, intimate knowledge of the market and expert guidance. Learn more about how we can help YOU.

The pros & cons of going public:

To begin with, you must be fully aware of the implications and processes of going public. We will review:

- What are your business objectives and capital requirements?
- Have you weighed the advantages of being a public company?
- Have you examined the costs?
- Are you prepared to spend the time & show the commitment that will be necessary?
- Are you thoroughly familiar with the steps involved in the IPO process?
- Have you plotted a reasonable timetable for completion of the IPO?

Options and issues:

There are a number of issues and options you need to consider and understand, such as:

- Do you have a formal business plan with the key components necessary for a prospectus?
- Have you reviewed alternatives for financing?
- Are you familiar with the listing requirements of appropriate stock exchanges?
- What is the public profile of your company?

Before you become a public company you have to "get your house in order" and manage the organization like a public company. We will review:

- Are your financial statements in order?
- Are you up-to-date on the tax implications of going public?
- Do you have adequate reporting systems and processes in place?

- Do you have an effective management team?
 - Will your board of directors be able to enhance shareholder value?
 - Do your company's corporate governance policies and practices comply with the requirements of managing a public company?
 - Have you established the professional relationships necessary to build an IPO advisory team?
- We can help you by evaluating your readiness to go public:
- Have you fully evaluated whether going public is your best option?
 - Have you explored alternatives?
 - Which stock exchanges should you consider?

We can help with this important first step by assessing your company's readiness to go public and the steps necessary to proceed through the following:

- Review your objectives and capital needs
- Make sure you're aware of the advantages and disadvantages of going public
- Ensure you know all the options available
- Assess your company's financial statements and reporting systems
- Provide insight into costs and cultural changes that will be involved
- Explain the entire process & pitfalls in detail
- Establish a reasonable timetable IPO Diagnostic

Going public can be a pivotal step in your company's growth strategy to raise capital, attract and retain staff and enhance your company's profile. You might be considering an IPO to expand your business, improve market presence or as a long-term, planned exit strategy for owners. Whatever is your

motivation, the right decision results from a vision to succeed, a thorough analytical evaluation of your objectives and your plans, and a dash of gut instinct.

If you have the vision and gut instinct, we can help with the planning and guidance for the journey to going public and what it takes to succeed. We have developed an IPO Diagnostic to provide companies with the information they need to make informed decisions about going public.

We will assess your company's readiness to go public and provide a customized report on areas that require attention to ensure your company is ready for IPO.

Public Affairs

For today's corporation, engaging in public affairs has taken on a heightened level of importance, and with good reason. The corporate agenda is significantly influenced by the impact of legislation, regulations and the work of various activist groups. It can either get propelled or thwarted with significant consequences for business growth objectives.

Datamatix IPO consultants provide counseling to clients on various public policy issues and work on their behalf to develop positive public relations on those issues. We work with our clients to shape their public policy agenda, frame their message, develop advocacy and generate support. Our public affairs capabilities include:

- Strategic counsel
- Legislative analysis and monitoring
- Lobbying
- Meetings with policy makers
- Strategic alliance and advocacy building
- Media relations

HR Strategy Development



INTELLECTUAL CAPITAL

BUILDING COMPETITIVE HUMAN RESOURCES

The Datamatix Human Resource Strategy Development Institute is set up to tackle one of the most pressing issues facing the region: The need to create a well-structured human resources development program.

With more number of young nationals stepping out of educational institutions, GCC is adding to a reservoir of labor force. But the question remains whether

they are adequately trained to take up jobs in a fast modernizing economy?

At a time when the region is committed to diversification of economies away from oil dependence, the focus is shifting to boosting sectors such as manufacturing, construction and services.

Also, with globalization and mounting

international competition, regional governments and the private sector are under pressure to rapidly build their economies.

It calls for creation of more jobs for nationals as overdependence on expatriates does not offer a durable solution. Also foreign workforce is perceived as a long-term security threat. There is an urgent need to

Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource

– John Fitzgerald Kennedy



create a labor pool of trained national manpower according to the rigorous demands of the market.

Although there are some government and privately initiated training programs to help nationals get gainful employment, these have been found wanting in many areas.

It is to address such critical inadequacies that Datamatix has launched the Human Resource Strategy Development Institute. It not only trains highly skilled workforce, but also conducts research and surveys to identify specific needs of the industry and government. We can recommend the skill-sets needed, and prepare research and strategy papers on developing human resources.

As educated and well-trained human resources are the best bet for the economies of the region to remain globally competitive, Datamatix has the intellectual capital and infrastructure to coordinate with both public and



organization, but also help you remain agile to face the emerging challenges of the free market economy. We have the management resources to restructure your organization, identify the skill-sets needed, and select and train personnel for various key functions.

We are part of the dynamic \$-billions annual market for training of human resources in the region where over six million people are aspiring to get trained.

Considering the demographic changes and the need to have political and social stability, it is important for corporates and governments to spend money on human resources development.

Datamatix Institute stands apart from others as the best human resources development organization in the region.



private sectors to build the necessary manpower resources to ensure sustainable economic growth.

Datamatix can contribute to the process of localization through human resources training and management. Institutions are welcome to join us to develop their human resources strategies in order to address the present inadequacies in the labor market where the rate of success of many initiatives has not been satisfactory.

Datamatix, by training your staff, can assure not only future growth of your

M.E. Sport Knowledge Development



The Middle East Sport Knowledge Institute is an innovative initiative that offers cutting-edge solutions covering the entire range of sports knowledge: from education, training, career development, management, marketing to research.

Sport as an industry worldwide is estimated to be worth \$235 billion. In the Middle East the culture of sports is spreading fast among the young population who are exposed to global sporting events through satellite channels.

In the UAE, in particular, high-profile events such as horseracing, golf, power-

boating and sailing have taken deep roots along with football, rugby and cricket.

As the UAE demographic reflects its multicultural and multinational mix, it is the ideal place for staging global sport events. It has international quality infrastructure to enhance the sport industry, which received a further boost when Dubai set up the world's first purpose-built Sports City.

There is a surging demand for personnel who can organize, train and sell sports to a global audience. The Institute trains sport administrators, coaches, marketing specialists and other key

human resources for the sports sector.

It provides the skill-sets necessary to get the best out of people who are devoted to various sport disciplines and their marketing. The next high growth region for sports and recreation industry, which is continually growing in spite of volatility and setbacks in other economic sectors, is certainly the Middle East and Asia.

The 2008 Olympics in China and the 2010 Commonwealth Games in India have already given a terrific boost to sports in the region. The 2006 Doha Asian Games highlighted the importance of the region.



In order to meet the demands of the sport industry, we have structured training programs covering various sport disciplines, training of managers, coaches, academics, medical specialists, administrators, marketing people and brand-builders. We also conduct research and surveys to identify areas where special requirements are needed to upgrade skills and expand the knowledge-base in this field.

The programs that we offer and the multidisciplinary training that we impart would greatly contribute to the development of sports in a systematic way.

When you attend our programs you would get an opportunity to network, explore partnership possibilities and exchange notes on trends in the sport industry.

Our specialists conducting programs are globally renowned as sports managers, members of regional and international



sport governing bodies, marketing and commercial personnel, event organizers, media agencies, and financial consultants.

From brand marketers to broadcasters, trainers and sports medicine people, a cross section of people connected with the sport industry would be at hand to give valuable insights.

By learning from case studies to drawing from successful techniques in organizing commercially successful sport events, the entire spectrum of sport-related knowledge is given by the

Institute. At a time when sponsorship of sports alone is set to pull in \$40billion annually, the government and private sector should consider sport not only as a recreation and lifestyle activity, but as an important business opportunity that is on the threshold of explosive growth in the region.

After the 2006 Asian Games in Qatar, the Middle East is going through unprecedented growth where commercial opportunities in sports are incredibly high. With overflowing petrodollars, a lot of funds are getting injected into development of sports.

The governments of the region are taking initiatives to build home-grown sport events. Current trends show the region is ready to take off on the high-growth path. The Institute provides appropriate programs to train people who can assume leadership roles in the burgeoning sport industry.

Services

Our events management services are designed to cater to the market, business, senior executives, decision makers and the young leaders of tomorrow, in an era of massive globalization. We offer a-z in event management in terms of planning, organizing, promoting, high profile delegate recruitment, or marketing efforts.

In the competitive Middle East market place, marketing professionals must think beyond the traditional modes to keep pace with the exponential growth of technology and stay ahead of the competition. It is with this perspective that we offer you the latest in Direct Marketing Services.

Do you want to reach a dynamic group of high profile professionals from the Middle East region? Join and register your profile with the Datamatix Speakers Bureau as we are always looking for new and exciting ideas for our clients.

Leaders Networking Evening evenings are monthly events to group together leaders from Business, Government, Media, Consulting, Finance, Education, International Business, IT, Banking, to learn something new, exchange experiences and make new contacts.

We are proud to offer a whole range of training courses that will help you prepare yourself for a career or in some cases a licensing examination or be certified by Datamatix in order to practice your chosen occupation.

We are pleased to offer great opportunities to worldwide Datamatix conference delegates to find and book accommodation in a pleasant, efficient and cost-effective way.

We help the campaign make decisions on how to best position itself for success in terms of issues and the allocation of scarce assets of time, money and other resources.

Database and Document Preparation: Fax and Email Marketing Documents. Preparation of Telephone Scripts, Faxing the Documents, Telephone Campaigns etc

Taking your company public is a big step. Datamatix IPO Services provide strategic advice and guidance on how to make the most of this opportunity.

This service will greatly add value to the existing business efforts by offering quality content and imaginative design services making your website updated and properly maintained.

Datamatix Transportation Strategies has been initiated in order to develop research and strategies for improving the transportation infrastructure in the Middle East.



Striving to Deliver Excellence

Events Management



About

Excellent management and thorough planning are the essential parts of a successful event and seminar.

Datamatix organized events are presented through comprehensive marketing campaigns and help clients in maximizing their profitability and promoting their business by providing them excellent entertainment solutions and corporate or private event management services.

Whether you are planning to launch a new product, want to expand your business contacts, or would like to organize a treat for your hard working employees, we at Datamatix Event Management can do it for you!

Over 21 years of trusted experience

With over 21 years of experience in the event organizing and management business, and as a leading knowledge service provider regionally and internationally, we have developed multinational partnerships and spurred valuable dialogue amongst various local, regional, and global professionals, business executives, and leaders.

Total Event Management Services

With first hand knowledge and experience of 21 years of all

our services, we believe that our combined strength in all aspects of event management allows us to provide you with exceptionally crafted successful events.

Our key to providing successful events lies in our commitment to Service Excellence, Concept Creativity, New Methods, Strategies and Techniques Development to successfully fulfill YOUR unique needs and requirements.

Our team of professionals, our experience and our commitment for perfection has enabled us to establish ourselves as distinguished event management service providers in the region.

We provide end-to-end services for Conferences, Meetings, Conventions, Product/Corporate Launches, Award's Night Events, Theme Party Events and Corporate Team Building and more..

Our Commitment

We listen and constantly cater to your changing needs to ensure that we provide you with the best always and ensure that YOUR INVESTMENT WITH US receives the BEST OPTIONS AND RETURNS, ALWAYS! !



Regional and International Partners

We have developed multinational partnerships, spurred valuable dialogue, and nurtured friendship and understanding amongst local, regional, and global professionals, business executives, and leaders.

Experience, Expertise and Skills

The experience we have gained through organizing thousands of events makes us your first choice for your next event. Our expertise and organizational skills are widely recognized and appreciated by regional and global government and business organizations.

Datamatix Group offers government and industry its exclusive experience in event management.

Additional Services

These essential operational tools complete and complement the services we offer. To facilitate the success of your events, we offer additional logistics services such as:-

- Venue Coordination
- Call centre facilities
- Sourcing Participants and Staff
- Stage Building and Lighting
- Exhibition stalls
- Audio/Video/Projector
- Registration
- Internet, Fax and Telephone booth
- Simultaneous translation
- Design and Printing
- PR and Media Coordination
- Photography/Recording
- On-Site Management

In the competitive Middle East market place, marketing professionals must think beyond the traditional modes to

keep pace with the exponential growth of technology and stay ahead of the competition.

Innovative People

Choose from the largest selection of business mailing lists and telemarketing lists. Over 500,000 organizations and 650,000 contact details of professionals from the private and public sectors are available. Our mailing lists are Targeted, Accurate, Verified and Complete.

Trusted Service

Datamatix Mailing Services also offers e-newsletter services. Generally, users have highly emotional reactions to newsletters, unlike the website where the users are oriented towards functionality.

Thoughtful Solutions

Fax broadcasting is one of the easiest, fastest, and cheapest ways to generate leads and sales. If you're marketing B2B, you can't beat fax broadcasting for cost-effectiveness and reliability, as it gets your information out to your customers or top prospects for the lowest possible price.

We offer you the latest in Direct Marketing Services, including:

- Email Marketing
- SMS Services
- Web Marketing
- Mailing
- Fax Broadcasting
- E-newsletters



Our comprehensive event management services ensure that your key message effectively reaches your target audience





Our Services

Corporate Events

Would your employees rather stay at home and watch a soccer match than attend dull corporate parties and events? Do they only attend out of a sense of obligation?

Expert planning is essential for any business-related festivity, whether it takes place at the office, or at a fashionable lounge. Corporate events can be a nightmare to coordinate, especially from the inside. To create a well-organized and impressive conference, meeting, or celebration takes months of planning; and even then, it may prove to be difficult to create the perfect evening gathering, day conference, or weekend event without hitting a few snags.

That's why it makes good sense to let Datamatix Event Management Services coordinate your corporate events. Instead of doing it by yourself, have your corporate events planned by professionals; and sit back, relax, and let us take care of all aspects of the event with our special touch of creativity and innovation.

Conferences

Most of the businesses are in constant need of ideas and innovations and wish to stand out from the norm during their events. Why this service? A simple reason! People who are unacquainted with the party industry may find it difficult to come up with new corporate event ideas. This is when professional event management companies make tremendous differences in their clients functions. Because they have thrown so many parties, ranging from classy and

professional to wild and crazy, their ideas are sure to inject life into corporate events. At Datamatix we know that it takes a certain personality to know which entertainment will be perfect for different events.

Seminars & Workshops

Datamatix have successfully planned and organized several seminars and workshops over the past years. From quality information to multiple views on the latest global trends and developments in business and industry at Datamatix we have a complete solution for your business.

Award Ceremonies

Being the pioneer of the prestigious awards under the Middle East Excellence Awards Institute, Datamatix has mastered the art of organizing successful award ceremonies.

Product Launch and Services

Launching of anything from perfumes to cosmetics and cars to credit cards, Datamatix will gain a thorough understanding of your brand and your objectives from the launch to enable us to translate it effectively through your event, guaranteeing you professional and brand appropriate communication.

Brand Promotion

Your brand is as individual as you; it has its own feel, style, and personality. Datamatix Events Management Services has a unique experience in organizing and production of brand events and promotion in the UAE. We work with our clients closely, in many ways to facilitate these special events producing our own creative concepts or breathing life into

our client's ideas. We are able to recreate an emotional call to action within your audience through the creation of a unique promotional experience, or performance.

Annual Meetings

Our team will assist you in organizing Annual Meetings of any size or purpose, to meet your business objective in business gatherings.

Business Networking

Datamatix provides participants with opportunities for knowledge -building, information exchange and one-on-one networking in all its skillfully planned and organized events.

Project Announcements

The ultimate goal of any new project announcement campaign is to position the image in the minds of the customers. At Datamatix, we will help you; make these announcements in an innovative style. Our experience and disciplined marketing strategies will ensure the best possible results for your project.

International Business Delegation

Datamatix will manage your delegates, prior and throughout the event. We design physical and online delegate packs, which include details of conference schedules, speakers, venue and any other conference-specific requirements.

Our team can guarantee a cohesive approach across all visual elements, such as the design of the venue and information packs, to ensure that your core brand values are accurately represented.

We also have the resources, including dedicated telephone lines and personnel to proactively manage your delegates, including sending out invitations, arranging accommodation and transport, and making follow-up calls. All your requirements are taken care of by our professional and well experienced conference organizers and conference managers.

Road Shows

Why wait for your clients to come to you, when we can take you to them?! Road shows can prove to be a very effective tool in the field of marketing and communication. Road show events can bring your product and services, directly to your clients. Our highly experienced professional staff will ensure that you achieve your objectives and confidently project your corporate identity.

With these road shows, Datamatix will work closely with you to:

- Bring business people together, to network, to build relationships and trust.
- Bring products and services to consumers, providing hands on experience, building brand awareness.

Sports Event Management



About

Datamatix Sports Event Management is another division of Datamatix Group focusing on providing sports management software products and services such as; sports marketing and sport event management from consulting, designing, planning to executions of wide variety of sports event in the region.

Our 21 years of experience in the event management industry enables us to execute high-quality sport events devoting attention to details and dedication to service beyond clients' expectations.

Our Vision

To become a premier provider of sports marketing and management in the region and to build strong sports

initiatives and bridges with the support of top regional and international industry players, companies and government ministries.

Our Goal

To establish a long-term relationship with the region and international sports stakeholders through our high-quality program & events development, and to be recognized as a champion for sports marketing and event management opportunities while contributing to the overall legacy of sports.

To find out more about Datamatix Sports Event Management, please browse our website:

www.datamatixgroup.com



Our Services

Our sports event management solutions cover almost all sport event requirements, including:

Sports Event Management

We specialize in sports event planning, coordination and execution. Our event management encompasses a broad range of sporting events and partnered with major regional and international media and sports networks.

Player Management

Our player management services design and execute effective marketing plans to establish and maintain the professional image of our clients. Our team works constantly to increase marketability of our clients through product endorsement deals and community involvement.

Sports Media Management

Our dedicated sports media department focuses on providing winning media coverage for our high-profile clients. Our sports media expertise includes press, international and regional newspapers, magazines and broadcast.

Sports Management Program

Our sports management program is designed specifically to provide & equip administrators, club managers and players especially in the areas of sport-related management and leadership skills, including contract negotiation, sport marketing, sponsorship strategies, law, economic and finance in sports.

Sports Marketing and Promotion Management

Our own sports events deliver strategic marketing opportunities to our major corporate partners and industry



leading brands through our various marketing channels that directly target your audience.

We specialize in maximizing your ROI on sponsorship -

Our sport marketing includes consultation services to leading brands / clients with communication needs in building brand awareness, brand enhancement and building dialogue directly with its consumers.

Total Sports Management Solutions Software

Our sports management software is designed to meet the needs of today's teams, clubs and individuals. Our software is developed to improve your player's performance resulting in winning and improving your club revenue and cost.

Sports Training Management System

STM System is designed to meet the requirements of today clubs and players. The system is designed to keep track of Daily Activities of your players and to streamline your clubs training operations. It features a unique interface providing users easy data entry and stores huge volumes of data as well as speedy reports and charts.

The software's well-designed data screens provide complete player information, club information, employee information, and monitors and maintains daily technical activities as well as provides evaluation reports such as; Bio-Metric evaluation, Medical evaluation and Performance evaluation of each player.

To know more about other features of our STM System please email us on: info@datamatixsoftware.com

Direct Marketing Service



Datamatix Marketing Services is the region's premier consultancy on direct marketing. We offer state-of-the-art personalized direct mail services on behalf of clients.

We offer comprehensive services that include catering to widely-distributed users such as field sales teams, franchisees, resellers/dealer networks and offices in the region.

With over 21 years of experience in direct mail processing, we know the ins and outs of direct mail services. We have the expertise and infrastructure to work closely with clients to help them build successful direct mail strategies. We treat every assignment with utmost care and offer services with uncompromising confidentiality. We are committed to a strong code of ethics

to ensure the best targeted output that would elicit better responses.

Datamatix Marketing Services has well maintained databases and directories with well over 650,000 contact details of professionals in diverse fields of the region. These include precise information about professionals which is updated regularly.

A good ad should be like a good sermon: It must not only comfort the afflicted, it also must afflict the comfortable.

– Bernice Fitz-Gibbon



Since your organization aims to reach out to the regional market, we would like you to consider utilizing our services, expertise and experience for the most effective response. Use our Marketing Services to reach your topnotch customers. You can best your sales prospects within the GCC/M.E. region incredibly quickly and cost effectively.

We assure you that our mailing lists are accurate, targeted and credible, which will draw higher response rates once you choose the target audience from a variety of selection parameters. Your



message will be sent to the specific target audience with high purchasing power and good decision-making capability.



What we offer is an ideal opportunity for expanding your market/business coverage and boosting sales by targeting previously unexplored market segments. We provide these services backed by our updated database of more than 500,000 organizations and 650,000 professional individuals in addition to millions of emails registered with us.

Through these services, we can help you develop a high-power marketing campaign that will dramatically increase interest and awareness in your products and services among customers.

Direct Marketing is evolving every day; in some cases, it seems that we have come full circle. A few years ago, there was the rush to telemarketing, and then came the rush to the Internet. Now marketers are starting to understand that all of these - telephone, mail, internet, e-mail, so-called (new media) - are simply alternative channels that enable direct contact with a customer.

– Audrey Price-Dix

Middle East Speaker Bureau Services



Datamatix Speakers Bureau: At the centre of global knowledge networking

In today's complex world, the spoken word remains as powerful as ever. A brilliant, passionate and compelling speaker provides unmatched experience, and remains the fundamental source of fresh ideas, inspiration and motivation.

Datamatix Speakers Bureau provides event organizers with hand-picked people who understand the needs of your organization and deliver to your targeted audience inspiring speeches that are trend-setting and thought provoking.

We skillfully match your specific requirements with each speaker's

unique knowledge, style and effective presentation. Our high-caliber speakers present, initiate discussion and analyze the most pertinent issues facing your organizations in a way that are sure to leave lasting impressions. We select the speakers from the very best in their fields worldwide.

As the Bureau works closely with

All the great speakers were bad speakers at first

– Ralph Waldo Emerson



major international organizations, we have the resources to draw on globally renowned and experienced professionals. They have the most varied expertise, in-depth knowledge, understanding and responsibilities in fields such as economy, business, IT and management.

Such speaking engagements also provide invaluable opportunities to network and exchange ideas and compare notes. At prestigious events organized by Datamatix, the region's top professionals from public as well as private sectors could initiate knowledge-building exercises in the region for mutual benefits.



Hearing is believing, and we invite you to tap into our speakers' resources to learn and assess new markets, and network with regional decision-makers.

We assure you that each inquiry is carefully evaluated to identify the needs of the targeted audience to determine the most suitable speakers. We can

help you leverage their presence and knowledge for your benefit at events organized by Datamatix.

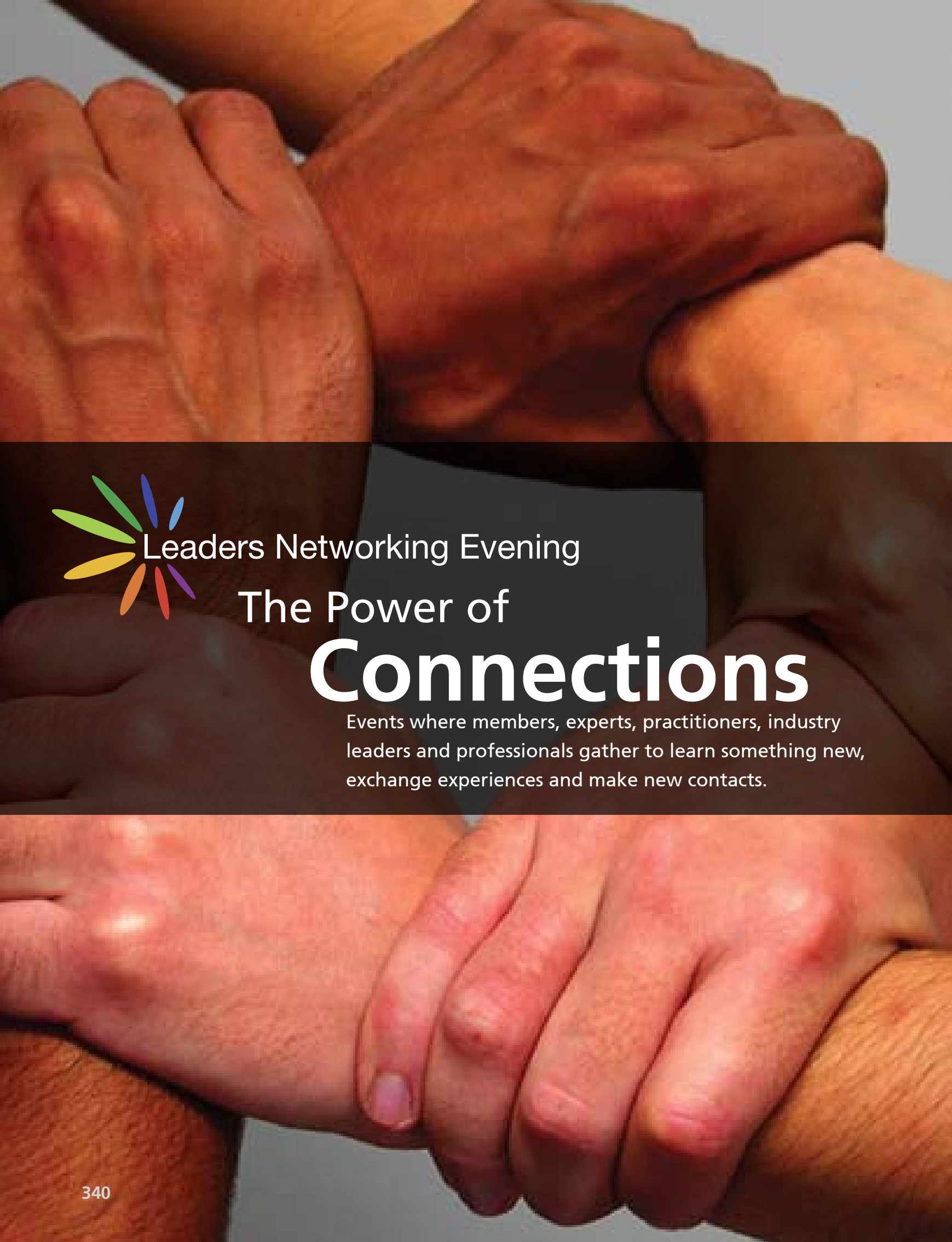
We also welcome experts worldwide to submit their credentials on their academic achievements and areas of expertise so that we can arrange for speaking engagements and knowledge-sharing with top experts and officials in the Middle East region. We ensure that speakers provide quality learning and knowledge-building experiences to the audience.

Speakers who talk about what life has taught them never fail to keep the attention of their listeners.

– Dale Carnegie

21 years of experience as a leading knowledge service provider, regionally and internationally





Leaders Networking Evening

The Power of

Connections

Events where members, experts, practitioners, industry leaders and professionals gather to learn something new, exchange experiences and make new contacts.



Leaders Networking Evening

Where leaders meet to build leadership and more!

The perfect opportunity for leaders, professionals and entrepreneurs to network on a business and social level. We encourage you to exchange business cards and more.

The 'Leaders Networking Evenings' are held every month at leading 5-star hotels in Dubai and attended by high flyers from government and business. The theme is to meet other leaders and help you actualize your goals in achieving leadership.

Why Leaders Networking Evenings?

Highlight of 'Leaders Networking Evenings': It is not a standard networking group event. It is a grouping of leaders. Leaders don't come to this event just to shake hands, trade business cards, and walk away. They come for the environment - where everyone, even a newcomer to the Middle East can feel comfortable, pitch in, and if they so desire, take a leadership role.

'Leaders Networking Evenings' are dedicated to the development of business, government and community leaders of the 21st century. Leaders and

professionals, who want to meet other people in our region, contribute to leadership development and learn from industry leaders are here too.

What You Will Gain as a Member?

"Leaders Networking Evenings" feature the titans of the industry: CEOs from leading companies who transfer valuable leadership experience to our members. Our service activities let members form strong bonds while developing their leadership skills. Leaders Networking members are motivated each month to bring valuable skills back to their organizations and their professions.

A central goal of 'Leaders Networking Evenings' is to provide members opportunities to develop existing business skills and acquire new ones. As a member you can look forward to reaching leading personalities from the corporate world, the government and entrepreneurs.

Vision

To provide a whole new leadership networking experience for regional business and government leaders.

Our 'Leader's Networking Evenings' are events where members, experts, practitioners and other industry leaders and professionals gather to learn something new, exchange experiences and make new contacts. This event is a must attend for every leader.

Ten Reasons to Attend:

- Network & Make Contacts with Leaders
- Keep Tabs on the Latest Leadership Trends
- Learn & Develop New Leadership Skills
- Business Advice & Support from Leaders
- Marketing Opportunities
- Profile and Visibility
- Access to Information and Resources
- Meet Competitors, New Entrants and Market Leaders
- Peer Support Contributes to Others' Success and Reaps the Rewards of Sharing
- Get Involved in Events and Activities

Learn and develop new leadership skills, business advice and support from leaders.

Learn and develop new leadership skills, business advice and support from leaders.

Travel Booking Service



UAE is both a dynamic international business and event centre and a laidback tourist escape; a country where the sophistication of the 21st century gently meshes with the simplicity of a bygone era.

To cater to the surge in international exhibitions, fairs and conferences in

town, we are pleased to offer our services to delegates from the world over who come to attend these fairs and conference.

We can find them hotel rooms at competitive rates and take care of their entire travel management needs in an efficient and most cost-effective

way. You can check out our exhaustive informative websites that offer competitive rates in a transparent and friendly way.

With over 21 years of experience in the special events industry we can assist customers with competitive airfares and travel bookings and reservations,

Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living

– Miriam Beard



transportation needs, guest lodging, guest activity management, group rate blocks, maps, guest registration packets, special requests and so on.

Our team of professional meeting planners and special event coordinators enable you to focus on the event you are attending while it takes care of all other formalities like booking accommodations and arranging visas.

Datamatix has an edge over others because we stay in touch with current business and industry trends. We simplify your travel planning process. There is no need to spend



your valuable time researching flights, lodging options, and activity choices for your guests. We will be delighted to provide you with a completely customized travel program that fits your requests, budget and specifications.

You will deal directly with our professional travel team. This is a free service to all of our clients and Datamatix events attendees. Our goal is to provide high-quality service and assistance so that you can relax and enjoy your event.

Datamatix provides online hotel booking services at special rates. Delegates requiring visas should contact the organizers as soon as possible. Visas may take several days to process; so avoid delays by ensuring that your visa is arranged by registering early.

A journey of a thousand miles must begin with a single step

– Lao Tzu

Data Bank and Business Intelligence Development Service



Most companies collect large amounts of data from their business operations, including their past and present clients and customers. However, these need to be constantly updated and reviewed because they are essential business tools.

As the key to the success of business and government revolves around building and maintaining good

relationships with customers, clients and members of the public, it is imperative to update such databases. Here comes the need to have a fail-safe system to achieve the maximum out of your databases.

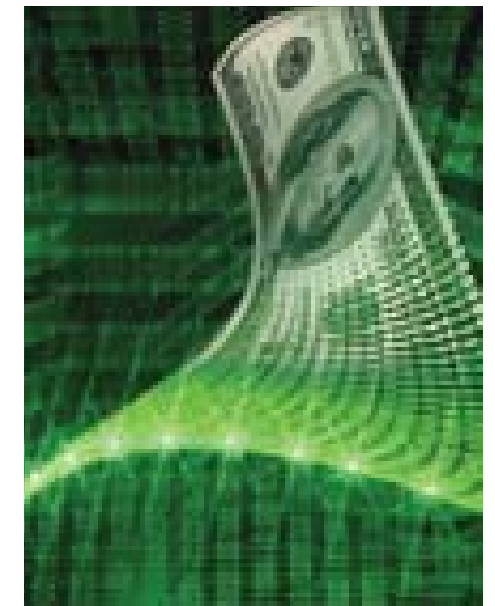
To keep track of that information, business would need to use a wide range of software programs, such as Excel, Access and different database

applications for various departments throughout the organization. Using multiple software programs makes it difficult to retrieve information in a timely manner and to perform useful analysis of the data.

In such situation Datamatix can help build a cost-effective and efficient business intelligence system that will help in your strategic planning. These

The ultimate search engine would basically understand everything in the world, and it would always give you the right thing. And we're a long, long ways from that.

– Larry Page



systems allow a company to gather, store, access and analyze corporate data to aid in decision-making.

They provide, among other things, customer profiling, customer support, market research, market segmentation, product profitability, statistical analysis, and inventory and distribution analyses.

As data banks and business intelligence have been proven to be powerful tools for organizations to improve their ability to plan, implement and control their activities as well as the ways in which they utilize their people and resources, to remain competitive there is a need to have efficient programs.

Datamatix Data Bank & Business Intelligence Development Services can provide your organization with tools to build or update your databases and make them efficient and organized. These projects demand significant involvement of your organization as the ultimate success depends on the efficiency of the database lists provided

by you.

Some of the services we can offer:

- Building Data Bank & Business Intelligence Strategies
- Data Building for a database of local, regional and international companies and business decision-makers in the region, to enable the organization's connectivity
- Providing the functionality to enable business and government organizations to communicate
- To broadcast information and requirements based on the database via the data center
- Build, maintain and sustain relationship through accurate data from the data center.
- Database preparation to contact regional and multinational corporations that are based in the region to promote business
- Data updating
- Document preparation: Faxes, Emails
- Preparation of the telephone script
- Faxing, emailing and mailing of documents

- Telephone campaign (Call Center)
- Submission of updated records to your organization

By using our services your organization will gain:

- The use of a complete and accurate database,
- A collection of correct and precise information about clients
- A more efficient way of communicating with clients
- Guarantee that your message will reach your clients
- Your database will be enriched and improved by our data building services
- Ultimately by investing in data building and updating, you will make your company stronger and more efficient

Web & Content Development Service



QUALITY CYBER PRESENCE
 Make your website up-to-date and well-maintained

Global business has recognized the extraordinary effectiveness of the Internet if it is leveraged to expand businesses. The use of information technology as a business tool is extremely important on many counts.

Internet and websites are not merely the fastest media to deliver business information and services, but they are also the most cost effective delivery

system to reach out to customers anywhere in the world. The key here is to efficiently and effectively deploy the available technological resources to a degree that makes it viable.

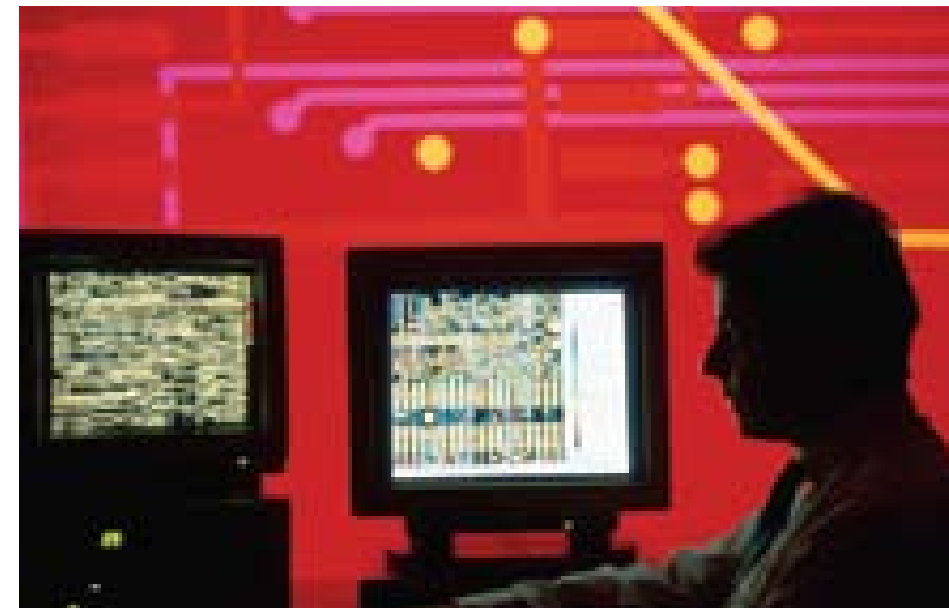
Datamatix, a leading institution having commendable expertise in the web domain, has evolved itself over decades through its continuing interaction with top organizations in the region and the

world. Through its various high-profile events, which have enabled Datamatix to have close interaction with professionals and executives from various fields through feedback analysis, direct discussions and research, our company has emerged as a one-stop shop on web design and content development.

Our extensive experience has given us

Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living

– Miriam Beard



the ability to tell you how to effectively manage and organize a website and its content.

With our pronounced web expertise, highly trained professionals having access to the latest technologies and knowledge, we are fully capable of delivering quality web and web content services.

At a time when Internet has changed the way world does business, and the Middle East region is no exception in that, everyone wants a web presence. In this age of information technology, people rely on the Internet for up-to-date information.

With the massive growth of Internet, the web technology service providers need to understand the trends and variations in the attitude of the end user. An organization's website should recognize this dynamics. It should be able to come up to the expectation of potential customers. It should effectively become the first interface of the



organization.

It is here that the credibility, capabilities, vision and innovative spirit of the organization will be tested. This makes it necessary that businesses should set up reliable websites with powerful content.

Websites need to have the services of sophisticated information management teams. Thoughtful planning should go into making them a success. It calls for a renewed approach to the development and application strategies especially for website content.

The website has to be informative



and it should be able to deliver quality messages to the user.

Every piece of information on the website should be thoroughly scrutinized and it should be updated to sustain credibility. With the global business focus on the Middle East region, serving as a high point in business, it is imperative that companies in the region should have world-class websites and content.

They are necessary to build business credibility and deepen closer alliances. The information on websites must be useful and up-to-date. It calls for planned strategic content development, and closer monitoring and continuing maintenance.

We offer highly quality content and imaginative design services tailored to your needs. Our services include website updating and maintenance.

Transportation Strategies Development



INFRASTRUCTURE Improving Transportation in the Middle East

Datamatix Transportation Strategies (DTS) is a dedicated organization that studies, conceptualizes, designs and implements cost-effective transportation strategies. It provides technical assistance and oversight to regional agencies that are striving to meet international standards in transportation related activities.

We have undertaken a critical and

in-depth assessment of the broader regional growth and the development of a range of transportation strategies and infrastructure based on insights garnered from research projects.

DTS is in a position to propose operational strategies to formulate, control and direct transportation related growth. The mission of the DTS is to outline the region's transportation

strategies by delivering knowledge on the latest technological developments in the sector to officials at the federal, state and local levels. We do that at appropriate level in order to raise awareness among governments and businesses. We inform them on the means by which their cooperation can cost-effectively provide the public with high quality services and facilities.

The mastery of the turn is the story of how aviation became practical as a means of transportation. It is the story of how the world became small.

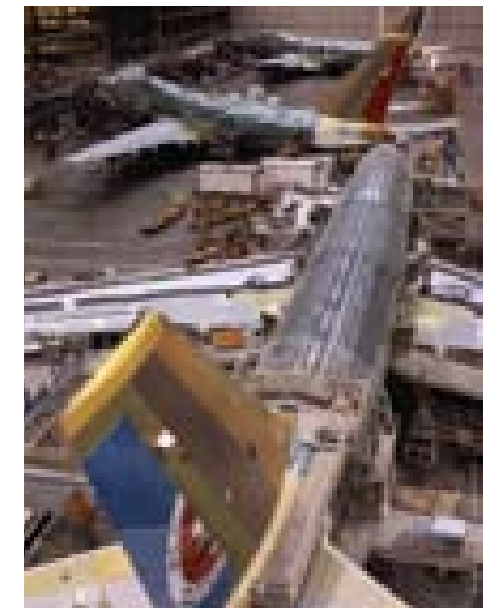
– William Langewiesche



DTS serves as a comprehensive source of information featuring dozens of in-depth research projects plus general information on transportation planning, implementation methodologies and evaluation techniques. Offering a series of well focused programs, this division is trying to build indigenous transportation strategies that are capable of meeting the region's challenges.

The solutions we recommend tend to provide multiple benefits: increased consumer choices, financial savings, reduced congestion, safer roads, less pollution, and a reduction in other environmental impacts.

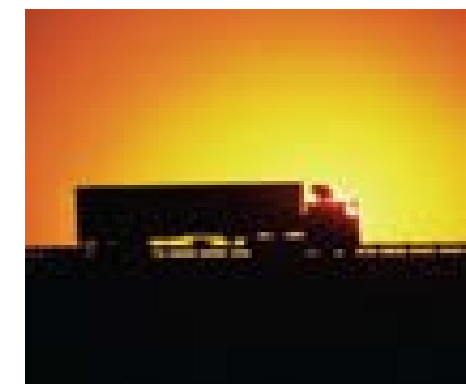
Moreover, Datamatix Transportation Strategies also provide participants with an excellent environment to network with other managers facing situations similar to their own, discuss best practices, share experiences, and make notes to assist them and their organizations.



into growing returns for the economy. We undertake research in the areas of transportation & economy, transportation safety & traffic flow, transportation infrastructure, planning & the environment.

We aim to familiarize the relevant people and officials with the latest international developments in roads and traffic operations.

We encourage debate and discussions on novel challenges and opportunities with professionals and experts. We aim to integrate latest technologies with existing practices in order to improve efficiency and develop and modify transportation strategies in the light of global developments and practices.



Transportation infrastructure is one of the most important factors that contribute to the development of a nation's economy. DTS has been initiated in order to develop research and strategies for improving transport infrastructure in the Middle East.

Experts will advise business organizations and governments on the best strategies for making the maximum impact with investment in transportation. We aim to help the region develop world-class infrastructure that will in turn cascade

Awards Program Management Service



Middle East Excellence Awards Institute offers government organizations and corporates its vast expertise gained over 15 years in creating and managing successful award programs through its exclusive award management and consultation services.

Our services support your vision to recognize and reward individuals and organizations in the region to raise

their performance levels, reach higher goals and compete on par with global competitors. We provide high quality services for institutions like yours that wish to organize their own award programs.

Our services include management of awards programs and consultancy services that customize events for any organization wanting to recognize

and reward its employees, suppliers, business partners etc.

The Institute takes the entire responsibility of developing a dynamic program which achieves your objectives and, with our attention to detail; we make it memorable for all the right reasons.

The Institute and its parent company,



Datamatix, have wide-ranging experience in event management. Staff at the Institute has a wealth of experience gained from managing events for over 21 years.

We work closely with you to develop solutions to deliver results. We create opportunities to communicate your key messages and help you build long-term relationships with your clients through such events.

The Middle East Excellence Awards Institute, by advancing the frontiers of knowledge, provides clients with reliable solutions to their most complex challenges, thereby helping improve and sustain the quality of management through awards and recognitions.



The Institute services include:

- Awards Production
- Venue Search
- Pre-Event Documentation
- PR and Marketing
- Speaker Management
- Participants Management
- Booking and Accommodation
- Transport
- Arranging Social Programs
- Audio/visual Equipment

- Onsite Management

For the awards production, we take care of the following aspects of your ceremonies:

- Detailed profile for the awards
- Award Categories and Criteria
- Awards Procedure
- Nomination Process and Management
- Judging Nominees (we can recommend an expert panel of judges)
- Award / Trophies productions

This award is meaningful because it comes from my fellow dealers in celluloid.

– Alfred Hitchcock

The test of any man's character is how he takes praise

– Unknown



Datamatix

The Power of Trust



IGOR IVANOV

Former Foreign Minister and Secretary,
Security Council, Russia

ALI AL KAMALI

Managing Director, Datamatix

**DOMINIQUE
DE VILLEPIN**

Former Prime Minister, France

21 years
of successful
leadership

Datamatix has been built on courage,
imagination & a driving determination to
bring the latest knowledge, business ideas
& cutting-edge technology to the region.