

PRESS RELEASE

Turkish technology firms report strong response

Innovative products and services geared to support UAE's digital transformation

Dubai, 19 October 2017: With a view to supporting the vision of transforming the UAE into a digital economy, top Turkish IT and telecoms companies reported a consolidated presence at the recently concluded Gitex Technology Week 2017.

Visitors to the Turkish pavilion were impressed by their technological prowess and capabilities in the areas of Smart Cities, Mobile Engagement, E-commerce, Digital Transformation, Big Data and Analytics, Business Intelligence, CRM and Data Warehousing.

Tanıtım Organizasyon İç ve Dış Ticaret A.Ş. (TiM A.Ş.), a specialised organisation of Turkish exporters has revealed that in response to the UAE's 2021 vision to transform the nation into a digital economy, a growing number of Turkish IT companies have established their Dubai operations and more are expected to do so in the coming months. The strong presence of 12 companies at the Turkish pavilion has helped forge new partnerships within the country and increase their participation in upcoming UAE projects and initiatives.

Speaking of the growing numbers of Turkish companies setting up their operations in Dubai, Serdar Kumbaraci, UAE Country Manager, TiM TTC, said: "Our member companies rate Dubai as the top business and technology hub in the region and benefit from its business friendly environment and its world class infrastructure. They have established relationships with leading regional companies here and are working with them on several key projects such as the Dubai Smart City. The technological capabilities of Turkish companies are world class and they continue to demonstrate their expertise with various projects for leading telecom operators in the UAE. Our aim is to highlight their advantages over competition from across the globe and we encourage their participation in key regional events."

The Turkish ICT companies who showcased their products and services at the Turkish Pavilion at the exhibition included Argela - a public safety and defense telecommunications company; Bisoft - a Business Intelligence, Data Warehousing, Big Data, Analytics and CRM company; Etiya – a Customer Journey and Data Management company; Federal – a data driven Smart Cities enabler; Inomera – a Telecom, Mobile App Engagement and Retail services company; Novicore – an R&D services provider; ODC – an omni-channel marketing automations provider; Mag IT solutions: Protel – a hotel management and POS systems provider; REM People – a retail R&D, Auditing, Analytics and Big Data company; Segmentify, a SaaS service for online retailers, Telenity, a Telecom core messaging and value added services provider and Etiya - a CRM, Catalog-Driven B/OSS, Social CRM, and Big Data Analytics to Communication & Digital Service Providers.

-END-

About Tanıtım Organizasyon İç ve Dış Ticaret A.Ş. (TİM A.Ş.):

TİM is a joint stock company incorporated with the approval of Ministry of Economy, within the body of Turkish Exporters Assembly, formed to realise the vision of establishing and representing the 'Turkish' brand all over the world. Its mandate is to establish Turkish Trade Centres, introduce Turkish exporters and their products, assist them in warehousing and logistics, provide legal and financial services and help them enter new markets.