

e-connect

Network of Opportunities

The Link



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The Forum



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The Idea



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The Report



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The Network



Having achieved large success in the U.S., the EU and North African markets are still underdeveloped for many Indian IT/BPO firms. These firms are eager to tap into the underdeveloped markets for their future global expansion.

The Knowledge



China is a growing economic power. In a strategic move SmartCity hosted a networking event in the Chinese city of Shenzhen to connect education firms from China and Dubai.

Welcome to SmartCity

Opening up a world of opportunities, SmartCity facilitates success for knowledge-based companies through a thoughtful environment, an intelligent infrastructure and support systems. ▶



Fareed Abdulrahman, CEO of SmartCity

Welcome

On behalf of everyone here at SmartCity, I would like to welcome you to the second edition of e-Connect, the online newsletter of SmartCity.

As we enter a New Year, it is useful to reflect on the progress made by SmartCity, and to look ahead to the possibilities the New Year holds in prospect.

Under our motto, creating a “Network of Opportunities”, we develop programs that connect both countries and communities of interest wherever we choose to operate. An excellent example of this was the highly successful education networking event we recently held in Dubai (for details, see The Idea in this issue). The event brought together a number of companies and institutions with interests in the education

sector, and our contribution will help them expand to other knowledge industries.

Finally, I would like to take this opportunity to thank all those who have participated and contributed to our success – our staff, business partners, visitors and investors alike.

It has been a year of solid achievement, setting the groundwork for what lies ahead and consolidating many promising commercial partnerships.

You will find more details on this and other topics in the following pages, in this issue. I look forward to having even more exciting news to report as the New Year unfolds, business develops and new partnerships blossom. Enjoy your read!



Meridium Expands Operations to SmartCity Malta

GLOBAL TECHNOLOGY LEADER SERVES CLIENTS IN EUROPE AND NORTH AFRICA FROM MALTA

Malta, rapidly rising as a leading destination in Europe, is attracting many technology companies from around the world. Meridium Inc., a highly reputed technology firm, has followed suit.

Headquartered in Virginia, United States, Meridium is a world leader in Asset Performance Management (APM) software and consulting services. The company has recently established its European and Mediterranean operation office at SmartCity Malta.

Reporting to Meridium EMEA in Dubai, the new operation office will be providing technical services for its software clients in Europe and North Africa. Meridium's APM software assesses manufacturing assets and optimizes performance of the assets and maintenance plans. Its clients include enterprises of large manufacturing assets in the sectors of energy, oil, gas, petrochemical & power, and the market will expand to other industries such as airline and ship-maintenance.

The new Maltese and international recruits received extensive on-the-job training in the Middle East and are actively serving its Mediterranean clients from the SmartCity Malta office.

"This beautiful location will allow us to attract and hire technical expertise from around the world," according to Bonz Hart, President and CEO, Meridium. "The flexibility of the Maltese business environment and convenient

locale also provides the accessibility for our employees to work on long- and short-term assignments to help meet ever-changing client needs in that region."

Meridium has offices and operations around the world:

- Roanoke, VA (HQ)
- Houston, TX
- Bangalore, India
- Dubai, U.A.E.
- Perth, AUS
- Ricasoli, Malta

For further inquiries about the company, please contact info@SmartCity.ae



The Forum

SmartCity Malta Strengthens Business Partners with 24/7 IT Support

WITH “SMART TECHNOLOGIES” AT HAND TO SOLVE TECHNICAL ISSUES ON THE SPOT, I.T. GLITCHES ARE NO LONGER A SETBACK

Smart Technologies, Malta’s leading computer service company, has announced the kick start of their operation at SmartCity Malta (SCM). Executives of the company were asked about this business expansion.

“SmartCity Malta provides a variety of advanced and reliable ICT/Media facilities; hence, ideally our presence in SCM is a must. Our physical presence in SCM is a smart move, for both Smart Technologies and SmartCity Malta. Putting together our expertise in IT services and SCM’s facilities and environment provided to its Business Partners, SmartCity is the place to be,” notes Joseph Aquilina, CEO of Smart Technologies.

Residing in the first completed block of SmartCity Malta, Smart Technologies will be offering its support services to both Business Partners of SmartCity Malta and companies within the vicinity.

“We will also be leveraging this new presence to promote our services to all SCM Business Partners who will be setting up their operations here at SCM,” explains Christopher Demicoli, Smart Technologies’ Business Development Manager. “We understand that the smooth running of any company’s operations depends on a smooth IT system and when this fails, any company would want to fix its problems as soon as possible. Therefore, for companies who don’t

administer their own internal IT systems and who depend on companies like us, it makes perfect sense to have their IT support company within a close proximity. This is why we chose to invest in a presence at SCM and we are more than eager to start working with new partners,” added Mr. Demicoli.

“Smart Technologies has been promoting the concept of leasing IT equipment since its setting up in 2008 and has been instrumental in seeing the general business community warm up a lot to this relatively new concept. We consider ourselves as innovators in our field and we strive to assist our clients to achieve the best results. Through technology, we help them realise their true potential,” concluded Mr. Demicoli.



Joseph Aquilina, CEO - Smart Technologies



The Idea

Knowledge is Power

SMARTCITY MALTA HOSTS NETWORKING EVENT IN DUBAI FOR EDUCATIONAL AND TRAINING COMPANIES

SmartCity Malta and TECOM Investments Education Cluster recently hosted a Networking Event in Dubai, for educational and training companies looking to expand their business interests through partnership with overseas institutions.

This successful event, which was held on 7 December 2011 at the Dubai Knowledge Village Conference Centre, brought together companies of the Gulf countries from the training and education sector seeking to expand in the Mediterranean region.

GCC countries sponsor education of their students and public officers... Malta can be their alternative location to traditional destinations.

“The concept of Malta as a hub of the Mediterranean is one which appeals to the companies in Dubai as they see Malta as a bridge to Libya and the North African market. Various pre-arranged one-to-one meetings were organized which served as an initiation for potential business opportunities, some of which are currently being actively followed up and more visits are being planned by both sides.” This was stated by

Mr. Nick Callus, Chairman of Domain Group and Managing Director of Computer Domain Ltd.

Dr. Charles Theuma, Principal, St. Martin’s Institute of Information Technology, part of the delegation said that “it was a pleasure interacting with Dubai-based educational institutes to share our vision and ideas. Both countries are similar in the fact that Dubai is the hub of the Middle East and Malta of the Mediterranean. It has been a fruitful visit and we look forward to mutual growth between the two regions.”

Mario Cassar, Chief Executive Officer representing NSTS who also formed part of the delegation said, “We have been able to make contact with many key players in Knowledge Village. Following the successful visit, we are hoping to see the results throughout the coming year.”

The full day event hosted one-to-one meetings between companies with common business interests. Participating companies represented a large spectrum of education fields

including project management, security training, hair-profession, IT institutes, Universities, HR consultancy, dance training and many more. The participants had very encouraging exchanges on co-marketing of programs, licensing of teaching expertise, and developing courses currently unavailable in the region.

Most interestingly, the strategic importance of Malta and its business links to Libya and North Africa attracted



investors and government officials of Gulf countries to the event.

Jin Won Choi, Executive Director of Strategy and Business Development at SmartCity said, “GCC countries sponsor education of their students and public officers, and I was pleased to hear today from participating government officials that Malta can be their alternative location to traditional destinations.”

Fareed Abdulrahman, Chief Executive Officer of SmartCity Malta, said, “Under our motto, ‘Network of Opportunities’, we develop programs that connect both countries and other regions with our presence. Today’s event served companies of the education sector, and our contribution will expand to other knowledge industries.”

“Education providers around the world, including business partners of Dubai Knowledge Village and Dubai International Academic City, are keen to forge partnerships to expand their operations. With the objective of creating new values for our business partners, we have brought together companies from the Republic of Malta and our business parks to explore the potential for collaboration,” said Dr. Ayoub Kazim, Managing Director of TECOM Investments’ Education Cluster.



The Report

SmartCity Malta is Growing

With the completion of phase one, SmartCity Malta has launched its Business Conference Centre (BCC).

Located in SCM01, this facility is the first of the many planned series of Business Promotion Facilities designed to add value for companies based in SmartCity Malta (SCM). The BCC functions as a hub for all businesses based in SCM, and provides a full suite of meeting, presentation and communication facilities from which to connect with Europe, the Middle East, Africa, India and beyond.

A full suite of meeting, presentation and communication facilities...to connect with Europe, the Middle East, Africa, India and beyond.

The BCC is designed to provide a single location for all your commercial needs including private interview rooms, a Conference Centre for company meetings, training days and seminars. Space is available for meetings as small as three delegates, to larger gatherings of over 90 people. Catering facilities are available on site along with a Bistro and Coffee Shop located on the ground floor of SCM01.

Presentation facilities feature high quality, flexible rooms ideal for client demonstrations, exhibitions, displays and events. Facilities include:

- 6 rooms of various sizes and setups – 3 for meetings, 3 larger rooms for conferences, exhibitions or displays

- Excellent connections between plaza/parking area and meeting facilities
- Direct access to service entrance for easy load-in of large items/displays
- Access to ground floor food & beverage and retail outlets
- Direct access to ground floor reception

A full suite of technical services, ICT equipment and operating staff are available onsite at all times to ensure the smooth running of your presentation or event.

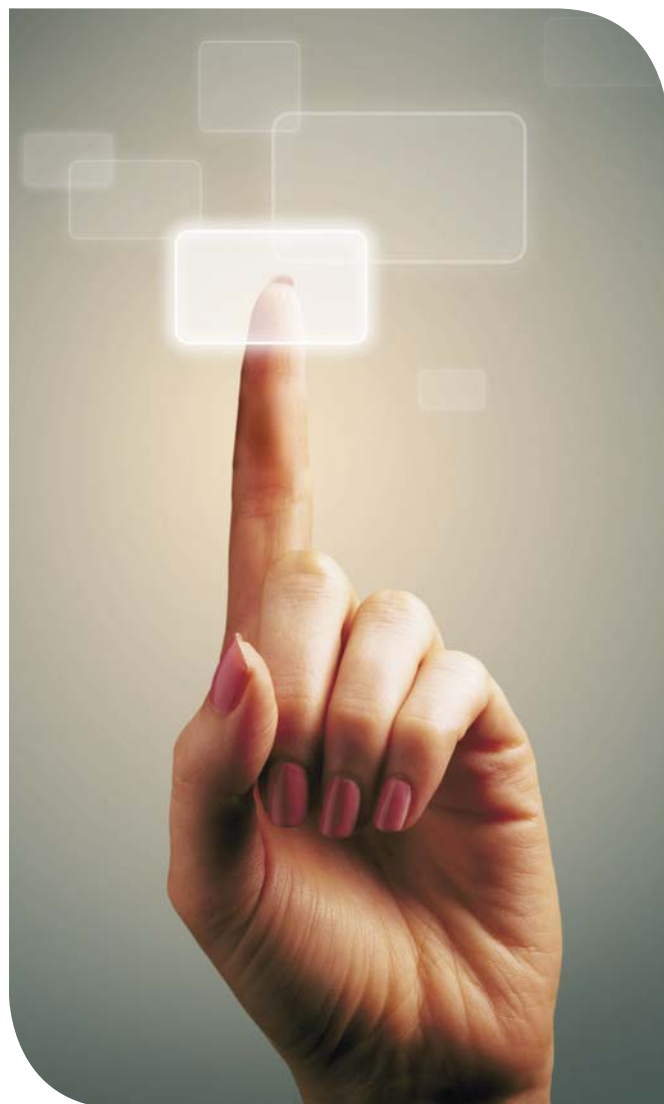
In addition, the meeting rooms are equipped with the following features:

- Centrally located pre-function reception space
- High-definition LCD display screens
- High-speed internet access and wireless capabilities
- Flexible power distribution
- Dropdown, high-definition projector and screen
- Flexibility to join or separate rooms to suit space requirements
- Availability of conference room setup

For further information on meeting room rentals, please contact +356 2360 8204.



The Network



Indian IT/BPO Firms Eye Europe via Malta

In collaboration with SmartCity Kochi*, SmartCity Malta and the Government of Malta met with many Indian IT/BPO firms during a road show in India in June 2011.

About 15 reputed companies, in their need to expand their business in Europe and North Africa, accepted the delegates' request to present the strategic offerings of the rising business destination of the EU.

Aside from the benefits of an English speaking location and probably Europe's greatest Government and tax incentives, the Indian companies showed vast interest in the one-stop Government services, especially the fast track visa processing, that SmartCity Malta offers.

While having achieved large success in the US, the EU and North African markets are still underdeveloped for many Indian IT/BPO firms. The Indian IT/BPO firms that the delegation met are eager to tap into this underdeveloped market for their further global expansion.

These companies' services and software products include:

- Healthcare BPO
- Engineering design outsourcing services for automotive, aerospace and other industries
- Software for Retail Business Analytics
- Infrastructure applications for Power, Water & Transportation sectors
- Kiosk and smartcard based applications
- Risk Monitoring / Program Management
- One of India's largest IT/BPO firms

During the road show many of the companies expressed that a partnership with European or Maltese companies is an area of interest in developing the market.

For inquiries about the partnership idea, please contact info@SmartCity.ae

*SmartCity Kochi

SmartCity Kochi is a Special Economic Zone (SEZ) for IT/BPO companies in the commercial capital of the southern state of India, Kerala. Developed in joint venture between SmartCity, the internationally renowned free zone developer, and the Government of Kerala, it will connect the high growth Indian IT/BPO industries with the companies forming part of the SmartCity network.

...the benefits of an English speaking location and probably Europe's greatest government and tax incentives...



The Knowledge

China and Dubai Put Heads Together

NETWORKING OPPORTUNITIES IN EDUCATION DISCUSSED AND SHARED

SmartCity, the overseas industry cluster development arm of Dubai-based TECOM Investments, organized an event to connect education firms from China and Dubai that have common business interests.

...plans to host similar networking sessions for Maltese companies with education firms from the UAE, China and India.

sessions for Maltese companies with education firms from the UAE, China and India. During these networking sessions, Maltese institutions and companies in the education and instruction sector will be given the opportunity to discover the possibilities of growth exploiting SmartCity's global network which provides synergies between companies creating numerous reciprocal business opportunities. They will also benefit from the expertise and resources in business clusters in Dubai including Dubai Internet City and Dubai Media City.

The event, which took place on July 28th in Shenzhen China, saw business partners of TECOM's education free zones discussing opportunities and partnership feasibility with Chinese companies. Individual meetings were held with over 25 companies out of more than 90 reputed Chinese firms that responded to meet with Dubai-based companies from specific education and training fields.

The highly successful event, which was also broadcast nationwide on CCTV's news program (<http://news.cntv.cn/program/zdxwzx/20110729/109313.html>), shows the trend within education sectors to expand the business through global partnership in which courses are offered with imported lecturers, foreign brands are franchised and students are exchanged.

SmartCity, which prides itself in connecting businesses under its network, plans to host similar networking



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