

Inobits expands operations to Middle East, opens offices in Dubai and Riyadh

To meet the demands of its rapidly growing Middle Eastern (ME) customer base, Inobits Consulting has opened two offshore offices in Dubai and Riyadh, both of which will focus on the provision of high-end consulting services and training.

The Riyadh office forms part of Inobits' appointment in 2002 by Microsoft MENA (Middle East / North Africa) and South Africa as its readiness training partner, providing specialised technical training on Beta versions of Microsoft products to consultants, engineers and partners.

The ME operations will be driven by Denis Bensch, newly appointed "Managing director: Middle East" region who will be based in Riyadh. "Although we have been active in the Middle East for more than four years, our business has grown to the extent where it now demands a full-time presence in the region," says Bensch. "The fact that our offering is more competitively priced than that of the UK and US enables us to provide solutions and services to our ME customers that offers far more value for money."

Bensch says the ME offices will focus on establishing joint ventures and/or partnerships with local IT companies, some of which have already been concluded. "The cultural synergy that exists between South Africa and the ME will certainly promote the formation of healthy and lucrative associations. We have also identified additional opportunities in Kuwait, Dubai, Riyadh, Lebanon and Jordan."

According to Inobits CEO Johan Grobler, the next focus will be around Europe. "We already deliver consulting and training on Microsoft infrastructure and development projects in Europe, so it's just a matter of time before we extend our footprint by opening a London office."

In the four years since its establishment Inobits has shown outstanding growth, reporting a turnover increase of over 100% each year. Grobler forecasts a 70% growth in local market operations during 2003. "We will be actively pursuing opportunities in the chemicals and manufacturing markets, building on the experience gained in the ME petrochemicals industry," he concludes.

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