

Spectrum FZ-LLC received Best use of Technology Award from YourBusiness SME Awards 2008

By Marketing Communication Team

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YourBusiness, the leading publication for SMEs and entrepreneurs in the GCC region, has announced the overwhelming response received from SMEs as it closes the nomination and judging process for the inaugural YourBusiness SME Awards.

Seven leading local and international companies stand as sponsor for each of the seven categories of the Award, headed by Visa International as Platinum Sponsor of the overall winner category, Best SME in the GCC; and Emirates NBD as Gold Sponsor of the Fastest Growing SME in the GCC. The category for the Best New SME in the GCC is sponsored by HP Middle East while Hamriyah Free Zone Authority sponsors Best Young Entrepreneur in the GCC and FORSA sponsors Best Female Entrepreneur in the GCC. Etisalat and DHL participate in the award by sponsoring Best Use of Technology by an SME in the GCC and Best Franchised SME in the GCC respectively.

The judging panel, which comprised of YourBusiness editorial advisory board members and high-level SME industry practitioners and business owners met last week in an open forum where these industry experts discussed each individual nomination and determined a highly commended winner in each category. Zoya Malik, editor in chief of YourBusiness, commented, "I was thrilled at the conclusive outcome of shortlisted finalists by the seventeen Judges on the voting day. Our judges were impressed with the professionalism and transparency with which YourBusiness management team organised the Awards' shortlist vetting and voting procedures and that is precisely the response we aimed for, to set the highest of standards in terms of SME finalists and process. The judges did a sterling job of fair and unbiased discussion and deliberation during the judging session."

Judges unanimously praised the voting process. Judge Ahsan Ali, head SME Banking at Noor Islamic Bank PJSC said, "It was quite heartening to see that industry professionals took out almost an entire day to debate and finalise the results. The process was fair, very well thought out and the supporting material was quite extensive. All the nominations were quite exceptional in their own right, which made our job quite difficult. The YB team has to be commended for the seamless execution and the transparency of the entire process."

Judge Gareth Parry, managing director, Franexcel said, "I was very impressed with both the quality and diversity of the entries for the awards, all of whom have obviously made an impact in the respective markets. The judging process was extremely professional and I was very happy to see the interest and impartiality shown by the judges, who themselves are great exponents in supporting small and medium businesses. This was one of the most professional judging panels I have been a part of."

Judge T.V. Ramesh director Finance & Strategic Planning, Hamriya Free Zone, said, "It was a wonderful experience for me being on the judging panel of YourBusiness SME Awards 2008. Well defined judging criteria and the organised way in which the proceedings were handled made our job easy even though there were equally competent entries in most of the categories. I am sure these coveted awards will be an inspiration to the young, yet growing SMEs in the GCC region."

The industry's positive response has set the tone for YourBusiness Awards to be the industry leader in rewarding successful SMEs and exceptional entrepreneurs throughout all sectors across the GCC. YourBusiness Awards is equally open to local and expatriate business owners alike. Judge Gautam Sen Gupta, managing partner, Market Vision Research & Consulting Services FZ-LLC concurred, "I thought

the final shortlist was robust, an impressive set with representation not just from UAE companies but also from the rest of the Gulf, and with five or more candidates in each category allowed for debate amongst the judges before the vote; overall a good effort.”

Bud Keegan, General Manager, DIT Publishing said “The quality of all nominations received from SMEs, not just the short-listed finalist companies, highlights that the Gulf region is expanding rapidly with a wealth of entrepreneurs showing initiative and business skills. It is an exciting time to be involved within the SME sector in the Gulf.”

Full details of finalist companies:

Best Female Entrepreneur in the GCC

Abier Hamidi, Strawberry PR & Events

Sasiya Hussain, Orators" Forum Institute for Human Development and Behavioural Therapy FZ LLC

Badria Mustafa Mohammed Rashid Al Ali, Geelato Trading

Annabel Shepherd, Horseworld

Mala Ramakrishnan, Classic Quilts & Quilting LLC

Jane Drury, Expat Web Services FZ LLC

Kelly Lundberg, Divine FZE

Best Franchised SME in the GCC

Saj Express LLC

Heritage for Henna

Zohoor Al Reef Ltd

Fish World Trading

Best New SME in the GCC

GulfSport Racing LLC

Content Syndicate: Words on Demand

Desert River

Falcon Oilfield Services LLC

EnviroServe Services

The Third Line

Best Use of Technology in the GCC

Inter Future Technologies Trading LLC

TrackIT Solutions FZ LLC

One Connection Media LLC

Spectrum FZ, LLC

Falcon Oilfield Services LLC

Best Young Entrepreneur in the GCC

Maryam H. Al Blushi, Promo In Advertising FZ LLC

Nada Alawi, National Occupational Safety & Health Centre (OSHO CENTRE)

Mohammed Johmani, O2 Marketing Communications

Ali Al Kayed, One Connection Media LLC

Maddy Reddy, Content Syndicate: Words on Demand

Mohammed Saeed Harib, Lammtara FZ LLC

Fastest Growing SME in the GCC

TrackIT Solutions FZ LLC

National Occupational Safety & Health Centre (OSHO CENTRE)
AL JOWDER FLOWERS AND LANDSCAPING

i-Segway

The Third Line

Full details of the winners of YourBusiness SME Awards will be published in the December issue of YourBusiness or can be found online <http://www.yourbusinessmagazine.com>

original source of news: <http://www.eyeofdubai.com/v1/news/newsdetail-26183.htm>

About Spectrum Group

Unique. Yes, that's probably the most apt way to define SPECTRUM FZ. We stepped into the industry as a rank outsider, with primary focus to carve a niche for ourselves as a leading player in the IT Arena encompassing core technologies. We emphasized on customization in the real sense. This helped create a unique identity in a crowded market place, and helped us to bring back the confidence, trust and smiles on the faces of discerning customers.

Its quite heartening that we have taken quantum leaps in establishing ourselves as a leading training centre for specialized IT Networks across the MEA market.

In March 2007, Spectrum FZ LLC took over the management of ComGuard. This enables us to seek technological and back office support from Spectrum Group, and also access to an extensive customer base across 23 countries in the region.

We have emerged with a fresh strategy to offer more value to our distribution services . High on our agenda has been our focus on extending our channel reach and disseminating product knowledge to our partners.

for more information visit: <http://www.spectrumme.com> or <http://www.comguard.net>

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ComGuard FZ-LLC is one of the leading value added network and IT security products distributor in the MEA region. ComGuard has restructured its strategy and product offering to enable higher levels of localized support and service.

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