

## **MVSS IS EXPANDING IT'S GLOBAL REACH INTO THE MIDDLE EAST**

MVSS was invited by Austrade to attend GITEX Technology Week in October 2008; the exhibition was hosted in Dubai United Arab Emirates. Austrade, an agency of The Australian Government's Trade & Investment Development Commission plays a key role in working with dynamic Australian businesses to grow our export market with the international community and gain exposure to international trade amongst the fastest growing markets in the world.

Austrade and MVSS worked on a joint marketing strategy at GITEX to promote Australian IT Services abroad. The joint marketing strategy was timed with precision and several doors opened and enabled us to engage large service providers in the region whom were seeking quality business partners with MVSS's core capabilities.

The IT gateway into the Middle East has since closed due to a global economic contraction and MVSS's relationships are taking an established form through a laser focused vision. We believe that timing of entry to these markets was one of the keys to the events success. Critical knowledge of how the ME market operates and a comprehensive network of contacts has enabled us to thrive in the region. Many contacts from the region have engaged MVSS since the event and the fruits are beginning to ripen for picking.

***"The response was unprecedented and well beyond what we expected and planned for"*** – Mal Fraser Clay, CEO.

Industry analysis from IDC estimating that the IT services market in the UAE alone will grow to over US\$1 billion by 2010, and due to MVSS's carefully executed business strategy and strategic service offering, MVSS captured a receptive audience with a huge requirement for quality services.

MVSS's unprecedented demand made is necessary to realign a number of its business units to effectively accommodate this fast growing market.

GITEX was an extremely successful event for MVSS and Austrade not only in gaining exposure in the region, but it also provided a solid stepping stone in forming strategic alliances which have emerged as a result. Since the event plans have been set in motion and MVSS is forecasting exponential growth within The Middle East for 2009/2010. By working with a new international breed of channel partners MVSS is optimistic of further exponential growth.

Unfortunately due to 3 years running in Australia's [BRW Fast 100 growing companies](#), we will not have the opportunity to publicly smash through previous revenue records, however as a result of the growth experienced, the financial health of MVSS will become even more resilient, and additional leading edge services are currently been introduced to assist our clients in *"driving their technology investment further"*

