

XING connects business professionals in the United Arab Emirates

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Press release from: [OPEN Business Club AG \(XING\)](#)

Hamburg, March 13, 2007 – XING.com, the international online networking platform for professionals, is paving the way with the appointment of Regional Manager Nelly Liebrecht for successful networking in the United Arab Emirates (UAE). Liebrecht is planning to combine Arabic networking culture in Dubai and Abu Dhabi with the potential of the XING platform through events and partnerships. The first partnership has already been formed: Maktoob (www.maktoob.com), the largest online business portal in the Arabic world with two million members and XING plan to lay the foundation for professional business networking in the Middle East.

Dubai's growing importance as a financial center and the exceptionally high level of user activity in the UAE explain XING's increased presence in the region. Maintaining business contacts and social relationships is a firmly established part of culture in the Emirates. The combination of online and offline networking provided by XING matches the needs of Arabic and international business professionals based there.

XING has been staging networking events in the Middle East since 2004 – with increasing success. This new cooperation will give professional communities on XING and Maktoob the opportunity to make new contacts at jointly held events, grow their networks and exchange ideas. The first joint event will take place in Dubai on March 14.

About XING

With the successful IPO of XING as the first Web 2.0 company to go public, OPEN Business Club AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group “business people worldwide”, the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg (Germany), OPEN Business Club AG is also represented with offices in Beijing (China) and Zurich (Switzerland).

XING. Powering Relationships

Daniela Hinrichs
OPEN Business Club AG
VP Corporate Communications
+49 40 419131 19
daniela.hinrichs@xing.com

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