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Offices worldwide: London. Dubai. Karachi

PRESS RELEASE

"Future Pan-Arab Superpower Of 300 Million People To Rival US, EU And China"

Possibly, no longer just a pipedream. The advent of New Media like the Internet has heralded a new age of communication where national boundaries melt away. Instead people with a common language and culture unite through the ubiquitous new medium of the Internet.

A poet can now sell a work throughout the Arabic world instantaneously by electronic download, the boundaries which once constrained the poet and his readers have dropped away.

Commerce is the lifeblood of a people, it generates wealth and prosperity for the individuals and their nation, larger countries with a free marketplace will always outpace a collection of smaller countries with constraints like border controls, visa requirements and different tax regimes.

Assertiv eMedia is Pan-Arab Interactive Agency hoping to spearhead the creation of a giant new Arab eMarketplace where commerce is transacted seamlessly across national boundaries.

Kashif Mumtaz (Director) said 'A Pan-Arab market would allow consumers to access the best suppliers of goods and services in the Arabic world, similarly Arabic companies will be able to market.

Leading specialist, Assertiv eGroup, launches its groundbreaking interactive new media agency (Assertiv eMedia), at this year's pre-eminent Riyadh GITEX exhibition. Showcase services will be e-Marketing, Creative and Interactive Design, Online Technologies and Digital Strategy for the Pan-Arabic marketplace.

Assertiv eMedia's vision is to enable more Pan-Arabic businesses to take their rightful place at the high table of the global economy, through the exploitation of new media channels such as the Internet. At the forefront of imaginative, workable solutions, Assertiv's agency services are designed to support Pan-Arabic businesses, as they strive to expand into an increasingly competitive and volatile world economy.

Andy Lord (Director) said 'the digital revolution has reached a watershed where creativity now becomes an equal partner to technology, the companies who grasp the opportunities now will become the regional champions of tomorrow.'

For further information, visit:

www.assertivetechologies.com www.assertivemedia.com www.assertivelabs.com