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WSI to tap young e-business market

by [the Gitex Times Staff](#)

WSI Internet Consulting & Education will use this year's Gitex to gain market visibility and showcase its services and products.

The company, which has been providing internet solutions worldwide since the 1990s, says its main goal is to build the WSI brand in the Saudi Arabian e-business market, and Gitex will be an ideal platform to kick start the process.

"The tradeshow will be a big event for us as we will display our e-business products and show visitors our internet marketing expertise. We will also demonstrate our ability to support our clients and assure them of our long-term bilateral business relationship," says Tamar M. Al Mutlaq, general manager for WSI Internet Consulting & Education. "Also, it is critical for us to build a solid brand in the market place and gain visibility," he adds.

Al Mutlaq says the Saudi Arabian e-business market has huge potential and Gitex 2006 will help organisations like the WSI Internet Consulting & Education educate people and enterprises on the merits of online activities.

"Gitex is important to achieve all our goals so I consider the tradeshow as my starting point for realising these goals," he adds.

Al Mutlaq says e-business solutions have the ability to help small and large enterprises to benefit from his organisation's internet solutions. The company will use Gitex to capitalise on them. "In addition to the cost-saving, we offer our clients excellent opportunities to increase their margin and utilise their resources efficiently," he says.

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