

**2017 Excellence In Best Practices Award Banquet - Middle East May 24th 2017 at Atlantis -
The Palm, Crescent Road, The Palm, Dubai, U.A.E.**

Frost & Sullivan Awards recognizes companies for outstanding achievement and performance in a range of regional and global markets for superior leadership, technological innovation, customer service, strategic product development, etc.

Best Practices and leading business models require a company to demonstrate excellence in growth, innovation, and leadership. This key differentiator involves a bold demonstration of driving demand, brand strength, and competitive differentiation – all of which deliver impressive value and innovation into the marketplace. Benchmarked against the highest standards in the industry, the Award recipients indeed represent the best-in-class. In our third consecutive year, the 2017: Middle East Best Practices Awards banquet will recognize outstanding performance and achievement of such companies.

The awards give upfront industry recognition and benefits that can be leveraged internally within the organization as well externally in the market. Some significant benefits include:

- Improved Investor Relations
- Enhanced Visibility for Products or Services
- Increased Value to PR and Marketing Efforts
- Satisfied Shareholders
- Reinforced Positive Client Relationships
- Higher Employee Morale

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