
NEWS: THE BRAND UNION LAUNCHES NEW OFFICE IN MIDDLE EAST

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The Brand Union Middle East has just announced the opening of its Doha office, on the back of a few major new business wins.

Speaking of the new presence in the territory, Simon Bolton, Worldwide CEO said *"We've been looking for the right opportunity to expand into Qatar for a while. We've been in the Middle East since 2003 and were the first strategic branding agency to open an office in Abu Dhabi in March 2008. A couple of months ago we started working with a major player in Qatar whose global ambition has enabled us to take the leap and set up an office in Doha. Our ambition is for The Brand Union to become the board room advisor of choice with regards to strategic branding in Qatar."*

The office will be headed up by Iain Webster, Executive Director, who has been in the region for eight years and joined The Brand Union Dubai as Client Service Director in January 2008. Prior to The Brand Union Iain was a Group Account Director at Saatchi & Saatchi Dubai. Iain is responsible for developing the key client relationship and is tasked with growing the Qatar business.

Hermann Behrens, CEO Middle East commented *"This is a very exciting opportunity to build a business in a country with real momentum. Qatar has cleverly identified a unique positioning for itself within the region by taking a lead in international relations and focusing on education. It has also promised to deliver a World Cup like no other in 2022."*

We have moved into offices with great space in the centre of the business area on Suhaim Bin Hamad Street and we are excited at the opportunity to grow a team to complement our broader teams in Dubai and London."

The Brand Union Middle East employs around 35 designers, consultants and client servicing personnel in its Dubai hub and offers strategic brand consultancy services to clients across the region and has developed the brands for leading companies and products including Al Rajhi Bank, Emaar's Burj Khalifa, Mubadala, Invest AD, Madinat Jumeirah, and Abdul Latif Jameel, Nova Water, Kwaliti Ice-cream and many others.