**FOR IMMEDIATE RELEASE**

**Dubai. October 26, 2017.**

**StartUp magazine unveils major re-branding for its fifth anniversary**

***Announcement and first preview at last night’s Arabian Business StartUp Awards***

An audience of 350 attendees at the Arabian Business StartUp Awards 2017 were the first people in the region to get an exclusive preview of the newly-rebranded, re-designed and larger-sized Arabian Business StartUp magazine.

Unveiled in celebration of November’s fifth anniversary of the title, the magazine has rebranded as **Arabian Business StartUp SME** to reflect the strategies necessary to facilitate the growth ambitions of the region’s start-ups.

Kay Marham, Editor of Arabian Business StartUp SME explained: “This is absolutely the perfect timing to ramp up to a bigger and bolder StartUp magazine. Right now, for example, the financial sector is keeping a close eye on the start-up community as it looks to meet its immediate and future FinTech challenges - so many people in that space use this magazine to keep track of what start-ups are doing.

Providing more growth strategies for entrepreneurs to move more quickly from start-up to SME stage has huge implications for the business environment here – not just in the FinTech sector, but as a whole.”

Arabian Business StartUp SME is part of a suite of three related business titles that include Arabian Business (English and Arabic editions) and CEO Middle East.

The newly re-branded edition of StartUp SME is **available on 3rd November 2017**.

**ENDS**

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**Notes to editors**

**About Arabian Business StartUp SME**

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**About ITP Media Group**

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers.  These brands include major international and regional names such as Time Out, Arabian Business, Harper’s Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

ITP Live, which was designed to extend the company’s digital footprint as well as enhance its total reach on social media, has five key business areas - the region’s largest social influencers’ agency, video content creation, digital sales representation, ecommerce and live events.  On April 12th 2017 ITP Live broke its first Guinness World Record, just 4 months since its opening, at a live event to celebrate its launch.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations.  ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman.  [www.itp.com](http://www.itp.com)