



CompuMe UAE announces rebranding to 'tecbuy'

Company's new brand name and logo reflects market fusion between IT and electronics industry

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CompuMe UAE has revealed a rebranding initiative that includes the launch of a new name and logo. The Middle East's leading retail management enabler will now be called 'tecbuy.' According to the company's senior executives, the firm has served the region's IT industry over the last 15 years and after successfully selling the operation outside of the UAE, has now decided to rebrand to a new name, which further builds on the connection between the strength of its commitment to their consumers for excellent service and its diverse portfolio of IT products that includes: tablets, smartphones, cameras, TV, audio, gaming consoles and laptops. The rebranding is part of the company's continuing move to strengthen its market presence and reach out to a wider customer base in the UAE.

"These are exciting times for the region's IT and digital electronics segments—which has seen the growing popularity of mobility based devices like tablets, smartphones, cameras and laptops. This increasing preference for all things digital represents a successful fusion between the IT and electronics industry," said Dikran Tchablakian, CEO, tecbuy. "Looking to play a major part in this growth, we have decided to rebrand as 'tecbuy,' ushering forth a new phase in our company's continuing development as a retail management enabler. With a new name and a new logo, 'tecbuy' is expected to drive in stronger market presence throughout the region via our signature 'store-in-store' concept of leveraging world class high quality technology products and services."

CompuMe has made its mark as the only D&IT products and services enabler for the Middle East. The company has also been lauded for its innovative 'store-in-store' (SIS) concept, which has helped develop key partnerships with leading retailer brand names like Virgin Megastores and Carrefour Market. In fact, the company was recently awarded the 'Retailer In-store Experience of the Year' award during this year's edition of the Middle East Retail Academy 2013 (MERA) held recently in Abu Dhabi.

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