

# PRESS RELEASE



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## **Prisma Consulting announces strategic association with Golden B2B Hospitality (Dubai)**

Prisma Consulting, Wokingham-based international business development services company has been appointed by GoldenB2B Hospitality (GB2B), the Dubai-based authors of FBM, the leading Supply Chain Management and Food and Beverage Stock Control System, to help develop further its operations into UK and potentially in Europe.

GB2B has built its business in the Middle East operating mainly from its head office in Internet City, Dubai but also maintains offices or Business Partners in Athens, Cairo, Beirut, Amman, Jeddah and soon in selective cities across Europe, Russia, South Africa and Asia. In less than 3 years GB2B has grown rapidly to establish itself as the leading supplier of Supply Chain / Food & Beverage Stock systems in the region. There are now over 130 major Hospitality (Hotel & Food Service) clients around the Middle East, Europe and Asia including InterContinental Group, Rotana, Jumeirah, Radisson, Movenpick, Swissotel, Maris, Bavaria, Monarch and lately Starwood.

Among its plans for further expansion the next stage includes the company's more aggressive penetration in to the European Hospitality Markets targeting primarily countries like the UK where FBM can offer a much better value for money solution compare to the existing systems in the market. With this in mind GB2B has contracted UK-based Prisma Consulting to help achieve a foothold in this huge market. "We have been impressed by the extensive network of high-level contacts and industry knowledge Prisma can provide," said Dimitris Kontinopoulos, GB2B's CEO. "In a very short time we have one order in the UK and a pipeline of opportunities which bodes well for the future."

The UK and European phase will involve contacting major hotel groups and individual properties but the second phase of the partnership will focus on identifying the right business partners in target countries to act as complete service providers for FBM.

"I am delighted to have the opportunity to work with GoldenB2BHospitality," commented Mike Preston., managing director of Prisma. "I have been involved with Food and Beverage systems for many years and the depth of functionality, the ease of use, the additional operational consultancy GB2B provide and the value for money approach has really impressed me. I see FBM continuing its rapid growth on a global scale."

Prisma has build a reputation for helping companies expand internationally by either direct lead generation projects or by finding strategic business partners in territories around the world. Prisma has a database of over 2,800 contacts including many senior hospitality executives and companies in over 70 countries. Many of these contacts are personally known to Mike Preston, Managing Director of Prisma, who not only has been involved in delivering technology solutions to the Hospitality IT market for many years but also speaks at international conferences and writes for hotel magazines.

"We are delighted to have Prisma and Mike Preston associated with our company," added Garry Lowe, who is heading the International Business Development of GB2B. "In addition of sustaining our leadership position across the Middle East, recent orders from in India, Singapore, Germany, Estonia and UK are evidence of our ambitious plans and Prisma's involvement will contribute to achieving future expansion."

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#### **Background for Editors:**

##### **Prisma Consulting Ltd**

Prisma Consulting, based close to London, England, provides management consultancy, international business development, sales training and technology services to clients both in the UK and worldwide. A broad range of projects have been completed with some prestigious clients generating some compelling testimonials.

Prisma's recent projected include consulting work for major clients in UAE, training projects in Russia and Malaysia and speaking engagements in Netherlands and Vietnam. [www.prisma.com](http://www.prisma.com)

##### **Golden B2B Hospitality**

GoldenB2B Hospitality FZ LLC (GB2B) is a Business-To-Business Hospitality Organization with headquarters in Dubai, UAE providing advanced technology solutions and services to the Hospitality Industry and its related sectors like Food Service, Catering, Entertainment, etc.

GB2B is focusing mainly in the areas of Supply Chain Management and integrated POS Solutions and has been catapulted in record time to the leading position in its category throughout the entire Middle East.