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## **Roland Berger Launches New Middle East Office in Abu Dhabi's Thriving Business Hub**

Abu Dhabi, March 2024: Global management consultancy Roland Berger, announced the inauguration of its new office in Abu Dhabi, marking a significant milestone in its regional expansion and underscoring its commitment to the emirate. Situated in Abu Dhabi's fast-growing Abu Dhabi Global Market (ADGM) financial district, this strategic move brings Roland Berger's regional office count to five, joining its established bases in Doha, Dubai, Manama and Riyadh.

Rene Seijger, Chairman of Roland Berger Middle East, commented, "Abu Dhabi is embarking on some of the most ambitious economic growth and diversification initiatives in the region. We are enhancing our capacity to match our clients' evolving ambitions and to help them seize new opportunities presented by this transformation."

Roland Berger has unveiled its comprehensive plan to meld its core competencies in industrial transformation and digital innovation with the region's ongoing energy transition. This ambitious strategy aligns seamlessly with Abu Dhabi's vision for a sustainable future, leveraging the UAE's rich intellectual capacity to drive growth and innovation.

"We are closely positioning ourselves with our Abu Dhabi client base to support them with greater immediacy, and foster deeper community ties," said Hani Tohme, Managing Partner, Roland Berger Middle East. "The new office is a testament to the firm's impressive growth within the United Arab Emirates and the region," he added.

The firm has been providing expert insights and strategic guidance to various sectors in Abu Dhabi and helping develop clusters and economies. Offering comprehensive analysis, innovative strategies and reliable, pragmatic solutions, Roland Berger has successfully undertaken several significant projects within the emirate, ensuring that Abu Dhabi remains at the forefront of the global push towards sustainable industrial practices.

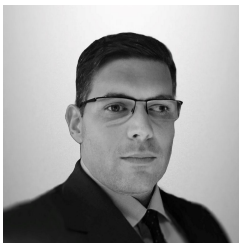
“Launching our Abu Dhabi office serves the newly developing industrial and economic sectors,” stated Santiago Castillo, Managing Partner, Roland Berger Middle East. “Our increased local presence will enhance our ability to reinforce Abu Dhabi’s Falcon Economy transformation,” he added.

In September 2023, Forbes issued its list of the World's Best Management Consulting Firms in 2023. Roland Berger has been recognized on this comprehensive list. The firm received recommendations in 25 out of the 27 categories considered by Forbes. That is a remarkable performance and puts the firm among the top international strategy consulting companies.

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Roland Berger is one of the world's leading strategy consultancies with a wide-ranging service portfolio for all relevant industries and business functions. Founded in 1967, Roland Berger is headquartered in Munich. Renowned for its expertise in transformation, innovation across all industries and performance improvement, the consultancy has set itself the goal of embedding sustainability in all its projects. Roland Berger revenues stood at more than 1 billion euros in 2023.

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