

## **“Kekst CNC RISE” launches to help startups and high-growth companies in the Middle East accelerate growth ambitions**

***The firm’s new offering delivers communications solutions including narrative workshops, investor engagement strategies and more to help start-ups realise their business ambitions***

**Dubai, 29. September 2020:** As the Middle East is transformed by the surge in innovative start-ups and countries develop hubs to house entrepreneurs and disruptive businesses, Publicis-owned global strategic communications firm Kekst CNC is today introducing “Kekst CNC RISE”, a bespoke service for startups and high-growth companies to help them accelerate their growth ambitions.

Underpinned by the firm’s insights-led approach, Kekst CNC RISE has been specifically designed to provide companies with high-impact communications during the early stage, seed stage and growth phases of their startup journey.

Drawing on the firm’s knowledge and expertise working on some of the world’s leading transformers, disrupters and innovative start-ups, including in the proptech and last-mile delivery sectors in the Middle East, Kekst CNC RISE adopts a bespoke approach to clients’ needs, providing tailored solutions to help them achieve their business objectives.

Kekst CNC RISE’s offering covers a range of services that can be tailored to suit a client’s needs, including narrative workshops, value proposition and differentiation studies, investor engagement strategies and pitch coaching, as well as a suite of communications support, from customer acquisition communications campaigns to social and digital media activations to engage target markets.

Commenting on the launch of Kekst CNC RISE, Mazar Masud, Director of Kekst CNC Middle East based in Dubai, said: “Inspired by innovation hubs, accelerators, enterprise funds and growing investor interest, the Middle East’s start-up scene is alive and kicking, and disrupting traditional business paradigms. This is an exciting space to be in and we want to support entrepreneurs in telling their stories in an impactful way to help them achieve their growth ambitions and showcase their offerings to local and international investors.”

Kekst CNC's Partner in the Middle East, Ben Curson, added: "We have combined a dedicated team with experience in the region's start-up space with leading thinking to create a bespoke and winning formula for the Middle East's burgeoning start-up and high-growth companies."

According to the H1 [2020 MENA Venture Report](#) commissioned by start-up data platform, Magnitt, a total of 251 startup investments were made in the first half of this year, with the deals valued at \$695 million, representing an increase of 35% when compared to the same period last year. The research piece predicted that close to \$560 million will be invested in start-ups across MENA by the end of 2020, which is a respectable figure when factoring in the impact that Covid-19 has had on regional economies. These figures demonstrate a growing need for counsel that is tailor-made to tackle the communications challenges that SME's and disruptors alike may face, a space that Kekst CNC RISE considers to be its sweet spot.

For more information about the offering, please contact [RISE@kekstcnc.com](mailto:RISE@kekstcnc.com)

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#### **Media contacts**

Brandon Almeida  
T +971 4 367 6130  
M +971 50 198 9408  
[Brandon.Almeida@kekstcnc.com](mailto:Brandon.Almeida@kekstcnc.com)

Maram El Hendy  
T +971 4 427 64 63  
[maram.elhendy@kekstcnc.com](mailto:maram.elhendy@kekstcnc.com)

#### **About Kekst CNC**

Kekst CNC is a leading global strategic communication consultancy. The team of over 250 experienced professionals serve clients from 13 offices in New York, London, Munich, Berlin, Frankfurt, Paris, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm. As trusted advisors, the firm contributes its expertise on such high-stake matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. Kekst CNC is part of the worldwide Publicis Groupe [Euronext Paris FR0000130577, CAC 40]. For further information, please visit [www.kekstcnc.com](http://www.kekstcnc.com)