**Launch of New Arabic Domain Name**

The debut of the new Arabic domain name *mawqe* (.موقع) is based on a study covered behaviors and vocabulary used by the overwhelming majority of the people living in this part of the globe. The study showed that such buzzword is one of the most vocabulary used by web navigators and even those having no access to the World Wide Web in the Middle East and North Africa. Actually, the English equivalent to this buzzword is *Website.* It is unquestionable that the people speaking languages based on the Arabic letter like Urdu, Parisian, Arabic and Kurdish have spread out the use of this buzzword with the same meaning in their mind to *Website,* which has sneaked its way to TV and Radio shows and jargons of thousands of newscasters and advertisers.etc when saying “*for more information, please visit our* *website*….. The same also applies to all publications and press releases issued by corporate and personal websites ended with domain name relevant to their walk of business.

The new Arabic domain name is intended to serve users of the Arabic alphabet from Morocco to India, and inevitably reach web navigators living in an area inhabited by 800 million persons occupying a large chunk of our planet. Though studies show that only 200 million of them have access to the Internet, and that a meager 10% of them speak English fluently, the use of the Arabic letter in the new Arabic domain name may soar up the number of web users, promote business opportunities, and above all, enhance the marketing aspect of companies by protecting their domain names and proprietary rights in their trademarks and trade names.

The long-felt lust by average web navigator in this part of the world is inherent in the smooth and quick access to search engines that direct him to the websites he is delving for. However, the new initiative spares users this trouble when using the Arabic letter given the fact that the most visited websites in the region are search engines according to a statistics released by the world’s reputable Internet traffic data provider Alexa.com.

Furthermore, the new domain name encourages those speaking Urdu, Parisian, Arabic and Kurdish to involve in equitable competition with the world and allow them the chance to communicate and publish content, email service and social media in Arabic. But the most salient feature of *mawqe* is that it successfully works out the dilemma inherent in the similarity of letters in Arabic, Urdu and Parisian, and helps corporate entities protect their trademarks and access wider grassroots of users within an area believed to be the fastest growing in terms of the number of web users.

Suhub Electronic Inc is the first Arab outfit that has sparked this initiative in the region and the exclusive owner of *mawqe* bolstered by strategic partnership with one of the most reputable entities in this business - Affilias Co. to ensure distinguished service and durable growth.

For more information, you may email us to [info@dotmawqe.com](mailto:info@dotmawqe.com).