

Liquid Continues Global Expansion with Launch of European Office



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Dubai, UAE - Liquid, the award-winning retail ideas company fully dedicated to ensuring brands sell, by helping shoppers buy, has today announced its expansion into Europe with a dedicated office in Poland – a globally renowned centre of excellence of e-commerce talent.

The Liquid team based out of Poland will serve as a hub from which to offer its European clients a full range of go-to-market, strategic, creative and execution services, with the objective to tap into Poland's globally renowned e-commerce talent. The team of 20 experts in Poland is led on the ground by Kornelia Samanta, a seasoned e-commerce professional who was previously based out of Liquid's Dubai office.

Liquid's expansion into Europe coincides with Amazon's recent launch into Poland with their own dedicated website and subsequent marketplace offering. With the opportunity to now service regional clients in Poland, the decision to launch a European base made strategic sense.

Sachinn [J.Laala](#), Liquid's CEO said, "When looking at the ideal location to launch the base of our European operations, Poland was the clear frontrunner. Geographically, it serves as the perfect hub from which to service our clients across the continent. Europe's tech and e-commerce industries have seen huge investments for a number of years and when you add the talent pool into the equation, the country comprises a fantastic combination of talent, opportunity and growth for our clients."

[J.Laala](#) continued, "The Middle East is now in position to begin exporting its ecommerce expertise across the world. We have noticed a major appetite for our capabilities and unique

offering in Europe and we look forward to continue delivering for our clients across a range of geographical markets”.

The expansion comes off the back of a 35% increase in revenue in 2020, and follows Liquid’s recent move into the Kingdom of Saudi Arabia and Egypt, building upon its global hub office based out of Dubai, United Arab Emirates.

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