



Al-Faris National Investments Company (Optimiza) Silver Sponsor for the 5th Middle East Chief Information Officer Conference & IT Exhibition in Bahrain

Al-Faris National Investments Company (Optimiza) participated as a silver sponsor in the 5th Middle East Chief Information Officer Conference and IT Exhibition (ME CIO 2008 Summit) held in Manama, Bahrain, from November 25 - 27, 2008.

Optimiza's participation included an introductory presentation conducted by Mr. Ghassan Hourani, Assistant General Manager – Solutions Center, entitled "Transforming & Aligning IT with Business", through which he discussed the leading role and positive impact of Information Technology on business procedures, and showcased the importance of utilizing IT to drive business strategies and goals. Mr. Hourani also highlighted the concerns and challenges faced by decision makers in establishing a strong technology infrastructure that can support business efficiency and investment success. Also, Optimiza displayed its prominent IT solutions and services which it offers to its regional clients operating across different economic sectors.