



## **Optimiza Sponsors the Fifth Media & Telecommunications Convergence Conference**

On June 2 & 3, Optimiza sponsored the Fifth Annual Media & Telecommunications Convergence Conference organized by the Arab Advisors Group, which was held at the Four Seasons Hotel, Amman.

Optimiza's sponsorship and participation in both the conference and exhibition stems from Optimiza's strong belief in the integral roles that both the media and ICT sectors play in elevating cultural excellence. It also highlights Optimiza's active participation in the ongoing drive towards economic development and awareness of the latest technologies in the realm of IT solutions and applications.

In this unique event, Optimiza's participation materialized through Dr. Wassef Masri presentation, in which he shed light on aspects related to banking services available through mobile phones – "Mobile Banking", whereby such services may allow for a significant increase in the potential returns for both the banking and telecom sectors on the one hand, and increase customer satisfaction for users of such services through better quality on the other.

The conference hosted 460 delegates from 25 countries representing 144 leading media organizations, telecom operators and other telecom specialized companies. The participants discussed methods of collaboration and convergence between the respective sectors, alongside the opportunities that should be utilized to ensure further success and development of the sector at large.

For more information about Arab Advisors Group, please visit: [www.arabadvisorsgroup.com](http://www.arabadvisorsgroup.com)