



## **Optimiza Sponsors the University of Jordan Technology Parade**

On the 13<sup>th</sup> and 14<sup>th</sup> of May, Optimiza sponsored the 1<sup>st</sup> National Technology Parade at the University of Jordan/ Faculty of Engineering - Computer Engineering Department held on campus and attended by Dr. Khaled Karaki, University of Jordan President.

Optimiza's participation in this special event included supporting a graduation project managed by Mr. Hussam Al Hourani entitled "Arabic Optical Character Recognition (OCR)" whereby it provided students from both the University of Jordan and Jordan University of Science and Technology with two workstations, and allocated a coordinator for this project with high-level support. In addition, Optimiza led a session, where it presented its solutions and services and some of its success stories.

On its booth, Optimiza was also keen to directly interact with the students, both graduates and undergraduates through offering them advice to enhance their future plans, and collecting CVs from graduates wishing to join its team. Moreover, Ms. Abeer Saleh (Product Development and Implementation Manager – Insurance Sector) presented a lecture on Optimiza's IT solutions, including Oracle Business Intelligence and Data Warehousing.

On a similar note, Optimiza has taken part in the American University of Beirut's job fair held on May 9<sup>th</sup>, Princess Sumaya University for Technology's job fair that was held last week, as well as the job fair that was held by the Jordan University of Science and Technology on the 18<sup>th</sup> and 19<sup>th</sup> of May.