



## Optimiza Sponsors the 6th Media & Telecommunications Convergence Conference

Amman, June 2009 – Optimiza announced its sponsorship of the 6<sup>th</sup> Annual Media & Telecommunications Convergence Conference organized by the Arab Advisors Group, which was held on June 1 & 2 at the Four Seasons Hotel, Amman.



The event was held under the royal patronage of HRH Princess Sumaya bint El Hassan, and was attended by 533 delegates from over 180 companies spanning 25 countries. The official opening ceremony was addressed by HE Eng. Bassem Rousan, Jordan's Minister of ICT.

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.

Optimiza's participation materialized through Mr. Husam Al Mabrok, CEO Royah Optimiza, who introduced the topic of *"Adopting True Shared Services business Model in Telecom Companies: Less cost and Higher efficiency"*

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.

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