



Press Release

Optimiza Official Silver Sponsor of Queen Rania Center for Entrepreneurship

Optimiza enhances its role in the community and supports exceptional national initiatives

Amman, June 2008 - Optimiza (Al-Faris National/ ASE:CEBC) announced its support of the activities of Queen Rania Center for Entrepreneurship (QRCE) as a silver sponsor. This is in affirmation of its belief in entrepreneurship and innovation in business, and QRCE's vision to target university students, researchers, inventors and entrepreneurs in particular, to build their capacities and skills and develop IT entrepreneurship in Jordan.

QRCE oversees the implementation of diverse activities, including several local and international programs, such as the Queen Rania National Entrepreneurship Competition (QRNEC), Technology Commercialization Program, Connect Jordan and the Entrepreneurship Society "DART".

Within this context, Optimiza supports QRCE's programs concerned with promoting the concept of comprehensive entrepreneurship, most notably capacity building activities, including the University Outreach Program that aims at creating links with Jordanian universities in order to support creative thinking, and urge students to take part in the Queen Rania National Entrepreneurship Competition. This is In addition to QRCE's year-round business planning activities with the participation of graduates and undergraduates, and two workshops on technology commercialization program targeting professionals in private and public sectors.

Commenting on this initiative, Mr. Hazem Malhas, Optimiza CEO, indicated that Optimiza's objectives correspond with QRCE's mission in terms of supporting economic development through the provision of a wide array of services that foster

entrepreneurship and marketing of technology. Mr. Malhas also expressed Optimiza's pride at being part of this exceptional initiative that contributes to the true empowerment of ambitious Jordanian youth.

For his part, Eng. Basel S. Kilany, QRCE Director, said, "Optimiza's initiative stands proof to its leadership's belief in the substantial role the private sector can play in national activities related to IT education. We are hopeful that other local business establishments will follow suit and collaborate with us to achieve our mission and aims."

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