

## Optimiza Sponsors Cisco Expo Jordan 2008

*Optimiza - A Premier Cisco Certified Partner*



Amman, April 2008 – As part of its efforts to enhance its relationship with the leaders in the IT industry, Optimiza, (Al-Faris National/ ASE:CEBC), recently sponsored Cisco Expo 2008, which was held in Jordan on March 11<sup>th</sup> by the network solutions specialized international firm, Cisco, under the patronage of His Excellency, the Minister of ICT, Basem Al Rousan.

The Cisco Expo Jordan is considered the largest gathering of decision makers, customers and partners in the IT industry allowing them to interact, exchange expertise and knowledge regarding the latest business developments in addition to

getting informed of the latest breakthroughs in the world of IT solutions and programs.

Optimiza is a Premier certified Cisco partner and their collaboration began in the mid 1990s. At the end of last year, Optimiza achieved the Premier Certification by meeting all of Cisco's criteria for this certification.

Commenting on Optimiza's participation in the event, Dr. Wassef Masri, Optimiza Jordan General Manager, said, "We are proud to be part of this unique event which has given us the opportunity to contribute with Cisco to enhance the modern concepts of IT systems and provide state-of-the-art solutions related to internet connections and networks. This is in addition to creating new business opportunities in the midst of the great acceleration growth in the IT sector we are witnessing in Jordan."

Mr. Nabil Rizkallah, Cisco Channel Manager for North Africa/Levant region, said, "We aspire to meet the growing needs of clients through our collaboration with our partners. This falls in line with the realization of our commitment to play a vital role in the process of economic development in a country full of great potential and capacities, able to incorporate all global developments."

**-Ends-**