



Press Release

Optimiza Sponsors the 1st National Technology Parade at the University of Jordan

Amman, May 2008 - Optimiza (Al-Faris National Company/ ASE:CEBC) announced a new academic collaboration with the University of Jordan to support the Faculty of Engineering/Computer Engineering Department students through sponsoring the 1st National Technology Parade, held on the 13th and 14th of May on campus and attended by Dr. Khaled Karaki, University of Jordan President. Through this collaboration, Optimiza aims to strengthen its ties with a well-established educational institution, and recognize and offer opportunities to exceptional graduates.

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 student 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 Warehouse.

Optimiza CEO, Mr. Hazem Malhas, considered this cooperation with the University of Jordan a positive step in line with Optimiza's policy to support the education sector locally and regionally. He stressed Optimiza's responsibility in helping students

make sound career choices, and make optimum use of their potential and abilities in order to play an important role in the advancement of their society.

For his part, Dr. Ghaith Abandah, Chair of the Computer Engineering Department, expressed his appreciation for Optimiza's support for the event, its efforts to promote joint work between the private and public sectors, and its constant support for outstanding students. He also affirmed that this participation reflects Optimiza's role in supporting the education sector through preparing students for the labor market through cutting-edge technological and professional methods.

On a similar note, Optimiza has taken part in the American University of Beirut's job fair held on May 9, and Princess Sumaya University for Technology's job fair that was held last week, and will also be taking part in the job fair to be held by the Jordan University of Science and Technology on the 18th and 19th of May.

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