



Press Release

Under Optimiza's Silver Sponsorship of Queen Rania Center for Entrepreneurship

Optimiza Academy Partners with the Queen Rania Center for Entrepreneurship to Offer Innovative Training Programs

Amman, August 2008- Optimiza Academy, the training and human resources development arm of Optimiza (Al-Faris National/ ASE:CEBC), announced its support of the activities of the Queen Rania Center for Entrepreneurship (QRCE) as part of Optimiza's silver sponsorship of the Center. The move stems from Optimiza Academy's policy, which matches QRCE's vision of enhancing the skills and capabilities of university students, researchers, inventors and entrepreneurs in particular, while seeking to develop technology entrepreneurship in Jordan.

Within this context, Optimiza Academy will provide quality support to the Center through the Business Edge training program of the International Finance Corporation (IFC) for small and medium enterprises (SMEs) tailored to develop their management skills through the use of advanced professional methods. The program involves expanding on all aspects relating to accounting, human resources, marketing and sales in addition to developing leadership skills.

Commenting on this partnership, Mr. Nidal Bitar – Director, Optimiza Academy said, "We are happy to cooperate with QRCE by providing the relevant training programs. This partnership falls in line with our policy that aims at contributing in servicing the community and playing a positive role in developing the skills and capabilities of the employees of the various development sectors."

Mr. Basel S. Kilany, QRCE Director, valued the partnership with Optimiza Academy which he noted "represents an important addition to the effort of QRCE." He added: "Optimiza Academy proved that it possessed an extensive knowledge to tailor make

the best training programs for the customers it serves aimed to develop the human capital using advanced methods, and based on the needs and requirements of the various public and private institutions and corporations, which is bound to support our goals and mission in the Center."

It is worth mentioning that 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 (TCP), Connect Jordan, Cisco Entrepreneur Academy and the Entrepreneurship Society, "DART". It is an integral part of the El Hassan Science City, which also hosts the Royal Scientific Society, the Princess Sumaya University for Technology and the Higher Council for Science and Technology.

-Ends-

About Optimiza Academy

Comprehensive human capital development and training services are offered to Optimiza's clients through Optimiza Academy. One of the few certified training centers in the region; Optimiza Academy's unique offering is in its total training solutions based on an organization's specific set of requirements. Optimiza Academy provides any combination of management skills training and consulting, IT training and e-Learning. Using advanced methodologies, a wide range of training packages are tailored and delivered on behalf of some of the world's leading vendors, management certification bodies and software companies, and are guaranteed to enhance any trainee's performance.

www.optimizasolutions.com