



Press Release

## **Al-Faris National Investments Company (Optimiza) Silver Sponsor for the 5<sup>th</sup> Middle East Chief Information Officer Conference & IT Exhibition in Bahrain**

Amman, November 2008 – In line with its active commitment to participate in the region's most vital IT events, Al-Faris National Investments Company (ASE:CEBC) (Optimiza) announced its silver sponsorship of the 5<sup>th</sup> Middle East Chief Information Officer Conference and IT Exhibition (ME CIO 2008 Summit) to be held in Manama, Bahrain, from November 25 - 27, 2008.

Al-Faris National (Optimiza)'s involvement at the Summit will include an introductory presentation conducted by Mr. Ghassan Hourani, Assistant General Manager – Solutions Center, entitled “Transforming & Aligning IT with Business”, through which he will discuss the leading role and positive impact of Information Technology on business procedures, and showcase the importance of utilizing IT to drive business strategies and goals. Mr. Hourani will also highlight the concerns and challenges faced by decision makers in establishing a strong technology infrastructure that can support business efficiency and investment success.

As part of Al-Faris (Optimiza)'s sponsorship, the company will display at its booth its prominent IT solutions and services which it offers to its regional clients operating across different economic sectors.

Commenting on his participation at the Summit, Mr. Hourani said: "It gives me great pleasure to represent Optimiza at such a unique event, which brings together leading regional and international senior IT experts. These IT events facilitate the exchange of experiences, encourage discussion about the latest developments within the sector; which in turn increase awareness and help organizations stay on

top of technological advancements, and adopt the latest systems and solutions to enhance business and investment capacity within various sectors."

Al-Faris National (Optimiza)'s has had regular presence in notable local, regional and international events, where Optimiza's management team, consultants and employees have been called upon to participate as subject matter experts and speakers based on their extensive knowledge of the latest developments in the global IT scene. Some of these events include Jordan ICT Forum 2004, GITEX 2007 and 2008, and several other conferences and workshops.

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