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Optimiza Academy participates in Arab Advisors Shoppers Exhibition

Optimiza Academy, the human capital development division of Optimiza, will take an active part in the Shoppers Exhibition taking place at the Zara Expo in Amman between July 11th and 13th, 2007.

/24-7PressRelease/ - July 14, 2007 - The event, organized by the Arab Advisors Group, presents an excellent opportunity for companies working in information and communication technologies to display and present their technological developments, as well as network with other market leaders from across the region.

Optimiza Academy is participating in the event as one of the region's largest certification network training centers and as the leader of the training division of Optimiza's main business lines including technology enablement, outsourcing and consulting.

The Academy's participation in this event falls in line with its long term strategy to provide customized learning solutions, designed according to company's needs on behalf of some of the world's leading vendors, management certification bodies and software companies. At the Shoppers Exhibition, the Academy will be showcasing the latest in its wide range of customized training courses and services.

Commenting on the Academy's participation in the event, Optimiza CEO, Mr. Hazem Malhas, said, "We are proud and honoured to take part in such important events. Our participation provides great opportunities for us to present our services and reach potential clients".

Director of Optimiza Academy, Mr. Nidal Bitar, added that taking part in such an event allows the Academy to introduce its products and services to a wider segment of the market, thereby widening the scope of local and regional expansion.

As a final note, Optimiza was recently the proud sponsor of the 4th Annual Media and Telecommunications Convergence Conference, also organized by the Arab Advisors Group in Amman on June 4th and 5th 2007.

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