

****The following speech was delivered by Professor Labib Khadra****

Distinguished Guests and Scholars,

Ladies and Gentlemen,

It is a great privilege for the German-Jordanian University to welcome you all this afternoon, on the occasion of inauguration of Talal Abu-Ghazaleh School for Business. The School has been established with generous support and funding from Mr. Talal Abu-Ghazaleh to bridge the gap between the output of its educational research and training programs on the one hand, and the needs and demands of the industrial and private sector and the labor market, on the other.

As a matter of fact, the School's mission represents the very mission of the German-Jordanian University – a new type of university in Jordan, following the German Fachhochschule model of education. In that, and via its structured courses that go hand-in-hand with practical relevance and enhanced embedded training, the University is to produce highly skilled professionals capable of responding and contributing to the comprehensive economic and social development.

Ladies and Gentlemen,

The German-Jordanian University has been established with the goal of preparing its students for future careers and ensuring their smooth transition from the confines of the lecture-room to the actual world of jobs and responsibilities. As is the case with most fields of study, the gap between theory and application remains wide. The problem becomes more evident when it comes to subjects that touch upon the welfare, expectations, and future aspirations of human beings.

In a country with scarce natural resources like Jordan, the development of human resources is, by and large, the best means for developing a solid economic base. To this effect, the University has established the Talal Abu-Ghazaleh College of Business to join hands with the various national and international institutions, in Jordan, Germany, and elsewhere, with a view to providing adequate training to its graduates in the business field, and to helping them keep pace with advances, applications, and methodologies worldwide.

Ladies and Gentlemen,

Business Administration as a science and a profession is acquiring new dimensions on a rather major scale. It is no more a term that signifies mere economic prosperity, or better jobs, or higher incomes. The discipline, per se, can no more be conceived apart from its social, public, physical, and technological environment and responsibilities. Hence, it has

become imperative upon this field of specialization to readjust to new markets, and to meet new social values and demands. It is at this point that the University's programs and streamlined research, coupled with embedded training and dedicated faculty, all come to play a major role in helping students, individuals, and the society at large to accommodate these new developments.

Ladies and Gentlemen,

On behalf of the German-Jordanian University, I would like to express my sincere thanks to Mr. Talal Abu-Ghazaleh for his generous support to this University. I trust that with the devoted effort of each and every member of the University's community, the School will fulfill its mission and will serve as Centre for Excellence in the region.

Our heartfelt thanks and sincere appreciation go as well to the German partners who are with us this afternoon and to all other representatives of the various ministries, universities, and organizations in Germany for their valuable contribution to the University's academic and training programs. I look forward to maintaining our friendly and viable relation for many years to come for the optimum benefit of the institutions we serve, and the countries we belong to.

Ich bedanke mich fuer Ihr Interesse und hoffe auf Erfolg unseres Vorhabens.

Thank you all again and again