



**TAG-ITI**

**Talal Abu-Ghazaleh Information Technology International**

# **Newsletter**



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## ‘Abu-Ghazaleh University College for Innovation’ Remotely Delivers “The Art of Creating Global Brand” Lecture

AMMAN – Talal Abu-Ghazaleh University College for Innovation (TAGUCI) is hosting Mr. Flaviu Cicirean, the international expert in branding, to give a lecture for MBA students at the University entitled ‘The Art of Creating Global Brand.’

The lecture is to be delivered through TAGUCI’s distance learning platform. It will discuss various topics including brand concept, types, importance, benefits and market and companies’ needs among others.

The ‘The Art of Creating Global Brand’ lecture is one of a series of lectures TAGUCI offers its students. Towards this goal TAGUCI hosted many well-known international experts. TAGUCI is also planning to hold a number of additional awareness lectures using remote learning technology as part of its



commitment to provide the best quality education to its students.

TAGUCI is a University College specialized in applied business and information technology. It focuses on providing the appropriate environment for the youth to become leaders in IT and empowering graduates to innovate and create knowledge and transform it into marketable products.

For more information, please visit the following website: [www.taguci.edu.jo](http://www.taguci.edu.jo)

## Establishment of ‘Abu-Ghazaleh for Technologies’ Factory at Madaba Industrial Estate

AMMAN – Talal Abu-Ghazaleh Global (TAG.Global) resumed work on the establishment of Talal Abu-Ghazaleh for Technologies (TAGTech) factory at Madaba Industrial Estate, after brief suspension last March due to the outbreak of Coronavirus pandemic.

The establishment of TAGTech factory comes as a part of the construction agreement signed between TAGTech, a member of TAG.Global, with Jordan Industrial Estates Co. (JIEC), as well as a fulfillment of TAG.Global’s commitment represented by its Chairman, HE Dr. Talal Abu-Ghazaleh, to serve the nation by helping boost Jordanian technological development under the guidance of His Majesty King Abdullah II ibn Al-Hussein.

The factory, which will soon be completed will become the first operational technological factory at the Industrial Estate that produces technical products: the first of their kind in the Kingdom and the Arab region. It is expected to positively affect the economic and local development.

The selection of Madaba Industrial Estate to host the factory came after conducting a series of meetings with



the concerned officials at the Ministry of Industry, Trade & Supply and JIEC, who offered all required facilities to establish the factory. The factory will be built on a five-donum plot of land that was wholly purchased for the project.

Dr. Abu-Ghazaleh extended his gratitude to HE Minister of Industry, Trade & Supply Dr. Tareq Al-Hamouri for his support to the implementation of the project and the provision of various facilities by the concerned directorates despite the exceptional circumstances the country is experiencing.

It is worth mentioning that the agreement was signed following the establishment of TAG-Tech firm last October with the aim of designing and manufacturing high-tech devices including laptops, tablets and smartphones at competitive and affordable prices for all.

## Abu-Ghazaleh: the Transformation of AIMICT Exams to Become Online

AMMAN – HE Dr. Talal Abu-Ghazaleh, founder and president of the Arab International Society for Management Technology (AIMICT), announced the transformation of the Society's professional programs 0065ams to become online.

Dr. Abu-Ghazaleh explained that this transformation is inevitable in light of the accelerating technological development in the fields of education and training, noting that the automation of the exams comes after the success of the Society in implementing many of its training programs remotely, and starting to automate the professional curricula and training courses to become electronic, interactive and easy-to-use. That also saves time, effort and cost for the participants.

AIMICT Executive Director, Ms. Majd Farahat, stated that this transformation comes as part of an integrated digital transformation plan for all activities of the Society, with the aim of providing a proper training environment that enhances continuous communication. She added that this required setting up development policies and control procedures with technological solutions to ensure the quality level of implementation.

The transformation of professional program exams was developed by an electronic system developed by the E-Solution Department at Talal Abu-Ghazaleh Global (TAG.Global) that includes a portal for conducting exams, a portal to mark and correct the exams and release the results after meeting all requirements of quality control procedures of AIMICT and the international bodies accrediting the programs.



These professional programs include the Professional Quality Manager (PQM), Human Resource Manager (HRM) and Training of Trainers (ToT).

### The Arab International Society for Management Technology

The Arab International Society for Management Technology (AIMICT) was established as a non-profit organization in 1989, in Buffalo-New York City, in the United States of America, and it was officially registered in Amman in 1990 under the name of "Arab Management Society". Managers and businessmen have realized the importance and consequences of their role in serving business communities in their countries and thus the idea of establishing such a society emerged into existence. In 2015, the name of the organization was amended into "The Arab International Society for Management Technology" (AIMICT), to keep pace with modern global technological developments in various sectors and to help establish and create a knowledge-based management.



## ‘Abu-Ghazaleh Knowledge Forum’ Hosts Int@j Chairman in a Digital Talk Entitled ‘Corona Leads Digital Transformation’

AMMAN – Talal Abu-Ghazaleh Knowledge Forum (TAG-KF) hosted Dr. Bashar Hawamdeh, Chairman of the Board of Directors at the Information and Communications Technology Association of Jordan (int@j), in a digital dialogue session entitled “Corona Leads Digital Transformation”. The dialogue was conducted in a live broadcast through the Forum’s Facebook page.

During the session, Hawamdeh stated that the Coronavirus crisis has proved the importance of the Internet in human life as one of people’s basic needs worldwide. He praised the role of all information and communication companies for the great efforts they exerted in this stage noting that they have successfully managed the crisis.

Hawamdeh pointed out that the Information and Communications Technology (ICT) sector contributes to the gross domestic product at a rate that reaches up to 12%, and, since its rapid development in the year 2000, it has been providing more than 80,000 job opportunities directly or indirectly. That is in addition to exporting Jordanian expertise and highly qualified workers in this sector to the region and the world.

Hawamdeh stressed that int@j is keen to enhance and maintain cooperation ties with all relevant official institutions in a manner that serves the sector’s interests and boosts its contributions to the national economy. He affirmed



that Int@j has helped throughout the years in enacting distinctive laws and legislation that had a significant role in stimulating the ICT sector through various means including: reducing sales tax on goods and services imposed on ICT production inputs from 16% to 0%; removing customs fees and reducing income tax from 20% to 5% on ICT activities in the Kingdom and exempting ICT related service exports from income tax.

In the session, Hawamdeh called for activating and enforcing the role of the Ministry of Digital Economy and Entrepreneurship in fostering and facilitating entrepreneurship and creating an appropriate business environment for entrepreneurs and program developers through a set of stimulative legislation and laws. He also called for integrating entrepreneurship education in school curriculum for students at early stages.

Dr. Hawamdeh emphasized the importance of enabling the private sector to lead the process of real digital transformation at the Kingdom’s level through direct follow-up from the Royal

Court to ensure the sustainability and the continuity of such transformation regardless of governments' change.

Additionally, Hawamdeh called for creating and developing a 'National Data Bank' with an extensive database at the country-level that includes all government services and sectors by linking government entities with one application that contains all necessary data with the aim of facilitating citizens' access to the services they need, and at the same time activating the smart identity.

Hawamdeh expressed his belief that the Coronavirus (Covid-19) has revealed points of weaknesses in all sectors systems, as well as in the government's preparedness for digital transformation. He also called for establishing a national information bank that contains the data of all citizens including security, judicial, health, real state, financial services and others.

In the meantime, Hawamdeh praised the role of the youth in establishing entrepreneurial companies that provide different services and products at the regional level, despite their small number, calling on the entrepreneurs to think deeply about the product or service they offer to the consumers by conducting research and studying market and consumer needs. He called on the government to provide further facilities to the entrepreneurs

and invest in their companies to help their businesses to grow and to create job opportunities.

For his part, Executive Director of TAG-KF and TAG.Global Education and Youth Consultant, Mr. Fadi Daoud, who moderated the session, pointed out that the digital talk with Dr. Hawamdeh was organized as part of a series of digital meetings and discussions in the time of Coronavirus crisis, conducted in a live broadcast through TAG-KF Facebook page.

It's worth mentioning that the Information and Communications Technology Association of Jordan (int@j), was established in 2000, as a support society to the information and communications technology sector in Jordan. It strives to make Jordan a center for the information and communications technology sector in the region and internationally, recognized as a source of ICT products and services. It also supports the capabilities of companies operating in the sector as well as stimulating related activities through support of sector related issues by representing the joint interests of companies at the official agencies, and by implementing national initiatives that support the capabilities of companies and the sector.

Int@j Association includes 200 ICT companies, contracting and electronic content companies in Jordan.

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