



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

عضو في طلال أبوغزاله فاؤنڊيشن

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LES - AC Holds ‘SMEs Innovation Management’ Training Course

AMMAN - The Licensing Executives Society – Arab Countries (LES - AC) holds ‘Drafting and Negotiating Licensing Agreements’ training course, March 11 - 12, 2020 at Talal Abu-Ghazaleh headquarters – Amman.

The intensive 8-hour training course provides participants with a variety of topical issues tackling the Types of Innovations, Innovation, Technology and R&D, Innovation Process, Barriers, Culture and Strategies This course will provide the professionals with comprehensive understanding of:

- Innovation and its process
- Organizations and innovation culture
- Innovation development

Accordingly, certificates of attendance issued by the Society will be given to participants.



SMEs Innovation Management

Description
Innovative organizations are always in constant change to succeed in the fast changing world but since innovations are the result of human creativity and introducing novel ideas that change the way things are done, managing innovative projects requires managing technical professionals, managing changes, risks and the future in new tools and approaches. This training will discuss the management concepts related to innovation and stimulating its culture in organizations.

Training Objectives
Provide the professionals with comprehensive understanding of:
• Innovation and its process
• Organizations and innovation culture
• Innovation development

Training Outline
• Introduction to Innovation
• Types of Innovations
• Innovation, Technology and R&D
• Innovation Process
• Innovation Barriers
• Innovation Culture
• Innovation Strategies

Date: March 11 - 12, 2020
Training Hours: 10 training hours
Time: 10:00 AM - 03:00 PM
Location: General Administration
TAG Global Building / 46 Abdel Rahim
Al-Wakeel Street, Shmeisani, Amman, Jordan
Registration Fees: 350 JOD.

For More Information
Majd Khaddash - LES AC Manager / LES-Arab Countries
Tel: +962-6-5109900 Ext: 1654 | Fax: +962-6-5109901
E-mail: info@lesarab.org | Website: lesarab.org

LES - AC Holds Entering New Markets for SMEs Workshop

Under the patronage of Ms. Fiona Nicolas LES International President and H.E Dr. Talal Abu Ghazaleh LES – AC President, LES – AC is holding a workshop entitled “Entering New Markets for SMEs” the workshop is aiming to provide the participants with the knowledge of how to enter new markets.

The distinguished speakers will deliver presentations in the below topics:

- Open Innovation structure and incentives for SMEs
- Ways to profit from your IP in new markets
- International trade and IP laws
- SMEs Innovation through future technologies
- Building IP networks and services
- SMEs - universities collaboration for innovation
- The event is taking place on March 10 at Talal Abu Ghazaleh Knowledge Forum.



The poster is for a workshop titled "EMERGING New Markets for SMEs". At the top left is the LES logo with the text "Licensing Executives Society – Arab Countries" and "Advancing the Business of Intellectual Property Globally". At the top right is a blue circular logo with "LES" and "LICENSING EXECUTIVES SOCIETY INTERNATIONAL" below it. The main title "EMERGING New Markets for SMEs" is in large blue and black letters. Below the title, the date "10 / 3 / 2020" and time "from 10 AM - 3 PM" are listed, followed by "Free Registration Workshop" and "Registration closes on 7th of March 2020". A circular photo of Mrs. Fiona Nicolson, LESI President, is shown. To the right, a circular image shows silhouettes of people in a modern office setting. At the bottom right, contact information is provided: "For more information: TAG.Global Building, Shmeisani, Abdel Raheem Al-Waked Street, Bldg #46, Tel: +962 6 5100900, Ext: 1654, 1529, E-mail: les@lesarab.org, Website: tag.global".

LES
Licensing Executives Society – Arab Countries
Advancing the Business of Intellectual Property Globally

LES
LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

EMERGING
New Markets for SMEs

10 / 3 / 2020
from 10 AM - 3 PM
Free Registration Workshop
Registration closes on 7th of March 2020

Mrs. Fiona Nicolson
LESI President

For more information:
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Shmeisani, Abdel Raheem Al-Waked
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E-mail: les@lesarab.org
Website: tag.global

Abu-Ghazaleh Patronizes ‘Community Leader Award 2019’ Ceremony

AMMAN - Facebook International Initiative in Jordan organized the ‘Community Leader Award 2019’ ceremony presented to the best groups that provide a safe platform for interaction in addition to a meaningful content that serves Jordan’s society.

The ceremony was held under the patronage of HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG.Global).

During the ceremony, Dr. Abu-Ghazaleh stressed the importance of professionalism in all fields in general and social media networks in particular, underlining Facebook’s groups’ direct and important influence on individuals and public opinion.

“In light of the digital social leadership power in making a real change, efforts should be invested in spreading the good word and rejecting hatred as well as fighting online bullying phenomena and character assassination,” Abu-Ghazaleh said.

Meanwhile, Dr. Abu-



Ghazaleh suggested an initiative with the aim to initiate a Code of Ethics for social media users to prevent negative and hate speech, calling on the Community Leadership Department to launch its own initiative.

For his part, Facebook ambassador in Jordan, Mr. Mohammad Al Najjar stated that the best groups on Facebook were selected on the basis of certain criteria including successfully formed groups clear of bullying, hatred and provocative speech. The Group should be founded by individuals not companies, should be active for no less than two years with high interaction and meaningful content.

At the end of the ceremony, Dr. Abu-Ghazaleh distributed awards to the

wining groups for the year 2019 in eight different categories including ‘Safer Club, for the best content, ‘Jordan Customer Service Page’, as the most creative page, ‘Momsters, for the best female group, ‘Out & About Group’, for the most active group ‘Moltaqaa Al Nukhba Al Reyadi’ (Elite Sport Forum) group, for best administration, ‘HER story Arabia’, as a best new group, ‘Arab Designer Union’, the most interactive group, ‘Things to do’, as the most passionate group.

Furthermore, Al Najjar honored Dr. Abu-Ghazaleh for his patronage of knowledge and creativity activities and events by presenting him with a special shield. Certificates of appreciation were also presented to a host of influencers.

For more information, please contact us:

LES - Arab Countries

P.O.Box: 921100 Amman 11192 Jordan

Tel: +962-6-5100900 Ext: 1654 | Fax: +962-6-5100901

E-mail: les@lesarab.org | Website: www.lesarab.org

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Showrooms Open: 11 am to 8 pm (weekdays)
11 pm to 8 pm (Saturdays)

* +VAT

TAG.Global Building 46 Abdel Rahim Al-Waked Street, Shmeisani, Amman, Jordan
TAGUCI Building 104 Mecca Street, Um-Uthaina, Amman, Jordan

Tel: +962 65100 909 | Fax: +962 6 5100 901 | Email: info@tagtech.global

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