



**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-Arab Countries Newsletter**

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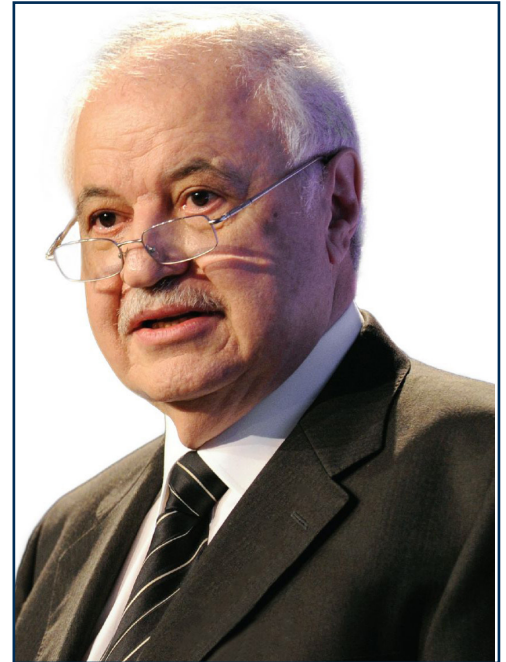
### **LES - AC Announced Future Programs for Training and Capacity Building In Light Of the Corona Crisis And Beyond**

Ms. Majd Khaddash, the Manager of LES - AC announced training and capacity-building remotely in light of the current crisis and its implications in the near future.

Ms. Khaddash added that LES - AC will be holding various activities through its e-platforms during the coming period, in a mechanism that ensures

safety and protection against Coronavirus, in conformity with high-quality standards and consistent with the applied laws and regulations.

Ms. Khaddash pointed that LES - AC continuously aims to develop and enhance the Intellectual Property Licensing and Technology Transfer in the Arab region by developing and modernizing IP awareness. At the same



time, the Society seeks to improve capacity building, practices and expertise of specialists and practitioners as well as promoting awareness of all segments of society using various tools and methods most notably organizing and hosting educational programs, conferences, seminars, research and studies among others.

It is noteworthy that LES - AC carries out a wide range of activities related to Licensing, Technology Transfer, IP management and Business Development. Furthermore, the Society holds several activities and educational training courses tailored according to the clients' needs from the public and private sectors.

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## **LES - AC Announced an Online training course “Innovation 101”**

AMMAN - The Licensing Executives Society – Arab Countries (LES-AC) announced an online training course entitled “Innovation 101” on July 2020. The course aimed to get participants:

- Introduced to Innovation & creativity principles
- Introduced to innovation tools

The course also highlighted the introduction to innovation, types of innovation, innovation process, barriers, culture and strategies.

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## **Talal Abu-Ghazaleh Academy’s Tadrib Online Platform Overcomes Coronavirus Crisis Obstacles**

AMMAN – Talal Abu-Ghazaleh Academy Tadrib Online Platform Manager, Mr. Hamza Arabiyat, declared that the first batch of participants from Jordan who registered through the Platform since the beginning of the coronavirus epidemic have reached more than 500. That is in addition to more than 250 registered participants from the Arab countries.

The main courses of which the participants showed interest included Accounting programs specifically the Arab Society of Certified Accountants (IACPA) program, Digital Marketing, Human Resources, Small and Medium Enterprises (SMEs) Management, and Trademark Protection Programs.

Arabiyat affirmed that TAG-Academy strives to create more remote learning courses and training programs in line with the directions of HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG.Global) noting that Dr. Abu-Ghazaleh has previously, and for many years, been calling to transform to digital and remote learning for all, well before the corona crisis, taking into consideration that the world is witnessing a digital and technological revolution that necessitates keeping abreast with the latest developments without delay.

Moreover, and based on Dr. Abu-Ghazaleh’s vision that education is a right for all, Tadrib Online Platform offers courses at affordable prices to all segments of society as such courses are supported by Talal Abu-Ghazaleh Foundation (TAG-Foundation).

Tadrib Online Platform is specialized in training, qualifying and developing the participants’ capabilities to advance their skills in different fields. The Platform includes various training courses developed in accordance with the highest standards through a set of interactive elements in training processes. Participants receive an electronic attendance certificate after completing the course and passing its exam.

For more information about Tadrib Online Platform, please visit the website: [www.tadribonline.com](http://www.tadribonline.com)

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**For more information, please contact us:**

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