



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

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LES-AC Holds ‘Training of Trainers’ Course in Jordan



AMMAN- The Licensing Executives Society- Arab Countries (LES-AC), presided by HE Dr. Talal Abu-Ghazaleh, held in cooperation with the Arab International Society for Management Technology (AIMICT) the Training of Trainers (TOT) course in Amman – Jordan.

The seven-day TOT course, certified by the Institute of Leadership & Management (ILM), targeted participants who represent different sectors and companies and focused on several key themes, most importantly: providing participants with practical training using the best practices and most effective and efficient technologies in training needs assessment, design training, presentation, assessment and development.

LES-AC is the first Arab regional society specializing in the field of licensing and technology transfer. It is a non-profit society concerned with the development and education of the business community on the economic importance of licensing, protection of Intellectual Property Rights and technology transfer. LES-AC is a member of the Licensing Executives Society International (LESI) which comprises 32 national and regional societies around the world. www.lesarab.org

LES-AC and Abu-Ghazaleh Intellectual Property Hold ‘Business Writing Skills’ Course



AMMAN- The Licensing Executives Society-Arab Countries (LES-AC) in cooperation with Abu-Ghazaleh Intellectual Property (AGIP)

held the “Business Writing Skills” course at Talal Abu-Ghazaleh International University in Amman – Jordan.

The course helped the participants learn how to write effectively by understanding the basic tools of writing, develop a good technical writing style, avoid common mistakes in technical writing and to proficiently write memoranda, minutes of meeting, progress reports, letters, technical reports, emails, proposals, business letters, and resumes.

The most important themes of the course included the following:

- **First Module:** Writing.
- **Second Module:** Communication Skills.
- **Third Module:** Creative & Technical Writings.

TAG-Confucius Institute Inaugurates New Offices



AMMAN – HE Dr. Talal Abu-Ghazaleh and Mr. Ma Jianfei, executive deputy director-General of the Chinese National Office for Teaching Chinese as a Foreign Language (Hanban), and Deputy Chief Executive of Confucius Institute Headquarters, inaugurated the new offices of TAG-Confucius Institute located at the premises of Talal Abu-Ghazaleh Graduate School of Business, in the presence of President of Shenyang University Mr. Lin Qun.

The establishment of the new offices comes in response to the growing demand for the learning of Chinese language and culture, which TAG-Confucius aims to provide through its various professional teaching courses and activities.

During the opening ceremony, Dr. Abu-Ghazaleh expressed his pride and happiness of the long-standing partnership with Hanban, established in 2008, and with Shenyang University to establish TAG-Confucius Institute, adding that the new building also plays host to the Chinese Visa Center which, since 2009, has been offering visa services to Jordanians and Arabs, under the supervision of the Chinese Embassy.

He also stated that the new expansion aims at responding to the development and advancement of Sino-Arab relations, primarily in the field of economics, affirming, “We are preparing a strategic plan to teach the Arabic language in China according to an accredited program and certificate”.

During the opening ceremony, guests took a tour around all the facilities of the Institute including the library, classrooms, language lab as well as the Cultural Corner.

Furthermore, the Talal Abu-Ghazaleh Organization, the umbrella of TAG-Confucius Institute, was the force behind the establishment of three offices in China (Shanghai, Beijing, and Hong Kong) which have been serving more than a quarter of a million Chinese firms since 1972.

The headquarters of the Institute is located at the premises of Talal Abu-Ghazaleh Graduate School of Business in Amman, Mecca Street. It aims to enhance the teaching of Chinese language and culture in Jordan based on a cooperation agreement signed between Confucius Institute Headquarters (Hanban) in China, Shenyang University and other Chinese universities. TAG-Confucius is the first official center for teaching Chinese language and the only official center in Jordan for conducting Chinese proficiency tests (HSK).

Abu-Ghazaleh Receives Vice Premier of the People's Republic of China



AMMAN – HE Dr. Talal Abu-Ghazaleh, chairman of Talal Abu-Ghazaleh Organization (TAG-Org), president of Talal Abu-Ghazaleh Confucius Institute, received Vice Premier of the People's Republic of China HE Ms. Liu Yandong at TAG-Org's Regional Building/Talal Abu-Ghazaleh University.

During the meeting held in the presence of a host of ministers, Senators, parliamentarians, high-ranking diplomats and academics, Dr. Abu-Ghazaleh delivered a welcoming speech. *Here is the full text of the address:*

Your Excellency, the Guest of Jordan the honorable Dr. Liu Yandong,

Vice Premier of the People's Republic of China

Forgive me for not speaking Chinese, though my grandsons do.

It's a great honor for Talal Abu-Ghazaleh Organization with its 85 offices worldwide and on behalf of my Deputy for Chinese Affairs Mr. Luay Abu-Ghazaleh, and on my own behalf to welcome Your Excellency here at Talal Abu-Ghazaleh International Digital University.

I would like to also welcome our esteemed guests; Their Excellencies; leaders of education, economy and public work in our beloved country.

Your Excellency Dr. Liu Yandong: today is a great day for us.

Allow me first to announce that I am greatly honored to be the first Jordanian to receive the "Outstanding Contributions for Enhancing the Sino-Arab Relations" award in 2016, in person from HE Mr. Xi Jinping, President of the People's Republic of China.

Today, it is our honor that Your Excellency has chosen our University for this visit during your official visit to the Kingdom. Thank you.

We are proud that your visit comes at the 40th Anniversary of Chinese-Jordanian ties which His Majesty King Abdullah II highly values.

I am personally proud to work with my dear friend the Ambassador of the People's Republic of China to Jordan HE Pan Weifang to enhance this friendship.

It is also my great honor to receive you in my capacity as President of TAG-Confucius Institute, the great source of pride since 2008 which our esteemed guests will visit in our second Regional Building.

We are proud to have established in 2003 our three offices in China (Shanghai, Beijing, and Hong Kong).

We are proud of our great partnership with Hanban since 2008 and with Shenyang University. Thank you Mr. Ma Jianfei, Executive Deputy Director- General of Hanban, and thank you Mr. Lin Qun, President of Shenyang University for your presence with us.

We are proud that since 2009 we have been providing under the supervision of the Chinese Embassy visa services to Jordanians travelling to China in a perfect and a successful partnership.

Abu-Ghazaleh Intellectual Property (AGIP), one of our 20 companies (its International Administration is in our third Regional Building), the largest IP firm on a global level,

has been offering its services to more than quarter of a million Chinese firms since 1972.

Our Organization is also proud of our relation with the Chinese People's Association for Friendship with Foreign Countries.

I am personally proud of my participation in the "Road and Belt" economic conference held in Beijing, and equally proud that our Organization considers the success of this significant initiative at the top of its priorities.

I am also proud that I have signed a strategic agreement with my partner President of Shenyang University to support further economic, educational and cultural cooperation with China. Mr. Lin Qun thank you for placing your trust and confidence in our Organization.

Dear Mr. Lin Qun, I am proud for the honor you gave me to have been the guest and speaker at the graduation ceremony of Shenyang University in 2009 in the presence of thousands of graduates. Thank you Mr. Lin Qun.

Upon the directives of His Majesty King Abdullah II, May God bless and protect Him; we are preparing a strategic plan to teach Arabic in China according to an accredited program and certificate.

Moreover, I suggest establishing a network of private schools, recognized by China and staffed by Chinese teachers similar to other American, English and French schools in the region.

We, through our Institute, are willing to offer courses in all Arab countries under the supervision of the headquarters in Amman.

Your Excellency Dr. Liu Yandong, as you are also in charge of Education and Cultural Affairs in China, I want to seize this unique opportunity to offer a partnership in the creating Knowledge Future in all Arab states, and to facilitate the process

of digital learning in the region by producing in China the 7-inch Phablet which works as a smart phone and small laptop at reasonable prices that is appropriate for students in all schools of the region and also for public use.

As an expression of my great appreciation for the honor of your visit, allow me to present to Your Excellency the TAG-Org Honorary Shield and the "Tree of Life" painting from Talal Abu-Ghazaleh University.

Following that the guests watched a performance of the "Chinese Dream" performances presented by students of TAG-Confucius Institute.

For her part, Dr. Liu Yandong stressed in her speech the deep ties of cooperation between the two countries and the development witnessed in various fields.

She said that His Majesty King Abdullah II and His Excellency President of China exchanged congratulations on the occasion of the 40th Anniversary of relations between the two countries and expressed their satisfaction with the development of such ties.

She also expressed her pride for the establishment of TAG-Confucius and for the achievements it realized, specifically efforts exerted by Dr. Abu-Ghazaleh, teachers of the Institute, students and all other supporters.

She said that the Institute aims at introducing the Chinese language and culture for a better understanding of the Arab-Sino cultures.

Moreover, Dr. Liu Yandong announced the launch of three initiatives for Jordanians; the first is the provision of 2000 books on the Chinese culture, the second is an invitation to 50 young Jordanians to participate in a summer camp in China and thirdly she presented 20 scholarships for students to study in China.

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