



Press Release

ICDL GCC Foundation to present IT-readiness programs at BETT Middle East 2011

Stronger integration of IT in education needed as GCC pursues USD 23.5 billion in university projects and USD 6.8 billion in school projects

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ICDL GCC Foundation, the governing body and the certification authority of the International Computer Driving License program in the Gulf region and Iraq, has announced that it will be participating at BETT Middle East 2011, the dedicated event, endorsed by Abu Dhabi Education Council (ADEC), showcasing the best in educational technology products, resources and best practice. The show takes place on 25 & 26 October 2011 in Abu Dhabi and hosts ICDL in Hall 8 at stand C55, where it will conduct special presentations about its various program offerings such as e-citizen, ICDL START, ICDL and Advanced, while highlighting the success of its strategic alliances with education authorities and governments in reforming the education system and implementing IT-readiness programs.

Investment in education continues to account for the biggest portion of government budget spending in the GCC, according to a MEED report. University projects worth over USD 23.5 billion and more than USD 6.8 billion in school projects are now underway in the region; ICDL has pointed to the need to channel these investments towards positive educational reforms and stronger integration of IT in the education system.

Jamil Ezzo, Director General of ICDL GCC Foundation, said: “Digital readiness prevents educators from becoming obsolete in a rapidly changing world that has been dominated by unprecedented advancements in technology innovation and use. ICDL GCC Foundation has been therefore closely collaborating with government institutions and education councils to develop programs that seek to equip educators with the right skills and knowledge that would enable them to take full advantage of the power of technology in the delivery of education. Our participation for the second straight year at BETT Middle East 2011 reinforces our commitment to consolidate our strategic alliances with government and private entities and help the society realize the educational benefits of a rapidly changing IT landscape.”

Diala Khairallah, Marketing and Communications Manager, ICDL GCC Foundation, added: “ICDL GCC Foundation has been a pioneer in leading the promotion of IT literacy in the region. We are pleased to be once again participating at BETT Middle East, sharing our expertise and best practices for IT preparedness in the education sector. Moreover, through our presence at the show we aim to reach out to more public and private sector organizations in the region and explore opportunities to work together on bridging the digital gap and promoting knowledge based society.”

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