

Aldar teams up with ISMM and CIE through Knowledge Horizon

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Move to educate and enhance personnel skills of companies

BY AHMED AMEEN
Staff Reporter

Abu Dhabi Aldar Properties announced yesterday that it is teaming up with the Institute of Sales and Marketing Management (ISMM) and the University of Cambridge International Examinations (CIE) through Knowledge Horizon, a knowledge transfer company, to provide education and better qualification for Aldar's member staff, as well as other corporations in the UAE wishing to enhance the skills of their personnel.

Abdullah Zamzam, Aldar's Chief Corporate Support Officer, told *Gulf News* that the aim of such programme is to further enhance the company's performance, "as we con-

sider spending on educating our staff an investment rather than cost, because it will surely yield better product and better performance."

Aldar is constantly seeking investment opportunities, says Abdullah Zamzam.

Zamzam outlined the major corporate objective for Aldar which include "building a robust business model focusing on inward investments as well as to provide for an excellent international profile and presentation, to attract international investors to come to the UAE."

He explained that Aldar is constantly seeking invest-

ment opportunities, "however, for the time being, our primary focus is to develop Abu Dhabi, then comes the other UAE emirates, then the GCC region, but we are open for excellent opportunities overseas when they present themselves.

Focus

"Aldar's linking its staff development with professional education demonstrates that they really consider education as an asset rather than a cost," said Maen Al Qatamin, President of Knowledge Horizon.

While Chris Daw, the acting regional manager in the MENA region for CIE said that "our focus is to develop the students emphasising on skills, and learning to learn."