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Microsoft to roll out careers advice at Windows 2000 student briefing

النسخة العربية

Special event planned for students on afternoon of Windows 2000 launch: IT education focus for higher education audience planned

10th February, 2000

Dubai

Microsoft GEM is to hold a seminar aimed at students in the UAE's higher education institutions on the afternoon of the Windows 2000 launch. The session will brief students on information technology qualification and student programmers designed to help them meet the needs of IT employers, as well as updating them on the new Windows 2000 platform. The event follows the Middle East launch of Windows 2000, set to take place in hall five of the Dubai World Trade Center exhibition complex at 9am on the 17th of February, 2000. "The launch of Windows 2000 will see us talking to the biggest audience ever at this type of event," said Murad Lakhdhir, product marketing manager at Microsoft GEM. "We wanted to include students in that audience, to give them a chance to stay truly up to date with advances in technology."

"We have a total commitment to technology education at Microsoft, and have been liaising with the Higher Colleges and Universities across the UAE to inform students of this opportunity," said Jawad Al-Redha, education manager at Microsoft GEM. "Our aim is to give students an update on the advanced Windows 2000 platform, and also to ensure that they are aware of the many technology education options open to them as they seek to move into the world of work."

The event will run alongside the 50-partner information technology exhibition taking place in Hall five of the DWTC complex to mark the launch of Windows 2000, giving students access to the leading players in the Middle East IT industry. Microsoft aims both to increase their own awareness of what's happening in the IT market and also increase their access to leading players in that market, according to Al-Redha. "This event gives us a great chance to increase the interaction between local technical students and the IT industry and also to highlight some of the educational options open to today's students."

As well as the opportunity to explore certification programmes such as Microsoft's MCSE qualifications, the globally recognized vocational qualification programme for information technology professionals, students will also be given an exclusive insight into the features, capabilities and advanced ways of working which Windows 2000 is bringing to the information technology market. "In the morning, we'll be presenting Windows 2000 to over 1,000 professionals from the IT sector," said Haider Salloum, business systems division product manager at Microsoft GEM. "In the afternoon, we'll be sharing the 'inside track' on Windows 2000 with students. It's going to be a busy day!"

About Microsoft Corporation.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of

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Microsoft opened its Dubai-based Middle East headquarters office in 1991, since then subsidiaries have opened in Saudi Arabia and Egypt. Microsoft GEM is responsible for the company's business in Pakistan, Oman, the UAE, Qatar, Bahrain, Kuwait, Lebanon, Jordan, Cyprus and Malta. In 1999, Microsoft opened offices in Lebanon and Kuwait and announced it would soon open new offices in Pakistan.

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