

Migrate and AULE complete next stage of their joint venture by commencing operations in Irbid

3 December 2011 – Following the signing of a Memorandum of Understanding in May 2011, today Migrate and Al Urdonia Lil Ebda (AULE) announced that they have further formalized their Public Private Partnership (PPP) by establishing and operating a professional campus in Jordan. Migrate initiated the joint venture, based on its expertise in providing business knowledge and networking solutions essential for regional and international business expansion. AULE contributes its access to Jordan’s leading research and education facilities, entrepreneurship initiatives and resources in the Irbid region.

Migrate and AULE, who signed the initial Memorandum of Understanding earlier this year in May 2011, will focus on building and operating a professional campus which provides on-the-job training, facilities and operations for Business Process outsourcing (BPO) and facilitation of entrepreneurship, largely targeting small to mid-sized corporations. To accomplish this objective, Migrate and AULE will draw upon each partner’s core competencies in entrepreneurship support: Migrate’s expertise rests with providing a regional and international network of strategic partners and clients eager to expand their footprint in the MENA region. Typically these partners are small-to-mid-sized companies (SMEs) or larger, entrepreneurial-minded enterprises, ready to further roll-out their tested business model.

To succeed, these companies need a partner like Migrate on the ground, who can provide them with the necessary business knowledge and network solutions, which reduce the risk and costs associated with market expansion. AULE’s expertise, in contrast, is based on its access to its university network and its experience in supporting and progressing innovative business ideas to market maturity.

Together, Migrate and AULE are confident to enhance and accelerate the traction of their joint venture business model by creating employment, expertise and attracting further resources and enterprises. Migrate and AULE invite further partners to join their platform and continue to expand their PPP. Ultimately, as the platform gathers scale and the addition of further partners enhances its scope, it will assume the character of a campus, joining together research and education, training, resources and operations as well as local, regional and international expertise and experience.

“This is the next major step in our endeavour to building a professional campus in Irbid,” says Nader Nemeh, General Manager of Migrate. “AULE is a natural partner for us and we are proud that they joined us in this project. Migrate’s value proposition rests on our access to an educated and agile workforce who are keen to become the on-the-ground staff for our clients. Through its network and close association with Jordan’s leading universities in engineering and business administration, AULE will become a gateway to Jordan’s well educated workforce.”

Eng. Amer Al-Majali, Chairman of AULE says, “It is AULE’s brief to help convert the knowledge of our universities and Jordan’s innovation industry into a prosperous commercial sector. Migrate holds a crucial key to this transition as it provides AULE’s clients and relationships with the experience and expertise of regional and international partners in progressing a good idea to maturity and expanding it into the marketplace.”

Further information

About Migrate:

Further information about Migrate is published on www.migratemena.com. Migrate was founded in 2010 with the intention to facilitate business expansion in the Middle East and North Africa (MENA). Migrate provides a unique combination of Business Knowledge and Networking solutions to clients. Migrate generates value to its clients by assuring an efficient access to the MENA markets at reduced risk and cost.

About Al Urdonia Lil Ebd (AULE):

AULE is a fundamental player in the Jordanian innovation industry and is bridging university and research outcomes with the entrepreneurial world through sponsoring initiatives in the north and south regions of Jordan and providing business incubation and enterprise development to implement innovative ideas into new businesses. For further information please go to www.bic.jo