



Press release, 29 September 2006

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Subject : HCT/CERT signing of MOU with Solving International Middle East, LLC.

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Under the auspices of H.E. Sheikh Nahayan Bin Mubarak Al Nahayan, Minister of Higher Education of the United Arab Emirates, Higher Colleges of Technology / Center of Excellence for Research and Training (HCT-CERT) has signed a memorandum of understanding with top European management consulting firm Solving International for joint collaboration on strategy and performance projects, including world-class purchasing, logistics and supply chain, world class operations management and manufacturing consulting and training for the United Arab Emirates.

The MOU was signed between H.E. Sheikh Nahayan bin Mubarak Al Nahayan and Mr. Jean Veillon, Chairman of Solving International. Dr. Tayeb Kamali, Vice Chancellor of HCT was present at the signing which took place during the HCT-MIT entrepreneurship conference at the Jumeirah Beach Hotel in Dubai on September 19th 2006.

“This memorandum of understanding heralds in a new dawn of higher cooperation in the fields of business and learning between Europe and UAE,” said Rabih Chehouri, Managing Partner of the Solving International Middle East office in Abu Dhabi. “We are building an original form of consultancy combining local knowledge and international expertise. Our business model stands out clearly from the competition by its strong multi-cultural dimension and our commitment to recruit and train young national graduates who are motivated to be involved in the major transformation of the UAE and Middle East economy.”

Solving International is a consultancy firm specialised in strategy and performance, with 500 consultants and offices in more than 20 countries over the world. It is among the world's top 20 firms in the area of corporate strategy consultancy. The group has recently re-enforced its global presence by opening offices in South Korea, Russia and the Middle East.

“We are standing on the threshold of a new era for the UAE of international and global competition with the signing of the WTO agreement and the growth and development

of the country in recent years to a major trading and business hub for the Middle East, Africa and Asia. This has made it imperative for local UAE businesses to re-define themselves and strengthen their presence in the market with new strategies and more efficiency in order to better compete on the world stage,” Said Ziad Al Askari partner at Solving International Middle East.

Solving International Middle East with its motto of, “Local Minds, International Tools,” its partnership with HCT/CERT, and its global network of partners and clients from the biggest fields of business, is poised to introduce a new form of consulting to the region which helps localised companies reach international standards.

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Notes to Editors:

Photos are available on request

About Solving International

Solving International is one of the world's leading strategy consulting firms. With 520 high-level consultants in the group (including minority subsidiaries) of a very high operational level, and a worldwide network of 1,000 experts employing methods focused on efficiency and performance, Solving International provides assistance to more than 30% of Europe's 200 largest companies.

Solving International Middle East Management LLC's address in the United Arab Emirates:

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