



Call for Sponsorship

**Under the patronage of HE Dr. Talal Abu-Ghazaleh
Chairman of Arab Organization for Quality Assurance in Education**

**AROQA 5th Annual conference entitled
"Implementing Quality Systems Using Innovative Technological Methods"**

**In conjunction with
3rd International platform on integrating Arab e-Infrastructure in a global
environment,
Which will be held under the Patronage of HE Dr. Moncef Ben Salem,
Minister of Higher Education and Scientific Research in Tunis**

**El Mouradi Hotel, Gammarath
Tunis, Tunisia**

13, December, 2013



Contents

Towards Enhancing the Quality of Education in the Arab region	3
Why AROQA?	3
AROQA Creation.....	3
The Importance of AROQA's Annual Conference	4
The 1 st Annual Conference- AROQA 2009	4
The 2 nd Annual Conference- AROQA 2010	5
The 3rd Annual Conference- AROQA 2011.....	6
The 4th Annual Conference- AROQA 2012.....	7
The 5th Annual Conference- AROQA 2013	8
Conference Structure	8
Participants.....	9
Topics	9
Speakers	9
Sponsorship Categories for the 5th annual conference	10
Become a sponsor and consign the spotlight!	10
Other Sponsorship offerings	13
Become Platinum, Gold, or Silver Sponsor and take a stand!	14
Sponsorship Application	14
Important.....	14

Towards Enhancing the Quality of Education in the Arab region

Recent technological advances have created a new paradigm for higher education worldwide. New concepts and enhancement theories of education have been introduced to meet expanding technological, sociological and political requirements. These theories established a basis for quality standards, diversified learning, digital education, technological innovation, and knowledge creation.

In order to develop a comprehensive education policy that harnesses the advantages of technology, technology must become a central tool in educational institutions. Education is characterized as a key element and a significant resource for economic development, technological innovation, and knowledge creation. Educational institutions, particularly in the Arab region, have witnessed major developments such as the rise in the number of universities and students, the private sector's investment in higher education; in addition to the emergence of new types of education such as Open Education and Distance Learning.

The institutions began to realize the importance of the development and implementation of accreditation procedures and quality assurance methods in preparing active citizens with high levels of knowledge, competencies and skills for the working field.

Why AROQA?

Arab Organization for Quality Assurance in Education AROQA is a non-profit independent association established in Belgium in July 2007. AROQA's fundamental objective is enhancing the quality of education in the Arab world through developing quality assurance systems, creating awareness, supporting adoption of standards and best practice models of education, sharing experiences and dissemination of information.

AROQA Creation

The creation of AROQA was endorsed by the Secretary General of the League of Arab States. Since then, Talal Abu-Ghazaleh Organization (TAG-Org) has been providing key technical and financial support for the creation of AROQA. Four board meetings have been held on the following dates: June 30, 2009, July 1, 2010, 16 June 2011, and 2 September 2012. These meetings took place to plan AROQA's mission, objectives, structure, operation, processes, and strategy.

AROQA now has 58 members 39 of them are full members and 19 are affiliated members, and has signed cooperation agreements with the following entities:

- The General Secretariat of the League of Arab States.
- The Association of Arab Universities (AArU).
- Higher Education Accreditation Commission in Jordan (HEAC).

- The Accreditation, Certification and Quality Assurance Institute (ACQUIN).
- British Accreditation Council (BAC).

The Importance of AROQA's Annual Conference

The importance of AROQA annual conferences arise from our sense of responsibility towards the future of education in the Arab world. Such a future requires us to raise the level of awareness among Arab educational institutions on the importance of accreditation and quality assurance, and work together towards building and enhancing the Pan-Arab educational systems and structures.

The conference also aims to discuss Arab and international cooperation efforts to improve the quality of education, meet the challenges facing the implementation of quality assurance systems in education, discuss approaches available to overcome these challenges, and to expand active participation and cooperation between the Arab accreditation bodies. The conference is also a place, where researchers and specialists meet to discuss the themes of the conference, exchange experiences and come up with recommendations and decisions for enhancing region-wide quality status and promoting innovative research.

The 1st Annual Conference- AROQA 2009

Under the patronage of the Syrian Deputy Prime Minister for Economic Affairs HE Mr. Abdullah Dardari, AROQA held its 1st Annual conference entitled “Excellence in Business Education” in January 2009. The Conference was held in cooperation with Damascus University and the Arab Society of Faculties of Business Administration with attendance of high-ranking officials and academics from across the region.

The Conference discussed issues related to the quality in business education, identifying a clear path to assessing quality in business administration education and fostering internal quality in management education.

In addition, quality of business education in faculties of business in the Arab world and the managerial relevance in business education and research were among the topics tackled in the event.

Participants deliberately discussed and contributed to developing quality and relevant business education across the Arab region through means of standards, frameworks, and systems of quality and accreditation.

A comprehensive report on the conference is published at:
<http://www.aroqa.org/images/stories/Excellence in Business Education Conference Newsletter-Ar.pdf>



For more insights on the 1st annual conference, please visit: <http://www.aroqa.org/ar/events/84-about-the-conference.html>

The 2nd Annual Conference- AROQA 2010

Under the patronage of her Excellency Dr. Moudhi Al-Humoud, Kuwaiti Minister of Education and Higher Education, AROQA's 2nd Annual Conference entitled "New Trends in Business Education" was held in Kuwait in February 2010. It was organized in collaboration with the College of Business Administration at Kuwait University, E-City for King Hamad Bin Isa Al Khalifa, Talal Abu-Ghazaleh Organization (TAG-Org), Hala February Festival 2010, Kuwait Association for Human Resource Development (Erteqaa), and the Arab Society of Faculties of Business Administration.

The conference theme focused on the new trends in business education at the global level, including the importance of improving contents of business education, adopting new educational methods that respond to changing needs of business institutions and preparing a generation of business leaders for increasingly more complex, connected and competitive business environments.

The conference sessions included: Ethics Education in Business Schools, Information and Communication Technologies and Business Education, Bringing Real World into Teaching and Learning, and Aligning Management Education and Research with Ever-changing Needs of Organizations and Economy.

A pre-conference workshop titled "Case Teaching Workshop" was conducted in cooperation with ECCH –UK to train participants on the use of case studies in teaching and attendees enjoyed a comprehensive exhibition with participation of publishing houses, educational material companies, media, libraries, and educational and business institutions.

The conference gave participants, including academics and business leaders, the opportunity to contribute to guiding and formulating future developments for business education in the Arab world.



For more insights on the 2nd annual conference, please visit:

<http://www.aroqa.org/en/events/conferences/41-about-the-conference.html>.

The 3rd Annual Conference- AROQA 2011

AROQA's 3rd annual Conference (<http://www.aroqa.org/en/events/conferences/82-about-the-conference.html>) was inaugurated under its chair HE Dr. Talal Abu-Ghazaleh at the University of Wales in the UK in June 2011. It was attended by representatives from over sixteen Arab countries, seven European institutions, and major educational institutions in the United States. About seventy five research papers have been submitted, of which seventeen were selected after rigorous reviews and were published in the Proceedings of AROQA 3rd Annual Conference (http://www.aroqa.org/images/stories/AROQA2011_proceeding_Final.pdf).

The conference focused on standards and guidelines for quality assurance and accreditation in education, challenges and opportunities of quality assurances systems and frameworks, best-practices, implementation strategies, and policies of quality assurance in education, quality management systems with ICT tools, national networks promoting quality assurance and accreditation standards, and program design and curricula methodologies emphasizing student-centric learning outcomes; modes of delivery; and pedagogical models.

Consequently, AROQA Board of Directors held a meeting, under the theme “Quality Management in Education and Scientific Research” and developed a “road map” for achieving an aspired set of objectives.



The 4th Annual Conference- AROQA 2012

Under the patronage of the League of Arab States Secretary General Dr. Nabil El Arabi, AROQA's 4th annual Conference was held in Cairo in September 2012. The Conference was organized in cooperation with the League of Arab States /Social Affairs Sector - Education and Scientific Research, National Quality and accreditation agencies in the Arab region, Talal Abu-Ghazaleh Organization and the Association of Arab Universities.

This conference aimed to expand cooperation among Arab universities and to find methods of consensus and common standards for quality assurance in education and academic accreditation between them. The themes of the conference focused on awareness among policy makers, regional and international cooperation, challenges and issues, trends and best practices, and active participation of Arab accreditation bodies. AROQA's 4th Annual Conference was attended by participants, academics, and experts from thirteen Arab countries, Europe and the United States.

Thirty three research papers have been submitted and reviewed. Sixteen papers were selected and presented during the conference. The papers are published in AROQA's Proceedings Detailed presentations are also published on ...

In parallel, a two-day workshop was held on "Quality Systems" in cooperation with University of Aachen – Germany.



For more insights on the 4th annual conference, please visit:

<http://www.aroqa.org/en/component/content/article/34/313-about.html> . A summary report is also available at: <http://www.aroqa.org/images/stories/AROQA2012Proceedings.pdf>

The 5th Annual Conference- AROQA 2013

AROQA's upcoming 5th Annual Conference will serve as a platform for the promotion of quality in education. It is expected to bring together academics, policy leaders, representatives of quality assurance and accreditation agencies and quality experts. The objective is to discuss implementing quality systems using innovative technological methods and develop educational models and successful accreditation systems to ensure quality of education. The theme of the conference will focus on developing new quality models, accreditation systems, and capacity-building.

The ultimate goal of the conference is to contribute to enhancing the quality of education in the Arab universities. It was agreed to hold the fifth annual conference at Al Zaitouna University in Libya in 2013. However, due to the current circumstances in Libya, the conference was moved to Tunisia and will be held on 13 December 2013.

<http://www.aroqa.org/en/component/content/article/335-about.html>

Conference Structure

The unique topics of the conference to be covered this year will make it a great opportunity for researchers, professionals, and policy makers to contribute, reflect and develop. The conference entails an invaluable gathering of researchers, academics, technicians, specialists and experts in one place in a productive setting. It will be held in conjunction with a major conference on e-Infrastructures organized by the Arab States Research and Education Network (<http://eage2013.asrenorg.net>), with more than 200 expected participants.

There will be an active participation of decision-makers from governments, institutions, academia, non-governmental organizations and civil society institutions. These key individuals will work together under and help provide a platform from which they can motivate and encourage partnerships as well as exchange recommendations and experiences. They will aim at finding technological methods to support the implementation of quality education and accreditation.

The conference will focus on providing adequate opportunities for interaction and discussion among guests on one hand, and with speakers on the other. This will be done through:

- Keynote Speeches
- Discussion sessions and displaying standards and basics in accreditation and quality in education
- Meetings and specialized consultative sessions
- Workshops and presentation of successful national expertise in Quality of education

Participants

- Heads and management teams of national and regional quality assurance agencies
- Representatives of Arab universities and the researchers
- Representatives of the Ministers of Education in the Arab countries
- Experts of quality and accreditation from the European Commission and North America
- UNESCO and ALECSO officials
- The Arabic Network for QA in higher education bodies
- Association of Arab Universities
- Arab Research Councils
- Civil society institutions and organizations concerned with education

Topics

Our main Focus is on the use of technology in building quality systems, standards and academic accreditation, and the most important themes to be discussed are:

- Systems of quality assurance and accreditation in the educational institutions
- Quality management models in higher education
- Standards and guidelines for quality assurance and accreditation in education
- Quality management systems and uses of ICT tools
- Quality assurance and accreditation procedures, the programs in the Arab region and linking them to national and international quality and accreditation systems.
- Challenges and opportunities of quality assurances systems

Speakers

The speakers at AROQA's 5th Annual Conference will be experts, researchers, and international professionals. It is expected to share practices and expertise through presentations and participation in panel discussions. The topics addressed in panel discussions will revolve around the latest developments in academic accreditation, quality assurance and their applications. Also, there will be a number of experts and directors of national accreditation bodies, researchers and policy makers at both the Arab and international levels.

Sponsorship Categories for the 5th annual conference

Sponsorship level	Maximum Sponsors	Amount (USD)
Platinum Sponsor	2	7,500
Gold Sponsor	4	5,500
Silver Sponsor	6	4,000
Bronze Sponsor	8	2,500
Sponsor	No limit	1,500

If you choose to be a sponsor for both events AROQA 5th Conference and EAGE 2013, Sponsorship categories become as follows:

Sponsorship level	Maximum Sponsors	Amount (USD)
Platinum Sponsor	2	15,000
Gold Sponsor	4	11,000
Silver Sponsor	6	8,000
Bronze Sponsor	8	5,000
Sponsor	No limit	3,000

For more info about EAGE 2013 please visit: <http://www.asrenorg.net/eage2013/>

Become a sponsor and consign the spotlight!

With sponsorship, consign the spotlight and get the opportunity to advertise and demo your products and services during the event, all while communicating commitment to development, education, and research in the region.

The scope of being a sponsor can be best understood by a close look at the extensive and far reaching benefits that each package entails, including:

- The opportunity to demonstrate dedication and commitment to Corporate Social Responsibility practices.
- Unlimited exposure and Public Relations opportunities.

In addition to the following specific benefits associated with each sponsorship category.

Platinum Sponsor Benefits

- Speaking opportunity in a Panel and/or as a keynote
- Stage announcement at the Panel
- Organization logo at the backdrop of the Opening Ceremony

- Complimentary booth
- Exemption of participation fees (up to 5 delegates representing the sponsor + 3 delegates attending the exhibition)
- Logo in the inside front cover of the Conference Handbook
- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website. Advertisement material is provided by Sponsor
- Organization logo at the official Conference Badge
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising
- Insertion of promotional materials from sponsor in the official Conference Bag

Gold Sponsor Benefits

- Opportunity to participate in the Panel of sessions
- Organization logo at the backdrop of the Opening Ceremony
- Complimentary booth
- Exemption of participation fees (up to 3 delegates representing the sponsor+ 2 delegates attending the exhibition)
- Logo in the inside front cover of the Conference Handbook
- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website. Advertisement material is provided by Sponsor
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising
- Insertion of promotional materials from sponsor in the official Conference Bag

Silver Sponsor Benefits

- Complimentary booth
- Exemption of participation fees (up to 2 delegates representing the sponsor+ 2 delegates attending the exhibition)
- Logo in the inside front cover of the Conference Handbook

- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website. Advertisement material is provided by Sponsor
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising
- Insertion of promotional materials from sponsor in the official Conference Bag

Bronze Sponsor Benifits

- Company logo on the official conference bag
- Exemption of participation fees (up to 2 delegates representing the sponsor + 2 delegates attending the exhibition)
- Logo in the inside front cover of the Conference Handbook
- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website
- Advertisement material is provided by Sponsor
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising
- Insertion of promotional materials from sponsor in the official Conference Bag

Sponsor Benifits

- Company logo on the official conference material
- Exemption of participation fees (up to 1 delegate representing the sponsor + 1 delegate attending the exhibition)
- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website
- Advertisement material is provided by Sponsor
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising

Other Sponsorship offerings

Welcome reception	USD 6,000
Luncheon	USD 5,000
Refreshment Breaks	USD 2,000
Dinner	USD 10,000
Cost of Travel/Accommodation of Speakers USD 2,000 per person	

Other customized sponsorships packages are also available, please contact Sara Al-Eisawi – saleisawi@aroqa.org

Benefits offered:

- Complimentary banner with sponsor logo in the Welcome reception, luncheon, Coffee break
- Opportunity to display company commercial clip during the luncheon or Coffee break
Exemption of participation fees (up to 2 delegates representing the sponsor + 2 delegates attending the exhibition)
- Acknowledgment in the 350 copies of Conference Handbook
- Acknowledgment in the 350 copies of Delegate list
- Complimentary advertising space on the conference Website. Advertisement material is provided by Sponsor
- Organization logo on all conference banners, to be placed at Expo area
- Acknowledgement in all promotional materials and print advertising

Become Platinum, Gold, or Silver Sponsor and take a stand!

Platinum, Gold, and Silver sponsors will have an exhibition space to promote their activities, give demonstrations and hold meetings with the most important decision makers within the Arab Education and Research community. Platinum sponsors will be given a space no less than 9 Sq meters. Gold sponsors will take a space no less than 6 Sq meters. Silver sponsors will take a space not less than 4 Sq meters. The exhibition hall is strategically located in the conference venue and is ideal for networking as participants pass through and will represent as an excellent opportunity to meet experts, professionals and potential clients in research and education.

Sponsorship Application

Please contact

Sara Al-Eisawi

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Tel: +962-6-5100250 ext. 2403

Fax: +962-6-5100901

Important:

Exhibition and sponsorship opportunities are limited and are assigned on a first-come first-based system.