



Momenta-Brainvisa receives tremendous response at Ta'aleem 2006

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The premier education event generates huge interest in learning technologies as an important learning tool

PR9.NET June 07, 2006 - Doha, Qatar: Momenta-Brainvisa, the partnership alliance between Momenta and Brainvisa Technologies, announced that their participation in Ta'aleem 2006 was a success as they received tremendous response to their learning technology products from corporates, educational institutions, banks and government organizations. The seminars on learning technology, which was hosted by Momenta-Brainvisa, was also well received by delegates attending Qatar's premier educational and learning event.

"This was our first year at Ta'aleem and we did not expect the kind of response we received. Ta'aleem was purely a higher education event before but this year it introduced a new category called technologies in learning and this took the event to a whole new level," says Meera Kaul, Managing Partner, Momenta.

"We showcased Momenta and Brainvisa's wide range of e-learning products for the first time in the Middle East at Ta'aleem and it was very well received. The Middle East is waking up to the benefits of e-learning and knowledge management and this was evident from the interest our products generated among educational institutions, corporates, banks, privates sector and government institutions."

Ta'aleem introduced for the first time a new segment on learning technology covering companies that offer e-learning, training and knowledge management solutions to educational academic institutions and vocational companies and professional corporations. Ta'aleem also held seminars and workshops with Momenta-Brainvisa as their Conference partners.

Momenta-Brainvisa hosted a number of bilingual seminars by high profile international and local speakers on topics ranging from higher education to e-learning. Amitava Saha, Vice President – Global Solutions, Brainvisa Technologies conducted a seminar titled, 'Advents in Learning' on the first day of the event. Meera Kaul, Managing Director, Momenta spoke on the Knowledge Skill Capability model that applies to simplifying the learning process and Momenta school education expert, Linda Webster gave a presentation on learning and English as a second language (ESL).

"Ta'aleem 2006 was a great platform for us to introduce our joint venture - Momenta-Brainvisa, to raise our new JV profile, position and brand image that we have gained over the years in the Middle East. Going by the response we received this year, we are looking forward to an even bigger, better and more successful Ta'aleem 2007," Meera Kaul concludes on a high note.

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About Momenta-Brainvisa

Momenta-Brainvisa is a joint venture between Momenta, a UAE-based learning solutions company and Brainvisa Technologies, a global learning solutions provider based out of India, US and UK. Momenta-Brainvisa will bring cutting-edge learning solutions to the Middle East region through Momenta offices and reseller network across the Middle East.

About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

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