



The International Conference on Excellence In AI

Under the patronage of Her Excellency the
Minister of State for Public Sector Development

Engineer Badriya Al-Balbisi

Representing His Excellency

Dr. Jaafar Hassan

The esteemed Prime Minister

Organized By:

Sibal (JOR) & Zee Dimension (UAE, JOR)

Community Partner:

The ICT Association of Jordan -int@j



PREFACE

In an era shaped by the digital revolution and the rapid ascendancy of AI, the definition of organizational excellence has transcended traditional measures of compliance and performance. Excellence is now embodied in an institution's ability to transform accumulated knowledge into intelligent, data-driven decisions that deliver sustainable impact. This redefined paradigm flourishes within agile and visionary organizational ecosystems. These structures invest strategically in future capabilities, rather than merely sustaining present operations. Institutions that embrace this model not only secure a competitive advantage in an increasingly complex global environment but also cultivate continuous learning, foster adaptive innovation, and position digital transformation as a deliberate strategic mandate rather than a reactive response.

Excellence today is not a final destination but a continuous pursuit—a dynamic force propelled by AI and reinforced through intelligent organizational practices. In an era of accelerating transformation, institutional expertise converges with AI-driven analytical and predictive capabilities to generate actionable solutions that unlock new frontiers of innovation and sustainability.

The conference underscores how organizations can harness AI not merely for efficiency gains, but to secure lasting impact and reinforce long-term institutional value. Through the adoption of intelligent frameworks that are both scalable and adaptive, institutions can drive sustainable innovation and deliver measurable outcomes. By uniting conceptual insight, technological advancement, and organizational practice, the conference distinguishes itself as a premier platform for knowledge exchange and the practical application of transformative ideas within the region.



Primary Goal

The primary aim is to equip institutions for intelligent organizational transformation and to elevate their competitive performance through the integration of organizational data, digital transformation tools, and advanced operational practices. This endeavor is anchored in the exchange of global knowledge, the application of practical solutions, the adoption of smart technologies, and the deployment of proven institutional frameworks.



Targeted Objectives

1. AI and the tools of future management.
2. Equip leaders and decision-makers with the knowledge and tools necessary to leverage AI for institutional evaluation and performance optimization.
3. Enable organizations to integrate AI technologies that elevate the quality, accuracy, and effectiveness of strategic decision-making.
4. Foster collaboration and coordination among public institutions, private enterprises, and technology providers to cultivate innovative partnerships.
5. Promote investment in the smart excellence economy and accelerate the creation of pioneering service models.
6. Advance the development of organizations distinguished by agility, foresight, and data-driven decision-making.

Day One

Thursday - 20/11/2025

Program:

10:00 - 10:30

Opening: National Anthem & Quran Recitation.

Prof. Ezz Hattab

ZeeDimension & SIBAL for Studies and Consulting
Opening Remarks by the Organizing Representatives.

Her Excellency Eng. Badria Al-Balbisi (Minister of state for public Sector development, Jordan)

Excellence in the Public Sector in the Context of an AI-Driven Environment.

10:30 - 11:00

Award Presentation by the Guest of Honor

Session one

11:00 - 12:30

Panel Discussion

“Artificial Intelligence Redefines the Standards of Institutional Excellence”

- **Session chairperson: (Dr. Shaker A. Aladwan):** Deputy chief. PDTRA.
- **Dr. Abdul Quddoos Abdulrazzaq Al Obaidli:** His excellency Major General Dubai Police Assistant commander- in chief of excellence and pioneering affairs.
- **Isra’a Mobideen:** Managing director (EFQM) Middle East.
- **Eng.Adnan Samara** Advisor to the President of Palestine for Innovation and Excellence and SCIE Chair.
- **Samira Shaloh:** Managing Director (Dubai quality group).
- **Eng.Wedad Qutishat:** (King Abdullah II Center for Excellence).

12:30 - 13:00

Coffee Break

Session Two:

Session chairperson: Dr.Khaed Khraisat (JAPP)

13:00 - 13:20

Dr. Rami Shaheen

Secretary-General of the Global Artificial Intelligence Award
Leading practices in AI and fnt implementation.

13:20 - 13:40

Dimitri Nokovitch

(CEO) of IKAR Holding

By combining Analytic and Generative AI, enhancing productivity at Day One, cyber security posture and regulatory compliance.

13:40 - 14:00

Eng. Samer Zahran

Virtual Reality Program Manager in JODDB (Jordan Design and Development Bureau)

The Future of Smart Defense Training Simulations.

14:00 - 14:20

Prof. Firas Al-Hanandeh

President of Ajloun University

Building an Arab Hub for AI Innovation: Research Excellence and Smart Teaching for the Next Generation.

14:30 - 15:00

Lunch break

Session Three:

Session chairperson: Dr.Sharif Halawa (Jo ACADEMY)

15:00 - 15:20

Dr. Feras Alhajawy

(King Abdullah II Center for excellence)

KACE Transformation: From Traditional to Smart Assessment Leveraging the power of AI.

15:20 - 15:40

Ahmad Altaweel

REF-AI (Reference AI Academy)

Intelligent Needs Assessment for the Future Workforce.

15:40 - 16:00

Alaa khalailah

CEO of Quill robots Company

Robots in Action.

16:00 - 16:20

Eng. Ahmad Arafat

CEO of Incube

How AI and Digital Transformation are powering the next generation of Traceability, from data to trust.

Day Two

Friday - 21/11/2025

Program:

The Financial Sector

Session chairperson: Prof. Ezz Hattab

9:00 - 9:20

Amjad Masad

Founder & CEO, Replit

AI, Builders and the next \$1B Companies.

9:20 - 9:40

Marie Helene Maurette

Chief Market Officer

Wadi ESG Rating.

9:40 - 10:00

Eng. Tareq Saleh

CTO at MadfoatCom, CEO, Founder at EDATA Technology

AI In Action.

10:00 - 10:20

Eng. Obada Hatab & Eng. Maissa Shams

ZeeDimension: Shaping the Future with AI in Action

ZeeAI & ZeeGRC.

10:20 - 10:30

Discussion

Continuous Coffee Break

(Available Throughout All Sessions)

The Medical Sector

Session chairperson: **Dr. Shivam Natarajan**

10:30 - 10:50

Eng. Omar Ayesh

Chief Executive officer at Electronic health solutions.
Medical Computing.

10:50 - 11:10

Faisal Al-Qasim

Excellence smart solutions

From data to accurate diagnosis: Saleem Care's journey towards proactive, AI-powered medicine.

11:10 - 11:30

Dr. Alaa hussain

CEO and founder of WE CARE
Digital hospital.

11:30 - 11:50

Dr. Shihab Al-Abed

Royal Medical Services

The Eye as a Mirror of the Body: AI Insights from Retinal Imaging (you see that it is inclusive for Retinal imaging).

11:50 - 12:00

Discussion

12:00 - 14:00

Prayer And Lunch Break

14:00 - 14:20

Dr. Alaa Yamin

AI in Healthcare A New Era Begins.

14:20 - 14:40

Dr. Anwar Alqasrawi

Zarqa University

Neurofeedback training.

14:40 - 15:00

Joe Glick & Dr.Shivam Natarajan

Biomimetic AI Pioneer and Co-founder of RYALITI LLC.
(Enabling value – driving innovation): Exploring dark data.

15:00 - 15:10

Discussion

The Energy Sector

Session chairperson: Nureddin Mansuri

15:10 - 15:30	<p>Dr.Thair Fararjeh (CEO and founder of Beyond Universe XR Solutions) Human-Centered Design for Adopting Extended Reality Technologies in the Oil and Gas Sector.</p>
15:30 - 15:50	<p>Belal Al-Hafnawi (C-Level Executive Coach & Digital Transformation Strategist) Smart Grid Management and Optimization</p>
15:50 - 16:10	<p>Mohammad Raven Raven Energies AIMA (AI- based assessment compatible with EFQM model).</p>
16:10 - 16:30	<p>Yara Al-Rousan Anton Qassir Winners of the first place in the energy and sustainability category of the international science and engineering fair.</p>

Day Three

Saturday - 22/11/2025

Program:

The Education & Training Sector

Session chairperson: Nureddin Mansuri

10:00 - 10:20

Asma Al-Najdi

Founder, chairperson of Bahrain intellectual property society.
Bahraini Intellectual Property Practices in Artificial Intelligence.

10:20 - 10:40

Dr.Sharif Halawa

Jo academy
The Mysterious Future: How Teaching and Learning will Change in the Age of AI.

10:40 - 11:00

Samer Al-Beitawi

Founder of EduproAI Platform
“EduPro: A Palestinian Model for Digital Sovereignty in Smart Education”.

10:40 - 11:00

Qais Al-Hammouri

Sibal for studies and consultaion
Artificial Intelligence Applications and Scientific Publishing.

11:00 - 11:20

Aisha Bint Mohammed Bin Ali Al-kumzariyah

Ministry of endowments and religious affairs.
Developing the electronic Quran and monitoring its requirements.

11:20 - 11:30

Discussion

11:30 - 13:00

Exhibition

14:00

Closing Remarks, Certificate Awarding, and Final Communiqué



Her Excellency Eng. Badria Al-Balbeisi
Minister of State For Public Sector Development,
Jordan

She is an expert in human resources and leadership development, and has held several high-level leadership positions, including: Secretary General of the Civil Service Bureau, Secretary General of the Ministry of Public Sector Development, and Director of Institutional Development and Policy at the Prime Ministry. She was also a member of the Public Sector Modernization Committee, and at the regional level, she served as Secretary General of the Arab Organization for Electoral Management Bodies.



Amjad Masad
Founder & CEO, Replit

He is a Jordanian entrepreneur and the founder & CEO of Replit, a popular online coding platform. He has extensive experience in software development and cybersecurity from his previous roles at major tech companies, including Facebook and Yahoo. Masad holds a Bachelor of Science in Computer Science and is considered an inspiring figure in the tech world. In 2023, his company Replit formed a strategic partnership with Google.



Samira shaloh
Director General, Dubai Quality Group

She is the Managing Director at Dubai Quality Group with over 20 years of experience in business development, commercial strategy, and investment. Her previous roles include an Executive Director at DP World. Samira holds a Master's in Applied Finance from Western Sydney University, and her key skills are leadership, new business development, and project management



Dr. Abdul Quddoos Abdulrazzaq Al Obaidli
A distinguished Emirati leader with over 40 years of experience in excellence, innovation, and future foresight

He served as Assistant Commander-in-Chief for Excellence and Leadership at Dubai Police, leading initiatives that earned more than 176 government excellence awards. He has chaired major regional and international bodies, including serving as Regional President of the International Association of Chiefs of Police (IACP) – MENA, and founded the Emirates Strategic Planning and Foresight Future Association. His achievements have been recognized globally with honors such as the United Nations Public Service Award and the Kano Global Medal for Excellence. Dr. AL-Obaidli is currently the chairman of the board of the Emirates Intellectual Property Association.

**Isra'a Mobideen****Director General, European Foundation for Quality Management (EFQM)**

She is the Managing Director of EFQM Middle East, specializing in business transformation and sustainable performance. With over 23 years of experience, her expertise lies in quality management, strategic planning, and organizational excellence. She has led major projects in both the public and private sectors and contributed to ambitious initiatives like Saudi Vision 2030. Additionally, Isra'a offers specialized services in training, leadership development, and management consulting.

**Prof. Walid Salameh****Senior Advisor, Association of Arab Universities****Expert in IT & Artificial Intelligence**

A distinguished Jordanian academic in Computer Engineering, he currently serves as Senior Advisor to the Association of Arab Universities and is recognized as an expert in IT and Artificial Intelligence with several international organizations. He previously held the position of Vice President at Princess Sumaya University for Technology. Through his academic and advisory roles, Prof. Salameh has contributed to shaping educational and digital policies that have strengthened the presence of Arab universities in the fields of innovation and digital transformation.



Dimitri Nokovitch

Chief Executive Officer (CEO) of IKAR Holding.

He is an expert in artificial intelligence and cybersecurity, currently serving as CEO of IKAR Holding. With over 25 years of experience exploring both human and artificial intelligence. He also contributes to the Strategic Sector Committee (CSF) to strengthen French and European digital sovereignty. Looking ahead, he plans to launch Alyia in 2026, an AI designed to foster cognitive development in young children.



Dr. Rami Shaheen

Secretary-General of the Global Artificial Intelligence Award

He is an expert and innovator in Artificial Intelligence (AI) and Future Management Tools. He is the Secretary General of the Global AI Award and a consultant for smart cities and data governance. Dr. Shaheen has extensive experience consulting for global corporations and governments, including the CIA and the Pentagon. He is the author of a best-selling book on AI, has won several prestigious awards, and holds three patents in his field.



Joe Glick

Pioneer in Biomimetic AI and Co-founder of RYALITI LLC.

He is a pioneer in Biomimetic AI with over two decades of experience in applying AI to solve complex problems. His notable academic achievements include developing a digital twin model for diagnostic training and having his software methodology adopted for NASA's moon rover project. He has also led key innovation projects for major companies like Pfizer and JPM Chase. More recently, he co-founded RYALITI LLC to provide innovative solutions to the biopharma sector.



Dr Shivam Natarajan W 3rd

Biomimetic AI Pioneer and Co-founder of RYALITI LLC

Experienced senior healthcare leader with 30+ years of managerial, consulting, and clinical transformation expertise in the public and private sectors. Successful in driving impactful change, achieving measurable outcomes, and spearheading cost-effective healthcare reform. Strong background in international consulting and diverse healthcare systems. Proficient in healthcare analytics, big data utilisation, and business intelligence. Actively shaping digital health policies and virtual care strategies. Entrepreneur with three successful healthcare startups.



Marie Helene Maurette
Chief Market Officer - ZeeDimension.

She is an expert in transformation and development strategies with a special focus on sustainability and climate change. With over three decades of experience at multinational corporations like Time Warner and PwC, she is an authority on mergers and acquisitions and organizational restructuring. She now leverages her expertise to support grassroots climate action, empower women entrepreneurs, and create evidence-based sustainability strategies.



Dr. Thair Al-Fararjehl
CEO and founder of Beyond Universe XR Solutions

He is the visionary CEO and founder of Beyond Universe XR Solutions, a pioneering company specializing in the development of immersive technologies, including Metaverse, XR (Extended Reality), AI, and Web3 solutions. With a profound commitment to digital transformation, Thair has led his company to the forefront of innovation, focusing on creating impactful solutions across multiple sectors such as education, healthcare, government, and industry.



Eng. Tareq Saleh
CTO MadfoatCom, CEO & Founder EDATA
Technology

Tareq is a prominent technology leader and currently serves as the Chief Technology Officer (CTO) at MadfoatCom, where he drives digital financial system development and technological innovation. Previously, he founded eData Technology and served as both CEO and CTO, focusing on investments in trading and IT by partnering with existing companies and launching new ventures in fintech and middleware solutions.



Eng .Wedad Qutishat
Executive Director of the King Abdullah II
Center for Excellence

Her Excellency Eng. Widad Qutaishat, Executive Director of the King Abdullah II Center for Excellence, is an expert in public sector reform and institutional excellence programs, with more than 25 years of experience. She directed the Project Management and Implementation Office in the prime ministry (2023–2024), where she played a key role in advancing the modernization of the public sector. Eng. Qutaishat has also played key roles as a jury member, assessor, and team leader in several regional and international excellence programs, including Dubai, Ajman, Sheikh Khalifa, and EFQM Awards. She has collaborated with leading international organizations such as the World Bank, USAID, UNDP, and OECD, providing expertise in strategic planning, governance, change management, and institutional capacity building.



Dr. Feras Alhaijawy

Expert in digital transformation and institutional excellence

Currently serving as the Director of Training and Consultation at KACE, He has extensive experience across the public, private, and donor sectors, specializing in process improvement, governance, and digital strategy, he holds professional certifications from EFQM and GIMI, has been recognized with the Ideal Employee Award in the Jordanian Civil Service, and has led successful initiatives to enhance institutional efficiency and customer experience.



Ms. Asmaa Abdulaziz Al-Najdi

President of the Bahrain Intellectual Property Society

Founder and President of the Bahrain Intellectual Property Society and a member of the GCC Advisory Council for Intellectual Property. She is a WIPO award-winning inventor in sustainable fashion and smart technology, contributing to IP legislation development and organizing major GCC IP conferences. Ms. Al-Najdi actively promotes IP awareness and supports young innovators.



Alaa khalaileh
CEO of Quill robots Company

Graduated from Business Administration, but his interests in the technology field for more than 14 years , He is ex- Nokia MENA and ex -Lenovo MENA , he is the author of the QR Code- Innovative Solutions book and he is a member of The Crown Prince Award for Best Government Service Application.

In addition, Alaa is a board member of King Abdullah II College for Information Technology at the University of Jordan and AlBalqa applied University - Ai College.



Ahmad Al-Tawil
Prominent leader in management consulting and business development.

Serves as the Chairman and General Manager of Reference – Consultation & Business Development. With over 20 years of experience, he has led strategic initiatives across public and private sectors. His expertise includes institutional development, capability building, and tailored consulting programs.

Al-Tawil is known for his practical leadership style and strong commitment to results. Under his guidance, Reference has expanded its regional presence and professional impact. He continues to play a key role in advancing organizational excellence and development practices in the region.



Eng. Samer Zahran

Virtual Reality Program Manager in JODDB
(Jordan Design and Development Bureau)Eng.

Samer Zahran is a leading specialist in immersive technologies and advanced simulation systems. He serves as the Virtual Reality Program Manager at the Jordan Design and Development Bureau (JODDB). With extensive experience in VR development, simulation engineering, and applied defense technologies, he has led key initiatives that enhance training, design, and operational capabilities. His work focuses on integrating cutting-edge virtual environments into defense, industrial, and educational applications.



Samer Al-Beitawi

Founder of EduproAI Platform

A forward-thinking innovator in digital learning and educational technology. He is the Founder of the EduProAI Platform, a pioneering initiative advancing smart and autonomous learning solutions. Through his work with the Supreme Council for Creativity and Excellence, he champions national innovation aligned with future-ready educational models.



Dr. Alaa Yamin, Pharmacist
Pharmaceutical marketing

Worked in pharmaceutical marketing. He then worked in the field of ophthalmology as a regional manager for ophthalmic surgical equipment. He currently serves as the general manager of a medical equipment company supplying clinics, medical centers, and hospitals. He also works in business development as a consultant to several leading eye centers in Jordan, Iraq, and Palestine. In addition, he is currently involved in training and development for medical staff in the areas of customer service and marketing.



Belal Al-Hafnawi
C-Level Executive Coach &
Digital Transformation Strategist

Belal Al-Hafnawi is a senior technology and digital transformation expert with over 23 years of experience, leading major initiatives in 5G networks, cybersecurity, and digital policy across government entities and major organizations in Saudi Arabia and Oman. He is recognized for his role as an executive advisor and coach, helping top leaders develop national digital strategies, enhance infrastructure readiness, and strengthen leadership capabilities in AI and digital transformation.

Our Partners:

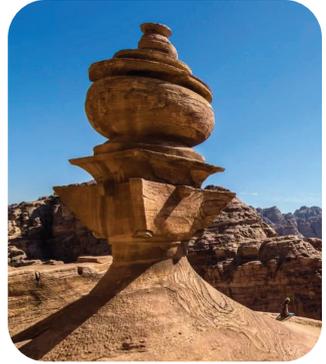


وزارة الاقتصاد
والرقمي والريادة





Location Gallery:







The International Conference on Excellence in AI

Conference language:
English (simultaneous interpretation into Arabic)

Conference Venue:
The Old Village Resort



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 <https://iwts.com/962798404808>