



Home	Alumni	Resource Development	Ritaj	Library	BZU Calendar	Site Index	عربي
Academic Units & Programs ▶	Registration & Admission ▶	Enrollment ▶	Institutes & Centers ▶	Resources & Facilities ▶	About ▶		



All	January	February	March	April	May	June	July	August	September	October	November	December
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BZU Hosts CEO of Massar International Bashar Masri

BZU President, Dr. Khalil Hindi, received Bashar Masri, Chief Executive Officer of Massar International, on 19 December 2011, in the presence of BZU Vice-President for Community Affairs, Dr. Munir Qazzaz.

Main Site : : News

2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
See Archived



Both parties discussed prospects for cooperation between BZU and Massar International. Among such prospects is the preparation of practical academic support programs for students with a view of linking between the academic programs and the market requirements in the fields of business administration, marketing, banking, information technology and engineering. Both agreed to hold a workshop to generate advanced practical academic programs designed to help prepare qualified students for the labor market.

Massar International (Massar means path in Arabic) was founded in 1994 by Masri to realize his vision for private sector development that could lead to Palestinian economic development and growth. Under his energetic leadership, Massar International has grown to include 15 successful subsidiaries, with operations in Palestine, Jordan, Morocco, Egypt and Serbia. Masri played a pivotal role in establishing the first investment fund dedicated to the growth of the Palestinian private sector.



Masri is the founder and managing director of Bayti Real Estate Investment Company, jointly-owned by Qatari Diar Real Estate Investment Company and Massar International. Bayti was established for the purpose of building Rawabi City, the first exemplary city and by far the largest private sector investment in Palestine's history.