

PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

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## **SAE Institute Officially Launches in Kuwait**

--- The SAE Institute, the world's largest training provider for audio engineering animation and filmmaking officially launches in Kuwait. ---

On Wednesday, December 6<sup>th</sup> of 2006, Professor Dr. Rasha al-Sabah, Undersecretary of the Ministry of Higher Education, performed the official inauguration ceremony of the SAE Institute Kuwait with a formal ribbon cutting ritual at the Institute in Shuwaikh.

After the opening speeches by Ant Bilsev, the School Manager and AbdulMohsen al-Sarawi, the CEO of SAE Kuwait, Romy Hawatt, Senior Executive for Strategic Business Development of SAE International explained the strategic goals and aims of SAE: "SAE recognizes the Middle East and the Arabian Gulf in particular as one of the world's most important emerging markets in the areas of vocational and higher education", "This opening here tonight evidences our clear objective to provide Kuwait with access to our vast technical education, experience, capacity and capabilities and we are here to support the Kuwaiti people with their projected growth and positive influence in the region as a quality educational hub", Hawatt added.

In their speeches, both, his Excellency Dr. Ralph King, Ambassador of Australia and Prof. Dr. Rasha al-Sabah said, that the SAE Institute "can serve to foster and strengthen" the existing relations between Kuwait and Australia.

Prof. Dr. Rasha al-Sabah explained, that "the Kuwaiti government has noticed, that there has been an agglomeration of University graduates with a Bachelor of Science or a Bachelor of Arts Degree and excellent knowledge in their respective fields, but with no job at the end of the day. Therefore the government is more and more keen to go and train our youth in the technical skills and this is one fundamental reason, why an Institute such as SAE is so important in our country". She added, "the SAE diploma will be an automatic passport to the market and therefore to a job, whether in Kuwait or elsewhere".

Established in 1976, SAE is the world's largest & most renowned Audio Engineering, Animation and Film Institute and is now present in 48 cities in 21 countries with Kuwait being the latest campus addition to its international network.

With a rapidly increasing international demand for specialized media and creative technology training programs, SAE has identified Kuwait as a world class strategic hub location. After the opening in Dubai last year, the Kuwait campus is the second of a number of proposed Middle East campuses that will offer a full range of creative media programs at Certificate, Diploma & Degree levels, either individually or in conjunction with its global partner, Middlesex University.

The main programs being offered from Kuwait are Audio Engineering; 3D Animation; Creative Media and Film Making.

Developed over 30 years, SAE courses are focused on delivering solid practical training through innovative teaching techniques, as well as the provision of full access to state-of-the-art equipment thus giving SAE students the winning edge in the international audio, film and new-media industries. These qualities are undoubtedly the hallmarks of all SAE programs and the main reasons behind students across the world, choosing the SAE as the place to study.

Uniquely, SAE also maintains a strong and growing alumni, as well as an international job placement program for graduates helping them make contacts with a view to securing employment in their respective graduate fields.

Check out [www.sae.edu](http://www.sae.edu) for full details. (ends 545 words)

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Headquartered in Byron Bay, Australia, SAE Institute is the world's first and largest network of audio and multimedia education and training centers. SAE is affiliated with Middlesex University in England. The Institute operates over 50 campuses in 22 countries on four continents. SAE Institute is part of the SAE Technology Group, which also owns and operates Studios 301, Qantm College, Computer Graphics College and AMS Neve. Other company and product names may be trademarks of the respective companies with which they are associated.

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