

# The Face of Industry



"There's is no real stepping stone to the workforce for Jordanian kids," says Ma'ali Qasem, of the strategic advisory firm, Razorview.

"They come out of university with great grades and say, 'What do you mean I don't know what I am doing?' When, in fact, they have no idea how to prosper in a workplace. And most businesses in Jordan provide only minimal training."

Filling in that experience gap requires more than just good intentions and legacy money. Hence, AIESEC: an entirely youth-run network that connects students with businesses and non-profits in other countries. To date, AIESEC has 22,000 members in 95 countries, and is certified as the world's largest student organization by the United Nations.

AIESEC arrived in Jordan this year, and has already recruited a membership of 63 "high potential" students from the University of Jordan and Yarmouk University.

"This is definitely not a Western type of organization that moves in, gives money, and tells people what to do," says Oksana Arkhynchuk, AIESEC's Vice President for People Development. Oksana, 22, hails from the Ukraine and has been involved with the organization for six years already. "We give tools, but it's up to our members to make it what they want. Find the Jordanian way... what this organization looks like today is totally different than what it will look like in ten years. It will be Jordanian."

In the coming months, Jordanian students will have the opportunity to go abroad, and many of the students look forward to making a difference in the way Arabs see the West, and vice versa - as well as gaining business skills and experience.

Hudi Awidi, 19, University of Jordan Business Administration major, stresses that skepticism here runs deep, and it's one area where AIESEC is working to establish trust. "It's not political. Us Arabs always tend to think that things are political, about Israel. But AIESEC doesn't



*Annika Rudback, Oksana Arkhynchuk and Monica Gmucova of AIESEC.*

belong to any government. If [Jordanian students] take advantage of everything... we will be prepared to go to the workplace. Most Arab students just study, so it gives us a real advantage."

## EAT THIS

### Zareef

**Ambience:** Modern, simple - and almost devoid of any real character, with the exception of some lanterns, Farsi music and Persian-themed paintings.

**Menu:** Iranian cuisine that is tasty, filling and strangely familiar while at the same time, foreign. Middle Eastern with a twist, heavy on the grilled meat and liberally dosed with butter and saffron, but seldom heavily-spiced. "Simplicity is the key," says co-owner 'Amer Al Tal.

**Vegetarians:** Try elsewhere. There are no main dish vegetarian options available, and if you don't eat dairy, (i.e., butter) stay home.

**Location:** Easy to find; clearly visible from Abdoun Circle, directly opposite Chili House. Also delivers through Aramex and 911. Reservations: 06 593 3118.

