

MBRF to Hold First Literacy Challenge Forum



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) has announced the details and agenda of the first edition of the Literacy Challenge Forum.

The announcement was made at a press conference held at the MBRF headquarters in Dubai on January 8. The forum, under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum and the directives of His Highness Sheikh Ahmed bin Mohammed Bin Rashid Al Maktoum, MBRF's Chairman, will be held on February 24.

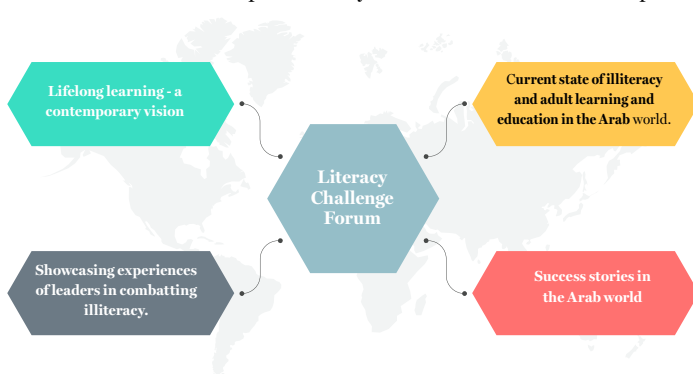
The press conference was addressed by His Excellency Jamal bin Huwaireb, MBRF's CEO, who stated that the Literacy Challenge Forum is a leading initiative that complements MBRF's global initiatives aimed at promoting knowledge and literacy awareness across all nations.

Sponsored by the United Nations Development

Program (UNDP) and the United Nations Educational and Scientific Cultural Organisation (UNESCO), the forum's first edition themed 'Challenges and Solutions' aims to provide an integrated platform that brings together literacy experts and leaders from around the world to exchange knowledge, enhance cooperation and work together to eliminate illiteracy in the Arab world. The forum also aims to explore modern approaches to adult education and highlight the inspirational stories of leading figures and entities in the field, underlining their contributions to combating illiteracy.

"The forum's first edition has the objective of realizing the UAE leadership's vision and the directives of H.H. Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum. It marks our commitment to broaden the scope of the MBRF Literacy Challenge by transforming it into a knowledge incubator where thought leaders and experts meet to exchange expertise, share success stories and put forward solutions," H.E. Bin Huwaireb said.

"The forum's theme 'Challenges and Solutions' reflects the goal of eliminating all obstacles in the way of knowledge dissemination by promoting reading and writing in target communities. This can only be achieved if we combine our efforts and establish strategic partnerships with regional and international entities. Such unified efforts will ensure our success as they are driven by the noblest of purposes, knowledge dissemination," he added.



MBRF Honours Partners and Sponsors of 'Bil Arabi' Initiative



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) honoured its partners as it concluded the 7th edition of its 'Bil Arabi' initiative, which seeks to promote the Arabic language among all sectors of the community and encourage the public to use it in all daily communications.

The partners and sponsors of the initiative were honoured at a ceremony held in Sheikh Rashid Tower at the Dubai World Trade Centre on Monday, January 6, 2020. Attended by MBRF's CEO His Excellency Jamal bin Huwairb and a number of partners and sponsors. The event included the announcement of results of the initiative's 7th instalment.

In his speech, H.E. bin Huwairb asserted that the 'Bil Arabi' initiative succeeded in promoting the Arabic language and establishing it as a symbol of

identity and a reflection of Arab civilisation which for centuries offered the world science and knowledge. H.E. revealed that the hashtag #Bil_Arabi recorded more than 1.4 billion views and interactions on social media, noting that the initiative's activities will continue to be held throughout the year.

"We launched 'Bil Arabi' in 2013 to support and promote the Arabic language among Arabs and ensure that it remains firmly engrained in the nation's consciousness through future generations," H.E. bin Huwairb added.

"The initiative is more than just an attempt to save the Arabic language, it is a quest to manoeuvre the sea of languages that entered our communities. It is our contribution towards preserving our heritage and language while still learning the languages that have become necessary for work and education in our society, which is home to more than 200 nationalities.

"In the upcoming editions of 'Bil Arabi', the Foundation strives to consolidate its presence with all members of Arab and non-Arab families, and to find innovative ways to help individuals learn the language, in partnership with various local, regional, and global bodies," bin Huwairb added.

He expressed gratitude to His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, for his constant support to all efforts to disseminate knowledge and promote the Arabic language in the UAE, the Arab region, and the world.

