

Investing in the Business of Hope

“We invest in the business of aiding humanity, the business of hope and in creating a better life for millions of people. We dedicate the best of the UAE to all humanity, without distinction between race, colour or creed.”

So said His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President, Prime Minister and Ruler of Dubai, recently as he attended the launch of the Mohammed Bin Rashid Al Maktoum Global Initiatives annual report.

According to the report, Mohammed Bin Rashid Al Maktoum Global Initiatives invested AED1.8 billion in humanitarian aid, alleviating poverty and sickness and building hope, tolerance and happiness in 68 countries, in 2017.

The foundation increased its expenditure to AED1.8 billion compared to the AED1.5 billion spent in 2016. Of this figure, AED961 million was spent on the programmes and initiatives of entities falling under MBRGI's five pillars, which benefitted 69 million people in countries around the world.

MBRGI's total 2017 expenditure on Humanitarian Aid & Relief was AED194 million, while expenditure on Healthcare & Disease Control was AED477 million. Spreading Education and Knowledge saw expenditure of AED634 million; Innovation and Entrepreneurship AED396 million; with AED129 million spent on Empowering Communities.



Another AED869 million was invested in establishing sustainable institutions, such as the Mohammed Bin Rashid Library, the Museum of the Future and other institutions.

HH Sheikh Mohammed praised the results achieved on the ground and the efforts behind them. “I am proud of my humanitarian team. Over 500 employees in the service of humanity and 90,000 volunteers help us in our journey of giving in over 60 countries,” he said.

“We have the resources, the will, the management, and no excuse for not being the first in humanitarian aid,” added Sheikh Mohammed. “Over the past 20 years, we have embraced many initiatives and projects in which we seek to make a qualitative difference in people's

lives and communities. We believe that our real values lie in changing the lives of people for the better. The more we give, the more God gives us tenderness, comfort, safety and security.”

His Highness concluded: “We will continue to work, build and give in accordance with the vision we have set for ourselves and our team at the Mohammed bin Rashid Global Initiatives. It is the service of humanity first and last.”

The annual report was revealed at an iftar held at the Dubai Opera, attended by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, the Board of Trustees of MBRGI and staff representing the 33 entities and initiatives under MBRGI. ↗



DICC urged to Spread Positive Message Internationally



Members of the Dubai International Communication Committee were recently urged to develop compelling media messages about Dubai's development journey to share with the world.

His Highness Sheikh Mohammed bin Rashid, Vice President and Prime Minister of the UAE and Ruler of Dubai, offered the words of encouragement when he met with committee members. Dubai

International Communication Committee (DICC) was launched in March by the Government of Dubai Media Office as part of a series of strategic initiatives unveiled during the Dubai Media Camp, held at Al Marmoom Reserve in Dubai.

The DICC seeks to promote effective and positive interaction with international media in order to raise the profile of Dubai's major achievements and initiatives.

The Committee is supported by the Emirates Diplomatic Academy in its activities.

The DICC aims to develop international communication strategies that contribute to Dubai's effort to enhance cooperation with various international partners and generate more opportunities for global partnerships.

"We have utmost confidence in your ability to effectively carry out this key responsibility," HH Sheikh Mohammed told committee members. "Our achievements in various spheres have attracted the world's attention, and we continue to highlight our abilities and strengths in order to achieve our futuristic ambitions. Realising our strategic objectives of enhancing collaboration with our current partners, building new global partnerships and establishing leadership in various spheres require effective communication with international media."

Members of DICC include senior officials from government and semi-government sectors and private entities that have a presence in international markets strategic to Dubai.†

Graduates to Pursue Media Excellence



His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, encouraged Media Leadership graduates to further improve levels of professional excellence in the UAE media, recently.

HH Sheikh Mohammed met with graduates of the second edition of the Media Leadership Programme organised

by the Dubai Press Club in cooperation with the National Defense College, based in Abu Dhabi.

Offering his congratulations, he urged the graduates to contribute to the development of UAE media so that it maintains the highest international standards.

The graduates underwent a six-month training programme aimed at helping

them develop a better understanding of national security issues and their strategic dimensions. It also explored how such issues can be covered in the media. The programme was aimed at assisting media professionals in evaluating present and future challenges, as well as understanding and covering various regional and global developments.

Commandant of National Defense College, Major General Staff Pilot Rashad Al Sa'adi, and the President of Dubai Press Club, Her Excellency Mona Ghanem Al Marri, briefed HH Sheikh Mohammed on the objectives of the programme, which explored various issues including national identity and sovereignty, elements affecting national security, political stability, capacity building, strategic thinking and the importance of information gathering.†

2018 Knowledge Summit Theme Revealed



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) has unveiled the theme for this year's Knowledge Summit – 'Youth and the Future of the Knowledge Economy'.

The fifth edition of this prominent annual event, which brings together decision makers, academics and experts from around the world to discuss the production and dissemination of knowledge, will take place on December 5 & 6.

The event is held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, and MBRF's Chairman HH Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum.

The 2018 Summit is in line with the objectives of the UAE Vision 2021 to build a competitive economy that promotes investments in knowledge, supports creativity and innovation, and embraces advanced technologies to improve people's wellbeing and empower a generation of entrepreneurs.

It also aligns with the general direction of the UAE and the objectives of the UAE National Agenda for Youth, which seeks to support young Emiratis and provide them with opportunities to benefit from their skills and channel them towards serving their communities and ensuring sustainable development.

His Excellency Jamal bin Huwaireb, CEO of MBRF, said: "The Knowledge Summit embarks on its fifth edition with a new message to the world – a message that focuses on the youth and

Above: The opening ceremony of last year's Summit

Below: Tanmay Bakshi, a 13-year-old Artificial Intelligence genius was a guest last year



their indispensable role in shaping the future of our Arab region and the world."

The Knowledge Summit 2018 will host various discussions covering the knowledge economy rooted in human capital; the digital economy; and the Islamic economy and its role within the knowledge economy. Topics will also include the youth's role in building these knowledge economies, as well as human capital and its function as a cornerstone for holistic and sustainable development.

The latest Global Knowledge Index results will also be announced at the Summit. Developed in collaboration with the United Nations Development Programme (UNDP), the Index evaluates knowledge in countries around the world and the Arab region to help officials assess performance, set development plans, explore ways to spread knowledge, and identify challenges and opportunities in the region, comparing them with the rest of the world.

Another highlight of the Summit will be the Mohammed bin Rashid Al Maktoum Knowledge Award ceremony, which

honours individuals and organisations from around the world that have pioneered new forms of knowledge dissemination that has the potential to benefit humanity.

The submission window for entries is now closed with more entries than ever before submitted from all around the world. Over 200 candidates from Egypt, Algeria, Syria, Jordan, the UAE, Italy, India, Iraq, Libya, Switzerland, Oman, Romania, Russia, Canada, Tunisia, Bahrain, the Philippines, the UK, Lebanon, Japan, Yemen and Sudan have submitted entries this year. Their submissions span various categories, including development, innovation, entrepreneurship, education, scientific research and communication technology.

“Over the years, the Mohammed Bin Rashid Al Maktoum Knowledge Award has gained prominence for bearing the name of a great and inspiring leader, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai,” said HE Jamal bin Huwaireb, who is also the award’s Secretary General. “His Highness has long advocated for promoting creativity and innovation in our society to build a robust knowledge economy that can create and spread knowledge to the world.”

Last year’s Knowledge Summit, which took place at Dubai World Trade Centre, bore the theme ‘Knowledge and the Fourth Industrial Revolution’. It explored the successive industrial revolutions and their role in transforming people’s lives for the better. The 2017 event included the launch of several flagship initiatives, such as the Literacy in the Arab World Challenge, the Knowledge Ambassadors and Knowledge Week. ↗



Above: HE Jamal bin Huwaireb, CEO of MBRF, at last year’s Summit
Below: *Brain Games* host Jason Silva was a speaker last year

