

MBRF Takes Part in 71st Frankfurt International Book Fair



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) has participated in the 71st Frankfurt International Book Fair held on October 16-20, 2019, in Frankfurt, Germany, where it was represented by its publishing arm Qindeel Printing, Publishing, and Distribution.

Qindeel's agenda at the Fair was full of events, seminars, and book signing ceremonies, which sought to shed light on its new literary projects, in addition to showcasing some of the Foundation's projects and initiatives globally.

MBRF's CEO His Excellency Jamal bin Huwaireb said: "We are proud of our annual participation in a cultural event of the size and importance of the Frankfurt International Book Fair. The event offers us an opportunity to meet with partners and learn

about best practices and experiences with producing knowledge. It also provides an ideal platform to highlight our Foundation's flagship knowledge projects and their impact across the globe."

"The most notable among these projects is the Global Knowledge Index and the Future of Knowledge Foresight Report," he added.

At the Book Fair, the Foundation sought to promote the Dubai International Programme for Writing and launch the Visiting Writers' Workshop, which is part of the Programme's writer exchange plan to collaborate with similar international bodies and host international writers in the UAE, where they will create pieces about Emirati culture in various languages.

Qindeel also held a meeting with the Arab Publishers' Association to sell the rights to three of its books: 'The Formation of Public Places', 'Images of Iraq 1912', and 'The Names of Public Places'. Furthermore, the publisher released a book titled 'How to Become a Falconer' in German and English, and another titled 'Public Places' in English.

During the panel discussion, MBRF displayed the findings of the Global Knowledge Index and the Future of Knowledge Foresight Report, in addition to shedding light on Arab experiences in the field of translation with translation workshops.

On another note, author Hamda Faraj held a session to discuss her story 'When the Earth gets Angry', which was produced during the Writing for Children Workshop.



MBRF Is the First Non-profit Organization in the World to Receive ISO Certification for Knowledge Management Systems Requirements



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) has received ISO 30401:2018 certification for Knowledge Management Systems Requirements, which serves to upgrade systems management processes at the Foundation, and helps it achieve its objectives and strategic goals.

The ISO Certification came following concerted internal efforts by the Foundation's team to meet every requirement of the Standard. MBRF launched the Knowledge Management Strategy 2019-2021, which included several initiatives based on thorough stakeholder analysis, which helped identify their needs and expectations and develop a knowledge-management policy.

The Strategy also included identifying key areas of knowledge in the Foundation, assign officials for each 'knowledge base', determine the knowledge and skills that employees possess, and devise a plan of action to document, transfer, develop, and share these skills.

The Foundation believes employees are the cornerstone for any development and improvement, and with that in mind, implemented the 'Knowledge Café' in two successive editions to train employees and engage them in implementing the requirements of the new ISO certification, while also honing their skillsets.

MBRF's CEO His Excellency Jamal bin Huwairib said: "The Mohammed bin Rashid Al Maktoum Knowledge Foundation is adding a new achievement to its track record today, one that we earned as a

result of the support and guidance of our Chairman His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum and the hard work of our team who strived to meet every requirement and standard of the certification."

"This asserts the Foundation's ability to drive rapid and effective development across all of its projects and initiatives, enhance its work environment, and become the first non-profit organisation in the world to receive this certification," he added, congratulating all MBRF employees on the new accomplishment that will upgrade quality across all of the Foundation's programmes and projects, bringing them up to international standards.

The MBRF's CEO went on to honour the Foundation's staff across all departments for their efforts and contributions to this achievement.



MBRF to Hold 'Literacy Challenge Forum 2020' on Arab Literacy Day



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develop practices that are suitable to the specificities of the Arab region.

MBRF's CEO His Excellency Jamal bin Huwaireb asserted that Dubai has led the way among cities around the world in terms of launching initiatives and events that support education and develop human beings, guided by the vision and strategies of its wise

The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) is organising the inaugural 'Literacy Challenge Forum' on Arab Literacy Day on January 8, 2020, under the directive of MBRF Chairman His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum.

The Foundation is organising the Forum to be a comprehensive platform bringing together experts and stakeholders involved in the literacy effort around the world to exchange knowledge and expertise, enhance cooperation and teamwork, offer successful solutions to eradicate illiteracy in the Arab World, and shed light on inspiring experiences from individuals and organisations in the fight against illiteracy.

The agenda for the 'Literacy Challenge Forum 2020' includes honouring winners of the Literacy Challenge 2020, organising workshops to showcase and explore the latest studies on illiteracy and regional and international experiences in that regard, and working to

leadership to prioritise education and qualify and empower individuals.

"Illiteracy is a real challenge in the Arab region that compels us all – entities and countries – to work together and collaborate," H.E said. "With that in mind, we sought to expand the scope of the Literacy Challenge from an award given to those who have made significant achievements in the sector, to a grand gathering that brings together thought leaders and experts to exchange views and recruit more organisations and individuals in the fight against illiteracy across the Arab World, and the effort to build knowledge societies."

The Mohammed bin Rashid Al Maktoum Knowledge Foundation had closed the admission process for the second edition of the Literacy Challenge in August 2019, announcing the transition to the final stage, where the winners are selected by a judging panel of seven experts and academics. The winners will then be announced on January 8, 2020.

MBRF Announces a Complete Shift to Digital Publications at GITEX 2019

The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) announced that all of its publications will be shifting towards digital editions, available to all readers on the Foundation's website and the Dubai Digital Library (DDL).

MBRF made the announcement as it concluded its participation in the 39th GITEX Technology Week, held at the Dubai World Trade Centre on October 6-10, 2019, where it showcased the latest updates to its digital projects and initiatives, in line with the Dubai Paperless Strategy 2021, launched in February 2019 by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and Chairman of the Dubai Executive Council.

The Foundation shed light on the latest updates to the Dubai Digital Library app, which offers 246,000 titles and 2.06 million digital publications, including books, studies, magazines, newspapers, and research papers, in addition to cultural and heritage content.

DDL has reported as many as 150,000 users from around the world so far.

The upgrade also included a new feature allowing users to browse the application's most-read books, in addition to various new subscription packages at nominal fees that are divided according to users' preferences. Additionally, the ePub feature facilitates reading books more comfortably on smartphones.

MBRF's CEO His Excellency Jamal bin Huwaireb asserted that the Foundation is working to make a significant contribution to implementing the objectives of the Dubai Paperless Strategy and the directives of the UAE's wise leadership.

"We are actively working to promote and continuously develop digital services in the knowledge and culture sectors, which grants the public easier access to the Foundation's projects and initiatives from the convenience of their smartphones," H.E. bin Huwaireb said, underlining the importance of GITEX Technology Week, which has established itself as a prominent global platform for showcasing smart services and cutting-edge technologies that can support the production and dissemination of knowledge.

