

Under the patronage of  
**His Highness Sheikh Mohammed Bin Rashid Al Maktoum**  
Vice President of the United Arab Emirates, Prime Minister and Ruler of Dubai

**Flashes**  
2018 Knowledge Summit | قمة المعرفة



**Fifth session**

Published & Printed  
Under Supervision of:







Viewership and impressions on  
media and social media

**2,776,849**



Media coverage

**649**



speakers

**100+**



Registrants

**30,000**



Physical and live-stream  
audience

**15,500**



Under the patronage of  
His Highness Sheikh  
**Mohammed Bin Rashid Al Maktoum**  
Vice President of the United Arab Emirates, Prime Minister and Ruler of Dubai



KNOWLEDGE  
SUMMIT 2018



Fifth session

# Summit in Numbers



Official Website visits  
**237,000**



speakers  
**100+**



Sessions  
**45**



Days  
**2**

Viewership and impressions on media and social media

2,776,849



Interaction and views

90,019



Interaction and views

47,420



Interaction and views

2,632,660



Interaction and views

6,750



Media coverage

649



Registrants

30,000



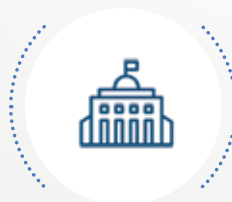
Physical and live-stream audience

15,500

**Arena  
Hall**



**Opera  
Hall**



**Knowledge Talk  
Hall**



**Knowledge Factory  
Hall**





No. of Attendees



No. of Speakers



No. of sessions

.....  
**1,700**

.....  
**26**

.....  
**10**

.....  
**950**

.....  
**30**

.....  
**8**

.....  
**750**

.....  
**16**

.....  
**16**

.....  
**1,100**

.....  
**27**

.....  
**8**

Under the patronage of His Highness Sheikh

# Mohammed Bin Rashid Al Maktoum

Vice President of the United Arab Emirates, Prime Minister and Ruler of Dubai





His Highness Sheikh

# Hamdan Bin Mohammed Bin Rashid Al Maktoum

Crown Prince of Dubai, Chairman of the Executive Council







His Highness Sheikh

# Ahmed Bin Mohammed Bin Rashid Al Maktoum

President of the Mohammed Bin Rashid Al Maktoum Knowledge Foundation















**Day 1**  
**Knowledge**  
**Arena**  
**Hall**



# Day 1

## Knowledge Arena

### Opening Ceremony

- National Anthem.
- Ceremony Presenter.
- Video presentation.
- MBRF Opening Remarks.
- UNDP Opening Remarks.
- Announcing the Global Knowledge Index Results.
- Awarding Ceremony of Mohammed Bin Rashid Al Maktoum Knowledge Award.
- Awarding the winners of the Literacy Challenge.









### Speakers:

- H.E. Jamal Bin Huwareb, CEO, MBRF.
- Mr. Achim Steiner, UNDP Administrator.

### Ceremony Presenter:

- Mr. Neshan Derartinian, TV Host and Media Personality.





**H.E. Jamal Bin Huwaireb**





Knowledge is the wealth of nations and their way to build a sustainable future. It is also the practical translation of our wise leadership. Knowledge does not know nationality, color or race, as it looks positively and optimistically to the future of our Arab region, which is full of talents and innovators.



The Knowledge Summit 2018 shall contribute deeply to the introduction of an overall view about our regional and global knowledge reality.





Mr. Achim Steiner







The rapid advancement in key technologies is what leads the Fourth Industrial Revolution today and what leads to the transformation of our economies and societies. Taking benefit from this rapid advancement is a must.



In UNPD, we are committed to support countries and societies when they start the knowledge track







### Ceremony Presenter:

May I ask His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, His Highness Sheikh Ahmed Bin Mohammed Bin Rashid Al Maktoum, Chairman of the Mohammed Bin Rashid Al Maktoum Knowledge Foundation, and H.E Jamal Bin Huwaireb, CEO, MBRF to come to the stage to award the winners.



## Winners of the Mohammed Bin Rashid Al Maktoum Knowledge Award.



**Magdi Yacoub Heart Foundation**

.Mr. Moataz Al-Alfi to receive the award



**The Institute of International Education**

Mr. Maxmillian Angerholzer to receive the award





### **Saudi Digital Library**

Dr. Saud Al Salahi to receive the award



### **The Amersi Foundation**

Mr. Mohamed Amersi to receive the award

2030  
LITERACY  
CHALLENGE

الإتحاد  
العربي

Winners of the Literacy Challenge



**Governments Category**

**The Arab Republic of Egypt**

**Ministry of Education**

Prof. Tarek Shawki, Minister of Education &  
Technical Education received the award



**Individuals Category**

**Dr. Al Shefa Ali Hassan**

Director of UNESCO ISESSCO Chair for Woman  
in Science and Technology - University of Sudan  
for Science and Technology



**International Organizations Category**

**UNESCO**

Dr. Idriss Hijazi to receive the award



# Day 1

## Knowledge Arena

### Session 1

## Knowledge Economy between Past, Present and Future

### Topics

- Knowledge Economy: History, Origin, and Components.
- Investing in knowledge as an aspect of economic diversity.
- Achieving international competitiveness by investing in human capital.
- Cementing the Pillars of Knowledge Economy: UAE at the Forefront.







**Speaker:**

Prof. Dr. Boris Cizelj, President of Knowledge Economy Network.





**Prof. Dr. Boris  
Cizelj**





## Four pillars for the knowledge economy

The first pillar is education and training, because without the high-quality human capital, there will be no knowledge economy. The second pillar is to focus on science and scientific research because ideas require continuous development and to be proven by scientific research. The third pillar is to focus on the fields of innovation, i.e. bringing new products and services to the market. The last pillar is to encourage entrepreneurship by implementing individuals and companies' initiatives and embracing these initiatives in the market.



Scientific research and lifelong learning are two paramount factors





# Day 1

## Knowledge Arena

### Session 2:

## The Role of Governments in Empowering the Youth & Knowledge Economy

### Topic

- Panel Discussion with the guest of honor on Youth Empowerment and Knowledge Economy.

2018 Knowledge Summit  
المؤتمر 2018 قمة المعرفة

سمو الأميرة  
سمية بنت الحسن

HRH Princess  
Sumaya Bint Al  
Hassan





**Speaker:**

HRH Princess Sumaya Bint Al Hassan, president of the Royal Scientific Society.

**Moderator:**

Mr. Neshan Der Haroutiounian, TV Host and Media Personality.





**HRH Princess  
Sumaya Bint  
Al Hassan**







## Investment in Humans

The knowledge-based investment in sciences leads to valued outcomes. Science transcends borders and is not affected by political inputs. In the Arab World, we have mastered the cooperation between different parties. However, we do not focus on investing in ourselves despite the availability of the infrastructure and innovative ecosystem. We have the finest universities and pioneering scientific institutions. We can also benefit from the western experiences with regard to standards and benchmarks in various fields. Nevertheless, we need to consider our position and create our own benchmarks.



**The code of ethics should be the first step  
in our journey since it constitutes a contract  
between people and policymakers**





# Day 1

## Knowledge Arena

### Session 3:

## The Youth: Leaders of Change towards a Knowledge Economy

### Topics

- The youth and their Role in Building Knowledge.
- Knowledge Economy Trio: The Youth, Entrepreneurship, and Knowledge Empowerment.
- Developing the skills of the youth to meet the challenges of the future job market.
- Empowering today's youth to build tomorrow's economy.







### Speaker:

- HRH Princess Sumaya Bint Al Hassan, president of the Royal Scientific Society.
- H.E Dr. Mohammed Abu Rumman, Minister of Culture and Youth, Hashemite Kingdom of Jordan.
- H.E. Syed Saddiq Syed Abdul Rahman, Minister of Youth and Sports Minister, Malaysia.

### Moderator:

- Dr. Imad Hoballah, Provost and Chief Academic Officer - AUD





**HRH Princess  
Sumaya Bint  
Al Hassan**





## Evolution Generation

I believe we live in a time requiring us to realize that this generation is the «Evolution Generation». Before we start thinking in changing their thinking method, we shall consider the basics. First, we need to think about the infrastructure and environment. We shall also consider the mindset and approach of the policymakers. I believe that when we talk about young people it is important to recognize that we live in the age of artificial intelligence, the Fourth Industrial Revolution, and truly data-driven world.



“ Nowadays, data has acquired tremendous importance and has become the fundamental element to ensure the provision of appropriate solutions that based on evidences and proofs ”





**H.E Dr.  
Mohammed Abu  
Rumman**







## Youth and Culture Change

A significant part of our message to the young people focuses on the concept that anyone waits for government jobs will waste his time. Instead, youth shall depend only on themselves, think in establishing their enterprises, and focus on refining their capabilities and skills. It is a serious challenge, but changes that we are witnessing in relation to youth exceed our expectations. We are witnessing the accelerating change for the better, as greater numbers of Jordanian youth are working in the private sector, establishing their own businesses and making quantum leaps.



Knowledge economy caused spectacular growth in the previous period with regard to business, digital market and corporates





**H.E. Syed Saddiq**





## Future Skills

We take proactive measures to ensure that the youth of Malaysia receive the technical and vocational education and training (TVET) because we believe these skills are the key for the future. However, the TVET is a double-edged sword. On the one hand, employment rates among TVET graduates are 94%, which are greater than the employment rates among university graduates and Masters holders. On the other hand, the technical and vocational set of skills may be changed in no time due to the Fourth Industrial Revolution and the transition to the age of digital economy and artificial intelligence.



**It is essential for industries to cope up with changes and adapt accordingly**





Day 1

Knowledge Arena

Session 4  
Awarding  
Achievements in the  
Knowledge Sector

Topic

- Panel discussion for Laureates of the Mohammed bin Rashid Al Maktoum Knowledge Award (MBRKA).







### Speaker:

- Professor Sir Magdi Yacoub, FRS, OM, professor of Cardiothoracic Surgery at the National Heart and Lung Institute, Imperial College London.
- Mr. Maxmillian Angerholzer III, Executive Vice President of the Institute of International Education (IIE).
- Dr. Saud Al Salahi, Director General of Saudi Digital Library (SDL).

### Moderator:

- Mr. David Bennett, Member of the Advisory Committee of MBRKA





**Professor Sir  
Magdi Yacoub**







## **Magdi Yacoub Heart Foundation: Humanitarian Message**

Magdi Yacoub Heart Foundation is exerting tremendous efforts to generate knowledge by researchers and scientists from Egypt, the region, and the whole world. The Foundation's main mission is to treat heart diseases and help the poor and destitute patients. The Foundation also conducts scientific researches on myocardial insufficiency treatment because there is no heart transplant program in Egypt or in the region. However, there are some emerging efforts in this regard. We have strategies to treat myocardial insufficiency.



**We have partnered with the Aswan Heart Centre to conduct demographic studies in Bilana village to explore the genetic factors causing heart disease among the local population**





**Mr. Maxmillian  
Angerholzer III**





## Youth Empowerment and Education

The Institute of International Education (IIE) focuses on providing scholarships to university students and graduates. We believe that it is important to provide more opportunities for Americans and others to study abroad because empowering young people through education and facilitating knowledge acquisition equip them to change the world. The IIE organizes a number of student exchange programs. We provide scholarships for students from all over the world to study in USA and overseas scholarship for American students. The IIE has cooperated with foreign governments, including UAE government, as well as international institutions and organizations.



“ By building this international community, we can overcome diplomatic and political challenges, transcend the geographical boundaries, promote peace, and bring people together ”



**Dr. Saud Al Salahi**





## Saudi Digital Library (SDL)

Established in 2005, the Saudi Digital Library (SDL) provides all digital research resources in the various disciplines required for academics locally, regionally and internationally. It made partnerships with more than 300 local and international publishers, experts and specialists to achieve the KSA Vision for 2030.



We are exerting tremendous efforts to build analytical tools that enable all academics, universities, and decision-makers in the Kingdom to take the right decisions





Day 1

Knowledge Arena

Session 5:

## Knowledge Capital: A Sustained Wealth

### Topic

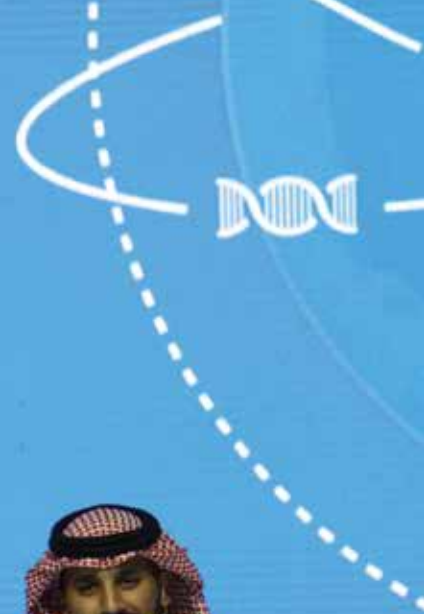
- Knowledge: The Raw Material in the Information Age.
- Optimal Investment: Is it in Infrastructure or in Knowledge Structure?
- Knowledge Capital Development: Engines and ROI.
- The Impact of Knowledge Capital in Attracting Foreign Direct Investment.

mit c





# المعرفة





2018 Knowledge Summit



### Speaker:

- Mr. Ron Young, Founder of Knowledge Associates International Group of Companies.
- Mr. Hussain Al Mahmoudi, CEO - Sharjah Research, Technology and Innovation Park (SRTI Park).
- Mr. Issam Abouseiman, Regional Director, GCC Countries – World Bank.

### Moderator:

- Mr. Malek Al Rougui, Saudi Presenter and Media Professional - MBC





**Mr. Ron Young**





## Human Capital Development and the Future of Education

Technology equips us to transfer information and build knowledge much quicker than ever. Knowledge is the wealth that can be used as capital to attract foreign investment. Therefore, we need to demonstrate our capabilities of building and sustaining human and knowledge capitals and this is the key factor in the equation. The future lies in linking between human and artificial intelligence to allow collaboration between both of them. In my opinion, this is the biggest future challenge.



I believe that the fundamental dimension of the future of education lies in bearing the responsibility for education. We need to learn ways that allow the cooperation between humans and artificial intelligence to empower humans



**Mr. Hussain Al  
Mahmoudi**





## Innovation Strategy and Science Orientations

The UAE has devised a National Innovation Strategy with certain pillars, timeframes, and programs supporting the ambitious vision of UAE and the Emirate of Sharjah is an integral part of the strategy. It has developed a proper legislative environment to help universities fulfill their functions and engage the private and government sector with them.



In preparation for the future, the UAE is moving towards renewable energy, space sciences, and other sectors at an accelerating pace. I believe that we will redefine the concept of social responsibility to incorporate the corporate research responsibility





**Mr. Issam  
Abousleiman**







## Importance of Human Factor and Science

Investment in human factor is well worth it. The more we invest in human beings, the greater value added will be for humans, production, economy, and the whole community. Foreign investment eventually requires human capital and avoidance of overspending without building an integrated ecosystem that attracts investment and is able to use such capital productively, enabling the competition with the global economies.



In few years there will be no teachers in schools. It is possible to see Einstein teaching physics! The future of learning may be different from the present



أوبرا المعرفة  
KNOWLEDGE OPERA





**Day 1**  
**Knowledge**  
**Opera**  
**Hall**



Day 1

Knowledge Opera

## Session 1

# The Role of Legislation in Empowering Knowledge Economy

### Topic

- Enacting Legislation & Regulations conducive to business and economic activities.
- The need for laws that keep pace with rapid changes and meet the renewable aspirations and ambitions of investors.
- How the right legislative environment contributes to building a knowledge economy?





# 2018 Knowledge Summit | قمة المعرفة



2018 Knowledge Summit  
المعرفة



### Speakers:

- Dr. Mansoor Abdul Rahman Al-Osaimi, Director of the Legislation Department at The General Secretariat of the Supreme Legislation Committee.
- Dr. Habib Al Mulla, Executive Chairman and Founder of Baker & McKenzie Habib Al Mulla.
- Mrs. Ludmila Yamalova, Founder and Managing Partner at HPL Yamalova & Plewka.

### Moderator:

- Mrs. Kiran Scarr, General Counsel, DMCC.







**Dr. Mansoor  
Abdul Rahman  
Al-Osaimi**





## Legislation cannot ignore human needs

We will find ourselves in need of making efforts to foresee what will happen in next ten years, and enact proper legislations for the future, rather than amending old legislations to make them more flexible. Dubai government has developed a new process to enact legislation, embracing the future changes named «open and flexible directive legislation.» Such approach would make future legislations more flexible, adaptable and open to cope up with new technologies.



The Supreme Legislation Committee provided employment opportunities for more than 20 persons in the UAE





**Dr. Habib Al Mulla**





## Transition to Knowledge Economy

Most world's economies are now shifting to knowledge economy. This transition requires a reformulation of all laws and regulations that define the criteria for success in the industrial economy and the interconnected global economy, where knowledge resources, such as professional secrets and experience, are gaining crucial importance, like other economic resources.



Changing legislation requires  
recognizing the changes imposed by  
knowledge economy





**Mrs. Ludmila  
Yamalova**





## **The UAE and enacting advanced Legislation and Laws**

At an accelerated pace, the UAE enacted proper legislations, including New Foreign Direct Investment Law, which allows foreign investors to own 100% of their companies in the UAE. This law reflects the actual implementation of changes that the government was talking about for a long time, and this applies on laws concerning visas to allow expatriates of specialized competencies, outstanding students, and entrepreneurs to obtain long-term visas. As well as anti-money laundering laws and laws concerning the organization of work with respect to part-time jobs, and training opportunities.



**The real estate sector has witnessed huge achievements on the level of new cutting-edge innovations and legislation**





Day 1

Knowledge Opera

Session 2

## Giving to Empower Knowledge

### Topic

- The economics of giving. How philanthropists contribute to moving the wheel of the economy?
- Smart giving: Donate... Educate... Employ.
- Philanthropists: patrons of change towards knowledge economy.
- Knowledge sharing to consolidate efforts of donors.





Knowledge Summit | قمة المعرفة





### Speaker:

- Mr. Badr Jafar, CEO of Crescent Enterprises.
- Mrs. Shiza Shahid, Co-founder of the Malala Fund.
- Dr. Shamsh Kassim Lakha, Chairman of the Board of the University of Central Asia.

### Moderator:

- Mrs. Rebecca McLaughlin-Duane, Euronews' Inspire Middle East Anchor.





**Mr. Badr Jafar**





## Philanthropic Organization Accountability

I think the best effective way is the indirect way. You need donors, who want the best quality of data and information in terms of measuring the impact, and the uses of donation funds. If donors did not demand these actions, there will be no incentive for beneficiaries to provide that level of information; therefore, I think donors should start this direction first. Simply, there is no excuse for the beneficiary and there is no excuse for organizations not to clarify the matter. I think it is all about culture.



Only 5% of Zakat and charity funds is enough to cover actually the Global Humanitarian Assistance whole budget





**Mrs. Shiza Shahid**





## Philanthropy does not mean unpaid work

This does not mean that we must pay one million dollars for CEOs in non-profit organizations, but I think we should pay them well enough. I think employing outstanding talents at half cost is good for non-profit organizations, as well as these talents are convinced that their jobs will make the world better, compared to their jobs in other companies, where they may feel that they do not have the same impact.



It is important to determine people priorities, growth opportunities and the available opportunities







**Dr. Shamsh  
Kassim Lakha**





## Importance of Instilling Values in Youth

I think that the responsibility for the development of values is one of the important factors in this regard and the matter is not limited to instilling the values only. I say that one of the things that we think about today when we look at our youth and the future is that we need to integrate values, such as giving, volunteering work, or feeling others' sufferings, into our educational system. As His Highness Sheikh Mohammed Bin Rashid Al Maktoum said, «Human beings can never feel contented until they start giving». This comment really amazed me.



I think that the more you give, the  
more you become stronger





Day 1

Knowledge Opera

Session 3

## Utilizing Knowledge to Improve Healthcare

### Topic

- Healthcare: An knowledge-intensive industry.
- Improving healthcare outcomes through knowledge production and dissemination.
- The role of tech Innovation in reducing healthcare expenses.

2

201



# 2018 Knowledge Summit | قمة المعرفة



2018 Knowledge قمة | المعرفة Summit



### Speaker:

- Mr. Conor Mccarthy, International Business Development Lead, Babylon Health.
- Dr. Reem Osman, CEO Saudi German Hospital.
- Dr. Ziad Sankari, Founder, CardioDiagnostics.

### Moderator:

- Brig Dr. Ali Singel, Director of Dubai Police Health Centre







**Mr. Conor  
Mccarthy**







## Medical Artificial Intelligence Investment

We would like to leverage AI in helping people through applications that can help us recognize symptoms, diagnosis, and receive treatment without the need to see a doctor. We are trying to imitate doctors in terms of dealing with patients. We have developed a group of capabilities (artificial intelligence mind), which allows us to do many things that done by doctors. One of those capabilities is knowledge base, which is a huge database collected from what is taught in medical schools or stated in scientific journals, and always updated with the latest researches. It is the largest one in the world, with 530 million medical statements.



We in Babylon Health are trying to provide healthcare service at affordable prices





**Dr. Reem Osman**





## **Technology shall help us improve doctors' work**

No doubt, technology helps us improving doctors' work by saving their time, improving the accuracy of their work and producing accurate diagnoses. We also use artificial intelligence in the field of radiation medicine and get more accurate and effective results, what makes the lives of doctors and patients easier. We also presented the Robotic Pharmacy, which will enhance the treatment accuracy by providing appropriate treatment to patients in a timely manner and in appropriate dose.



**Technology should be used in the full cycle of healthcare to build a strong healthcare sector**





**Dr. Ziad Sankari**





## Cardiology

The biggest problem facing us is that there is a large number of patients suffering from tachycardia, as this disease cannot be diagnosed easily. Therefore, we create a new technology that allows us to follow-up patients for long-time outside hospitals. That new technology reduced the cost of follow-up in hospitals, achieved better access for the patients, and provided them proper conditions to follow up their heart condition for a long time and in a better way, without having to be in hospitals.



Technology allowed us to  
access a better healthcare at  
a more affordable low cost





Day 1

Knowledge Opera

Session 4

## Islamic Economy and its Role in Knowledge Economy

Topic

- Islamic finance as engine in global economy.
- Halal Industry: A trillion-dollar business.
- Digital Islamic Economy: Is it a knowledge economy?
- Information sharing between Islamic financial markets.
- Islamic knowledge as a pillar of Islamic economy.

2018

2018 Knowledge Summit





قمة المعرفة | Knowledge Summit



2018  
399  
Dr. M  
Dau  
Chairman, Board  
Higher Education



2018 Knowledge Summit | قمة المعرفة



### Speaker:

- Mr. Abdulla Mohammed Al Awar, CEO of Dubai Islamic Economy Development Centre.
- Baroness Sayeeda Warsi, British Politician and Lawyer.
- Mr. Mohammed Daud Bakr, Chairman, Shariah Advisory Council Bank Negara Malaysia & Securities Commission-Malaysia & Abu Dhabi First Bank.
- Mr. Harris Irfan, Chairman, UK Islamic FinTech Panel; Partner, Gateway LLP and MD, Cordoba Capital Ltd.

### Moderator:

- Dr. Areef Suleman, Director of Economic Research and Institutional Learning at the Islamic Development Bank in Jeddah, Saudi Arabia.





**Mr. Abdulla  
Mohammed  
Al Awar**





## Neutral Organization to Approve Halal Products

In 2006, the International Halal Integrity Alliance (IHIA), a global nonprofit organization comprising various halal accreditation bodies, was established in the UAE. The Alliance began with 9 countries and now comprises 33 countries. Its role is to standardize the processes and standards adopted in various accreditation bodies, and the greatest role is to develop halal products trade, which contributes to the expansion of healthy Halal food products market to include a wider base of consumers.



“ The competition among banks is focused on customer service, quick responsiveness, services delivery, and provision of products; all of these concerns are not related to complying with the Sharia Rules ”



**Baroness  
Sayeeda Warsi**





## Islamic Banking Services in UK

Islamic banking service is very bad in UK with respect to using technology, bureaucracy and customer service in general, which means that Islamic banks in Britain have failed to achieve success in the Islamic market, and certainly failed to penetrate the non-Islamic market.



I`m looking forward to the time in which we can ensure that the halal food we are buying is Halal, healthy, and complying with the ethical considerations





**Mr. Mohammed  
Daud Bakr**







## Establishing Islamic Digital Economy

We need to establish a digital Islamic economy. We need to provide high-quality products and digital services. Digital Islamic economy provides multiple advantages, where it does not differentiate between the old and the new investor. There are no restrictions or limitations to your achievements, and success only subject to collecting knowledge and employing it, choosing the right system, and drawing on appropriate expertise. You can simply outperform the major companies in the market, which is the outstanding essence of the digital economy.



**The way to increase the size of Islamic trillion within 10\$ economy sector to reach years is to not limit halal products on 5 Muslim consumers only**





**Mr. Harris Irfan**





## **The Future is For Programming, Encryption and Computer Science**

The future is for programming, encryption and computer science and I hope that the future of Islamic banking industry would be based on computer science. I do not think that the economics degree holders are able to develop Islamic economy, but those concerned with the using of technology in the Islamic economy sector are. I strongly support the developments that occur in Islamic economy sector recently, which focus on holding smart conferences, using Blockchain, and other new technologies.



**Without focusing efforts on financial technology, the future of Islamic banking services will lose the right way**









**Day 1**  
**Know**  
**Talks**  
**Hall**



# Day 1

## Know Talks

### Session 1

## Social Innovation

#### Topic

- Innovation and its historic role in achieving prosperity.
- Why do not all countries of the world not have the adequate access to prosperity?
- The vision of HH Sheikh Mohammed bin Rashid Al Maktoum and the UAE for innovation.
- Sheikh Mohammed Bin Rashid Al Maktoum's Initiative for Global Prosperity.



WHAT DOES IT TAKE TO BUILD A  
KNOWLEDGE ECONOMY?



#know  
#talks





## Speaker:

- Mr. Badr Al Olama, Director of Aerospace & Defense, Mubadala Investment Company.





Mr. Badr Al Olama





## Global Prosperity Initiative

We are inspired by the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai «May Allah save him» and by what we have achieved in UAE, and our abilities to serve other countries. Knowledge is the only way to transfer efficiency to build economy and develop other communities. Sheikh Mohammed Bin Rashid Al Maktoum's initiative for Global Prosperity is global and seeks to solve problems existing in different parts of the world, through using the innovation as a mean to solve these problems. It also aims to foster the level of prosperity in these countries.



By connecting minds all over the world  
via Internet, we are trying to find new  
solutions from around the world





# Day 1

## Know Talks

### Session 2

## The Impact of Auto Industry on the UAE's Knowledge Economy

### Topic

- What is the role of youth in the knowledge economy?
- Does the industrial sector have an impact on economic development?
- Insights into the status of UAE's industrial sector.
- How does the automotive industry play a significant role in supporting the UAE's economic diversification?



# أهمية صناعة السيارات في الإمارات .. يتبع

## سوق السيارات الإماراتي

ثاني أقوى أسواق السيارات في دول مجلس التعاون الخليجي

التسهيلات التمويلية والتأمين

الطبيعة البيئية

ارتفاع دخل الفرد

التفاخر التعريفات الجمركية

التفاخر تكاليف الوقود



حسب تقرير عن المين شايبتال التي ان عدد سيارات الركاب في الامارات الخليجي من المتوقع ان ينعو بمعدل سنوي بمراتب يبلغ 5% في عام 2015 التي 13.2 مليون في عام 2020

# #know #talks





**Speaker:**

Dr. Majida Al Azazi, CEO, Sandstorm Automotive Factory.





**Dr. Majida  
Al Azazi**





## How do we benefit from young people's enthusiasm?

There are three ways to do that. First way is to direct ideas and motivate youth by learning from the persons who have preceded us. The second is to enhance capabilities. How can we enhance the youth's capabilities? By holding sessions like this one, then we should apply the recommendations. The industrial sector in the UAE has developed and reached 14% over the past ten years, and soon we will not depend anymore on oil sector. In my opinion, the industry is a fundamental part of our economy and without the knowledge economy, we will be left behind. Therefore, the technical competition, innovation and technology are fundamental parts for any project.



**Industry generates millions more than trade, but it needs patience, because years 5 to 3 an industrial project takes to generate its financial returns**





Day 1

Know Talks

Session 3

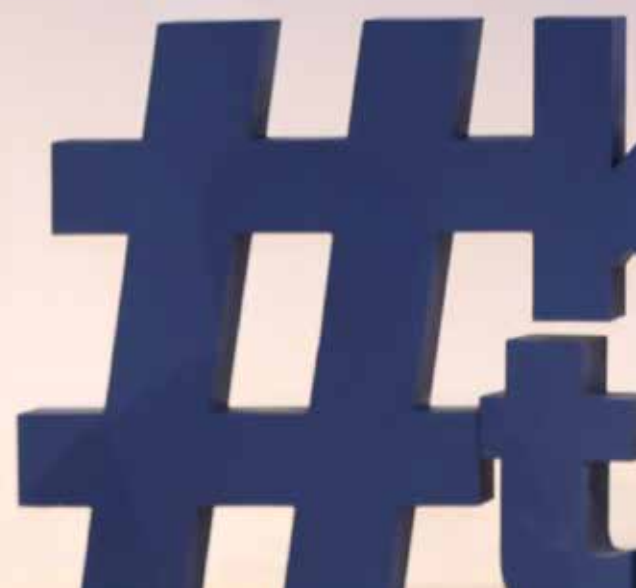
## Digital Darwinism

### Topic

- What is digital disruption and what does this mean for companies?
- Technology: Why does technology produce a leapfrog effect, how does deployment of technology shift into the re-imagination of business models?
- What can companies do to understand future trends and act upon them?
- When is the right time to rethink technology in your business and what are the best ways to make use of the available solutions?

his

is the power of







**Speaker:**

Mr. Tom Goodwin, EVP of Innovation at Zenith Media, USA.





**Mr. Tom Goodwin**





## Success Stories

Did they succeed despite their lack of experience because they were lucky? Did they have a big imagination and a little bit of foolishness, or they have become more experienced due to their lack of experience? I think the latter is the right answer. I think the biggest risk facing companies is their belief that they know what they are doing in a rapidly changing world, where another company may outperform them and solve the problem in a fundamentally different way!



**People, who earn tons of money and change our thinking about categories, are the same people who developed the first solution!**





# Day 1

## Know Talks

### Session 4

## A New Social System for a Technological Age

### Topic

- Methodologies for harnessing the potential that science and technology could provide for bringing positive change to our social system.
- An emergent social system based on the latest social innovations.
- How we can engineer technology and cybernetics into a workable and human synergy for the people of all nations.





**RESOURCE BASED ECONOMY**  
A NEW VISION FOR HUMANITY



**THE VENUS PROJECT**  
BEYOND POLITICS POVERTY AND WAR



**#HowTalks**







**Speaker:**

Mrs. Roxanne Meadows, the Venus Project Manager.





**Mrs. Roxanne  
Meadows**





## The Venus Project

Rather than maximizing profits, the priorities of the Venus Project go to food, housing, clothing, and high standard of living for all people living on the planet as soon as possible. To achieve this, entire city systems will be built so that we can conserve resources and use energy efficiently.



We can access the system that envisioned by Jacque Fresco as a resource-based economy, where goods and services are available to all without money, slavery, credit balance, or debt of any kind





Day 1

Know Talks

Session 5  
Redefining  
Entrepreneurship

Topic

- **My story: Switching from a «hobby» to a «career».**
- **Insights of being a young entrepreneur: advantages and disadvantages.**
- **How governments, organizations and individuals can support young leaders and trailblazers.**

# Education

- Outdated Format
- Project Based Learning.
- Intimidation







**Speaker:**

Mr. Jordan Casey, One of the world's youngest serial entrepreneurs





**Mr. Jordan Casey**





## Benefiting from Today's Youth

I believe there are different ways for the government to support the youth, such as real funding, initiatives, programs, grants, competition for young people. Initiatives and movements can give people a platform, because the government has a huge platform that can promote youth and take the responsibility of a large part of Education, which is the backbone of promoting young creators. Therefore, we have to take care of learning-based programs, encourage teamwork and collaboration, and highlight the characteristics and skills of entrepreneurs.



I have tried to be a good example for  
young entrepreneurs





# Day 1

## Know Talks

### Session 6

## Building Cities around a Knowledge Economy

#### Topic

- **Creating a City Where People Want to Live**
- **Importance of Social Connections**
- **Avoiding the Growing Pains**
- **Technology, Technology and more Technology**

tt | @  
w.thenc

kr  
ta





mickcome Oklahoma City, O  
extamerica m

now  
KS







Speaker:

Mr. Mick Cornett, Mayor of Oklahoma





**Mr. Mick Cornett**





## **Networking the talents is very important matter for the world**

Connecting people together in a talented global marketplace builds a strong community and deepens relationships all over the world even if you have not gone before to a major global city. If you know people better, and people are in contact with their friends and relatives via social media in one way or another, this communication will be of great value.



**The sole competition domain  
between communities is talent**





# Day 1

## Know Talks

### Session 7

## Moving from Consumers to Producers of Knowledge

#### Topic

- Content is free, production of knowledge is at an all-time high.
- How can schools engage students in meaningful projects that focus on creativity and apply the content students are learning?
- How to move schools, classrooms, and students from consumers to producers of knowledge?



Ability to see  
ideas, a







ee connections  
and concepts is a co



#know  
#talks







**Speaker:**

Mr. Jeff Utecht, Founder & CEO at Eduro Learning.





**Mr. Jeff Utecht**





## The idea of knowledge has changed

In the past, knowledge was represented in how much information we could obtain, recognize and memorize. Now, this idea has changed completely in the era of knowledge economy. Knowledge economy about which we are talking is connected to the speed of learning, the ability to brainstorm, and quick re-learning.



Your ability to learn is more important than the information you know, because the information you know today may become outdated or irrelevant in the future





Day 1

Know Talks

Session 8

## Success in the Knowledge and Digital Age

### Topic

- Digital Evolution and how it is leading to lucrative opportunities.
- Valuable skills for building a dream team.
- Using influencers and social media and sales funnels to build your business and brand.



# Create Content

- Radio interviews
- Local TV interviews
- Newspapers, magazines, trade journals
- Speak at Chambers of commerce and industry
- Create meetup groups and networks
- Create Charitable fundraisers

## RAISE YOUR PROFILE Develop Yourself as an Authority

- Live podcasts and webinars
- Interview the Experts
- Join targeted groups
- Create a Digital Footprint

#Know  
#Talks







## Speaker:

Mr. Kevin Harrington, Entrepreneur, Co-founder of the Entrepreneur's Organization.





**Mr. Kevin  
Harrington**





## **Entrepreneurs should build their professional identity**

They shall establish their positions among the most influential and outstanding figures to attract good opportunities and achieve success and excellence. This step made me pay a great attention to engagement in writing, dissemination and promotion of content through radio stations, television programs, magazines, Internet broadcasting, fundraising events...etc. I published seven books until now, and launched a digital magazine to build my credibility with the audience, and to promote my professional identity as a prominent mentor and expert in my industry.



**It is important for entrepreneurs to make efforts for building what we called Marketing Funnel**



# مصنع المعرفة KNOWLEDGE FACTORY

معرض المعرفة  
2017





**Day 1**  
**Knowledge**  
**Factory**  
**Hall**





Day 1

# Knowledge Factory

## Session 1

# Future of Knowledge Model

### Topic

- Presenting the results of future knowledge model.
- Conceptual framework of the future knowledge.
- Factors influencing the future knowledge.
- What is the impact of big data on future knowledge?
- Has the role of traditional indicators ended?
- How can we benefit from the future of knowledge model?



# 2018 Knowledge قمة | المعرفة Summit





### Speakers:

- Professor Leif Edvinsson, Professor of Knowledge Capital at Lund University, Sweden.
- Professor Laurent Probst, PwC's Accelerator Network Global Leader.
- Professor Jan Stureson, Founder of RESTING – Advice from the Future.

### Moderator:

- Mrs. Youmna Naufal, TV Program Creator & Correspondent.





**Professor Jan  
Sturesson**







## Wisdom Enhances Knowledge Value

We are moving from knowledge to wisdom age, i.e. the useful use of knowledge. We apply and recognize something then we step forward. Knowledge is not only bounded to the development of educational knowledge, but it also evolves as a product of human creativity and innovation flows at an accelerated pace and depends on our relationships. We meet one another, shape our future perceptions and expectations, and provide our interpretations from a human perspective. All these certainly depend on confidence because the lack of confidence will impede the building of knowledge society.



“ Knowledge is a space between us as human beings and industries, sectors, jobs, different issues and perspectives. It is all about exchanging ideas ”





**Professor  
Laurent Probst**





## Knowledge Future Indicators

The most important finding of our study is that all countries are preparing themselves for the future of knowledge, with various levels of preparations and intensity. The alternative indicator methodologies provide new insights for policymakers and stakeholders. Moreover, countries that recorded the highest rates of discussions about these indicators on websites are among the best working environments. In relation to knowledge dimensions, research, development, innovation and science dimension occupies the first rank with 30.4% of the total online activities, then economy and education with 26.1% and 24.8% respectively.



**We still need more discussions and dialogues among countries, take joint procedures, and transform efforts into information and policies, then apply the same**





**Professor Leif  
Edvinsson**





## Knowledge Future in the UAE

If we look at the UAE's position from the prospective of innovation and GDP, we find that it occupies a distinct position compared to its position in intellectual capital development field. It is not only limited to education, but also to the promotion of culture and its context, to reach the so-called «Value Galaxy», not the «Value Chain» as known. We are now dealing with a new category of socio-economic sector, which is used as new sector to rebalance society. This sector will depend on Generation Z.



There are more steps that will lead us  
towards the knowledge future era





Day 1

# Knowledge Factory

2 Session

## The Role of Knowledge Economy in Empowering Entrepreneurship

### Topic

- The contribution of entrepreneurship sector to the economy of countries and the development of their competitiveness edge.
- The future of entrepreneurship amid the challenges in the Arab region.
- Business incubators and their role in the economic development.
- Entrepreneurship development and sustainability solutions.





إقامة







### Speaker:

- Mr. Jordan Casey, one of the world's youngest serial entrepreneurs.
- Mr. Kevin Harrington, Entrepreneur, Co-founder of the Entrepreneur's Organization.
- Dr. Majida Al Azazi, CEO, Sandstorm Automotive Factory.

### Moderator:

- Mr. Omar Al-Busaidy, Host of «Future Talk» on pulse95 radio





Mr. Jordan Casey





## I have been self-Taught

At the age of 9, I was fond of computers and systems, so I taught myself web programming and discovered the iPhone developing tools. Two years later, I created my own games, and eventually developed iPhone applications. Then, I established my first company when I was twelve, and over the past two years, I have established two technology companies. I used to work and cooperate with persons like me; i.e. young innovators, entrepreneurs, and creators. We met together to launch Teenage Entrepreneur Movement, which aims to creating a global network of young entrepreneurs and inventors supporting one another.



Without Internet, I wouldn't have reached my achievements till now





**Mr. Kevin  
Harrington**





## Entrepreneurship

I have tried hard to gain some money, therefore I held meetings with other entrepreneurs who seek to achieve the same goal. We agreed to create an organization that enables us to share our thoughts with other entrepreneurs in the group on how to create a business. How can we collect capital? Therefore, we established the organization in 1987. Now we are the largest organization of this kind all over the world, and we have offices in 150 cities and 45 countries around the globe.



There are more opportunities for entrepreneurs to start businesses







**Dr. Majida  
Al Azazi**





## **We have a leading position in the region**

We have a leading position in the region, especially in the knowledge economy and many other things. We deserve this position and it is not a coincidence, but it has been achieved after conducting a well-planned study. Knowledge economy is the basis for new economic development and new perspective for our economy.



**In addition to Sandstorm, we will  
establish Sandwave Company, which will  
produce electric cars**





Day 1

Knowledge Factory

### Session 3

## Digital Economy and Knowledge Economy: Rivalry or Alliance?

### Topic

- How did knowledge economy contribute to the emergence of digital economy?
- Digital Economy as one of the pillars of the Knowledge Economy.
- E-Commerce and cross-border data flows.
- Digital Consumption in Knowledge Economy.
- Internet of things: People, Places, Products and Possibilities.







قمة  
المعرفة



### Speakers:

- Dr. Ahmed Bin Ali, Senior Vice President Corporate Communications & Official Spokesperson of Etisalat Group.
- Mr. Sarfaraz Alam, Chairman of TEXPO Group of Companies.
- Dr. Simon Galpin, Managing Director of the Bahrain Economic Development Board.

### Moderator:

- Mr. Tom Goodwin, EVP of Innovation at Zenith Media, USA.







**Dr. Ahmed Bin Ali**





## **Necessity of Changing Our Way of Thinking**

With regard to the future, 45% of the existing jobs can be automated by current services, however there are some inventions that we do not use until now. Therefore, we want to incorporate those inventions into our business. Future recruitment requirements will include hiring more developers. If we know that there are about 10 million developers now working on the development of future services and innovations, this will give us the necessary motivation and encouragement. It is anticipated that 33% of the jobs that will appear in 2020 does not exist now!



**The Innovation Center is open for anyone looking for innovative solutions and examples, and we help the startups**





**Mr. Sarfaraz  
Alam**





## Logistic Services

Like the concept «Commercial Market» dominated the world, a new important concept has appeared and used for a long time, which is «Logistic Services». Logistic Services achieved profits of \$53 billion in five GCC countries, \$120 billion in UK and \$ 2.8 trillion in China. Logistic Services is a huge field, therefore we benefited from our technology and old infrastructure and already developed a platform that can easily link logistic business services worldwide.



**A smart city knows how to  
use technology and benefit  
therefrom**





**Dr. Simon Galpin**





## Physical Infrastructure

Amazon Web Services will open three major data centers, and a data zone will start working in Bahrain in the first quarter of the next year. Therefore, talking about physical infrastructure is very exciting, but from the economic development prospective, the secret lies in the soft infrastructure. This means that the focus should be on the idea that all people have the skills to access digital economy and benefit therefrom, likewise the focus should be made on the presence of proper laws and regulations.



I much prefer the startups  
ecosystem







Day 1

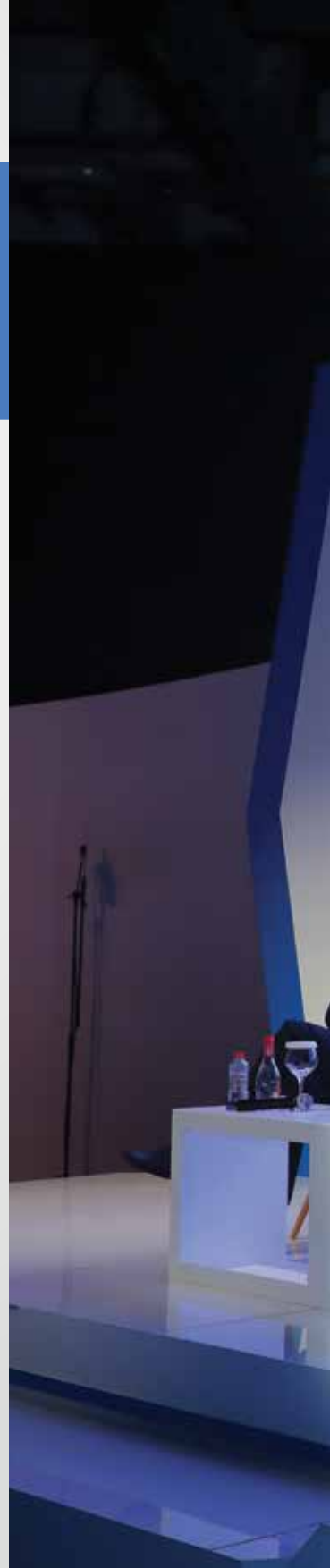
Knowledge Factory

Session 4

## Digital Libraries and the Future of Knowledge Economy

Topic

- The role of digital libraries in shaping the future.
- Dubai Digital Library: the future of smart knowledge.
- The impact of digital libraries in knowledge management and knowledge economy.
- The prospects of smart knowledge in the UAE.



SDL  
المشكلة الرقمنة العالمية  
بمؤامركم لتتقدم المعرفة  
for Sustainable Knowledge

وزارة التعليم  
Ministry of Education

الاستراتيجية  
2030

قمة المعرفة  
2018



2018

2018

قمة المعرفة  
Knowledge Summit





### Speakers:

- Dr. Saud Al Salahi, Director General of Saudi Digital Library (SDL).
- Dr. Khaled A. Mohamed, Head of Dubai Digital Library.
- Dr. Abdulla Al-Hefeiti, Dean of Library at Masdar Institute of Science and Technology (MIST).
- Dr. Detlef Klomfass, Founder of DeBoSys-New Business Manufacturing company.

### Moderator:

- PhD. Husam Sultan Al Ulama, International Relations Affairs and Higher Education Policy Expert.





**Dr. Saud Al Salahi**





## **Digital Libraries› Roles in Building Knowledge Society**

There are several functions for digital libraries; including building skills and eligibility of researchers, competencies and human cadres. These libraries should seek to develop researchers› capacities in increasing information awareness, make the local content available and increase its usefulness, enabling the local information to be benchmarked and standardized with the global information.



**Knowledge Society is the society that circulates information to develop education, health, trade and industry fields**







**Dr. Khaled A.  
Mohamed**





## **Moving from Knowledge Consumption to Knowledge Production**

We would like to move from knowledge consumption to knowledge production then to knowledge sharing, which is the second phase, and the third phase is to localize knowledge and enable it to play an essential role in education. Then moving to the fourth phase, namely, knowledge production, at the level of digital solutions or content. The fifth phase is building knowledge institutions and organizations. The sixth phase is contribution in knowledge industry using digital content and solutions. If we only consume knowledge, we will not complete this cycle.



**Integration between traditional and digital libraries is necessary to move from scarcity to abundant society**





**Dr. Abdulla  
Al-Hefeiti**





## Digital Transformation

We need to focus on content solutions, building libraries, and digital repositories. There are many experiences in this field. For example, we were required to merge four libraries into one entity, which is Khalifa University Library. We worked on unifying electronic sources, the institutional repository, information literacy program and the library portal on the Internet. This was the biggest challenge we faced. In less than 5 months, we managed to combine four libraries using different systems under one entity, today named Khalifa University Library.



We are in the process of activating  
offline and online training programs





**Dr. Detlef  
Klomfass**





## True Learning

There is a clear relationship between change and learning because without learning, change will not happen. Therefore, the question is how do people learn? Even the way of learning is subject to change. Traditional education has been changed and the reversed learning has emerged. How do people learn and acquire knowledge and skills they need? First, I think it is very important for many people to have the ability to benefit rapidly from an educational content or learning medium and digital libraries, as speed is very important since it forms with time crucial factors for success.



Learner needs to leave the learning environment whether a library or a classroom with positive feelings







Knowledge  
mit

المعرفة



United Arab Emirates  
Ministry of Education  
and Higher Education



**Day 2**  
**Knowledge**  
**Arena**  
**Hall**



# Day 2

## Knowledge Arena

### Session 1

## Global Knowledge Index

### Topics

- Key Findings of the Global Knowledge Index 2018.
- The role of MBRF in Spreading Knowledge.
- The Importance of Partnership between UNDP and MBRF.
- How to Use Results of the Global Knowledge Index to Build Knowledge Societies?
- Means of Reducing the Knowledge Gap within the Arab Region.

18 Knowledge Summit



# قمة المعرفة | Knowledge Summit



Knowledge قمة |  
المعرفة Summit





### Speakers:

- H.E. Jamal Bin Huwaireb, CEO, Mohammed Bin Rashid Al Maktoum Knowledge Foundation (MBRF).
- Mr. Khaled Abdel Shafi, Director, Regional Hub for Arab States, United Nations Development Programme.
- Dr. Hany Torky, Chief Technical Advisor, Arab Knowledge Project, United Nations Development Programme.

### Moderator:

- Mrs. Maysoun Noueihed, Presenter and Editor at Al Arabiya TV.





**H.E. Jamal  
Bin Huwaireb**





## Knowledge Summit and Changing the Concepts

The Summit changed many concepts within five years, and instilled the knowledge concept in all its forms and aspects in the UAE and the rest of the Arab world. Since its inception, we have been issuing knowledge reports and indicators, and holding many workshops and seminars on knowledge and the ways of its importation, production and exportation. Over the past years, the Knowledge Summit proved that the Arabs could return to lead the world as a knowledge nation, as they were in the past.



The UAE's wise leadership transformed the knowledge concept into clear strategies, as the UAE is planning for 2071





**Mr. Khaled  
Abdel Shafi**





## Knowledge Gap

The gap is very huge, with some exceptions for the UAE and few other countries, due to:

- Education Quality; the indicator identified a gap in education indicators.
- Research, development and innovation indicator in the Arab world is declining, comparing to other countries.
- Youth participation in knowledge production.
- Lack of data in the Arab world, as the other countries.



Knowledge gap between the Arab world and the other countries is very huge with some exceptions for the UAE and few other countries





**Dr. Hany  
Torky**







## Future Foresight Report

For the Future Foresight Report, we shall develop our position and not content with the Global Knowledge Index, which measures present and past, while the technological change is very significant. We must look to the future and provide information and reports to decision-makers. We have analyzed strengths and weaknesses in 20 countries and found that 7 of them will lead the world in the knowledge field, and we are proud that the UAE is one of these countries.



We are proud that the UAE is one of the countries that will lead the world in the knowledge field





## Day 2

# Knowledge Arena

### Session 2

## The Egyptian Model for Education Development

### Topics

- Developing of pre-university education from kindergarten to high school.
- Developing higher education and linking it to the Egyptian and international labor market.

18 K  
Su



# Knowledge Summit | قمة المعرفة





### Speakers:

- Prof. Tarek Shawki, Minister of Education & Technical Education, Egypt.
- Prof. Khaled Atef Abdel-Ghaffar, Minister of Higher Education & Scientific Research, Egypt.

### Moderator:

- Mrs. Doha Alzohairy, Journalist and Presenter at Al Arabiya TV.





**Prof. Tarek  
Shawki**







## Creating a totally New Educational System

We called our new educational system «Education 2.0», like Finland. While we build the future, we have to improve the present, as there are still people the use this dilapidated system. In one year, we created a completely new system, and applied it on kindergarten and the first grade in September 2018. We are also trying to change the concept of secondary school exams through two projects: first project is to develop a new system from scratch and waiting for results by 2030. However, the second one is to prepare for cancelling the General Secondary Education exam, which constitutes an exit examination, to replace it with a cumulative system.



The new system named Education 2.0 is an education system that basically focuses on learner and that the education is for life, not for the exam





**Prof. Khaled Atef  
Abdel-Ghaffar**





## Education Development in Egypt

This initiative focuses on the development of ideas and curriculum, to ensure that the graduates will have a clear vision and qualified for the coming era and the future. Hence, we are talking about basic literacy, such as science and ICT skills, financial, cultural and civic literacy, in addition to provide the students with the competitive labor market skills, such as critical thinking, innovation, communication and collaboration skills. This approach aims to equip the graduates with spirit of curiosity, dreaming, creativity, passion for knowledge, initiation, persistence, leadership and to be able to adapt with cultural and social activities.



The most developed countries with regard to the Knowledge Indicators are those countries that were able to discover talents during the study period





Day 2

Knowledge Arena

Session 3

## Knowledge Economy in Future Cities

### Topics

- Information, Technology & Creativity: Elements of Production in the Knowledge Economy.
- Future Cities and Creative Economy.
- Knowledge Competitiveness between Future Cities.
- Decline of Traditional Services and the Upsurge of Knowledge Services.

18 Kn  
Su



# Knowledge Summit المعرفة









### Speakers:

- Prof. Dr. Boris Cizelj, President of Knowledge Economy Network.
- Mr. Adam Greenfield, Urbanist and Author.
- Dr. Raed Safadi, Chief Economic Adviser – DAD.

### Moderator:

- Mrs. Youmna Naufal, TV Program Creator & Correspondent.





**Prof. Dr. Boris  
Cizelj**





## **No Need to Fear Artificial Intelligence**

It is just a tool. If we organize ourselves and deal with it appropriately in the society, it will help us to become better humans than before, and to respect the principles of unity and social solidarity more and more.



**We have to teach children the entrepreneurship culture, even in the official education**





**Mr. Adam  
Greenfield**





## «Knowledge Economy» Term

I do not think that there is a separate term called «Knowledge Economy». There is no longer industry works without some kind of intelligence! Moreover, I do not think that there is no global economic activity can continue in the world without using the cognitive aspect or «Knowledge Economy» as one of its components.



I would like to direct attentions to  
critical thinking skills and its flexi-  
ble applicability on our ideas





**Dr. Raed  
Safadi**







## How do we build the Future?

We shall start today and begin with education. If we study the innovation strategy, we will find seven sectors, and the education is in the first rank, then energy, water, technology and transport. We do not want to consider knowledge in vain, because it shall be localized in the society. We have to create a unified platform, incorporating system, society, culture and a legislative system.



**We must create an ecosystem that  
corresponds to the knowledge  
economy system**





## Day 2 Knowledge Arena

8 Knowledge Summit

### Session 4

## Moving from Consuming Knowledge to Producing it

### Topics

- The digital citizen in the era of artificial intelligence.
- Future jobs in the knowledge society.
- Skilled immigration and its impact on knowledge economy.
- The economics of artificial intelligence industry and their effect on the global economy.



# Knowledge Summit | المعرفة



Knowledge Summit |  
قمة المعرفة



### Speakers:

- Sheikha Noura Al Nuaimi, Director of the Ajman X and the executive manager for Ajman Future Series Program.
- Dr. Karim Sabbagh, Chief Executive Officer of DarkMatter Group.
- Mr. Indrek Õnnik, speaker and exposition engagement, e-Estonia.

### Moderator:

- Mrs. Hind Mustafa Moallem, Journalist and Content Creator





**Sheikha Noura  
Al Nuaimi**







## Preparation of a Digital Individual

In order to prepare a digital individual to use modern technology, we have developed programs, initiatives and projects to raise the awareness level in this field. Therefore, we have made the Future Series Initiative, which resulted in 32 projects. We did not launch ordinary initiatives, but futuristic projects.



We face some challenges to create  
and develop future jobs





**Dr. Karim  
Sabbagh**





## Legislation cannot control Technology

Technology will precede the legislation and laws, and sometimes technology and legislation may converge at certain points. If we talk about thinking issue, we should go back to the educational system in our schools and universities. It is important to have a part in the educational system that focuses on the non-traditional liberal arts, as our children can have experience with all kinds of philosophy and influences that are based on ourselves and other people, to become knowledgeable citizens.



**Digital citizenship is to empower people digitally to use technology and to interact with the society and the government**





**Mr. Indrek  
Õnnik**





## Government Digital Services

In the UAE, we have about one million persons and 45,000 km<sup>2</sup>! How can the State provide services to everyone, while population density is very low? Therefore, we thought to provide online digital services, and ensured that every inch in our country has access to the Internet. Digital services are cheaper for the government, and we think they should be cheaper for the end user as well. The access to 99% of government services has become possible at any time. Digitization influences everything, government, Gross National Income, and standards of living.



**We have very limited financial and human resources, but the government wanted to provide services to everyone**





## Day 2

# Knowledge Arena

### Session 5

## Entertainment: The New Player in Building Economies

### Topics

- **Employing Knowledge in the Entertainment Industry.**
- **How Entertainment Plays a Role in Spreading Knowledge?**
- **Leisure Investment: Bare Necessity or Luxury?**
- **Entertainomics: How this Industry Contributes to National Income?**





# 2018 Knowledge Summit | قمة المعرفة





### Speakers:

- Mr. Amr Banaja, Chief Executive Officer at the Saudi General Entertainment Authority.
- Mr. Joe Zenas, CEO Thinkwell.Mr. Olivier Garaïalde, Chief Executive Officer - Farah Experiences.
- Mrs. Nadine Samra, VP digital business Middle East and Africa for Zee Entertainment.

### Moderator:

- Mrs. Souhair Alqaisi, Media Personality and Senior News Anchor.





**Mr. Amr  
Banaja**





## Holding Many Live Events

We have unleashed some opportunities for holding many live events organized on the National Days throughout the year. We already have a lot of concerts and comic plays, as well as street festivals. We also organized circus shows, globally famous artists' concerts, and new international events, such as the «Formula E» organized by the Sports Authority, in addition to other entertainment events. We are building new cities, such as «Qiddiya City», which will be more than two and a half times the size of Disney World in Florida.



**we will have 2030 By  
new jobs in the 250,000  
entertainment sector**





**Mr. Joe  
Zenas**







## **Experience and Practice lead to Knowledge!**

For the dissemination of knowledge, we must promote industry and its enabling factors, either entertainment cities, film industry, video games, animation or otherwise.



**We must establish a  
continuous entertainment  
ecosystem**





**Mr. Olivier  
Garaïalde**





## Business Expansion

In India, China, KSA, UK, Germany and Russia, where we have employees working on concluding partnerships with different entities, by selling packages and others. The idea is to attract people to Abu Dhabi and Yas Island to sell all of these components and products, and in return, it will certainly increase the rate of tourists attracted to Abu Dhabi and the resulted profits.



Since we started the digital transformation process in the region, which granted visitors new entertainment experience





**Mrs. Nadine  
Samra**





## A Fast-paced World

People want to watch the content immediately. We are trying to make the content available on 'Z5' or 'Weyyak' at the same time of its display on TV channels. In some other cases, the content will be available on our platforms before its broadcast on television.



We want to provide  
entertainment content to  
transmit information and  
knowledge





أوبرا المعرفة  
KNOWLEDGE OPERA







**Day 2**  
**Knowledge**  
**Opera**  
**Hall**



Day 2

Knowledge Opera

Session 1

## Knowledge Localization for Space Inhabitation

### Topics

- UAE into space: propelled by young national minds.
- How the space industry contributed to the development of other industries?
- The Importance of Knowledge Sharing in the space industry.
- Global Economic Growth of the Space Sector.
- Knowledge-based economy exchange between Mars and Earth.

2018 KNOWLEDGE FOR ALL  
SUMMIT ASIA



We Live On a Planet  
We Are All Earthlings  
Thin Blue Line



### Speakers:

- Mrs. Nicole Stott, The Artistic Astronaut.
- Eng. Mishaal Ashemimry, First Saudi-American Aerospace Engineer and Founder of MISHAAL Aerospace.
- Eng. Salem Al Marri, Assistant Director General for Scientific and Technical Affairs.
- Eng. Eisa Butti Al Shamsi, Executive Vice President | Technical Solutions and System Engineering.

### Moderator:

- Mr. Saud Abdulaziz Karmustaji, Head of Operations Management of the UAE Astronaut Programme - MBRSC.





**Mrs. Nicole Stott**







## Travelling to space

When we are in space, we are completely separated from the Earth in a way we have never seen before. Through my experience in space, I believe that the way of work there can be inspiring for work and life on Earth. We have created a life-supporting system at the International Station where there are human beings working and living together. The focus has been on integrating personal and professional relationships, and I think this model is great for working either in space or on Earth as well.



There is no difference between  
men and women when it  
comes to travelling to space





**Eng. Mishaal  
Ashemimry**





## Missile Industry

Missile industry needs a lot of money, huge investments, and long-term investments with high levels of risks. If you want to pump millions of dollars into the missile industry, it will take at least 10 years to generate returns, and many investors are reluctant to enter the missile industry.



At the age of 26, I decided  
to set up a missile  
manufacturing company





**Eng. Salem  
Al Marri**





## Mars Program

Of the important projects under Mars 2117 is (Mars City of Science) in Dubai, which will focus on conducting researches on Mars and how to make life possible. The city area will be 1.9 million square feet and will focus on education, energy, water and food research and will include research laboratories and a museum.



Achieving success requires long-term efforts, and it is important to constantly acquire knowledge





**Eng. Eisa Butti  
Al Shamsi**







## **Achievements of Yah Sat for Satellite Communications**

By our acquisition of Thuraya, which has two satellites, we will already have five satellites. One of the important initiatives of the company is the small satellites program (Cube Sat). Yah Sat's role is to finance the program and ensure the quality of implementation. Northrop Grumman Co., a satellite specialist, is also involved in establishing the program, training the participants and recommending updates in terms of structure and methodology. In addition to the Launch of satellite (Cube Sat).



**Other tasks are under way  
to manufacture other types  
of satellites by 2020**





# Day 2

## Knowledge Opera

### Session 2

## Education: the cornerstone for building a knowledge economy

### Topics

- The Role of Education in Knowledge Economy.
- Education: a key pillar of productivity and economic competitiveness.
- Preparing the educational system to cope with the needs of the knowledge economy market.
- Virtual education: the alternative option for the young generation.
- Knowledge economy as an academic major.
- The relative importance of vocational and academic education.





2018 Knowledge Economy Summit  
2018 اقتصاد المعرفة



2018 Knowledge Summit | قمة المعرفة



### Speakers:

- H.E. Dr. Ahmad Belhoul Al Falasi, Minister of state for higher education, UAE.
- Dr. Fatima Al-Shamsi, Deputy Vice chancellor for Administrative Affairs – PSUAD.
- Mr. Ken Mayhew, Education and Economic Performance Professor at Oxford.
- Mr. Jeff Utecht, Founder & CEO at Eduro Learning.

### Moderator:

- Professor Colleen Mclaughlin, Professor at the University of Cambridge, Director of Educational Innovation.





**H.E. Dr. Ahmad  
Belhoul Al Falasi**







## Transition To Knowledge Economy

We need time to complete the process of transition to a knowledge economy, and we will not succeed in completing the transformation process in one generation; this is a very significant shift. The first stage of the transformation process I call the foundation stage is the deployment of schools and universities. In UAE we have more than 72 licensed universities and 100 universities in the free zones. We have a huge number of universities and academic programs, but the biggest challenge is the quality of educational content.



The quality of educational content is very important; without it, a knowledge economy cannot be built





**Dr. Fatima  
Al-Shamsi**





## The importance of modern educational systems

Educational institutions must ensure that their curricula and programs are adapted to accommodate these shifts in the knowledge economy, employ modern models of education to promote innovation, and transform into modern educational systems in which the student is an active component of the learning process, and switch from the schooling process to the process of learning, so the student chooses the method of education he wants and the suitable time to learn.



Virtual classes should be replaced with traditional classes so students can choose the right time to study, the scientific material, and the learning method (practical or theoretical)





**Mr. Ken Mayhew**





## Required Success Skills

Students in business-related schools acquire a very limited set of skills specifically required by employers in a particular area, as they are specifically required in that field, while students in other schools acquire a wider range of skills, thus achieving greater success in work and being more capable of adapting to changing conditions in business and markets better.



**Courses in vocational schools must also focus on critical thinking skills**







**Mr. Jeff Utecht**







## Relation of knowledge with need

Statistics show that 40% of jobs will be for entrepreneurs and business leaders by 2030. If you want to enter the world of entrepreneurship, you have to be flexible and able to abandon old ideas, convictions, and rapid change to adopt, learn and understand the new and the different. I believe that the essence of knowledge economy lies in educating today's children that the most important is to acquire the skill of collecting knowledge when needed.



Now, Knowledge means the ability to (positive) and (negative) learning, and quick re-learning





Day 2

Knowledge Opera

Session 3

## Media: How it Influences and Gets Influenced by Knowledge Economy

### Topics

- **Media in the knowledge economy: The rise of the digital & fall of the printed.**
- **The end user: from receiving knowledge to creating it.**
- **Choosing media content in the age of abundance.**
- **How the young generation contributes to changing the features of the media industry?**
- **The role of media in creating knowledge content.**



2018 Knowledge Summit | قمة المعرفة



2018 Knowledge Summit  
المعرفة



### Speakers:

- Sheikha Fouz Fahad Al Sabah, Founder of Crowd Creative House and Khaleejesque Media.
- H.E. Mansour Ibrahim Al Mansouri, Director General of National Media Council.
- Mr. Abdel-Mohsen Salama, the chair of Al Ahram board and the Head of the Egyptian Syndicate of Journalists.
- Mr. Ali Jaber, Dean, Mohammed Bin Rashid School of Communication at American University of Dubai (AUD) Group TV Director, MBC.

### Moderator:

- Mr. Marwan Al Hel, Producer & Presenter





**Sheikha Fouz  
Fahad Al Sabah**







## Founder of Khaleejesque

Our focus was on covering innovation and culture in the Gulf countries. When I went to study abroad, I found out that they do not know much about the Gulf states and the Arab countries. Hence, I started to think about establishing a media platform to educate ourselves on the level of the Arab Gulf region. We then published a printed magazine to give young people an opportunity to become part of this platform. From 2009 until today, we have been active in Kuwait and in the Arabian Gulf. As a media outlet - especially in the knowledge economy and creative economy, we think about how to develop and expand in all aspects: economy, the media, and the youth.



We focus on having interviews with youth and learn about their challenges, opportunities, innovations, and the issues that concern them





**H.E. Mansour  
Ibrahim Al  
Mansouri**





## Priorities of our leadership

One of the priorities of the UAE government and people is to enable the Emirati youth not only to take the UAE media to safety, but also to come up with something innovative and new and contribute to enriching the media content globally



**Media institutions shall not  
adapt to the digital age without  
integrating the youth component**





**Mr. Abdel-Mohsen  
Salama**





## The media is facing a critical stage

In general, media must develop in all its traditional forms (journalism, radio, television) and very quickly. But is it to vanish? No, it will not vanish. And this is according to reality, not a personal impression.



The content industry and the media will not be part of the industry of cultural, economic, industrial and progressive media content, unless they have the basic means of the journalist or the media working in this field





**Mr. Ali Jaber**







## The philosophy of the real Journalism

Social websites lack verification of content, so they become platforms for community manipulation. The battle now is that platforms take notes of this problem, and address them and correct them with algorithms and advanced technology.



We at the Media College should teach young people ethics, legal foundations and legal boundaries of their mission and so on. Therefore, I believe that media education now in the Arab world is of paramount importance, more than anything else



# Day 2

## Knowledge Opera

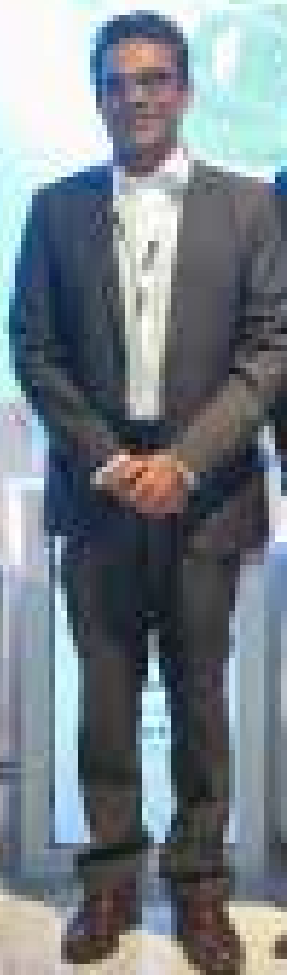
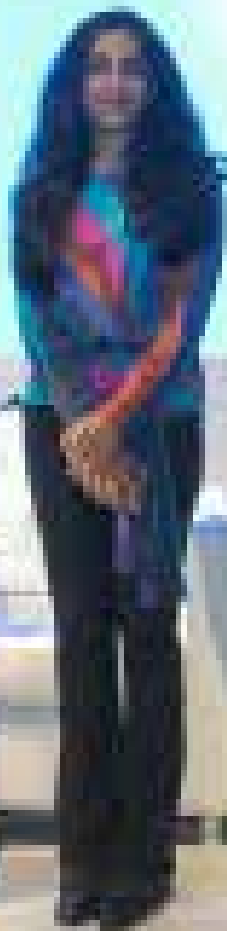
### Session 4

## FinTech: Where Finance Meets Technology

### Topics

- **Financial Technology Sector (FinTech): Definition, Challenges and Prospects.**
- **The impact of the knowledge revolution on the development of financial services.**
- **Towards cashless financial transactions.**
- **The importance of developing the infrastructure of the digital payments.**

2018



2018 Knowledge Summit  
قيمة المعرفة



### Speakers:

- Mr. Naimish Shah, Head of Innovation and Emerging Technologies, Group Digital Office Emirates NBD.
- Dr. AYESHA KHANNA, Co-Founder and CEO of ADDO AI.
- Mr. Khalid Saad, CEO Bahrain FinTech Bay.
- Mrs. Raja Al Mazrouei, Executive Vice President – Fintech Hive at Dubai International Financial Centre Authority (DIFC).

### Moderator:

- Mr. Zeeshan Uppal, COO & Co- Founder Yielders.





**Mr. Naimish Shah**







## Digital Transformation Program

We have launched a program for digital transformation with an amount of AED 1 billion. It is not only to change paper transactions, but also to have a full set of digital processes that have a beginning and an end. The idea is to use the digital transformation to move to the application phase, then to open banking.



Financial technology is all that  
brings value to institutions  
faster





**Dr. Ayesha  
Khanna**





## FinTech Environment Needs

We need to serve our customers wherever they are and provide the services they need in a seemingly data-based experience that makes the services customized to them. I think this is the big difference, where the customer has become in more control, and now it is very customer-centric.



The regulations and laws of  
the FinTech cannot be placed in  
isolation of other regulations





**Mr. Khalid Saad**





## Cooperation in FinTech Field

All companies operating in the field of FinTech see that it needs to cooperate, and I think that whenever companies move slowly, this cooperation becomes more important. At the end, you can cooperate, but the faster you realize that you need to go back to the benefits people already need, and the packages that provide good experiences to them, the immediate opportunity to collaborate with the companies in the field of the FinTech is recognized.



FinTech is thinking about  
doing things in a very  
different way





**Mrs. Raja  
Al Mazrouei**







## FinTech and Innovation

In DIFC, we tried establishing a comprehensive system of different components and partners to enable this system. We are working with 21 financial institutions that open their doors to innovation, and we are joining them in the field of FinTech. Now, there are more than 50 FinTech companies established in the financial center.



of 78 FinTech will occupy  
the financial sector in the  
next five years



**know  
talks**

THE TRANSVALUATION OF ALL VA





**Day 2**  
**Know**  
**Talks**  
**Hall**





## Day 2

# Know Talks

### Session 1

## AI & Machine Learning

### Topics

- What is AI? Automation? Deep- Learning? Machine Learning?
- Understanding what AI is not.
- How have AI systems become part of our everyday life?
- Who produces Knowledge in our knowledge economy?



Adam Greenfi  
London UK  
ag@urbansca

# FICIAL INTELLIG

THE POSTHUM PRODUCTION OF I

#know  
#talks







## Speaker:

- Mr. Adam Greenfield, Urbanist and Author.





**Mr. Adam  
Greenfield**





## What do algorithms do for us?

Algorithms are used in many aspects of our modern world. They are used in distinguishing patterns, detecting false values, automatic vision, speech recognition, natural languages processing, and guiding automated vehicles that will be outspread in the coming years. In addition, credit rating, life partner selection, traffic management, crime prevention, weather modeling, water protection and risk assessment. Algorithms may also be used in self-operating weapon systems, automated message chain recognition, target definition, and many other applications that we use in our modern world.



AI does not mean robots, but we point out to what drives and controls robots and many other things in our lives





## Day 2

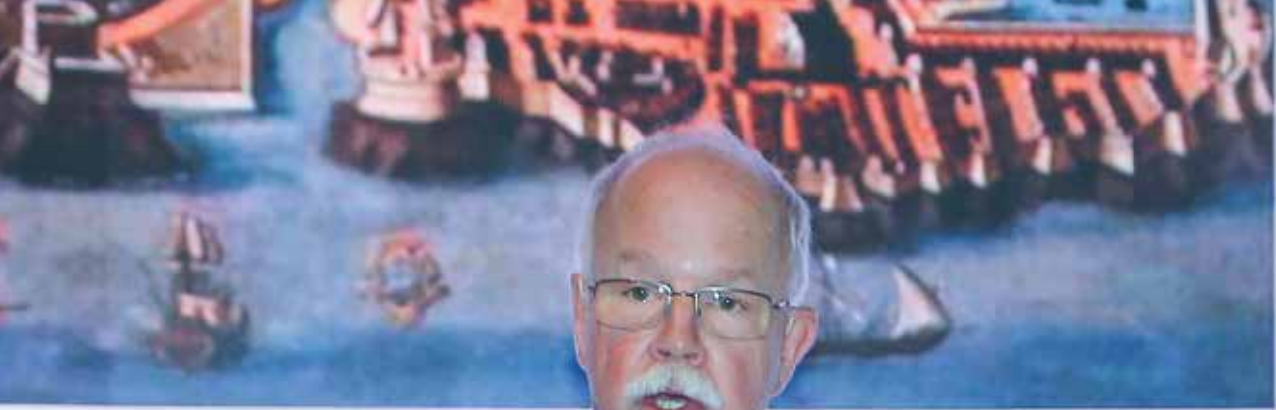
# Know Talks

### Session 2

## Intangible and Intellectual Capital

### Topics

- What is IC- Intellectual Capital and Intangibles?
- Leading Nations on IC.



Large blue letters, possibly part of a logo or title, are visible at the bottom of the frame. The letters are stylized and appear to be part of a larger graphic design.





## Speaker:

- Professor Leif Edvinsson, Professor of Knowledge Capital at Lund University, Sweden.





**Professor Leif  
Edvinsson**





## Future Lies in Our Innovations

Innovations must be provided in an appropriate legal framework. Innovations could be mental outputs and once they exist, they start to flow in the form of ideas. In Knowledge arena, we are dealing with ideas. In order to circulate these ideas and innovations, they should be placed and covered within a framework through standard industrial classification, and not traditional statistical indicators. This may lead to an evolution since it is a mixture of different circles, starting from human capital to operation capital.



If four-hour human capital is combined with strong start, a 24-hour result can be obtained





## Day 2

# Know Talks

### Session 3

## The way to accelerate innovation

### Topics

- How to identify weak signals early in business and society?
- How to find in-between spaces for innovation?
- How to initiate rapid prototyping?

Automa  
Sharing Eco  
nnected Healt  
neration Educ  
ntelligence



Autonomous Vehicles  
Digitization of Everything  
Economy  
Healthcare  
Education

— The Scenarios  
— Innovation Accelerators  
— Foundation



now  
makes







## Speaker:

- Professor Jan Stureson, Founder of RESTING – Advice from the Future.





**Professor Jan  
Sturesson**





## Nature of innovation

The nature of innovation is unlimited, fast spreading, and expanding. The question is, do we create our consuming heritage in our business? What is my contribution? Have I participated in or created something new for my industry or my family? This is an important question. It is about serving your country, neighbors and customers.



It is not just ICT;  
innovation lies in every  
sector of life





## Day 2

# Know Talks

### Session 4

## Racing Towards Knowledge: Dubai Future Accelerators as a Role Model

### Topics

- A Vision based on Knowledge and Future foresight.
- Initiative Inception and Strategic Goals.
- Exponential Development and Success Stories.
- Fortifying the Stature of Dubai and the UAE.





#NOW  
KS





## Speaker:

- Mr. Saeed Measam Al Falasi, Executive Director of Future Platforms – The Dubai Future Foundation.





**Mr. Saeed  
Measam Al Falasi**





## Dubai Future Accelerators

We launched a variety of initiatives, some of which are based on creating healthy environmental systems that enable people to communicate and exchange views or use certain techniques, including (The UAE Drones for Good Award), and some relate to robots. In addition, we have collaborated with Dubai Police through the 10X project to monitor the city with no need to police officers. One of the most important initiatives we have launched is (Dubai Future Accelerators). These accelerators are applied in government bodies to change their way of thinking and work. The most important thing is to change governmental employees' way of thinking.



Today, everything exists in Dubai did not happen overnight nor generated from nothing, but comes as a result of the future outlook and new planning





## Day 2

# Know Talks

### Session 5

## The Fintech Disruption: Using Artificial Intelligence to Reimagine Banking

### Topics

- The four trends that make financial services vulnerable to disruption.
- Why artificial intelligence is the key underlying technology for FinTech products?
- How existing banks can reinvent themselves to pivot towards FinTech and innovation?

Con  
to e

Companies are taking advantage  
to enter new domains with data







## Speaker:

- Dr. Ayesha Khanna, Co-Founder and CEO of ADDO AI.





**Dr. Ayesha  
Khanna**





## A Leap in FinTech

Fintech is just the beginning. There are many things which people do not like to do and want to be automated, such as reviewing legal documents. For example, KIRA system achieved \$50 million in its first external financing round, as KIRA helps companies such as Deloitte to review its accounting leases. Each time you have a commercial property, you have contracts for related obligations, and the automated application starts to audit and pops up any errors that may exist. This application saves time for accounting and capital private firms to provide necessary attention and focus on other aspects of the transaction.



Everything in the future will use  
artificial intelligence





## Day 2

# Know Talks

### 6 Session

## Preparing the Next Generation for the Era of Endless Innovation

### Topics

- How Exponential Technologies will Disrupt How we Learn, Work and Live?
- The impact of Artificial Intelligence, 5G, 3D Printing, Blockchain, Augmented Reality.



DISRUPT  
YOU!

DISRUPT  
YOU!

DISRUPT  
YOU!

DISRUPT  
YOU!

DISRUPT  
YOU!

#know  
#talks









## Speaker:

- Mr. Jay Samit, Independent Vice Chairman of Deloitte.





**Mr. Jay Samit**





## Doing Business Traditionally Has Ended

Skilled labor is replaced by unskilled labor for application and program design. Accountants may lose their jobs completely because artificial intelligence can do their jobs. However, the idea of «I will work for twenty years then I become a partner» has already ended. Why? The answer is: Due to all kinds of fast-paced technology. Fifth-generation technology aims to transfer more data faster, and everything is subject to computing.



The most successful companies  
extract most of their business  
from data analysis





## Day 2

# Know Talks

### Session 7

## Entrepreneurship in the Age of New Space

### Topics

- Scanning the sky: How my curiosity became my career?
- The Journey: From Stargazing to moon-reaching rockets.
- Challenges of operating in the space environment: Design, Testing, Funding, and Operations.

# Entrepreneurship in the Age of New

Misha Shemimry

December 06, 2018

Copyright © 2018 All Rights Reserved. All Use Only

#KnowTalks







## Speaker:

- Eng. Mishaal Ashemimry, First Saudi-American Aerospace Engineer and Founder of MISHAAL Aerospace.





**Eng. Mishaal  
Ashemimry**





## MISHAAL Aerospace and the Early Decision

At the age of 26, I took the decision to start «MISHAAL Aerospace», which is built for designing and creating missiles. When I told my chief engineer and started to look at the market, we realized there is a large shortage of companies that offer small satellite launch services. Small satellites business is a market that includes satellites weighing from 1 kg to 500 kgs, which is our target market.



I have learned that I am capable  
of designing and creating  
technology and missiles





## Day 2

# Know Talks

### Session 8

## Childlike Imagination – Rocket Fuel for the Knowledge Economy

### Topics

- Engaging the natural creativity of childhood as a primary resource.
- Linking systematic creativity with smart strategy.
- Aligning your organization around the pursuit of creative transformation.
- Maximizing the engagement and intellectual contribution of your workforce.





**Child-like Imagination**

**Rocket Fuel for the  
Knowledge Economy**

© Slides & Motivations

**#HOW  
#THINGS**



Child-like Imag

Rocket Fuel for

Knowledge Econo

#HOW  
#th  
KS



## Speaker:

- Mr. Gabor George Burt, Founder of the Slingshot Framework.





**Mr. Gabor  
George Burt**





## Making the Future Starts with Building Personality

The children's sense of humor contributes to their characters building in an old age more than those who have succeeded in keeping it an authentic feature in their personalities. Innovators like Prince Rogers (the American musician and singer) and Igor Sikorsky (aeronautics pioneer) have succeeded in creating their future based on the well-built characteristics acquired in their young age. We should continually seek to benefit from this resource of innate infantry creativity.



If resources and equipment are available,  
all you need to know is that we are in a  
continuous searching process for a way to  
shape the future



# مصنع المعرفة KNOWLEDGE FACTORY

مصنع المعرفة  
KNOWLEDGE FACTORY | THE 100





**Day 2**  
**Knowledge**  
**Factory**  
**Hall**



# Day 2

## Knowledge Factory

### Session 1

## Efficiency of Educational Systems and Youth Effectiveness

### Topics

- Differences between quantitative and qualitative dimensions in the performance of the educational system.
- The gap between the inputs and outputs of the educational system.
- Current challenges to technical education and vocational training around the world.
- Economic challenges to technical education and vocational training.





قمة المعرفة | Knowledge Summit 2018



### Speakers:

- Dr. Najoua Ghriss, Professor at the Higher Institute of Education and Continuous Training in Tunisia.
- Dr. Youssef Sadik, Sociology professor, Head of Educational Institution at Mohamed V University, Morocco.
- Dr. Zubair Shahid, Knowledge Development & Regional Focal Point MENA (UNEVOC Network).

### Moderator:

- Mrs. Ghiwa Ibrahim, Journalist and News Anchor





**Dr. Najoua Ghriss**





## Highlighting specific Issues

The first prominent issue was the gap between the qualitative and quantitative dimensions in relation to the performance of the educational system. When we compared the outcomes, which is the goal of the educational system with the rate of students, who successfully complete the educational stages, we found very large gaps between the completion rate and the outcomes, whereas the outcome was almost under 50, the completion rate recorded 90% in the same countries.



We resort to international organizations that have documented data, which is collected from the countries and then unified by these organizations







**Dr. Youssef  
Sadik**







## **We have divided the Arab countries into three groups**

The first group includes UAE, Lebanon, Bahrain and Qatar. We note that there is a balance in these countries between supply and demand. The second group, such as Morocco, Tunisia and Jordan, which are promising but not oil-dependent economies, recorded numbers but do not have the resources to provide what necessary to the technical education and vocational training. The third group includes Egypt, KSA, Algeria and Yemen. For Saudi Arabia, Algeria and Egypt, the problem is the large number of students, which is considered as a demographic problem.



**Whenever the technical education and vocational training system considers the human being as a key goal of its strategy, it will be more closely related to the international capital index**





**Dr. Zubair Shahid**





## Excellence and Quality Assurance

The number of working women is still lower than the global average. Therefore, this is a major area to work on. With regard to excellence, we are facing a problem in getting the required quality, where more educational institutions and schools can be built, but the procedural dimension of education must be integrated with the physical dimension, i.e. learning. Excellence and quality assurance ensure that the standards of learning meet the requirements of the industry and the labor market, which also leads to high employability.



“ Excellence and quality assurance ensure that the education standards meet the requirements of industry and the labor market ”



# Day 2

## Knowledge Factory

### Session 2

# Knowledge Economy Information and Communication Technology

## Topics

- Structural unemployment is a challenge to Arab economy.
- The Fourth Industrial Revolution as a knowledge-based technological economy.
- Competitive prospects in the knowledge economy.
- Economic impacts of the digital divide.







### Speakers:

- Dr. Luis Serven, Senior Advisor in the World Bank's Research Department.
- Dr. Cosmas Zavazava, Chief of Department, Projects and Knowledge Management & Administrator for ICT Development Fund (ICT-DF), ITU.
- Professor Yousry El-Gamal, Former Minister of Education, Egypt, and Chairman of the Board of Trustees at Egypt-Japan University of Science and Technology.

### Moderator:

- Dr. Khalid Al-Wazani, Economist and Strategy & Knowledge Advisor at MBRF





**Dr. Luis Serven**





## Technological Change

Facing the challenges of knowledge technologies requires a great improvement in employment skills, and we need to provide school education that focuses on creativity and thinking at a higher level. Robots may contribute in this action. Technology works as a double-edged sword; on one hand, it can eliminate many jobs. On the other hand, it opens doors for completely new jobs. We need a broad scope of reformation that begins with the role of the country, as it enables us to lead the entire development process, and we need to modernize financial systems by demanding improvements to cope with the new digital age.



**We need a new social contract that enables youth to consolidate the foundations of a new economy based on digital innovation and services economy**





**Dr. Cosmas  
Zavazava**





## Digital Gap

If we compare what is happening today to what happened in the past, we will speak about the digital gap such as big data, Internet of things, AI, and robotics ...etc. are important in understanding the changing factors, and then in the future.



We cannot continue doing things the same way we did yesterday, with the problems of yesterday and expect any difference





**Professor Yousry  
El-Gamal**







## Revolutions linkage to the Quality of Human Life

All industrial revolutions were linked to achieving a different quality of life. The first industrial revolution was related to steam, the second was related to manufacturing, electricity, and their spread, and the third was related to electronic industries, especially control units and microelectronics. Uses of Robots took many forms, like transport services or goods, factories, very small capsules, which are used in surgical operation.



Artificial intelligence is not just programs, and as Putin said: whoever leads in AI will rule the world





## Day 2

# Knowledge Factory

### Session 3

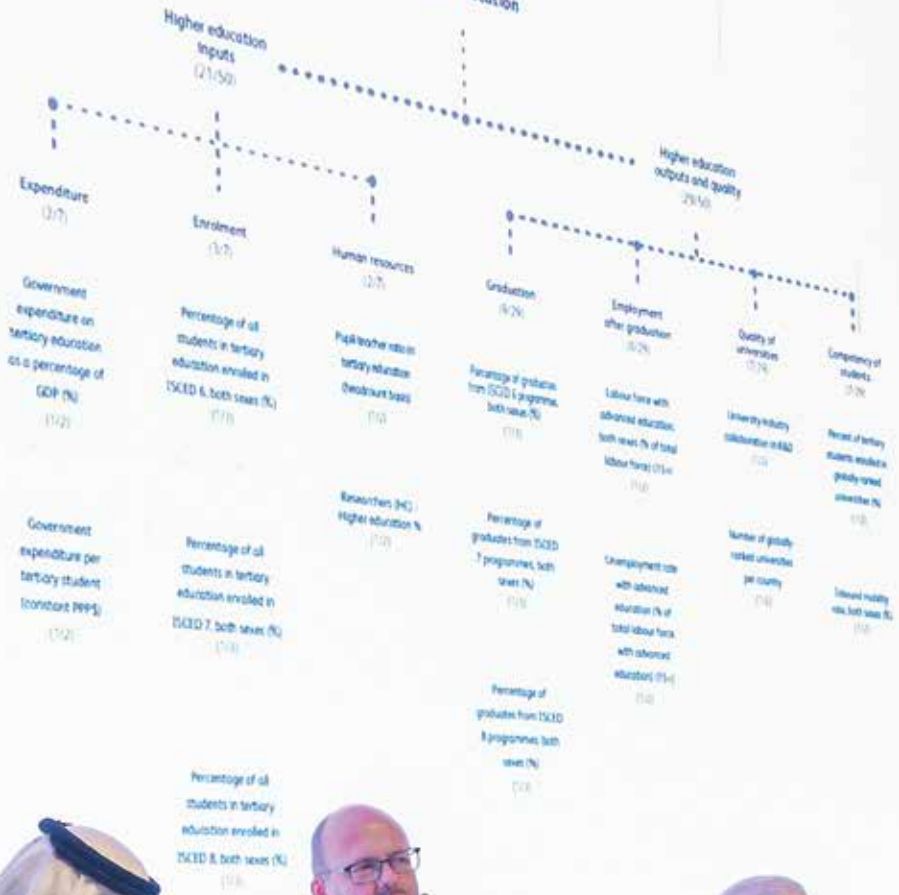
## The Economic Return of Higher Education, Research, Development and Innovation

### Topics

- The efficiency of the higher education system.
- The reciprocal relationship between higher education and the labor market.
- Differential performance of research and innovation around the world.
- The research, development, and innovation effect on knowledge economy.



# Higher Education



2018 Knowledge for Sustainable Development

2018 Knowledge for Sustainable Development



### Speakers:

- Dr. Ali Ibrahim, Associate Professor, United Arab Emirates University.
- Dr. Thomas Parker, Senior Fellow, Higher Education Studies Institute, Washington.
- Professor Motaz Khorshid, Former Minister of Higher Education and Scientific Research, Egypt.
- Professor Hugo Hollanders, Researcher, Innovation Research and Policy Programme Coordinator at Maastricht University.

### Moderator:

- Dr. Ali S. Al-Kaabi, Secretary General of UAEU





**Dr. Ali Ibrahim**







## Thinking about some Higher Education Problems

We found three problems: first one is the problem of efficiency, the second is the problem of higher education enabling environment, and the third is the problem of the linking between higher education and research and development and economy. There are some observations must be taken into consideration. Firstly, the efficiency of education is characterized by many complexities. Secondly, it is difficult to measure efficiency in higher education due to external factors. Thirdly, the method of measuring the effectiveness of higher education assumes that student performance or graduation rates are equal in each educational system in each country, which is not true.



We found that some developing countries may benefit from the inputs more than the developed countries





**Dr. Thomas  
Parker**





## We Still Need More Assessments

World rankings are very important for public, politicians and the most of the society. Therefore, we shall correct that matter. However, if we assume that all these matters have been corrected and obtain more rational rankings, we still need to evaluate and categorize the evaluation and categorization bodies, and inspect the evaluation drivers deeply, examine the used criteria and the statistical methodologies, and the values systems that embraced in express or implied manner.



**World-class universities are very expensive, and their return on society is not clear enough**





**Professor Motaz  
Khorshid**





## Our Methodological Choices

Innovation in production must come through research and development centers, whether in companies or in productive institutions. Even the community-based innovation needs a knowledge factor or a person capable of R & D. The countries that have succeeded in innovation in general have a strong base for research, development and innovation. We saw that this is the first systematic choice we chose. In the second methodological choice, we dealt with three main aspects of innovation: innovation within the system of scientific research and development, innovation in production through the production system - Technological and non-technological innovation - and then community-based innovation that focuses on intangible assets, creative outputs and different cultural outcomes.



**Universities that focus on education and community service have fewer opportunities to be highly ranked**





**Professor Hugo  
Hollander**







## The Taxonomic Training in Europe

We have been strongly criticized earlier this year for an allegation of sending wrong signals to policymakers. Therefore, we organized a workshop for the academics and non-academics experts three weeks ago in Brussels. We discussed many issues related to the framework of our measurement, including the ability to measure efficiency. The consensus was that we should be very careful, because it is very difficult to determine outputs and patterns.



**We have to be careful with the input and output ratios, and use the research and development index together with analysis**





# Day 2

## Knowledge Factory

### Session 4

## Information and Data: Cornerstone in Building Knowledge Economy

### Topics

- **What cannot be measured cannot be managed - what is the solution? Data is the solution.**
- **Data Science in the Service of Humanity.**
- **What can Governments Learn from Open Data Revolution?**
- **Organizing data protection: Privacy as an opportunity.**
- **Data as commodity: How companies profit from selling your personal data?**



2018 Knowledge Summit

SUTRA



2018 Knowledge قمة |  
Summit المعرفة



### Speakers:

- Mr. Younus Al Nasser, CEO of Dubai Data Establishment.
- Mr. Pedro Luis do Nascimento Silva, Former President of International Statistical Institute.
- Dr. Ali Hadi, University Professor and Chair of the Department of Mathematics and Actuarial Science.

### Moderator:

- Dr. Mohamed Ali Ismail, Chairman of the Statistics Department at the Faculty of Economics and Political Science at Cairo University.





**Mr. Younus  
Al Nasser**







## «The Backbone of Dubai» Integrated Data Platform!

Today in Dubai, we provided data on an integrated platform that we call «the Backbone of Dubai». The backbone contains a wide range of open and common data, available today for use in our studies and analysis processes, as well as for all sectors, whether for statisticians or those involved in economic studies, or for those interested in making use of such data. Statistics speak about today, which is passed. We look to the future. How can I make use of the large amount of information that I have?



**Future foresight makes us a competitive  
and strong country with a strong  
economy based on the information**





**Mr. Pedro Luis do  
Nascimento Silva**





## The Importance of Data

We need data to measure and develop knowledge. Data is a result of measurement, as we live close to a phase that will witness unprecedented volumes of data, and most importantly, its accessibility. Data is now available more than ever and are needed to manage and govern countries and society in an attempt to improve themselves in the future. It is not only important for the public sector, or for the management or governance of States. In the private sector, the search for competitive advantages requires more data, knowledge and information derived from the data, so that you can get value for your business.



It has come to the point that even  
the crime world has recognized the  
importance of data





**Dr. Ali Hadi**





## Definition of Data Science

The failure of statistics to meet current requirements led to an introduction on a range of modern terms, such as machine learning, data mining, data analysis, big data, and finally the term of data science. Data science is the tool, through which we can extract knowledge from it. As it is simply defined as a general extract of knowledge from data to facilitate evidence-based decision-making. Therefore, we have data, from which we can extract knowledge. It is a multidisciplinary area, which has benefited many other areas academically.



**Knowledge in itself, even those extracted»  
from data, will become useless unless we use  
«.it to make good decisions**







[Register Now](#)

***[knowledgesummit.ORG](https://www.knowledgesummit.ORG)***

[#KnowledgeSummit](#)

[!\[\]\(666e09182d4cd268646ea700ea60dcdf\_img.jpg\) knowsummit1](#) [!\[\]\(1ef1ef0bf9af6c6996401964cf280f2d\_img.jpg\) KnowSummit](#) [!\[\]\(e9a80c8557f9285916925bd4ac40fff5\_img.jpg\) knowsummit](#)

[!\[\]\(c3d993ca47bfe2a953c700506ce31fa0\_img.jpg\) the-knowledge-summit](#) [!\[\]\(c468cde8f04e2e2a6ba3c2a373e05c45\_img.jpg\) Knowledge Summit](#)

# KnowledgeSummit.ORG



الشريك الاعلامي  
CREATIVE  
PARTNER



شريك تنظيم الحدث  
EVENT MANAGEMENT  
SPONSOR



الشريك الفضي  
SILVER  
SPONSOR



الشريك الذهبي  
GOLD  
SPONSOR



الشريك اللوجستي  
LOGISTICS  
SPONSOR



شريك الطيران  
AIRLINE  
SPONSOR



شريك المواصلات  
TRANSPORT  
SPONSOR



شريك الاتصالات  
TELECOMMUNICATION  
SPONSOR



الشريك الرئيسي  
MAIN SPONSOR



الشريك الفضي  
SILVER  
SPONSOR



الشريك الذهبي  
GOLD  
SPONSOR



الشريك الماسي  
DIAMOND  
SPONSOR



الشريك الرئيسي  
MAIN SPONSOR



الشبكة الاعلامية  
MEDIA SPONSORS