

## MBRF's 'Bil Arabi' Initiative Secures Strategic Partnerships to Support the Arabic Language



The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) launched the 7th edition of the 'Bil Arabi' initiative to great support and participation from public and private entities, who sought to support the Arabic language and promote it on an international scale.

few years would not have been possible if it weren't for the support our strategic partners in the government and private sector provide, in addition to the close attention and involvement from officials and members of the community," said His Excellency Jamal bin Huwareb, CEO of MBRF. "This asserts, year after year, the attachment of Arabic speakers to their language, wherever they may be."

"The initiative's success and repute over the past

### Below:

Badria Khalfan  
Nadine Samra  
Raghad Al Qaisi



H.E. Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority (DEWA), said, "DEWA's support for 'Bil Arabi' proves our commitment to protecting the key components of our culture and identity, and our belief that preserving Arabic is a national, religious, ethical, and societal responsibility for all organisations in Dubai."

Meanwhile, Ismail Abdullah Al Bloushi, Advisor at the Ministry of

Defence, explained that the Ministry's sponsorship of the initiative stems from its belief in enhancing joint cooperation with partners in various sectors and disciplines.

"This builds on the Ministry's approach to support inclusive nation-wide strategies and initiatives, highlighting its interest in communication and interaction, and its pioneering role in strengthening national identity," he said.

For his part, Abdulla Al Nuaimi, the Chief Officer of Shared Services at the Abu Dhabi National Insurance Company (ADNIC), noted ADNIC's dedication to supporting the Arabic language as a major component of Emirati culture and identity for the third consecutive year.

Ahmed Saeed Al Mansouri, Director General of Television and Radio Channels at Dubai Media Incorporated, applauded the 'Bil Arabi' initiative for adopting and implementing ideas presented by Emirati youth and university students for the United Nations' Arabic Language Day which is commemorated annually on December 18- intended to promote the use of Arabic online and on social media.

On the same note, Bashar Kikoloff, Country Manager for the UAE at Aramex, said, "We are dedicated to being part of this initiative every year. This reflects our belief in its importance and the great role it can play in promoting Arabic among the languages of the world, raising awareness of community members about the importance of using it in their everyday life. We thank MBRF for giving us the opportunity to contribute to the success of this initiative."

Meanwhile, Ahmed Al Alawi, Director General of the Al Ain News Network, stressed that sponsoring the initiative comes in light of MBRF's general policy to support the Arabic language, enhance its status, showcase its aesthetics, and

protect it from inappropriate external influences.

Badria Khalfan, Chief Human Resources Officer at Dragon Oil, underlined the importance of the Arabic language and the necessity of preserving it and promoting it among future generations, as a means to enhance their Arab identity and deepen their sense of belonging.

"We take pride in partnering with MBRF as sponsors for the 'Bil Arabi' initiative. We are working side by side with the Foundation to revive and promote the Arabic language," said Nadine Samra, Chief Business Officer - Digital OTT at Weyyak (part of Zee Entertainment).

Dr. Raghad Al Qaisi, Medical Director of the Mawi Centre for Daily Surgery, stated that this interest in and attention to the Arabic language reaffirms the commitment and support among officials to preserving the language and promoting its use in digital and social media.

**Above:**  
Saeed  
Mohammed Al  
Tayer  
Ismail Abdullah Al  
Bloushi  
Abdulla Al Nuaimi

**Below:**  
Ahmed Saeed Al  
Mansouri  
Bashar Kikoloff  
Ahmed Al Alawi



## MBRF Discusses “Literacy Challenge” in Egypt



**Above:**  
Jamal Bin Huwaireb met with Ahmed Aboul Gheit at the Arab League's headquarters in Cairo.

The Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) has held a series of meetings with a number of entities and bodies in the Arab Republic of Egypt, with the aim of discussing aspects of cooperation and partnership in support of the “Literacy Challenge” project.

The project was launched by the Foundation in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Development Program (UNDP) to eradicate the illiteracy of 30 million Arab youth and children by 2030.

A delegation from MBRF headed by its CEO His Excellency Jamal Bin Huwaireb met with Ahmed Aboul Gheit, Secretary General of the Arab League. During the meeting, Aboul Gheit welcomed the joint cooperation between the League and MBRF, especially with regard to the initiatives related to the “Knowledge Project.” Gheit also reviewed the “Literacy Challenge” project and discussed with Jamal Bin Huwaireb the opportunities for integrating the project work with the Arab Literacy Decade.

During the visit, Ambassador Mohamed Al-Rabie, Secretary General of the Secretariat of the Council of Economic Unity in the Arab League, and Jamal bin Huwaireb signed a Memorandum of Understanding between the two parties at the headquarters of the Training, Research and Studies Center of the General Secretariat.

Dr. Gamal Ghalwash, Vice President of the Arab Academy for Science, Technology and Maritime

Transport, also received Jamal Bin Huwaireb at the headquarters of the Academy in Cairo. The two discussed aspects of cooperation in areas of mutual interest, especially in spreading a culture of knowledge among the youth in the Arab countries.

The visit also included a meeting with the Arab Women Organization where Dr. Fadia Kiwan, Director-General of the organization, received the MBRF delegation. The two parties reviewed the main areas of concern for each of them, and discussed ways to cooperate in the field of literacy in its various aspects, including literacy for young adults in Arab countries.

The MBRF delegation also met with the Ministry of Local Development. Major General Mahmoud Shaarawi, Minister of Local Development, welcomed the delegation, praising the vital and important role played by the Mohammed bin Rashid Al Maktoum Knowledge Foundation in the Arab World and the World at large.

During the meeting, Jamal bin Huwaireb presented the most important initiatives and activities that the Foundation is concerned with, especially development issues, support for knowledge bases, and providing opportunities for Arab youth. Jamal bin Huwaireb urged the Ministry of Local Development to be the supervisory and sponsoring umbrella of the joint project between the two sides, regarding literacy in Egypt and coordination with other ministries and local authorities in this regard.

His Excellency Jamal Bin Huwaireb also met with Dr. Iqbal Al-Samalouti, Secretary General of the Arab Network for Literacy and Adult Education in Egypt. They discussed aspects of joint cooperation between the Foundation and the Arab Network for Literacy and Adult Education.

On the sidelines of the visit, Jamal Bin Huwaireb inaugurated the “investigative journalism” course organized by the Foundation in cooperation with the Al-Ahram Foundation at the Regional Institute for Journalism. He praised the importance of cooperation with the Al-Ahram in order to build advanced generations of media professionals and support this vital sector.



# MBRF Holds Poetry Nights to Celebrate the UAE National Day



On December 2, United Arab Emirates (UAE) celebrated its 48th National Day to commemorate the federal unification of the seven emirates that make up the UAE.

To celebrate the day, Mohammed Bin Rashid Al Maktoum Knowledge Foundation (MBRF), under the guidance of its Chairman His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, in conjunction with Dubai Tourism and the House of Poetry organized two poetic nights at the La Mer of Jumeirah Beach. They attracted large audiences of both Emirati citizens and residents of various nationalities.

In performance were renowned Emirati poets such as Saeed Salem Al-Kaabi, Mohammed Al-Mahrami, Ahmed Mohammed Al-Fahad, Abdullah Hamdan Al Dari, Abdullah Saad Al Hajri and Ali Salem Al Hamli. They wowed their audiences with passionate poems about nationalism, love and society.

Hamid Al Darei also presented a poem about the nation and Ibrahim Al Shami delivered a beautiful piece that roused the

audience's enthusiasm.

The poems dealt with the sacrifices of the righteous martyrs of the homeland and also commended the wise leadership of the United Arab Emirates. In doing so they fulfilled the hopes and aspirations of the founding fathers of the country; the late Sheikh Zayed bin Sultan Al Nahyan and the late Sheikh Rashid bin Saeed Al Maktoum, and their founding brothers, leaders of the other Emirates. The participating poets were honored with prizes.

**Above:**  
Poets of the first  
poetic evening

**Below:**  
Poets of the  
second poetic  
evening

