







عَلَم رَفِيْق @

شركات عربية

تحول بث الصور ومقاطع الفيديو "Vision AI Assistant" من تقنيات تساهمن في

**دكتور محمد جعفر** - أخصائي طلاق  
أطاف طلاق أطباق طلاق الخدمة المختصة في مجال الوجوهات  
الفنية والبرمجيات  
**Dr. Mohamed Gaffar** - Head of the Department of  
Digital Services and Applications and the Information Technology  
and Software Development Department at the Ministry of  
Education and Higher Education and the Higher  
Institute of Education and Training AVEDA™ Insight  
is a software application developed by the Ministry of  
Education and Higher Education and the Higher  
Institute of Education and Training to facilitate  
the process of issuing certificates of completion  
of the various levels of education.  
**VISITRI AL ASSURAH**  
جامعة العلوم الإسلامية. قسم تطوير  
المنصات وتطبيقات البرمجيات.  
ويهدف إلى تقديم خدمة  
لطلاب وطالبات كلية التربية  
الفنية والدراسات المعاصرة، وذلك  
باستخدام نظام إدارة  
المعلومات.



**"فوكس سينما"** تطلق خطة لتعزيز الإنتاج السينمائي ودعم مطوري المحتوى المحليين بالمنطقة



المركز الاعلامي لمجلس الوزراء : " الجامعات الأهلية .. مستقبل بناء الانسان "

**دورة ملتقى - محمد شوقي**  
**الجامعة الخامسة لادعية احدث انجذابيات التعليم والبرامج الأكاديمية المتقدمة**  
**في تأهيل المترشحين للمهنية والتكنولوجية، وتنمية على احتياجات المجتمع الحالية والمستقبلية، خصائص من اجل اقبال المتعلمين والمهنيين والمهنية، خاصة**  
**بغير هذه الجامعات لخلافها كافية الايكارات المائية والبشرية**  
**البراعة والذكاء الاليه الموسوعي بالطاقة العلمية في مختلف المستويات.**

**"Coursera" 1.6 مليون مصر استفادوا من الدورات التدريبية على منصة**

رواية تناهية ما قال ذلك مهارات  
غير مهتمة بالكتابات التي يكتبها مصر  
مستهملة كل من الكتابات مثل مادة  
الرياضيات التي يدرسها مهارات متقدمة في  
سوق سطحة السوق الافتراضي أما في  
مهارات القراءة والكتابة فهذا مهارات  
يذكر أن المعلمات المعاصرة أهلية كبيرة  
على فعل تحليق البيانات لأن الكوبونات  
على الصناعة تحلل حد ادنى من المهرات  
حتى يمكنها أنها في الحصول على  
رسوات متقدمة.

بالإضافة للأعتماد الشاملة كهوكسيرو "بذر"  
شارة "أنت في المدرسة" من بعد ماها أصبحت منتشرة  
جداً كرسالة ابتكارية يرسلها على وظائف  
الإنترنت وأخذت من قبل الملايين من بعد "مكينز" له  
دور أكبر على قرآن عالم جديد يحيي المجال  
للعلوم والخصوص على أي مستوى من  
الشخصية.

وهي المهمة على الشباب التفكير بصحة جدية  
في تحصي الماهرات الرقيقة بالمعلومات على وظيفة  
تجدد وتحقيقه في العالم لأنه لا تستقيم  
بما يحصل عليه من المستلزم.

**دلمور : تكرّم أكثر من 1000 سيدة لتطوير وتمكّن المرأة على كافة الأصعدة**

**سيكون ترس اسس الابتكار والنمو في مجال شبكات الجيل الخامس مع تطبيق 100 شبكة عاملة**

**كتب، باسال خالد - وائل العيسى**  
بعاشرة تشغيل شركة الجيل الخامس  
رقم 100 من الشركات في مصر، معروفة  
بـ"الجيل الخامس" المعمول في العالم.  
لقد تمكنت الشركة من تحقيق نجاحات  
كبيرة في السوق المصري، حيث تفوقت  
على منافسيها في تقديم خدمات الجيل  
الخامس بجودة عالية، مما أدى إلى ازدهار  
الطلب على خدماتها.









## Visa Expands Practical Business Skills – Free Education Resources for Small Businesses and Entrepreneurs – through partnership

**By : Bakham Khaled - Wael Elhosny**  
 As part of their joint efforts to help small and micro business (SMB) owners make confident, informed decisions to grow their businesses, the Information Technology Industry Development Agency (ITIDA) and Visa have announced the launch of a bespoke and dedicated business skills platform for the Egyptian market [M1] based on [MMGG2] Visa's global Practical Business Skills digital platform that delivers free educational resources covering business skills and financial literacy training.

This comes as part of the partnership between ITIDA and Visa aimed at supporting Egyptian FinTech startups and entrepreneurs by providing them the tools that can help them in keeping their businesses afloat and to identify opportunities for potential growth amidst the situation.

One of the key areas of the partnership includes the new Practical Business Skills website which will be available in Arabic and English. ITIDA and Visa are jointly launching this website in Egypt over 3 different stages over the next few weeks. During each stage ITIDA and Visa experts will conduct 4 virtual training webinars, and Egyptian entrepreneurs will have the opportunity to learn directly from experts, discuss and review what they learned and get themselves certified. To join this training that will start mid of December.



Earlier this year, Visa in cooperation with ITIDA jointly held "Calculators for Your Innovation" – the first virtual training for a group of entrepreneurs in April to train them on how to use a selection of business calculators that guide businesses in starting, managing and expanding a business including aspects like building and adapting budgets, calculating profit vs loss and other important business determinants. The training was conducted by Hugh Norton Senior Director for Social Impact at Visa and was attended by 80 entrepreneurs from across Egypt.  
 "SMBs are the backbone of our economy. It is crucial to empower SMB-owners with knowledge, skills, and access to services that support them in rebuilding – or starting – stronger, digitally enabled businesses," explains Malak El Baba, Country

Manager for Egypt at Visa. "Our partnership with ITIDA and through that bringing the Practical Business Skills platform to their members is part of Visa's commitment to provide resources and knowledge to help drive inclusive, sustainable and equitable economic growth for entrepreneurs, businesses and communities here in Egypt and around the world."

"One of our mandates is to build the capacities of the Egyptian ICT companies and support small businesses and technology startups to help them grow and further become globally competitive," commented Amr Mahfouz, CEO of ITIDA. "As ITIDA adopts a progressive approach and adheres to the public-private partnership model, we're joining forces with several global tech players including Visa to boost local startup businesses, ensure our young talents have the required digital and business skills and help our entrepreneurs leap forward."

SMBs account for more than 90% of global businesses and are the source of 50% to 60% of global employment. [1] With the Covid-19 pandemic having passed the one year mark, the SMB community needs support to continue adapting, as their contribution to their communities and the global economy cannot be overstated.

Practical Business Skills [M1] is built on Visa's global expertise in financial

education and offers growth-minded entrepreneurs tools to help start, manage and expand a business. With more than 50 online learning modules, the platform addresses the needs at various stages of the business lifecycles. Starting a business, with tools for prospective entrepreneurs to understand and evaluate the steps involved in opening, financing, running and marketing a company.

Managing a business, with information on day-to-day business management, including templates for financial and cash flows analysis, and resources to promote sales and Building and growing, with tactics on how to drive businesses into a more profitable long-term success.

Practical Business Skills offers SMBs access to a video library with lessons and to resources businesses can easily download and customize, such as calculators to manage cash flows or determine the cost-benefit of a taking a loan. All of those material will be available in Arabic on EgyptInnovate Platform, the ecosystem platform of innovation in Egypt during the coming weeks.

Visa is committed to providing resources that enable SMBs to grow and bounce back from COVID-19. As a company that enables digital payments at nearly 70 million merchant locations around the world, Visa's priority is to help SMBs thrive at every step.

**Pulse EV LLC establishes the UAE's first and only private integrated Electric Vehicle charging network and infrastructure ecosystem in Abu Dhabi**



**By : Mohamed Shawky - Basel Khaled**  
 Pulse EV LLC, the UAE's first and only private integrated electrical vehicle charging network and infrastructure ecosystem, has officially launched its services in Abu Dhabi through its first charging stations in collaboration with Imkan at Sheikha Fatima Park and Cove Beach.

Pulse is a homegrown Smart Mobility solution provider that is committed to delivering convenience and advanced Electric and Plug-in-Hybrid vehicle charging points and services in the UAE. In partnership with IMKAN Properties, Pulse is deploying a Fast Charger that would take 40 to 50 minutes to charge 80% of the battery of the car at the upscale locations, which visitors can avail while enjoying the diversified experiences offered at the urban lifestyle park and premium beach at the Cove.

The deployment is part of the company's ongoing mission to establish an extensive electric vehicle (EV) charging network across critical locations around the UAE.

Remarking on the company's launch in the Emirate, Mohamed Rashed Al Suwaile, Partner and Board Member, Pulse EV LLC said: "We strongly believe that electrification and smart mobility represent the future of transport. But to make this a reality, we need to build a seamless and convenient experience for all users. A major hurdle to serious EV adoption is what we see as our users' biggest fear: range anxiety. By deploying the right charging solutions at the right place and at the right capacity, we can connect cities, companies, and consumers more easily while supporting them with our network. We are grateful to have Imkan's support as we work to establish Abu Dhabi as a center of sustainability and smart solutions."

"Only through a well-planned infrastructure can we provide the right platform to encourage user adoption, investment, and go-to-market introduction of electric vehicles in the UAE and region. We believe that, if people are properly incentivized to make sustainable choices, we can play a central role in maximizing the benefits of future mobility in Abu Dhabi and the UAE."

The 46,000-square-metre Sheikha Fatima Park, set to open at the end of 2021, will serve as a leisure and fitness hub for families developed by Abu Dhabi based developer, IMKAN Properties. The park will be divided into three zones: a discovery zone, an adventure zone and an experience zone – each offering unique activities for all ages to encourage a healthy and active lifestyle.

## DriveWealth Partners with Hisa Technologies to Expand Access to Investing and Financial Literacy in Kenya

**By : Basel Khaled - Nahla Ahmed**  
 DriveWealth, LLC, a pioneer in fractional investing and embedded finance, today announced a partnership with Hisa Technologies, Africa's first wealth management platform that makes investing social. Leveraging DriveWealth's real-time fractional trading technology, Hisa users can invest in fractional shares of U.S. stocks, while benefiting from educational content such as news, podcasts, and user generated discussions geared toward improving financial health directly through the app.

Previously, investing in U.S. securities in Kenya required large sums of money, leaving a portion of the Kenyan population without access to investing. While citizens are interested in investing, research conducted by the Central Bank of Kenya and FSD Kenya revealed that over 43 percent of the population were either unaware of securities market or did not understand how to invest, making investing unapproachable to the average consumer.

DriveWealth's partnership with Hisa and Faida Investment Bank is making finances accessible and approachable for all by enabling Kenyans to invest on a dollar equivalent basis with no minimum requirements in over 6,000 U.S. securities and ETFs, while providing the educational materials users need to learn how to manage their financial futures.

"At DriveWealth, we believe that making investing affordable and approachable is critical to democratizing financial services around the world," said Bob Corright, founder and CEO of DriveWealth. "We're excited to partner with Hisa and Faida Investment Bank to break down the barriers to investing and create new opportunities for Kenyans to improve their financial health."

DriveWealth's mission of democratizing investing really aligns with our goal to open up access to investing and promote financial education to our users," said Erick Asuna, co-founder and CEO of Hisa and founder of leading digital content platform Kenyan Wall Street. "Our users have expressed a desire to build a financial future by investing in both U.S. and Kenyan securities and we're excited to be meeting their needs through this partnership with both DriveWealth and Faida."

**By : Basel Khaled - Nahla Maled**

Jeff Maggioncalda, CEO of Coursera, the global platform, specialized in making education accessible to everyone, providing online courses stressed that the platform provides over 30003900 courses professionals online programs seeking to empower individuals/minimum resources with soft skills/personal and digital skills. The number of Arabic courses at Coursera amounts to 90, and the rest are available in other languages such as English and Spanish. It is noteworthy that Coursera is translating courses fast and now has roughly an additional 2000 courses translated into Arabic, that the videos can be translated into any language around the world.

This educational platform was established in 2012, in cooperation with between two professors at Stanford University. Now, around 10 years later, the number of learners it boasts followers and users around the world has exceeded 92 million. Those users have been benefitting from the courses available on the platform as they have been the decision-makers via-via the kick-off and the end of courses. Unlike traditional courses, thus, users are not obliged to attend the courses at certain unchangeable times. Notably, the courses are pre-recorded in the form of guiding videos. What the courses require is solely good internet access in addition to a PC or a mobile phone.

He added, "there are about 1.67 million Egyptians who have benefited from our platform to take new courses in the most modern technology fields such as artificial intelligence and data analysis". He also explained that some courses are free to learn, yet tests and accredited certificates are chargeable, whereas other courses are totally paid-for.

He further pointed out that the platform is currently working with top 175 of the top universities in the world. Each of these

universities is a pioneer in its field it is in charge of. It is also working with international companies, which have prepared content for training courses with the purpose of developing the personal and digital skills of their employees and individual consumers. Examples of such companies are Google, Amazon, Facebook and Microsoft. It is worth mentioning that all the existing courses and training programs on Coursera's electronic platform were prepared by a specialized team of the highest level of experience, and professionalism.

With the advent of Covid-19 pandemic when most countries of the world imposed quarantine measures, we witnessed a great demand for on-line training, and the importance of distance learning emerged." Maggioncalda pointed out, "we expect that hybrid education and training" can change our mindsets about what universities can offer provide, the mechanisms for delivering providing it, and about the link between universities and the needs of the labor market."

Regarding the extent to which Egyptians are interested in the courses on the platform, the CEO of Coursera said, "Our strategy focuses on providing certain courses in a few basic areas: business, technology, health, and data science/analysis. The skills that the Egyptians put premium on in the field of business operations management, financial strategy preparation, Microsoft Excel, marketing and digital marketing. In the field of technology, the Egyptians focus on computer science, the C programming language, and as well as product design. In the field of data science, they are interested in the 'Bison' language, the Internet of things, Machine

learning, probability statistics.

He added that the analysis of the platform users showed that 80% of them confirmed that these courses helped them obtain good job opportunities. In addition, professional certificates, prepared for students to obtain job-ready qualifications with no university degrees are provided. Those students can then learn skills which enable them to find jobs that require specific skills in several the high-demand fields such as information technology. For instance, "Google" offers an IT Professional Certificate certificate for information technology support, and data analysis. IBM also offers certificates to non-university students in the fields of information security and data management. As for Amazon, it offers certificates in the domain of digital marketing. These are examples of many other international IT companies offering professional certificates.

The CEO of Coursera explained that all learners/university resources can learn the skills qualifying them to new future jobs such as artificial intelligence, machine learning, information security, data analysis, e-marketing. "In the near future, more of such certificates will be offered through our platform", he promised. It is noteworthy that 15 of the available certificates on the platform are offered by companies based in the United States of America, and 7 of them enable non-university learners/human resources to obtain an opportunity to earn college credit, which they can in some cases put toward join universities, and, in turn, get a college degree.

## Huawei Technologies showcases its latest innovations at GFHS to Digitalize the Education Sector in Egypt

**By : Mohamed Elkholi - Wael Elhosny**

Huawei, the world pioneer in information and communication technology solutions, as the Technological Partner of The Global Forum for Higher Education and Scientific Research (GFHS), showcased its latest solutions technology, in addition to participating in the panel discussions that take place alongside the Forum, in support of digital transformation in the education sector in Egypt. At its booth, Huawei showcases the latest technological solutions for Smart Education. Huawei's innovations contribute to creating a more interactive learning environment, promoting innovation, and digitizing the whole educational process, in line with Egypt's Vision 2030.

Huawei's vision for the future of smart education in Egypt is based on three aspects: the first, includes providing fully connected education that connects educational institutions, teachers, students everywhere and all time. The second aspect includes using intelligent terminals with smart applications to enhance the education process. The third aspect refers to the use of the Intelligent Operation Center (IOC), through which officials can analyze the educational process through using intelligent technologies such as Cloud, Big Data, and Artificial Intelligence.

## YouTube launches fund to reward short-form video creation in the Middle East and North Africa

**By : Basel Khaled - Mohamed El Kholy**

YouTube announced today the arrival of its YouTube Shorts Fund in each of Saudi Arabia, United Arab Emirates, Egypt, Algeria, Iraq, Bahrain, Jordan, Kuwait, Lebanon and Morocco.

Starting December 5, the company will reward creators and artists who make creative and unique Shorts for their contributions.

The global US\$100M fund was initially announced back in May and is already available in a number of markets around the world.

Shorts is a new feature YouTube rolled out in July for anyone who wants to create short, catchy videos using nothing but their mobile phones. As of July 2021, videos in YouTube's Shorts player

- which helps people around the world watch short videos on YouTube - are receiving over 15 billion daily views. Since rolling out Shorts in the Middle East and North Africa earlier this year, we've seen great growth in viewership and creation. The Shorts Fund was the logical next step as we build our long-term monetization plan for Shorts," said Tarek Amin, Director of YouTube in the Middle East and North Africa.



YouTube has helped an entire generation of creators and artists turn their creativity into businesses, and in MENA the number of creators earning five and six figures from YouTube continues to grow year on year. The Fund is yet another tool in YouTube's storytelling toolbox," he added.

In order to be eligible for the fixed創作 and must meet the following criteria. Channels need to have uploaded at least one eligible Short in the last 180 days. Channels need to abide by YouTube's Community Guidelines, copyright rules, and monetization policies and Channels uploading videos with watermarks or logos from third-party social media platforms, non-original videos (for example, unedited clips from movies or TV shows), or videos reuploaded from other creator's channels will not be eligible.

**By : Mohamed Shawky - Wael Elhosny**

@HACK, the largest ever dedicated cybersecurity event in the Middle East and North Africa, has concluded after three highly successful days of expert discussions, knowledge sharing, education and hacking competitions that have redefined the cybersecurity landscape of the region.

Over 24,872 attendees from 70 countries joined the action-packed event in Riyadh, which was organized by the Saudi Federation of Cybersecurity, Programming, and Drones (SAFCSP), and the largest events company in the world, Informa Tech, in association with the re-

nowned cybersecurity event Black Hat. Highlights of the show included a SAR 1 million hacking contest, keynote presentations from some of the biggest names in cybersecurity, participation from the leading companies in the ICT industry, and 60+ hours of advanced training. @HACK is the biggest live cybersecurity event in the world in 2021, and is second only to the world-famous Black Hat Las Vegas in terms of education sessions delivered. The summit was presented as part of the hugely popular Riyadh Season events and entertainment series.

@HACK has been a tremendous suc-

cess, with highly enthusiastic parti- cipation from the global and regional cybersecurity communities and from Saudi Arabia's own growing cybersecurity community. The Saudi Federation of Cybersecurity, Programming, and

Drones is proud to have presented this event, and we believe that the positive response to @HACK, and the local expertise and talent on show, is proof that Saudi Arabia is taking its place as the technology hub of the region, and well on the way to achieving the goal of Vision 2030 to make the Kingdom of Saudi Arabia into one of the leading modern, digital economies in the world," said Faisal Al-Khalasi, Chairman of the Saudi Federation of Cybersecurity, Programming, and Drones (SAFCSP). The @HACK Executive Summit featured some of the best-known experts in the cybersecurity world presenting keynote addresses including 'World Class

Hacker' Jayson E. Street, VP of InfoSec, SphereNY; Jenny Radcliffe, 'The People Hacker', Founder and Director of Human Factor Security, who was recognised as one of the top 25 Women Cyber in 2020, and author, cryptographer, security critic and commentator Bruce Schneier, dubbed 'The Security Guru.' The @HACK Business Hall featured leading companies in the cybersecurity space including Fortinet, Kaspersky, Spur Solutions, IBM, Honeywell, Cisco, RSA, Qualys and Dragos, alongside 50 Saudi cybersecurity startups. Exhibitor companies presented demonstrations and product launches of the latest cutting-edge security solutions, from

across all areas of the industry including software, services and training.

@HACK also set a new milestone for local hacking expertise, with the region's largest ever Capture The Flag and Bug Bounty contests, with a prize pool of SAR 1 million. Over 1,000 competitors, from 20 countries worldwide took it out over three days in a series of intense, advanced challenges to test their skills in ethical hacking. In the Capture the Flag contest, the winning team R3BILION from Egypt secured the grand prize of SAR 300,000, and in the Bug Bounty competition top prize of SAR 70,000 went to Abdulrahman Makki.

## @HACK, the region's biggest ever cybersecurity event, makes Saudi Arabia





