

Academy launches initial version of International Diplomats Programme

Bahrain backs King Salman's directives
Manama

Kingdom's diplomatic strides highlighted at first session

Manama

The first version of the International Diplomats Programme opening ceremony took place at Bahrain Fort, Manama.

The programme hosts a number of international diplomats from around the world in the Kingdom by the Mohammed bin Mubarak Al Khalifa Academy for Diplomatic Studies, Dr Shaikha Muneera Khalifa Alkhalifa, expressed her thanks and appreciation to His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister, and to the Minister of Foreign Affairs, Shaikh Khalid bin Ahmed bin Mohammed Al Khalifa, for following up on the details of the programme and devoting all that would support its implementation and transform it from an idea into a reality,

praising the programme of the Office of the First Deputy Prime Minister and its central role in preparing national cadres, who are now participating in the renaissance of the Kingdom and developing its work mechanisms in a tangible way. Dr Shaikha Muneera Khalifa Alkhalifa said that the programme aims primarily to demonstrate the value and status of the Kingdom of Bahrain on the world map, by inviting a num-



Dr Shaikha Muneera speaks at the session.

ber of international diplomats nominated by their Ministries of Foreign Affairs who are interested in the affairs and history of the region, pointing out that the programme won first place in the Government Innovation Competition (Fikra), which is a great honour and responsibility in delivering an integrated programme that strengthens the Kingdom's growing partnerships with countries around the world and continues to position it-

self as a thriving civilisation model in the region. She noted that the programme is characterised by reviewing the work, projects and objectives of the Kingdom at all levels related to politics, economy, culture and environment, through a wide range of workshops, lectures and field visits to the most important institutions in the Kingdom, in addition to meeting senior officials to learn more about Bahrain's experiences in various fields in order to consolidate the Kingdom's vision and its future achievements and objectives. She explained that the over-

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DR SHAIKHA MUNEERA

all context of the programme is not as promotional as it is an introduction about the nature of life in the Kingdom of Bahrain, and how it was able to assume its high and prestigious ranks at all levels during simple historical periods, as the Kingdom has achieved many achievements since joining the United Nations full membership in 1971, it has continued to achieve its goals in the region and to consolidate its position in the region in support of international security and stability, and its keenness to continue to achieve its development visions, and tireless efforts to reach the ranks of the countries of the world well deserved, indicating that the program will run for two weeks for country representatives.

She also pointed out that this is the first programme with an international character the Academy has worked on, and they are keen to devote the Academy's diplomatic and cultural role to all nations, as an extension of the Kingdom's historic role in fruitful cooperation and vital partnership with its brothers and friends around the world.

It also reflects the keenness of the United States of America to maintain peace and address all challenges and threats in order to preserve the sovereignty and independence of the countries of the region and to ensure their peoples the means of progress and prosperity, the statement pointed out.

The Kingdom of Bahrain affirms that this strategic step reflects the continuous and tireless efforts of the Kingdom of Saudi Arabia as a pillar of security and stability for the countries and people of the region, a statement issued by the Foreign Ministry said.

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The Kingdom of Bahrain reiterates its firm and strong support for all initiatives and efforts of the Kingdom of Saudi Arabia, appreciating the commitment of the friendly United States to co-operate with its allies in the region to ensure security, stability and peace, the statement added.

Expert warns over 'excess use of social media networks'

TDI | Manama

Bahraini social media consultant has heavily warned against the excessive use of social media as a means of communication.

She also revealed that the lenient way in which people store and share their personal and professional data can make them easy targets for cybercriminals.

During a workshop which addressed the cyber-security risks that are faced by Bahraini companies which utilise social media to promote their businesses, Eman Allawi stated that: "We often find that a single account is accessed through multiple de-

vices and by multiple employees, including the founder himself.

"The passwords and usernames of such accounts are usually handled carelessly."

Ms Allawi explained that "We must emphasise the urgent need to give more focus to cybersecurity in relation to social media".

"It is more important than ever, considering the fact that companies are further utilising social media to promote their services and products.

"Market research, maintaining and building relationships with customers, and E-commerce are some of the ways that companies have repurposed social media."

Social media networks are ex-

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MS ALLAWI

posed to the dangers and consequences of data leakage partly due to the prevalence of cyber attacks.

Hackers were able to steal millions of users' information through these attacks, which generally cause \$400 billion in annual losses to businesses

around the world.

However, Ms Allawi stressed that this should not prevent the commercial sector and companies in Bahrain, small and medium-sized companies especially, from investing in the great potential provided by social networks in the development of business.

"These methods remain very effective, low cost and highly feasible, provided that they are used by professionals who can provide the necessary protection required for company accounts on social networks such as Instagram, Facebook, Twitter, LinkedIn, YouTube and others," she said.

During the workshop, Ms Allawi presented an explanation on how to develop a scientific and practical strategy for the investment and management of social networks by companies and institutions.

This included many effective strategies for content creation, including images, video, text and infographics, along with the ideal times to publish content to get the best reach.

She further explained the best methods for getting real interactions, the mechanism to promptly respond to followers and the importance of periodically measuring the return on investment of social networking sites.

Edamah signs a BD4.5m financing agreement with KHCB for Salmaniya car park development

TDI|Manama

Bahrain Real Estate Investment Company (Edamah), the real-estate arm of the sovereign wealth fund of the Kingdom of Bahrain, has signed an agreement with Khaleeji Commercial Bank (KHCB) to finance Edamah's Salmaniya Medical Complex multi-story car park development for an amount of BD 4.5 million.

The signing ceremony, which took place on Thursday 10th October 2019, was attended by Amin Alarrayed, Chief Executive Officer (CEO) of Edamah and Sattam Algosaibi, CEO of KHCB.

This agreement is a major project milestone following the appointment of Alghanah Group as the main contractor.

The project is set to be completed by the year 2020. Work on the project began as of 15th September 2019, with mobilisation already completed at the site.



Executive members of Edamah and KHCB.

Excavation works for the foundations are currently in progress.

Commenting on signing the agreement, Amin Alarrayed, CEO of Edamah, said, "We are extremely pleased to sign this financing agreement with KHCB.

This is a key project as part of the pipeline of several strategic projects we have been developing in 2019, which comes in line with Edamah's continued efforts to elevate the infrastructure in the Kingdom and deliver projects

that serve its citizens."

Sattam Algosaibi, CEO of KHCB, said, "We are delighted to partner with Edamah for the financing of the Salmaniya Car Park Development, which is a vital project that will help facilitate citizens'

access to medical services."

"This reiterates our keenness to enter into strategic partnerships, in addition to supporting our government's direction towards the development of the Kingdom."

This project is a reflection of Edamah's strategic plans to reduce congestion around the Salmaniya Medical Complex, as the building will provide approximately 600 parking spaces for staff and patients alike, as well as enrich the service facilities as a whole by setting it up on vital areas where such projects are increasingly needed.

In addition, the building, which occupies a strategic point northeast of the Complex over a wide area of 5,700 sqm and is surrounded by two major streets, will improve the smoothness of traffic and provide crucial access to emergency centres.

All in pursuit of increasing the operational performance of Salmaniya Medical Complex and ensuring the integration of its medical services, making the project an integral part of the sustainable development process around the region.