

Bahrain's Lumofy wins AI Talent honour

Award celebrates future skills

● Bahrain firm wins BDCA

● AI powers skill platform

● Education sector impact recognised

Mahir Haneef
TDT | Manama

Bahrain's push to become a regional leader in digital innovation received a boost this week as homegrown AI startup Lumofy clinched the Bahrain Digital Content Award (BDCA) 2025 in the Learning and Education category. The award, announced at a ceremony held under the patronage of His Excellency Ali bin Saleh Al Saleh, Chairman of the Shura Council, recognises outstanding digital content across the Kingdom.

Local spotlight



The award ceremony

Lumofy was recognised for its AI-powered Talent Management Platform, which helps organisations identify, develop, and activate employee skills in alignment with evolving labour market demands. The platform's use of artificial intelligence to streamline talent development and workforce transformation

set it apart in a competitive field of nominees.

The BDCA jury credited Lumofy's platform for its practical role in enhancing how employers approach upskilling and aligning with the national strategy for future-ready workforce development.

Founder's vision

Founder and CEO Ahmed Faraj said the award was proof of the company's growing influence. "Winning the Bahrain Digital Content Award (BDCA) 2025 in the Learning & Education category is a testament to the impact we are creating in the talent space," he said. "Through our AI-powered plat-

form, we are reshaping how organisations identify, develop, and activate their employees' skills, while continuously enhancing the talent development experience to meet workforce expectations and drive meaningful change in the future of work."

Mahmood Malik, Co-founder and Chief Operating Officer, added: "This recognition reflects the vision and dedication of the entire Lumofy team. It also reinforces the impact of our AI-powered talent management platform, which is built to unlock organisations' full potential. As we continue to evolve, we remain committed to pushing boundaries."

Digital future

The win positions Lumofy among the Kingdom's digital pioneers at a time when Bahrain is ramping up its AI and workforce digitisation ambitions. Lumofy's success adds to the growing list of local firms building solutions

YOU KNOW WHAT

AI-driven talent management platforms are projected to grow into a \$13 billion global market by 2030, driven by demand for skills mapping and workforce adaptability.

that bridge the gap between education, employment, and digital innovation.

As digital transformation gains pace across sectors, Lumofy's recognition signals a broader shift in how Bahrain is investing in local capability to meet global challenges.

Trump says not firing Fed chair -- but not ruling out

Washington, United States

US President Donald Trump said yesterday that he was not currently planning to fire Federal Reserve Chair Jerome Powell, but added that he did not rule it out.

Trump's mixed messaging, after months of escalating attacks on the independent central bank chief, sent the yield on the 30-year US Treasury bond surging above five percent.

Asked about whether he would eject Powell, Trump said he is "doing a lousy job but no, I'm not talking about that." "I don't rule out anything, but I think it's highly unlikely," he added.

Trump noted that he would in any case be able to make a change at the top of the Fed when Powell's term ends next year.

"We'll pick somebody that's good," Trump said. "We want to see lower interest rates."

Powell's term at the helm of the US central bank does not conclude until May 2026, and his term as a Fed governor is up at a later date. The Fed chair has said that he did not plan to step down early, and considers the central bank's independence over monetary policy to be a matter of law.

Ithra tracks signal shift in Youth Policy

New 15-16 bracket unveiled

● Structured age-based programming

● Skills for future readiness

● Youth-centred development model

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A quiet revolution is taking shape in Bahrain's youth education scene - and it begins at age 15. The AlMabarah AlKhalifia Foundation has introduced a new age track in its flagship Ithra programme, targeting 15- to 16-year-olds with structured, skills-based learning designed to bridge adolescence and early adulthood.

While the announcement may seem like another summer launch, the implications go much deeper - Bahrain is gradually rewriting how it prepares



its young people for the future, one age group at a time.

Shifting the model

Titled 'Ithra Youth', the new segment is part of a broader progression model now embedded in MKF's summer programming. Starting with 'Ithra Buds' (ages 10-12), which develops essential life skills through playful learning, and continuing through 'Ithra Juniors' (ages 13-14), which introduces scientific foundations and hands-on activities, the new Youth track completes a pipeline that follows a child's developmental arc.

With over 30 participants per

season in each track, the curriculum is far from textbook-based. Field visits, practical workshops, creative arts, thematic challenges and sports are all part of the mix - each tailored to the cognitive and emotional needs of the specific age group.

Designing the future

This approach, rooted in experiential learning and continuous self-assessment, reflects a deeper institutional shift. Rather than treat youth development as a broad-brush activity, MKF is building an infrastructure of age-relevant interventions. It signals a move from general-

ised summer engagement to a layered system where each year of adolescence is mapped to a meaningful learning experience.

Her Highness Shaikha Zain bint Khalid Al Khalifa, Chairperson of the Board of Trustees, affirmed this direction, noting that the Foundation's investment in young people reflects a belief in their capacity to lead, grow and shape society. "This programme is about more than summer," she said. "It's about building readiness, resilience, and a sense of purpose - starting early and evolving with each year."

Nation-building through youth

Since its establishment in 2011, MKF has focused on education as its primary social mandate. But the 2025 edition of the Ithra initiative marks a notable pivot - one that aligns more closely with national ambitions under Bahrain Vision 2030. By recognising that a 13-year-old and a 16-year-old need fundamentally different tools to succeed, the

Foundation is challenging others in the sector to rethink how youth engagement is designed.

What may appear at first glance as a seasonal programme launch is, in reality, part of a much more strategic reimagining of Bahrain's youth ecosystem.

YOU KNOW WHAT

UNESCO has reported that age-specific, skills-based learning programmes dramatically increase a young person's confidence and community engagement, especially in the 13-16 age bracket.