

# 'Maan' programme wins two international awards

Manama

Bahrain Ambassador to the United States, Shaikh Abdullah bin Rashid Al Khalifa, the founder of the Maan "Together" programme against violence and addiction, yesterday congratulated Interior Minister, General Shaikh Rashid bin Abdullah

Al Khalifa, after he had received the 2019 Stevie Award for the personality of the year category.

He was presented with the award for his role in the founding and development of the programmes. He expressed thanks and appreciation to the Interior Minister for his endless efforts and directives.

Meanwhile, the Southern Governor, Shaikh Hisham bin Abdulrahman Al Khalifa, who is also head of the programme committee received the Stevie Award for the distinguished administration team category.

He congratulated the Interior Minister and hailed his role to promoting community security concept.

## 4,000

participants from 73 countries vied for the award, which was arbitrated by 12 juries comprising 270 international arbitrators.

The Governor also congratulated the ambassador for winning this prestigious award. He praised those involved in the programme, including the supervisors and trainers.

Maan won the international Stevie Award 2019 in two categories: Personality of the Year and Administrative Team.

The award is considered the

most prestigious international honour in creativity, institutional distinction and international works.

A total of 4,000 participants from 73 countries vied for the award which was arbitrated by 12 juries comprising 270 international arbitrators to ensure integrity and transparency.

# Media remains 'best route' to activate soft power influence

## Culture and Diplomacy Conference concludes

Manama

Bahraini poet and Member of the Board of Trustees of Shaikh Ebrahim Bin Mohammed Al Khalifa Centre for Culture and Research, Hassan Kamal has highlighted the important role of soft power in attracting broad masses through the particular ideas, values and traditions of a country.

He made the statement during the concluding session of Culture and Diplomacy Conference that discussed various topics related to diplomacy and culture with the participation of influential figures from Bahrain and the region and in the presence of many experts in the two fields.

The opening session focused on different cultural aspects of soft power and the ways in which countries transfer their cultures and enhance their international influence.

Kamal pointed out that countries around the world seek to attract the masses to invest their abilities and energies through soft powers, mainly arts, literature, music, theatre, cinema and others, stressing that youth have the energies to promote their countries.

Media is the best way to activate the influence of soft power, to spread the values, and ideas, and promote the possibilities and capabilities of the countries, he said.

Dr Waleed Al Rifai, International Relations Advisor at the Bahrain Authority for Culture and Antiquities (BACA), said that



A panel session in progress at the conference.



A segment of the audience.

the Mohammed Bin Mubarak Al Khalifa Diplomatic Academy supports the Kingdom's efforts in activating the means of soft

power.

He noted that the meeting of the World Heritage Committee, hosted its 42nd edition in

Bahrain last year, constituted a global message and reflected the cultural and civilisational elements that Bahrain possesses.



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HASSAN KAMAL

The last session highlighted arts, music and diplomacy as the panel discussed the diverse and potential links between various sides directions.

Bahraini Ambassador to Italy Dr Naser Al Balooshi said that soft powers have a great impact on the movement of societies, pointing out that arts and music are important as they can carry numerous ideas and views in their creative formations.

Dr Al Balooshi noted that music has been used throughout the ages to guide societies and has a great role in expressing the policies of states and the way they view their relations with other countries.

Highlighting the importance of music and being a big part of the soft power, Major General Dr Mubarak Najem, head of the police music band, said that music is an ambassador for cultures and peoples and an important element in facilitating civilisational dialogues and international relations.

## Sea Festival to be held

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The fourth edition of the annual Sea Festival will be held at Marassi Beach over the period of 10 days, from November 7 until November 16, the Bahrain Tourism and Exhibitions Authority (BTEA) said.

Launched in 2016, the Sea Festival celebrates the Kingdom's historical ties to the sea, seeking to educate modern-day visitors and tourists on the Kingdom's deeply rooted past and revive the Kingdom's sea legacy by showcasing several sea related traditions and activities.

BTEA continues its efforts to showcase Bahrain as the ideal tourism destination for families which offers a unique experience to visitors of all ages.

This year's edition of the Sea Festival will include several attractions, such as water sports activities, boat rides, traditional music performances, handicrafts and pearl merchants.

## 'Visions 2019' set

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Under the patronage of Shaikha Hala bint Mohammed Al Khalifa, the Director-General of the Culture and Arts Directorate at Bahrain Authority for Culture and Antiquities, an art exhibition titled 'Visions 2019' will be held at Bahrain Financial Harbour from October 26 to 31.

The expo, organised by the American Women's Association, will open at 7:00 pm on Saturday, October 26.

Art enthusiasts can visit the expo between 10:00 am and 7:00 pm, the organisers said in a statement issued.

## 'Anti-hunger campaign'



The Lions Club of Riffa organised the Lions Club Hunger Service Action Campaign for workers on Friday, 4th October 2019, at a labour site in Hidd. The campaign was supported by Crown Electro-Mechanical Services, Bahrain. Food packets and water were served to more than 250 workers.

## Toastmasters' meet



Awal Gulf Toastmasters Club, one of the vibrant corporate clubs has restarted its meeting sessions since October 20, 2019. Above, members and guests during a photocall after the meeting.