



USA PAVILION
@ Expo 2020
Fellows Program



PEPSICO
FOUNDATION
We Feed Potential

Program Booklet

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Matthew Asada

Deputy Commissioner General

Dear USA Pavilion @ Expo 2020 Fellows,

It is my pleasure to welcome you to the USA Pavilion and your participation in the Expo 2020 Fellows Program. A visit to a World's Fair can be a life-changing event. That was certainly the case for me. This will be my sixth World's Fair and the relationships, ideas, connections and experiences, I had were transformational. My visit to the 2000 World's fair in Hannover, Germany led me to where I am today. My participation along with Dhruva Jaishankar in another exchange program inspired the one that you are participating in today.

We've combined an experience at the first World's Fair to be held in the MENASA (Middle East, North Africa, South Asia) region with an exciting mid-career professional development program. In this age of virtual connectivity, personal relationships matter more than ever. Through the two visits to Dubai, we hope that you will create networks and bonds lasting well into the future. Your experience goes beyond the seven months as we look forward to welcoming you as members of our respective exchange alumni communities.

Dubai's location at the crossroads of the Middle East and South Asia provides us with an incredible opportunity to bring together people from places that may not always have the opportunity to get to know one another. More than just connecting minds, we hope that you will create the future.

I want to thank PepsiCo and PepsiCo Foundation for their support for Expo 2020 and the USA Pavilion, and its belief in the program. I also want to acknowledge our partners – the Observer Research Foundation (ORF), ORF America, and Astrolabs – for putting together an amazing program drawing on their experience across the region in the areas of policy, leadership development, and entrepreneurial incubation.

Finally, I want to encourage you to stretch beyond your comfort zone. While here, strike up a conversation with someone that you might not otherwise, and engage respectfully to agree or disagree as we explore the theme of "Life, Liberty and the Pursuit of the Future."

Sincerely

Matthew Asada

Deputy Commissioner General



**PEPSICO
FOUNDATION**
We Feed Potential

CD Glin

Vice President, PepsiCo Foundation | Global Head of Philanthropy, PepsiCo



Dear USA Pavilion at Expo 2020 Fellows,

I am reaching out to extend my heartfelt congratulations on your selection to this inaugural Fellowship program. This is a monumental achievement and I hope you are just as proud of all of your success in your respective fields and home countries as we, The PepsiCo Foundation, are of you and your incredible accomplishments. It is an absolute honor to be able to work with you and help bring your voices and noble work forward.

The PepsiCo Foundation is committed to feeding potential around the world, developing a system where diverse voices are heard, seen and valued. The challenges we face as a society require new ideas and novel solutions, and I believe you all possess insights and influence to create the better and brighter tomorrow we all wish to see.

Our vision is that the Fellowship program will serve as a launching pad for exchanging and inspiring new perspectives, helping you to achieve your full potential, achieve your goals and inspire generations to come. I am excited to witness the boundless solutions you will envision and the challenges you will address during the course of your Fellowship.

With this program, you will engage in dynamic conversations and debates and be offered a host of new tools and resources that will help you further your existing work. In the end, it is our goal that you will take home everything you have experienced and learned at EXPO 2020 and share your new knowledge with your communities. With this program you will gain the tools you need to enact societal change at home and abroad, all with the support of a new network of peers, friends, and allies.

You are leaders of your generation, stewards of your communities and believers in a brighter future for us all. I believe that your stories are just beginning and that together, we can create a more positive future for our people, communities and the entire world!

With appreciation,

C.D. Glin

Vice President, PepsiCo Foundation
Global Head of Philanthropy, PepsiCo



Dhruva Jaishankar

Executive Director, Observer Research Foundation America

Dear USA Pavilion @ Expo 2020 Fellows,

On behalf of the Observer Research Foundation America (ORF America) and our partners, let me congratulate you on your selection for this program. The USA Pavilion @ Expo 2020 Fellows Program fills an important need in our world today and helps to advance ORF America's stated mission to bridge policy divides between the developed and developing worlds and build networks across communities.

We hope to accomplish several things by bringing together 40 bright young entrepreneurs, thinkers, and policy practitioners. The first is to create connections across a diverse and dynamic region, from the Middle East to North Africa to South Asia. The second is to take advantage of the Expo, an institution focused on global connectivity and progress. For over a century, the Expo has been a celebration of technological progress and a venue for international cooperation. A third is to build a network of people: the others in your cohort will hopefully be lifelong friends and associates and acquaintances. We intend to foster organic cooperation among all of you, no matter what you do professionally. Finally, we hope to impart certain skills that you can use in your professional careers as young leaders, whether in start-ups, civil society groups, or government and public service. You will be called upon to speak, share your views, open up, debate, and sometimes respectfully disagree with each other. But we hope that you will all learn something, as much from each other as from formal settings.

The Dubai Expo is a perfect occasion around which to convene. I hope you enjoy and take the most out of this experience, and I look forward to getting to know all of you over the coming year.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Dhruva Jaishankar', written in a cursive style.

Dhruva Jaishankar

Executive Director,

Observer Research Foundation, America



Muhammed Mekki

Founding Partner, AstroLabs



Dear USA Pavilion @ Expo 2020 Fellows,

On behalf of AstroLabs, I would like to congratulate each of you on your selection as part of this inspiring, diverse group of changemakers from across the region and welcome you all to Dubai and our AstroLabs Campus. We look forward to the opportunity to work closely with you throughout the Expo 2020 Fellows Program.

Since founding AstroLabs in 2013, we have trained thousands of entrepreneurs across the region and have witnessed firsthand the positive impact of convening innovative minds on a mission to make a difference. It is for this reason we are incredibly excited to meet all of you in person, learn about the projects you are passionate about, and support you along your journeys in any way we can.

We have designed an engaging entrepreneurial experiential program that will challenge you to think big while remaining grounded to practical impact. We will share with you the best practices from the world of building scaling startups, which can be applied to any field you choose to pursue going forward. We hope that you will come away from this experience with connections, partners, inspirations and most importantly, execution that you can use to drive positive change in your home countries.

"Make it Happen" is the mantra that drives us all at AstroLabs, and we look forward to supporting each of you to make your exciting ideas happen through this program. See you in Dubai!

Sincerely,

Muhammed Mekki
Founding Partner, AstroLabs



Program Overview

The USA Pavilion @ Expo 2020 Fellows Program, held in conjunction with Expo 2020 Dubai, will build a community of young leaders from the Middle East, North Africa and South Asia (MENASA) region. The program is hosted by the USA Pavilion, in collaboration with the Observer Research Foundation, Observer Research Foundation America, and AstroLabs, and funded by the PepsiCo Foundation. The aim of the seven month program is to maximize the potential of young global leaders across the region, providing them with the tools to become leaders of influence in their home nations.

This cohort of 40 young women and men will represent an eclectic and inclusive group from multiple disciplines ranging from academia, business, and media to government, civil society, and policy. The program involves virtual introductory sessions in August and September 2021, four days of in person programming at Expo 2020 Dubai in February 2022, and five days at Expo 2020 Dubai in February 2022. During the intervening period, there will be a series of virtual interactions as part of a fellowship at home. The program will explore a multitude of global issues with local resonance, covering trade, entrepreneurship, connectivity, sustainability, future cities, and leadership challenges. It is designed to help the participants better understand and celebrate diversity in leadership, business, and culture.

The program will highlight the following themes:

- **Regional integration :** The program will help the young leaders to identify and design solutions in response to contemporary challenges that confront them, their communities, and neighboring countries. It will also provide an opportunity for the young leaders to form a community of like minded advocates that spans the MENASA region.

- **Economic connectivity :** This will be highlighted in the program reading list and panel discussions on trade and future cities. Young leaders will be tasked with exploring the topic further by writing essays on crucial regional issues for a global audience.

- **Entrepreneurship** : Tackling complex issues requires innovative solutions. Through a carefully designed boot camp, young leaders will be taught the fundamentals of entrepreneurship: identifying a problem, crafting a solution, testing, marketing, and pitching.

The Program is designed around the following objectives:

- **Provide instruction** : Through a combination of robust in person programming paired with dynamic classroom style virtual instruction, the program will help the young leaders hone their analytical and critical thinking skills.
- **Build communities** : The program will build multiple communities for the young leaders. The first will be the cohort of their peers from within the MENASA region who take part in the seven month program. They will then be invited to become part of the larger ORF alumni communities, including the Asian Forum on Global Governance (AFGG) / Raisina Young Fellows. These communities will provide the young leaders with an opportunity to engage with both peers and mentors who can provide support and guidance as they explore ways to be agents of change in their own countries and throughout the region.
- **Develop skills** : The program will power the young leaders' cohort with skills to identify issues and propose solutions; build social platforms that inspire others to assist them as they respond to challenges; create collaborative models; and continue to help them develop their voice and leadership skills.

These objectives are complementary to the goals of the program:

- To **build a diverse community** of 40 young leaders from Middle East, North Africa and South Asia.
- To **hone the leadership and problem solving skills** of the young leaders on critical global issues in alignment with the Expo 2020 themes of mobility, opportunity and sustainability.
- To **enable the fellows to become agents of change** while promoting cross cultural understanding, economic connectivity, regional integration, and entrepreneurship.
- To **contribute to an increased understanding** of how countries use Expo 2020 Dubai (World's Expo platform) for public and commercial diplomacy.

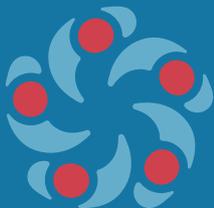
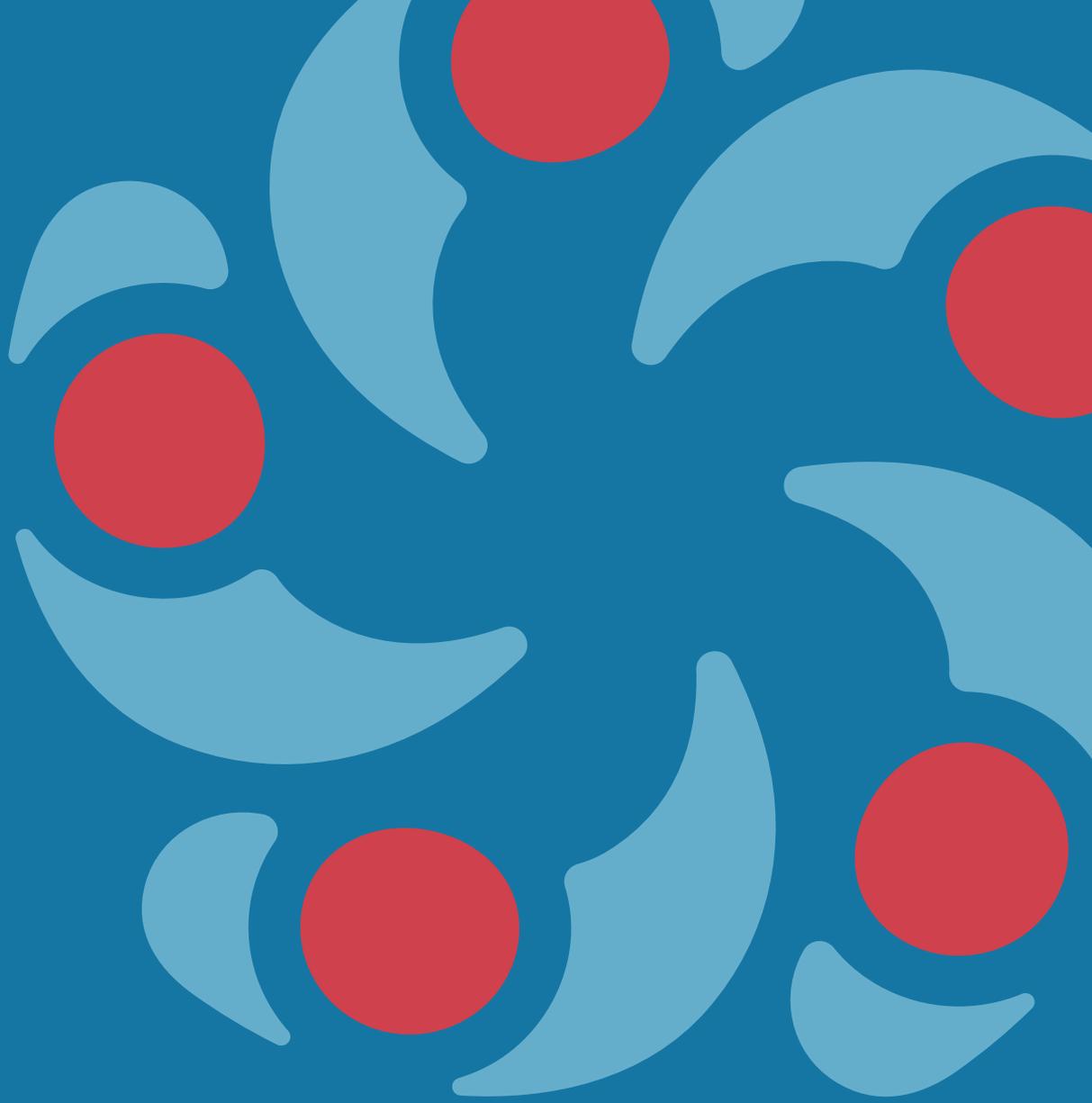
Types of Engagement

- **Digital Interaction** – A unique feature of this fellowship is that it merges physical and digital elements to provide for a holistic experience. The digital elements of the program include consultative sessions, group workshops, and presentations by experts through the course of the program.
- **Keynotes** – During the in-person elements, fellows will get to hear and interact with eminent personalities as they deliver impactful speeches covering the theme of the day.
- **Panel Discussions** – Moderated discussions by a panel based on the theme of the day, followed by Q&A by the fellows.
- **Digital Bootcamp** – Participants will work in pairs, receive coaching, and learn to articulate a pitch, develop marketing materials, and ultimately pitch to a jury of entrepreneurial leaders.
- **Culture Connect** – Cultural activities in the evenings, mostly followed by discussions on cultural diversity in the MENASA region. The evenings are intended to create stronger bonds between the fellows.
- **Speed Talks** – The fellows will focus on presenting one aspect of their country or city. This will improve their verbal communication skills and make them ambassadors of their country to their fellow participants.

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- **Interactive Sessions** – Discussions (timed and moderated) among the fellows on a range of contemporary topics. It is also intended to identify and bring together fellows with similar views, passions, and ideas.
 - **Field Visits** – Visits to various pavilions at the Expo as well as other key sites in Dubai and Abu Dhabi, as per the theme of the day.
 - **Networking Dinners** – Intended to build strong networks between the fellows and other eminent personalities.

Phases

- **Phase I** : August – September 2021 | Virtual Connect for all participants
- **Phase II** : October 25–28, 2021 | First In-Person Meet at Expo 2020 Dubai
- **Phase III** : November 2021 – January 2022 | Fellowship at Home #FAH
- **Phase IV** : February 21–25, 2022 | Second In-Person Meet at Expo 2020 Dubai



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List of Participants



Basima Abdulrahman

Founder & CEO, KESK | Iraq

Basima Abdulrahman is a green building entrepreneur with over 12 years of experience focused on sustainable development. She is the founder and chief executive officer of KESK, the first company established to introduce green design and construction to Iraq. Abdulrahman's vision is to make Iraqi cities more sustainable, inclusive and economically productive by making buildings and infrastructure healthy, environmentally responsible, and resource efficient. Abdulrahman is a World Economic Forum Foundation Board Member and Cultural Leader, TEDx speaker, and Cartier Women's Initiative laureate on MENA Region. She was selected to co-chair the 2019 WEF Annual Meeting in Davos alongside the CEO of Microsoft and President of the World Bank. She has been featured in TIME magazine, Inhabitat, Forbes, WEF Agenda, Real Leaders magazine, and the National for leading the green building work in Iraq. Abdulrahman holds a Bachelor's degree in Civil Engineering and a Master's degree in Structural Engineering.



Wasim Abu Salem

Founder, LOOP | Israel

Wasim Abu Salem is an entrepreneur focusing on building mission-driven tech companies that are built to last. Abu Salem is the founder of Loop, a lifelong-learning initiative investing in the next generation of young talent. Since 2015, Loop has worked with 12,000+ participants, collaborated with Fortune 500 companies and Ivy League Universities. In 2020, Abu Salem co-founded Altooro, an AI-based tech assessment platform that received a unique investment from the Israeli Innovation Authority. Abu Salem earned a B.Sc. in Computer Science and is also a lawyer. Abu Salem is an OYW ambassador (2016), AMENDS fellow at Stanford University (2016), participant of the Global Entrepreneurship Summit (2016 - Silicon Valley, hosted by the White House) and an OGS fellow (2018).



Afef Ajengui

Program Officer - North Africa, Hivos Foundation | Tunisia

Afef Ajengui is currently the program officer for the GreenWorks Program for Hivos Foundation. In former roles, she was program manager for the Tunisian Center for Social Entrepreneurship, and former project manager of Cogite. In her career, Ajengui has acquired expertise in the following domains: project design and budget planning, project management, reporting and research, event management, community building, and networks in the social and green industries. Ajengui has been supporting Tunisian entrepreneurs, facilitating dialogues between public and private Tunisian institutions, and building capacities of public and private institutions. Ajengui is well-connected to the African, Middle Eastern, European, and American entrepreneurial ecosystems.



Nehad Ali Al Hadi

Oman Vision 2040 Implementation Follow-up Office, Sultan Qaboos University | Oman

Nehad Al Hadi is an experienced and enthusiastic professional with over nine years of experience at Sultan Qaboos University in the Sultanate of Oman. She has a Master's degree in Information Science from City University London and a background in digital communication, project management and information science where she has a wealth of experience in both academic and professional contexts. Al Hadi is a recipient of international awards such as the Erasmus Mundus SECRET project scholarship and Emerald Literati Award for an outstanding research paper. Recently, she was appointed to the Oman Vision 2040 Follow-up Office to supervise the implementation of the university's strategic projects.



Hamad M. Al Hajri

Director of International Cooperation, Ministry of Finance | Qatar

Hamad Al Hajri is the director of International Cooperation at the Ministry of Finance - Qatar. Prior to that, he was the head of American Affairs where he oversaw the Ministry's relations with North and South America. Al Hajri was previously a senior policy analyst at Qatar Foundation. He helped run capacity-building programs in Qatar, examined science, technology, innovation (STI) public policies in Qatar and served on Qatar's National Committee for Education, Culture, and Science. Al Hajri was also a research intern at Brookings Institution - Doha Center. His research interests include: the political economy of Arab Gulf states, GCC-Iran relations, tribalism in the Arabian Peninsula, the role of Islamic and cultural traditions in community development, and political Islam in the Middle East. Al Hajri holds a B.S. in Civil Engineering from Drexel University, and an M.A. in Middle Eastern Studies from Harvard University.



Fares Al Kaabi

Senior Economic Analyst, Central Bank of the UAE | United Arab Emirates

Fares Al Kaabi is a senior economic analyst at the Central Bank of the UAE. In his role, Al Kaabi handles tasks around economic policy, international and domestic economic developments, and economic analysis and forecasting. Prior to his current role, Al Kaabi graduated from The American University of Sharjah with a Bachelor of Arts in Economics and a Minor degree in Arabic Language and Literature. Al Kaabi is an active economic researcher covering regional and international topics. His papers have been published by international journals and the Central Bank's publications. This year (2021), Al Kaabi graduated from the UAE Government Leadership Programme offered by the Prime Minister's Office.



Ibrahim Al Khulaifi

Co-founder and CTO, Teela Co | Kuwait

Ibrahim Al Khulaifi is the co-founder & CTO of Teela, a toy and baby e-commerce company. Al Khulaifi is passionate about technology, education, and entrepreneurship. He founded several startups in the tech and retail sector, sold one of them and then co-founded Teela in 2017 at a time when e-commerce business was booming in the region.



Fatma Ahmad Almarri

Research Associate at Dubai Tourism | United Arab Emirates

Fatma Almarri is a research associate at Dubai Tourism, certified NLP Master Practitioner, Coach and Hypnotherapist specialized in change facilitation. She graduated with Honors from Zayed University - Bachelor of Business Sciences degree with a concentration in Finance. Almarri worked for Citi Private Bank as an investment analyst in the global investment lab unit. It was a challenging experience that stretched her understanding of the complexity of investments. Almarri was a participant in the International Visitor Leadership Program (IVLP) regional program that focused on Women as Political and Community Leaders funded by the U.S. State Department. As an advocate for positivity and wellbeing, Almarri founded Bold Blue Management where she works with clients and coaches them 1:1 to develop and execute strategies to reach their desired outcomes. Almarri is an avid reader and likes to spend her free time learning to play the piano and exercising at the gym.



Fatima Al Qubaisi

Legal Counsel, Abu Dhabi Commercial Bank | United Arab Emirates

Fatima Al Qubaisi is the first woman from the United Arab Emirates to graduate from Harvard Law School. Al Qubaisi currently works as Legal Counsel at Abu Dhabi Commercial Bank. In earlier roles, she was Senior Associate at the Abu Dhabi Investment Authority where she was the first and only Emirati female lawyer. Al Qubaisi is dual qualified in her home country; she has passed the New York bar. Known for pushing the status quo, Al Qubaisi works pro bono in her free time to assist women in the Middle East with their legal queries. Prior to attending Harvard, Al Qubaisi graduated with honors from Paris Sorbonne University. She is multilingual and speaks English, French, German, and Arabic. Al Qubaisi uses her platform to create a more equal world.



Yasmeen Al Saffar

Head of Financial Services, Economic Development Board | Bahrain

Yasmeen Al Saffar currently works at Bahrain Economic Development Board (EDB), where she is the head of the Financial Services sector. In this role, Al Saffar offers strategies to support the growth of the sector and attract investment into the country across banking, insurance, Fintech & innovation with the continuous engagement of the Central bank of Bahrain. Al Saffar is a recipient of the Bahrain Crown Prince's International Scholarship Program. She has a Bachelor's degree in financial economics & French, with a minor in financial economics & entrepreneurship from the Johns Hopkins University in Maryland USA. She also holds a Master's degree in finance from DePaul University and speaks four languages.



Mansour Alsanooni

Serial entrepreneur; Co-founder, Maak events | Saudi Arabia

Mansour Alsanooni has held several positions, including head of Eid season in Saudi Arabia, Certified Product Manager at THIQA Business Services, Co-founder and Chief Strategy Officer at MAAK, and Community Director in DIOM. Alsanooni started the Saudi youth food truck projects and organized more than 18 events in three different regions. He has helped push employment of Saudi talent in the event management field. This, he says, has led to a significant increase in employment via 4,000 organizers.



Rijve Arefin

Co-Founder & Co-Chair, Awareness 360 | Bangladesh

Rijve Arefin is an award-winning community development practitioner and youth activist. He was named in the Forbes 30 Under 30 list as the Featured Honoree for Social Impact and also received The Diana Award for his humanitarian work. He currently works at the United Nations Global Compact as the Target Gender Equality Coordinator. He has previously worked as a Youth Development Consultant at South-Africa based organization CIVICUS. He is the Co-Founder and Co-Chair of the global youth-led non-profit Awareness 360, a Royal Commonwealth Society Fellow, and curator of multiple TEDx events. Arefin is also a Global Youth Ambassador of Theirworld UK, a Fellow, Partner & Facilitator at UNDP Youth Co:Lab Movers Programme and a member of the Commonwealth Students' Association's Asia Regional Committee. Arefin is an Economics graduate from Universiti Putra Malaysia (UPM), where he received the Putra Icon Award for all-round performance.



Rania Ayman

Founder & CEO, Entreprenelle | Egypt

Seven years ago, Rania Ayman began Entreprenelle to bridge the economic gender gap by educating, training and linking women to all the economic resources possible. Entreprenelle has helped more than 50,000 women in the business industry including those in underprivileged areas. Ayman's outreach aims to ensure that women's voices have a place at the table. Ayman represented Egypt at The Global Entrepreneurship Summit in India, Social Enterprise World Forum in the United Kingdom, World Government Summit in UAE and African Youth Conference in Kenya. Rania Ayman was also featured in "25 under 25 Entrepreneurs" by Startup Scene, and holds many prestigious awards such as Mentor Arabia and MBC Al Amal 2019 "Empowering Youth Champion Of The Year" as well as "Best Female Entrepreneur" by YE!, and "Champion of Change 2020". Ayman holds a Bachelor's Degree in Business Administration from Ain Shams University, and has done further studies on Gender and Socio-economic Gender Rights.



Haider Ali Baig

Founder & CEO, The Reformist | Pakistan

Haider Ali Baig is an actor by passion, writer by choice, entrepreneur by profession and protagonist by personality. Baig has been involved in community building activities for the past four years. He has performed in plays, acted in short-films and conducted live sessions with Pakistan's film stars. Baig also hosted "This Side Up" at Baydaar News and has written scripts for theatre, short films and digital media. Baig is currently the co-founder and CEO of The Reformist Educational services. The Reformist has successfully designed a proprietary assessment evaluation, capacity development, professional placement and coaching system that can produce a psychological matrix for clients.



Chada Benmahcene

Technical Product Manager, BakerHughes | United Arab Emirates

Chada Benmahcene is a senior product manager at BakerHughes, and the co-founder & managing director of ENTROGX Startup incubator. With over 13 years of youth activism & community engagement, six years of professional experience at energy multinational companies, and over five years of experience with startups, Benmahcene works hard to empower and enable the communities around her by mentoring young entrepreneurs, women in STEM, and aspiring tech enthusiasts around the Arab world. She has been named amongst the 100 Arab Female Heroes in Volunteering by BBC; Distinguished Alumni of the year in the Arab world by MEPI (Middle East- US Partnership Initiative), and the most influential young personality in Algeria for 2020 by Supernova Magazine. Benmahcene graduated at the top of her class from the American University in Cairo with a Bachelor of Science in Computer Science & Business Administration, with an exchange semester at Colorado University Boulder, USA.



Imane Berchane

Founder and General Manager, Robots & More | Morocco

Imane Berchane is the founder of Robots & More, an ed-tech solution provider in Morocco. Berchane's work supports STEAM programs in schools, especially in underserved areas, and introduces robotics through playful learning and workshops. Berchane is an organizer and local partner for robotics competitions and STEAM initiatives such as the World Robot Olympiad, the FIRST programs and a NASA Space Apps Hackathon. Berchane has also volunteered in Europe and USA tournaments as a judge / referee. Berchane is a Techwomen 2020/2021 fellow and one of the initiators of the Dar Makers program in collaboration with Dar America Casablanca and her NGO, LOOP for Science & Technology. Berchane started her career as a Logistics Engineer at P&G and earned her degree in industrial engineering from Ecole Mohammadia d'Ingénieurs.



Amanie Brik

Program Manager, Google Health | Israel

Amanie Brik is a senior program manager at Google Research, focusing on strategy, operations and business development. She joined Google in 2014 as a research recruiter for EMEA and the US. In 2018 Brik led Google's first research center launch in Africa. During the last year she worked closely with the Verily team on applying artificial intelligence techniques to important biomedical problems. Previously, Brik worked at Tsofen where she led projects focusing on creating an ecosystem for Arab entrepreneurs, integrating Arab software engineers into international and local tech companies in Israel, and encouraging international tech companies to open offices in Nazareth and other Arab cities. Brik holds a B.A in Psychology and Human Resources, a diploma in Business Coaching and a M.A in Organizational Development from The University of Haifa. During her Master studies, she participated in the 2014 "Economic Empowerment Through Entrepreneurship", a leadership program at the University of Michigan sponsored by the State Department.



Siddhartha 'Sid' Chakravarthy

Founder and CEO, StaTwig | India

Sid Chakravarthy is the founder and CEO of StaTwig. Chakravarthy began StaTwig to solve the problem of nearly 30% of vaccines getting spoiled in supply chains. Today's information systems operate in silos making valuable data unusable. Cold-chain failures, counterfeiting, black-marketing and stockouts thrive on this weakness. This is delaying recovery from the pandemic. Chakravarthy leverages blockchain technology to connect various stakeholders of supply chains over a single network to create visibility and transparency for every single vial of vaccine. Funders include UNICEF Innovation Fund and the Trinity Challenge. Chakravarthy is the World Economic Forum Global Innovator and Nasdaq Entrepreneurial Center's Milestone Maker.



Nada Donia

Co-founder & Managing Director, Nawwar Studios | Egypt

Nada Donia is a mechatronics engineering graduate from the German University in Cairo (GUC) and finished her bachelor's degree at the Technical University of Munich (TUM) in Germany. During her study at the GUC, she started a student activity called Nawwar with the aim of creating educational and awareness videos using animation and motion graphics. In 2017, she turned Nawwar into a startup that joined the Injaz Startup Egypt program and was among the finalist teams. Soon, Donia began a new startup called Guided which helps parents discover and book kids' activities and learning experiences. Donia is also a certified design thinking trainer by Zero 360, an innovation company in Berlin. She is part of the GIZ team working in the Labor Market Access Project and the Social Innovation Platform. Donia was honored by Egyptian President Abdel Fattah Al-Sisi for being a top achiever in the Next Technology Leaders initiative.



Dina Tarek El Mosalami

Managing Partner, Pepla Studios | Egypt

Dina Tarek El Mosalami graduated from The American University in Cairo in 2013 with a double major in Business Administration and Mass Communication. El Mosalami drifted across many fields searching for a job she loved - pharmaceutical industry, advertising, non-profits...but something was always off. She says she was "blown away" when she was introduced to the start-up ecosystem in Cairo and found herself. She thrives among entrepreneurs and dreamers; it helps her live with purpose. At the USA Pavilion @ Expo Fellows Program, El Mosalami hopes to share her learnings on scaling a startup in Egypt.



Jamila Hadri

Founder and CEO, DI GROWTH | Morocco

Jamila Hadri is a design strategist and innovation expert from Morocco. In 2019, she founded DI GROWTH Maroc, an innovation consulting business that supports companies in developing products and solutions based on design thinking approaches. As a professional fellow for the US department, Hadri joined the New York team of Fahrenheit 212, the leading US innovation consulting firm and part of Capgemini Invent group. From 2012 to 2019, Hadri worked at Atlas Servair, the leading airline catering company in Morocco, across multiple roles. In 2021, Hadri launched the Circular 4 Good initiative in partnership with local partners in Morocco to help rural women rethink waste opportunities in their region and design projects that will help them to become financially independent.



Iftikhar Hussain

Head of Global Outreach, OZI and AUJ Group | Pakistan

Iftikhar Hussain is an ecosystem enabler through international forums like Google Business Group & StartupGrind Lahore, working to build an entrepreneurial society. At OZI-AUJ Group, Hussain is the head of global outreach, catering to global linkages that span larger and more holistic avenues of social change. He takes full advantage of the growth based ecosystem of more than 20 profitable organizations showcasing them as case studies. Before this group, he was a consultant to the government of Punjab Women Development Department and spearheaded the government's first female incubator in Pakistan - Women Innovation Network by PCSW of Punjab Government. He is an IVLP alumnus, a premier professional exchange program by the U.S. Department of State. He was also president of the Pakistan U.S. Alumni Network, Lahore.



Omar Itani

Founder, FabricAID | Lebanon

Omar Itani's journey in entrepreneurship started at a young age. As a high school student, he started his own waste management company with friends and called it Visio. In the process, he discovered the importance and efficiency of social enterprises and the power of youth and civic engagement. Itani is the winner of numerous competitions including the prestigious Global Social Venture Competition (GSVC) in 2018 which helped nurture FabricAID to achieve the scale it enjoys today. Itani won the Denis Pietton Award by the French Institute in 2018 for the most distinguished young social entrepreneur from the Arab World. He was also awarded Young Champion of the Earth for West Asia in 2019 by the United Nations for his work in fabric waste reduction - the highest award given by the UN for individuals under the age of 30.



Nicolas Jamal

Co-founder & CEO, dox Technologies | Lebanon

Nicolas Jamal is an entrepreneur with eight years of experience in the tech industry. Jamal graduated from the Lebanese American University with a bachelor's degree in Computer Engineering after receiving the University Scholarship program, which is part of USAID. Right after graduation, Jamal launched his own startup, dox Technologies Inc. Dox is currently headquartered in Chicago, U.S., and its operations are located in Beirut, Lebanon. With a team of 10 Lebanese dreamers and hustlers, Jamal aims to bring battery R&D into the Middle East, which supports the current push for sustainable energy. Also, he is currently the chief product officer of Designhubz, a California-based company providing 3D/AR solutions for E-commerce companies. With little time left after work, Jamal is passionate about artificial intelligence, the power of the human brain, and philosophy.



Zarak Khan

Founder/CTO Aether | Pakistan

Zarak Khan is a startup founder and advisor on agriculture and sustainability. His career began in Waziristan where he advised the military on how to kickstart agriculture after Zarb-e-Azab. This led to roles as an advisor to the provincial government, where he helped design \$87 million worth of agricultural interventions to help boost agricultural productivity in the newly merged districts. Khan challenges the notion that cities cannot grow their own food. So, he founded Aether, focusing on hyperlocal, carbon-neutral production of fresh produce and grain within urbanscapes. Khan also runs Animus, a development studio focused on supporting startups through culturally optimized design and development of digital products.



Imene Henni Mansour

CEO & Co-Founder, InnoCom Agency | Algeria

Imene Henni Mansour is the CEO of Innocom agency, a digital marketing agency in Algeria. She is also the founder of Computer Science Community Club, Chabab Trust, Mecaniciana and Teachers' Initiative for Kids Education. In 2019, Henni Mansour was selected to represent Algeria at the TechWomen in USA mentoring program. She also participated in the Young Leaders Visitors Program (Sweden 2018), Africa Entrepreneurship (Egypt 2018) and International Leadership Program (UK 2017).



Ahmad Marafi

Founder and CEO, CODED and Barnej.com | Kuwait

Ahmad Marafi is the co-founder and CEO of CODED, the first coding academy in the Middle East. He graduated from Colorado State University with a degree in Computer Engineering. Marafi has worked in the telecommunications and oil and gas industries with leading brands such as Zain, Schlumberger, and Kuwait Oil Company. In earlier roles, Marafi was the co-founder of e-commerce startups SmallQ8.com and Yazli. He has also served as a consultant for the Ministry of Youth in Kuwait, and as a judge for MIT EF Mobile App Launchpad Competition, H. H. Shaikh Salem Al-Ali Al-Sabah Informatics Award, and the Microsoft Imagine Cup.



Majd Mashharawi

CEO, SunBox Group | West Bank and Gaza

A resident of war-torn Gaza, Majd Mashharawi was struck by the acute need for access to construction material to rebuild damaged buildings and infrastructure. She founded GreenCake in 2015, a company that creates environmentally friendly bricks from ash and rubble. GreenCake was a runner-up in the annual MIT Pan Arab competition. In the summer of 2017, she developed SunBox, an affordable solar system that produces energy to alleviate the effects of the energy crisis in Gaza, where access to electricity has been severely restricted, sometimes to less than three hours a day. Mashharawi received her BSc in Civil Engineering from the Islamic University of Gaza. In 2018 she was selected as one of the most creative people in business by Fast Company and SunBox won the MIT Pan Arab competition, competing against 6,000 entries. Her TED Talk, How I'm making bricks out of ashes and rubble in Gaza, has received nearly 1.6 million views so far. In September 2019, Mashharawi and Sunbox company was awarded the Muhammed Ali Humanitarian Award in Louisville, Kentucky.



Yadgar Merani

CEO & Co-Founder, Lezzoo | Iraq

Yadgar Merani, CEO and co-founder of Lezzoo, was born in London and raised in Erbil, Iraq. At age 18, Merani moved to London to complete his studies. He obtained a B.A (Hons) in Politics and International Business at the University of Westminster, and an M.A in Legal and Political Theory at the University College of London (UCL). As a business-tech enthusiast, Merani returned to Iraq and co-founded Fastwares, a software development startup focused on mobile games and applications. Fastware went on to become Lezzoo, an on-demand delivery service. Lezzoo participated in Ycombinators' Winter 2019 programme and graduated as the first Iraqi/Kurdish startup to be backed by the world's leading accelerator. Lezzoo also became the first startup in the country to raise the largest seed round.



Arif Nezami

CEO & Managing Director, Preneur Lab Limited | Bangladesh

Arif Nezami is a serial technology entrepreneur and community activist from Bangladesh. He is an alumnus of the "International Visitors Leadership Program" (IVLP) by the U.S. State Department. Nezami's non-profit organization Preneur Lab Youth and Innovation Trust designs innovative programs and community-based initiatives for Young People, Women and Entrepreneurs in rural and urban settings that create social impact and cogent opportunities. His for-profit initiative, Preneur Lab Limited, works with enterprises and businesses globally on innovative web, cloud, and artificial intelligence solutions.



Mohammad Obaidat

Executive Director, Queen Rania Center for Entrepreneurship Princess Sumaya University for Technology | Jordan

Mohammad Obaidat is the executive director of the Queen Rania Center for Entrepreneurship. He is also an incubation manager at iPark@ShamalStart. He regularly serves as a jury member and mentor at national entrepreneurship programs. He is also a certified technology entrepreneurship trainer specializing in business planning and business model innovation. Obaidat served for around 15 years in entrepreneurship projects and organizations in Jordan, Kuwait, KSA, Palestine, and the United Kingdom where he worked with startups and specialized in business development and access to market. Obaidat holds a BSc. in Business and Financial Economics from the Yarmouk University in Jordan and an MSc. in Innovation and Technology Management from the University of Bath in the United Kingdom.



Haroun Ouanes

Founder and CEO, Gostaff.io | Tunisia

Dr. Mohamed Haroun Ouanes holds a PharmD in industrial pharmacy. He is the CEO and co-founder of GoStaff.io, a HealthTech startup based in Tunisia and operating in Libya. He intervenes as manager, trainer, and speaker in several entrepreneurship programs including Student 4 Change (funded by the U.S. Embassy in Tunis) Health & Tech (implemented by Association Jeunes Leaders), the Hult program, Dynamic Health Community, American Corner, Timun, and Tunisian Youth Parliament as well as public and private institutions. Dr. Ouanes holds multiple awards (Souk At-Tanmia, Startup Tunisia Expo, #SafirLab, Mobnet Project, #GR2017) and has participated in international projects for innovators and change-makers in Canada, France, Italy, Germany, Belgium, and Morocco conducted by NGOs and governmental institutions. He is also committed to civil society work in governance, advocacy, environment and health as a researcher, facilitator, and lobbyist. Since June 2018, he has worked as a project manager and an expert for the German Center for Applied Policy Research - CAP Munich.



Mohammad Aref Sammour

Co-Founder, MedeArts / Peace First | Jordan

Mohammad Sammour is a Jordanian social entrepreneur. He embarked on an entrepreneurial journey by co-founding a multi-awarded social venture that concerned the role of culture and art in promoting community development, creative industry and social inclusion under the name of MedeArts. Mohammad is also the Global Director of Programs at Peace First, in Boston. Peace First provides a blended digital design platform where young people can imagine and create powerful innovations to solve real problems in the world. Sammour is a member of the Global Shapers Community under the World Economic Forum and a global fellow at AMENDS - Stanford University, YouthActionNet, International Youth Foundation (BADIR), and UNAOOC intercultural leaders. Sammour studied at Jordan University of Science & Technology; he is also a Global Business Institute scholar from Kelley School of Business, Indiana University.



Nasser Sawan

CEO, COBOD | Qatar

Nasser Sawan is a waste management specialist for the world's largest LNG producer, Qatar Gas. Working with the Health, Safety and the Environment department to ensure proper recycling, storage, and disposal of hazardous and inert waste streams on-site in the gas field. At age 24, Sawan established Qatar's First 3D Concrete Construction company, partnering with Danish Tech start-up COBOD 'Construction of Buildings on Demand' with worldwide partnerships with industry giants such as General Electric (USA), Emaar (UAE) and Peri (Germany). He hopes to improve and revolutionize the construction industry through robotic automation to increase safety and efficacy. Sawan has represented his country in various international swimming events, winning medals for Qatar. He was educated at the University of Liverpool in the U.K, studying Civil Engineering and Environmental Sciences from 2012-2017.



Rajat Sethi

Principal Advisor to Chief Minister of Manipur, Government of Manipur | India

Rajat Sethi currently serves as the Principal Advisor to the Chief Minister of Manipur, handling issues related to political and economic affairs. He is also a member of Prime Minister Narendra Modi's Task Force on Covid-19 economic response. Previously, he served as Economic Advisor to the Government of Jharkhand and co-authored the state's Economic Survey. He brings analytical skills in public administration to Indian government policymaking. Sethi has been an election campaign manager of the BJP, the current ruling party of India, he is a published author, TV commentator and columnist on politics and the economy. Sethi earned his Master's degree in Public Administration from Harvard Kennedy School, and an MBA degree from MIT Sloan School. He completed his undergraduate degree in Computer Science from IIT, Kharagpur.



Benislos Thushan

Founder and Chief Strategist, Digital Storytelling Initiative | Sri Lanka

Benislos Thushan is the founder and chief strategist of Digital Storytelling an education initiative that empowers youth across Sri Lanka with skills in citizen journalism, digital literacy and critical media literacy, since early 2016. DST aims to equip youth with skills in visual storytelling, mobile photography and film making that reflect their realities to fight stereotypes, and to take ownership of their narratives. Thushan has trained over 3,000 young storytellers. He has also worked as a senior program officer at the Office for National Unity and Reconciliation, the apex government agency to promote reconciliation, on Digital Communications and Economic Empowerment Initiative with war affected communities from 2015 - 2019. Thushan is currently reading for an Attorney-At-Law degree at Sri Lanka Law College and hoping to pursue a legal career in digital governance and human rights.



Mohamed Talal

Business Development Associate, Marketing Advisor and Ideation Facilitator | Bahrain

Mohamed Talal is a business development strategist who is interested in human behavior and building beneficial relationships between people and organizations. His areas of expertise include stakeholder engagement, product development, digitizing processes, and building strong communication strategies. Talal has more than 15 years of experience in the public and private sector. He is a creative thinker, can solve business problems, and brings an unusual perspective. His main areas of expertise include market intelligence, marketing, data analysis, concept development, design thinking, digital transformation.



Vani Vijay

Co-founder and Managing Partner, Vydyuthi Energy Services | India

Dr. Vani Vijay is the technology expert & co-founder of Vydyuthi Energy Services (India). Vydyuthi works towards achieving carbon neutrality and sustainable development through energy services. Dr. Vijay is an experienced energy consultant who is currently the engineering manager for Zafarana Solar Power Plant in Egypt as a part of GOPA International Energy Consultants, Germany. Her major projects include Mohammed Bin Rashid Solar Park Phase 3 (800 MW) and Phase 5 (900 MW), Dubai Expo 2020, New DEWA HQ Net-Zero Energy Building, alongwith special attention to distributed generation, carbon accounting, energy audits and electrical design. Dr. Vijay has carried out extensive research under Energy Efficiency and Renewable Energy Department of Central Power Research Institute (CPRI), Government of India. Dr. Vijay has a Ph. D in Electrical Engineering.



Dawoud Zahran

Founder and Director, MISSION | West Bank and Gaza

Dawoud Zahran is the founder & director of MISSION, and the previous curator of the Global Shapers Community in Ramallah. Dawoud's focus areas are tech, policy, crypto and the mix thereof. He invests, creates, mentors, and trains along the lines of these three industries. Dawoud is also an Oxford University alumnus, and has been a fellow at various prestigious institutions in the UK and U.S. More about Zahran here: <https://dawoud.info/>



USA PAVILION
@ Expo 2020
Fellows Program

Logistics



Venues

The USA Pavilion @ Expo 2020 Fellows Program will take place from August 2021 to February 2022. Phase I and III will take place virtually. Phase II and IV will take place in-person in Dubai. There will be a number of different meeting venues and locations offering participants a dynamic experience. Further updates will be provided closer to the in-person sessions.



Flights

Flights to and from Dubai will be covered by the program sponsor. All logistics, including flight arrangements will be coordinated by the ORF team in India.



Accommodation

Fellows will be provided accommodation for the entire duration of the In-Person Meets in Dubai during October 2021 and February 2022.



Airport Pickups

Transportation during the in-person portion of the program will be arranged by the organizers. Airport pickup and drop offs will be provided to all fellows traveling to Dubai.



Dress Code

A mix of business casual, business formal, smart casual and traditional clothing is expected from the fellows depending on the event/day – both virtual and in-person. Further information on the dress code is available under Code of Conduct.



Weather in Dubai

The average temperature in Dubai during the forum in October is expected to be around 24-35 degrees Celsius and 16-25 degrees Celsius in February.



About Expo 2020 Dubai

World Expos bring people together in a spirit of hope and collaboration for a better future, and Expo 2020 Dubai believes that now, more than ever, humanity needs to come together to remember what unites us, to celebrate our human spirit and be inspired by the greatest examples of collaboration, innovation and cooperation from around the world. We look forward to welcoming a world that is more resilient and unified in purpose, having overcome these very challenging times for us all.

Expo 2020 Dubai: Highlights

- Expo 2020 Dubai is an opportunity to convene the global community in a spirit of hope and optimism and to help shape a better, post-pandemic future by inspiring new and exciting solutions to overcome some of the world's most pressing challenges.
- The first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region, and the largest event ever held in the Arab world, Expo 2020 Dubai will capture the world's imagination by welcoming the best minds and the most innovative ideas from around the globe.
- Expo 2020 Dubai's theme, 'Connecting Minds, Creating the Future', is based on the belief that innovation and progress are the result of people and ideas coming together in new and unique ways.
- Expo 2020 Dubai will be a once in a lifetime experience a six-month celebration of creativity, innovation, humanity and world cultures. It will be a time to create and renew connections, a time to be awed by the spectacular events programme, and a time to do business.
- Expo 2020 will welcome artists and academics, pop stars and pioneering thinkers, culinary wizards and corporate gurus, tech ninjas and tomorrow's leaders.

- More than 60 live events each day for 182 days
- Around 200 F&B outlets, 50-plus global cuisines, future-shaping culinary tech, local favourites and delicious culinary tours
- Participating countries will contribute to the dynamic, diverse and everchanging events programme – from music, dance and art to inspiring poetry slams and insightful talks
- Expo 2020 Dubai coincides with the UAE’s 50th anniversary in 2021, marking an important milestone for the UAE. Throughout its history, the UAE has shown the world what is possible through its remarkable development. At Expo 2020 Dubai, we want to engage people in this journey, to play a part in inspiring the next generation and, together, spark innovations that will underpin the next 50 years of human progress.
- Expo 2020 Dubai will contribute to achieving the UAE’s 2071 Centennial Plan by supporting the growth of tourism, stimulating the development of innovative businesses in the UAE, and enhancing the country’s international reputation as a location to do business.
- Through its youth and business engagement activities, and the Expo itself, Expo will stimulate economic, cultural and scientific growth, and unlock the potential of one of the world’s youngest and fastest growing populations.
- Expo 2020 Dubai is committed to building a legacy that is sustainable and enduring, and will set a benchmark for future World Expos.

Map of Expo 2020 Dubai





Code of Conduct Charter of Participation

The USA PAVILION @ EXPO 2020 FELLOWS PROGRAM is an inclusive and diverse forum with participants from across a range of backgrounds. We place a high premium on ensuring that the program is an open and safe venue for every attendee, regardless of gender identity, sexual orientation, nationality, ethnicity, religion, or disability.

We request all those associated with the Program, including participants and organizers, to follow our Charter of Participation and understand the repercussions of any violations. We will also announce house rules and updates throughout the program, which we request all stakeholders to follow as well.

- **Expected Conduct**

We expect all those involved to display the highest level of professionalism throughout the program. This conduct includes, but is not limited to:

- **Dress Code**

All participants must bring a mix of business casual and business formal/traditional formal attire while attending the program. Women and men traveling to the UAE in general should be mindful of their dress and aim to dress conservatively. For women, the general rule is covered shoulders along with skirts and pants below the knee. For men, pants or shorts covering the knee is suggested. In a professional capacity, the rules above apply while also meeting the standards of appropriate business attire.

It is common to find that Emirati nationals regularly wear traditional (or otherwise known as national) attire. For women, this consists of wearing an abaya, which is a long loose garment that is traditionally black. Along with the abaya many women wear the hijab and typically match it to the black abaya. Some women wear the niqab, which is an addition to the abaya and hijab attire that also covers the face with the exception of the eyes. For Emirati men, traditional dress consists of the Kandura, an ankle length garment typically with long sleeves. In summer, men usually stick

to wearing white Kanduras, while in the winter darker colors such as blue or grey are also commonly worn. The Ghutra, a large square cloth, is worn on the head both draped down and secured by a black Agal, a piece that secures the Ghutra. In informal settings and for youth, the Ghutra is wrapped around the head without the Agal.

- **Program Language**

The program will be conducted in English.

- **Program Participation**

Participants must commitment to all aspects of the program: both in-person and virtual sessions.

Please be respectful, understanding, and mindful of fellow participants. Conversations should be framed in an open and inclusive manner.

- **Drugs and Alcohol**

We abide by and enforce all local and national laws and regulations surrounding possession and/or use of illegal substances. In addition, please limit tobacco use to permitted areas.

- **Safety**

We hope that our participants accept a shared responsibility of program safety and notify program organisers of any danger or misconduct they may witness. The possession of weapons or violence in any form is not permitted. In an effort to ensure order throughout the program, we do not permit organised demonstrations or disruptions of any kind.

- **Reporting Inappropriate Conduct**

If you are subjected to harassment or other unacceptable behaviour, please notify a program organiser.

- **Law Enforcement**

If an emergency arises, please first contact the local police immediately and proceed to notify a program organizer of the issue.



Anti Harassment Policy

Our zero-tolerance policy prohibits all forms of harassment including, but not limited to:

- Offensive or derogatory comments related to gender, sexual orientation, nationality, ethnicity, religion, or disability
- Offensive or derogatory comments towards other participants, opinions, or personal expressions;
- Sexual comments or unwanted physical contact;
- The display of inappropriate images or memorabilia;
- Violence, intimidation, threats; or stalking; and
- Inappropriate or unwanted social contact with other participants.



Violations of the Charter of Participation

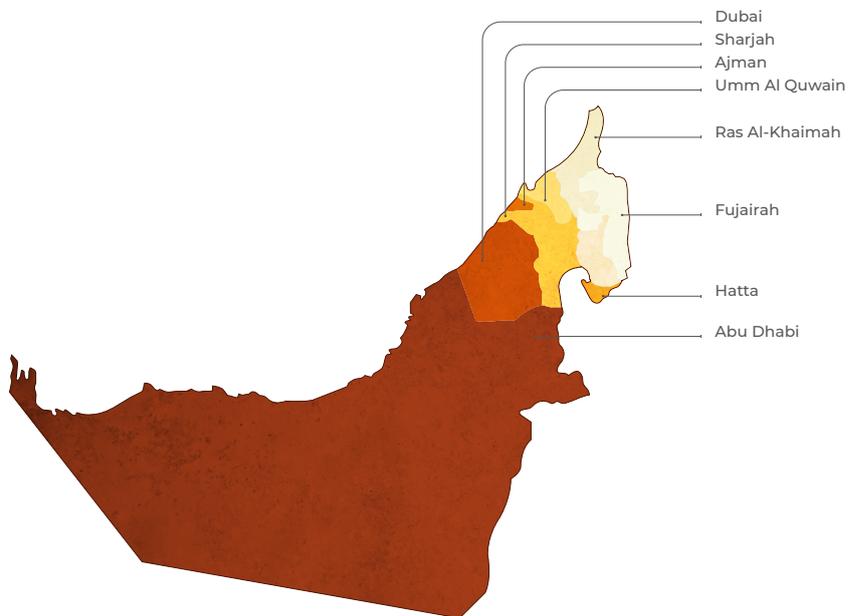
We expect all those involved to abide by our expected conduct guidelines and respect our anti-harassment policy during the program. This includes program related social events and online social media engagement.

If asked by program organizers to cease prohibited behaviour, you are expected to comply immediately. If inappropriate behaviour persists, the program organizers may take any action they deem appropriate, including immediate expulsion from the program and/or reporting to appropriate authorities.



About United Arab Emirates

Located in the south eastern part of the Arabian Peninsula, the United Arab Emirates (referred to commonly as the UAE) is a member of the Gulf Cooperation Council (GCC). Despite its young age as it only achieved independence in 1971, the UAE is an economic power in the MENASA region as well as a major cultural hub. The UAE is comprised of seven Emirates: Dubai, Abu Dhabi, Ajman, Ras Al Khaimah, Fujairah, Sharjah and Umm Al Quwain, and Abu Dhabi is the capital of the nation.



The UAE is a sovereign constitutional monarchy and is ruled by six distinct royal families (Sharjah and Ras al Kaihmah are ruled by the same family) whose lineages extend from times well before the UAE's independence. The president of the country is the ruler of Abu Dhabi, and the prime minister is the ruler of Dubai.

• Quick facts about the UAE

- **Formal name in Arabic:**

Dawlat al-'Imarat al-Arabiyyah al-Muttahidah

- **Total area:**

83,600 sq kilometres, 32,278 sq miles

- **Border countries:**

Oman (southeast and northeast, along with internal border in Fujairah Emirate), Saudi Arabia (west, south, southeast)

- **Coastline:**

650 kilometres, 404 miles

- **Climate:**

subtropical-arid desert climate; hot, humid summers and mild winters; hottest months are July and August

- **Major natural resources:**

petroleum, natural gas

- **Population:**

9,599,353

- **Median age:**

37.2 years

- **Population growth rate:**

1.44 % (2018)

- **Ethnic groups:**

Emirati 11.6%, South Asian 59.4% (includes Indian 38.2%, Bangladeshi 9.5%, Pakistani 9.4%, other 2.3%), Egyptian 10.2%, Philippine 6.1%, other 12.8% (2015 est.)

- **Religion:**

Muslim 74%, Christian 13%, other 13% (primarily consisting of Hindu and Buddhist)

- **Literacy rate:**

93.8% (total population)

- **President:**

Sheikh Khalifa Bin Zayed Al Nahyan

- **Prime Minister:**

Sheikh Mohammed Bin Rashid Al Maktoum

- **Society & Economy**

The UAE is a very diverse country as the majority of the population are expatriates of various nationalities and ethnic origins. Although more moderate than other Gulf nations, the UAE still adheres to Islamic values that both expatriates and visitors are expected to be aware of and respect. The UAE is a rapidly growing country that is a continuous blend of the traditional and modern, which is reflected in its social values and interactions.

The UAE has strived to strengthen and diversify its economy since the early years of its existence. Despite being an oil state (most of which is concentrated in Abu Dhabi), the UAE has worked to be at the forefront of innovation in technology to keep their economy competitive in the world market.

- **Language**

English is widely spoken across the country due to the diversity of the expat population and is almost universally taught as a second language in schools.

- **Religion and Beliefs**

The majority of the country is Muslim, although there are various other religions that are represented within the large expatriate community, the largest of them including Christianity, Hinduism and Buddhism.

The holy day of the week for Muslims is Friday when sermons and group prayers are held in mosques. The weekend is Friday and Saturday in the UAE.

As Muslims pray five times a day, there is a call to prayer when it is time to pray, which is called the Athan. It lasts a few minutes and during its duration all music and public programming is expected to be paused, but regular activity and conversation can continue. Mosques and large public spaces such as malls will project the Athan.

As an Islamic country, the UAE uses Islam within the rule of law and recognizes Muslim holidays as state holidays (Ramadan, Eid-Al Fitr, Eid-Al Adha, etc.). During Ramadan, work hours are typically shortened by two hours. Public displays of affection are frowned upon especially during this time, and it is important to note that many shops and most restaurants are closed or will have restricted hours. Non-Muslims are not required to fast, but need to be aware of the differences in day-to-day life during this time and to limit the eating and drinking that they do in public. It is important to respect the UAE's traditions during Ramadan.

Social Media Handles



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Expo 2020 Dubai
USA Expo 2020
AstroLabs

Partner websites:



pepsico.com



usapavilion.org



orfonline.org



orfamerica.org



astrolabs.com

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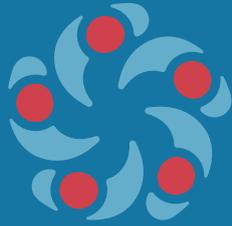
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