



**مسك**  
مؤسسة محمد بن سلمان  
Mohammed Bin Salman  
Foundation

EDITION

**2023**

# THE BIG NOW

## Insights from #MGF23

#TheBigNow #MGF23

[www.miskglobalforum.com](http://www.miskglobalforum.com)

The logo for the MISK Global Forum 2023 is presented within a white speech bubble outline on a purple background. The text is stacked vertically in white, with 'MISK' in a bold sans-serif font, 'GLOBAL' and 'FORUM' in a regular sans-serif font, and '2023' in a bold sans-serif font.

**MISK**  
GLOBAL  
FORUM  
**2023**



“What we aspire to do through Misk Foundation is to take initiative, encourage innovation and, in turn, ensure sustainability and growth to achieve the higher goal of developing the human mind.”

WORD FROM OUR FOUNDER,  
H.R.H THE CROWN PRINCE  
**MOHAMMED BIN SALMAN**  
**BIN ABDULAZIZ AL SAUD**

<b>INTRODUCTION TO MISK GLOBAL FORUM: OUR LEGACY</b>	<b>09</b>
• ABOUT MISK FOUNDATION	10
• A CLOSER LOOK AT MISK GLOBAL EFFORTS	12
• ABOUT MISK GLOBAL FORUM (MGF)	15
• MGF'S CONVERSATIONAL SPACES	16
<b>ABOUT MGF23: THIS YEAR'S EDITION</b>	<b>21</b>
• OPENING SPEECH FROM THE CEO OF MISK FOUNDATION	22
• MGF23 IN NUMBERS	23
• THIS YEAR'S THEME	24
• MGF'S JOURNEY TO NOW	26
• OUR PARTNERS	28
• PARTNERSHIP AGREEMENTS	30
<b>THE BIG NOW IN ACTION: MGF23 OUTCOMES AND ACHIEVEMENTS</b>	<b>33</b>
• ACTIVATING THE BIG NOW: OUTCOMES BY ACTIVATIONS	34
• THINKING NOW: OUTCOMES BY THEMES	62
• TRENDING NOW: OUTCOMES BY TRENDS	90
<b>YOUTH ADVICE FROM LEADERS</b>	<b>184</b>
<b>NOW, WHAT'S NEXT?</b>	<b>202</b>

# TABLE OF **CONTENTS**

01

---

INTRODUCTION TO

**MISK**

**GLOBAL**

**FORUM**

OUR LEGACY

# ABOUT MISK FOUNDATION

Established by H.R.H Prince Mohammed Bin Salman Bin Abdulaziz in 2011, Misk Foundation is a non-profit organization devoted to **cultivating and encouraging learning and leadership in Saudi youth for a better future for Saudi Arabia.**

Misk Foundation provides various means to **foster, empower, and create a healthy environment** for the creative talents of youth to grow and flourish.

The foundation aims to build a **knowledge-based society** by designing programs and forming partnerships with **local and global organizations** through two main tracks: **education and entrepreneurship**, and **culture and the creative arts, with science and technology** as supporting fields.

## Vision

Creating a dynamic ecosystem for young Saudi talents to shape the future of Saudi Arabia and the world.

## Mission

Pioneering innovative programs targeting Saudi youth and youth-centered institutions to empower future leaders, entrepreneurs, and scientists.

# A CLOSER LOOK AT — MISK GLOBAL EFFORTS

## ABOUT

Misk Global is dedicated to fostering a **dynamic network of proactive citizens**, magnifying our global influence, and positioning our foundation as a **paramount global force in advancing youth empowerment**.

This underscores the essentiality of a **comprehensive global strategy**, which serves as a **dynamic bridge connecting Misk Foundation with youth, Saudi Arabia, and global stakeholders**.

## GLOBAL EFFORTS

**Misk Accelerator Program:** A global seed-stage accelerator for tech startups offering a zero-equity and an intensive three-month program aimed to accelerate startup growth and expansion in Saudi Arabia.

**Misk Fellowship Program:** A world-class blended learning leadership accelerator program that aims to discover, develop, and connect exemplary high potential youth leaders to drive positive change.

**Misk Hub Program:** Various online and hybrid programs that cover topics such as leadership, skills, community, and entrepreneurship.

**Misk Tour:** An ongoing tour in different cities across the Kingdom of Saudi Arabia to inspire and enable creative energies by providing initiatives, tracks, and enrichment programs for ambitious and creative youth.

**Youth Global Trends Advisory Panel (YGAP):** An innovative program addressing critical global youth challenges, YGAP harnesses experts, researchers, and youth to fuel insightful discussions, research, and actionable strategies. It guides informed decisions, shapes impactful initiatives, and cultivates a responsive approach to global youth needs.

**Global Youth Contributions & Series:** A pivotal program that involves active engagement in major global youth initiatives led by the World Economic Forum, UNESCO, and UN, while partnering with KSA programs like SMO for local-global youth empowerment.

**The KSA Youth Ambassador Program:** A comprehensive initiative designed to empower exceptional Saudi youth to become influential global leaders. The program equips these young ambassadors with the skills, knowledge, and cultural adaptability required to represent the Kingdom effectively, engage in international dialogues, and make meaningful contributions to global initiatives.

**The Youth Majlis @ WEF:** The Youth Majlis @ WEF, situated as a flagship global pavilion in Davos, Switzerland, is a pivotal component of the Misk Global Strategy's event segment. It serves as a platform to infuse youth perspectives into the World Economic Forum, linking young leaders with global influencers and experts.

## ABOUT MISK GLOBAL FORUM

Misk Global Forum (MGF) is an annual flagship event hosted by Misk Foundation dedicated to **nurturing opportunities for the younger generation's societal development** through business, literature, culture, science, and technology incubators.

Launched for the first time in 2016, MGF hosts dialogues that **break barriers, inspire change, and raise awareness of critical global challenges that matter to youth.**

The forum brings together young leaders, creators, and thinkers alongside established global innovators to **explore, experience, and experiment with ways to lead with impact.**

MGF serves as a dynamic platform for fostering vibrant discussions, exchanging ideas, and creating networking opportunities to **nurture youth potential, encourage collaboration, and catalyze positive global change.**





# MISK GLOBAL FORUM'S — CONVERSATIONAL SPACES



## THE STAGE

The Stage showcases fresh, innovative ideas and narratives that promise to impress and shift perspectives. Designed to ignite a transformative thought process, the sessions inspire participants to set and achieve big goals.



## LEADERS DIWAN

Leaders Diwan facilitates personal interactions with seasoned leaders who are often inaccessible to youth, bridging the gap between experience and ambition.



## MAJLIS

Majlis hosts discussions with the brightest minds and innovators in a relaxed setting, with speakers unveiling personal narratives and placing emphasis on their core values rather than their occupational titles.

# MISK GLOBAL FORUM'S — CONVERSATIONAL SPACES



## WELLNESS WAHA

Wellness Waha is a refuge dedicated to the nurture of mind, body, and spirit.

In this intimate and engaging setting, participants partake in meditative and therapeutic practices.



## THE TANK

The Tank offers an environment ripe for both business and social innovation. As an incubator of transformative ideas, The Tank is where innovation meets inspiration to propel participants toward action.



## THE CLASSROOM

Riyadh School Classroom of the Future is a research-led classroom designed by EStars to empower teachers and enable students. The Classroom reimagines how we teach in a tech-driven space, tailored to optimize the learning experience and aligned with the goals of Vision 2030.



## SKILLS DUKKAN

Skills Dukkan offers dynamic, hands-on workshops, with a fusion drawing 30% from local wisdom and 70% from global partners. These sessions grant insights into the application of these skills to cultivate a generation rich in aptitude.

02

---

ABOUT  
**MGF23**  
THIS YEAR'S EDITION



## OPENING SPEECH: MISK FOUNDATION CEO, DR. BADR AL BADR

Welcome to Misk Global Forum 2023. I am honored to be here with you today, and I want to start with a quote from His Royal Highness, the Crown Prince, Founder and Chairman of Misk Foundation:

**“At Misk, we try to work only with dreamers, those who create new things. At Misk, we celebrate dreamers, so this is an opportunity for you.”**

This quote captures the essence of what we are here to discuss: how to think big, create opportunities, and make a positive impact on our world.

This edition of Misk Global Forum is a testament to that. Entering our 7th year, this year’s forum is the biggest edition to date, with more than 40,000

people registered, and the participation of more than 120 thought leaders, decision-makers, and changemakers.

Their participation is a testament to the scope of our work, as thinking big is not easy. It requires courage, creativity, and perseverance. It also requires a supportive environment where dreamers are celebrated, not ridiculed. Where visionaries are encouraged, not discouraged. Where innovators are empowered, not hindered.

Wherever there is a new project, let us allow ourselves to think as big as possible. Let us benchmark ourselves with the best in the world and ask: **“Is this the best possible effort? Will it put me on the map?”** Judge for yourself if your effort is big enough, and work accordingly.

# MGF23 IN NUMBERS

## 213

World-Renowned  
Speakers and  
Leaders

## 115

Content-Rich  
Sessions

## 59

Countries  
Represented

# 45K ATTENDEES



## THIS YEAR'S THEME

The 2023 edition of the forum, held from **November 15 to 17**, centered around the theme of **"The Big Now."** This theme highlighted the importance of **ambitious thinking** and **immediate action** for young individuals to bring their visions to life.

In today's world, marked by **unprecedented changes and uncertainties**, it is essential to seek **bold and innovative solutions through collective and collaborative efforts**.

At the same time, the world is witnessing **remarkable advances** that demand **visionary and proactive thinking**, as well as **individual and entrepreneurial initiative**.

This theme encourages the spirit and mindset of today's youth, those who can **Think Big** and **Act Now**, and who have the ability to **embrace the potential of the present** while **shaping the future they desire**.

### THINK **BIG**

Think Big is about **visionary thinking** and **ambitious boundary-breaking ideas by youth to address the global challenges** that humanity faces.

### ACT **NOW**

Act Now is about recognizing the importance of **youth taking immediate action** to solve **urgent challenges**.

# MGF'S JOURNEY TO NOW

Since its inception in 2016, MGF has welcomed more than **150 thousand** attendees from **130 nationalities**, partnered with **70 organizations**, and hosted **780 speakers**. This vibrant journey created a mosaic of ideas and perspectives, with each year's theme providing a youth-driven agenda aimed at catalyzing global change.

## 2016

### Together: Shaping the Knowledge Economy

Explored how young leaders can innovate within a knowledge economy driven by information and collaboration.

### Meeting the Challenge of Change

Emphasized equipping youth with adaptive skills to navigate and capitalize on the world's rapid changes.

## 2017

## 2018

### Skills for Our Tomorrow

Highlighted the need for critical future-ready skills like creativity and critical thinking to prepare for upcoming societal shifts.

### Work Reworked

Examined the evolving nature of work and workplaces, preparing youth for future trends and transformations.

## 2019

## 2020

### The Ripple Effect

Discussed the widespread impact of individual actions during COVID-19, focusing on youth-led positive community change.

### Generation Transformation

Emphasized the value of intergenerational dialogue in driving societal change and breaking down barriers.

## 2022

# OUR PARTNERS

## Strategic Partners



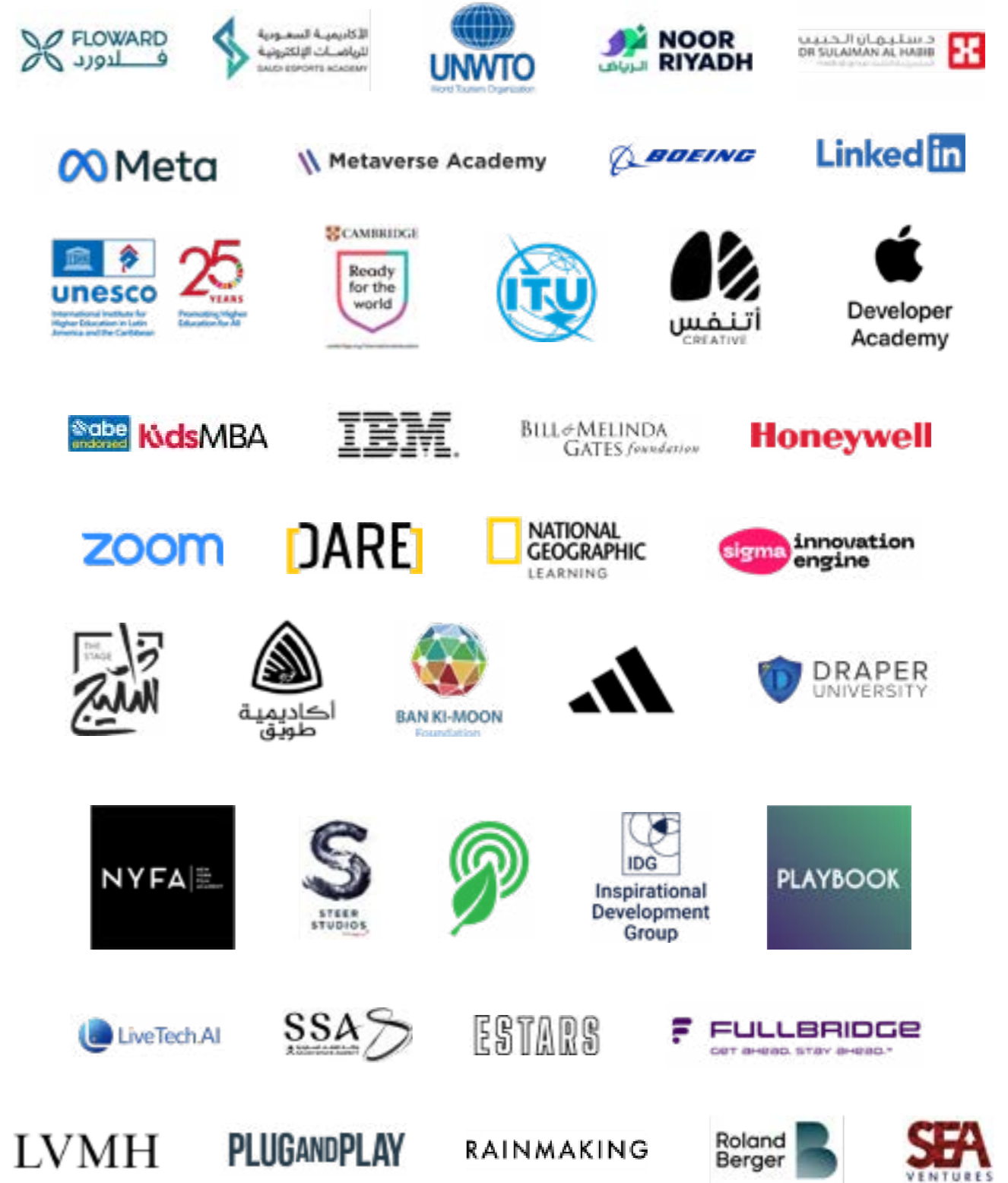
## Misk Ecosystem



## Media Partners



## Knowledge Partners



# PARTNERSHIP AGREEMENTS

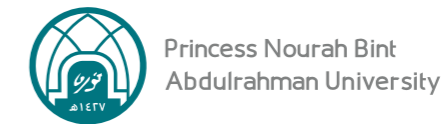
## 18 AGREEMENTS

 **4**  
LOCAL AGREEMENTS

 **8**  
SUBSIDIARIES AGREEMENTS

 **2**  
GLOBAL AGREEMENTS

 **4**  
BENEFICIARIES AGREEMENTS





03

---

THE BIG NOW

**IN ACTION**

OUTCOMES & ACHIEVEMENTS

# ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

# THE STAGE

# 44

SESSIONS WITH  
VISIONARY LEADERS

# 17

HOURS OF INSPIRING  
DISCUSSIONS



## DESIRED OUTCOMES

**Driving Transformation:** Innovative ideas and captivating stories to inspire participants to broaden their horizons and think big.

**Catalyzing Change:** Sessions to stimulate new thoughts, prompt immediate action and pursue ambitious objectives.

**Inspiring Joy:** Exploring different viewpoints and world views to foster a sense of delight and introspection.

## OUTCOMES ACHIEVED

**Driving Transformation:** Sessions highlighted that transformation requires a clear vision, belief, and the will to act; encouraging participants to dream limitlessly.

**Catalyzing Change:** Participants were motivated to create positive ripple effects across their circles, following in the footsteps of the inspiring thought leaders who took the stage.

**Inspiring Joy:** Changemakers shared different viewpoints on relevant topics such as culture in leadership, sparking hope for a brighter tomorrow.



**H.R.H Prince Abdulaziz bin Salman AlSaud**  
Minister of Energy, Kingdom of Saudi Arabia  
Future of Youth is Now



**Caroline Yap**  
Managing Director, Global AI Business, Google  
AI Revolution: Mastermind or Taskmaster



**Rahmon Agbaje**  
Co-Founder, Loud Parade  
For Your Innovation



**Azra Ismail**  
Co-Founder, Maker Ghat  
Learning in the Age of AI



**Karim Benzema**  
Professional Footballer  
Stars in the Desert



**Rayyanah Barnawi**  
Astronaut, Saudi Space Agency  
Unlimited Ambition



**Robert Herjavec**  
Executive Producer & Star of Shark Tank;  
CEO, Cyderes; CEO, Herjavec Ventures  
Winning Investors' Buy-In



**Chris Gardner**  
CEO of Happyness  
Navigating the Journey Forward

## ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

# LEADERS DIWAN

# 14

SESSIONS WITH  
VISIONARY LEADERS

# 14

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Motivational Catalyst:** Insights that inspire and energize future leaders.

**Real-World Lens:** Sessions that provide a concrete perspective on leadership triumphs and trials.

**Leadership Grasp:** Ideas that enhance participants' understanding of what makes a great leader.

### OUTCOMES ACHIEVED

**Motivational Catalyst:** Thought-provoking revelations by industry leaders inspired participants, opening their minds to a realm of future possibilities.

**Real-World Lens:** Discussions dissected the complexities of upholding values against personal interests, underscoring the integrity essential for leaders to preserve their credibility.

**Leadership Grasp:** Aspiring leaders absorbed the importance of nurturing passion, forward planning, and embracing challenges without fear in their journey toward impactful leadership.



**H.H. Prince Sultan bin Khalid Al Saud**  
CEO, SIDF  
From Stanford to SIDF



**Dr. Abdullah Al Fozan**  
Chairman and CEO, KPMG (Saudi Arabia)  
Cross-Cultural Leadership



**Dr. Khawla Al-Kuraya**  
Director, Research Center  
at King Faisal Specialist Hospital  
The Vision of Scientific leadership



**H.E. Dr. Mohammed Altamimi**  
Governor of CST and CEO,  
Saudi Space Agency  
Beyond Space



**Lubna Olayan**  
Chair of the Executive Committee  
& Deputy Chair, Olayan Financing Company  
From Legacy to Leadership



**Ajlan Alajlan**  
Chairman of Board of Directors,  
Riyadh Chamber of Commerce  
The Art of Collaborative Leadership

## ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

# MAJLIS

## 19

SESSIONS WITH  
VISIONARY LEADERS

## 19

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Personal Insights:** Sharing individual journeys that unveil core values and identities.

**Cozy Exchange:** Intimate, genuine dialogue within a casual, comfortable setting.

**Heartfelt Dialogue:** Open and thought-provoking questions that strengthen speaker-participant connections.

**Beyond Titles:** Personal discussions that go beyond a leader's professional facade.

### OUTCOMES ACHIEVED

**Personal Insights:** Speakers shared stories of bridging cultural divides and initiating meaningful interactions.

**Cozy Exchange:** Topics discussed included how youth can pursue the big picture to thrive in the now.

**Heartfelt Dialogue:** Open and honest dialogues tackled common concerns like analysis paralysis and wanting more hours in the day.

**Beyond Titles:** Speakers discussed personal narratives of how small acts can have a big ripple effect.



**Basmah Al Mayman**  
Regional Director, UNWTO  
It Starts with Hello



**Faris AlSaqabi**  
Deputy Minister for Human Capability Development,  
Ministry of Industry and Mineral Resources, Kingdom of Saudi Arabia  
Blueprint of Brilliance



**Amrita Sethi**  
Traditional and NFT Digital Artist  
What School Didn't Teach Me



**Dr. Khaled Ghattas**  
Life Scientist  
FOMO vs JOMO



**Michael Preston**  
Director, Sports, Misk Schools  
Healthy Body, Healthy Mind



**Hadia Ghaleb**  
GPH CEO & Founder, By HadiaGhaleb  
Pursuing The Big Picture

## ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

# WELLNESS WAHA

# 15

SESSIONS WITH  
VISIONARY LEADERS

# 14

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Holistic Harmony:** Practices that elevate both mental and physical well-being, guided by the wisdom of therapeutic techniques.

**Contemplative Reflection:** The peaceful setting facilitates deep contemplation on previously attended talks and personal insights.

**Vital Revitalization:** Participants emerge from the experience invigorated, having tapped into the restorative power of meditation.

**Emotional Fortitude:** The sessions provide participants with the strategies necessary for effective stress and emotion management.

### OUTCOMES ACHIEVED

**Holistic Harmony:** Sessions dug deep into the 'we' in wellness and ways to connect to one's roots.

**Contemplative Reflection:** The peaceful setting allowed participants to express their feelings with the power of art and the written word.

**Vital Revitalization:** Participants explored voicework and breathing techniques that left them feeling refreshed and rejuvenated.

**Emotional Fortitude:** Speakers discussed strategies for stress and emotion management, including practicing the skill of mindful response.





# ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

## THE TANK

# 28

SESSIONS WITH  
VISIONARY LEADERS

# 14

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Creative Catalyst:** A breeding ground for ideation, where participants conceptualize ground-breaking business or social initiatives.

**Idea Synthesis:** A confluence of diverse minds and disciplines sparks unique collaborations and births one-of-a-kind innovations.

**Proactive Progression:** Cultivating a proactive approach, advancing from concept to concrete strategies and real-world implementation.

### OUTCOMES ACHIEVED

**Creative Catalyst:** Discussions revolved around cultivating a generation of environmental changemakers and community catalysts driving global change.

**Idea Synthesis:** Participants explored how tech can elevate different industries for a future that celebrates an enriching exchange of ideas.

**Proactive Progression:** Ideas included proactive solutions for the world's most pressing problems and ways to empower the leaders of tomorrow.



# ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

## THE CLASSROOM

# 18

SESSIONS WITH  
VISIONARY LEADERS

# 18

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Immersive Enhancement:** The cutting-edge tech environment offers participants an immersive and tailored educational experience.

**Critical Mastery:** Access to advanced resources fosters higher-order cognitive skills, promoting critical analysis, evaluation, and synthesis.

**Teamwork Cultivation:** A collaborative layout designed to enhance group dynamics, sharpening attendees' teamwork and communicative abilities.

**Creative Unleashing:** The innovative setup encourages creative thinking, equipping participants to brainstorm and innovate beyond conventional boundaries.

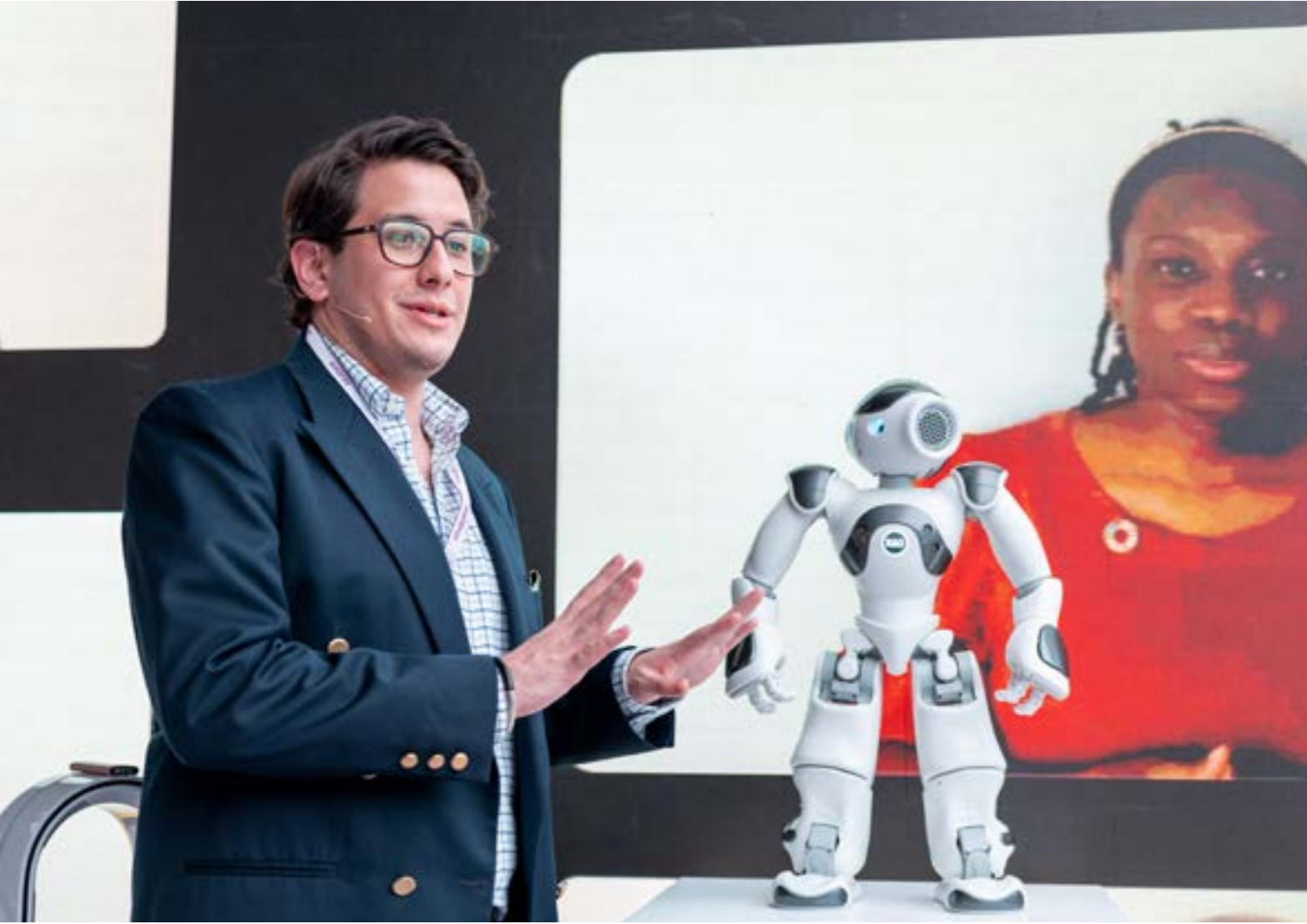
### OUTCOMES ACHIEVED

**Immersive Enhancement:** Participants explored immersive digital experiences and insights on the groundbreaking technologies of tomorrow.

**Critical Mastery:** Discussions delved into how future leaders can leverage new and emerging industries for growth.

**Teamwork Cultivation:** Participants teamed up to employ cutting-edge digital technologies poised to revolutionize different disciplines.

**Creative Unleashing:** An innovative environment spurred participants to discover unconventional solutions to global issues.



## ACTIVATING THE BIG NOW OUTCOMES BY ACTIVATIONS

# SKILLS DUKKAN

# 22

SESSIONS WITH  
VISIONARY LEADERS

# 17

HOURS OF INSPIRING  
DISCUSSIONS



### DESIRED OUTCOMES

**Competency Cultivation:** Participants acquire skills that sharpen their ability to communicate across cultures.

**Horizon Expansion:** Blending local know-how with international collaborators encourages enriching cultural exchanges.

**Applied Confidence:** The interactive nature of the workshops elevates the confidence of attendees in their newfound capabilities.

### OUTCOMES ACHIEVED

**Competency Cultivation:** Participants sharpened their ability to communicate across cultures by tackling LinkedIn Mastery tips and professional storytelling.

**Horizon Expansion:** Participants expanded their horizons by delving into the intricacies of the Metaverse and AI technologies.

**Applied Confidence:** Interactive workshops provided hands-on experience across a variety of dynamic fields, allowing participants to unleash their creativity.



OUTCOMES BY THEMES

**THINKING NOW**







*“In thinking big, distractions hinder. Boredom fosters creativity, but tech and misleading influences in social media distract. To think big, silence self-doubt, assess beliefs, and act. Beware hindering circles; embrace positivity for momentum.”*

**Dr. Badr Al Badr**

Dr. Badr Al Badr

# HONESTLY, YOU’RE NOT THINKING BIG ENOUGH

| THINK BIG

**Speaker:** Dr. Badr Al Badr, CEO, Misk Foundation

While acknowledging that ‘thinking big’ means something different to each individual, this session highlighted our shared drive to surpass goals, exceed aspirations, and savor the moments of joy that come with achievements.

## TAKEAWAYS

1. Individuals often benefit from the foresight and innovations of past dreamers and thinkers without realizing it, living in the metaphorical “shade” of the trees planted by others.
2. Dreamers, who may not always be initially appreciated, are essential to progress, and contemporary society, especially initiatives like Saudi Vision 2030, provides an environment that celebrates and supports them.
3. The primary barriers to thinking big and pursuing dreams include the distractions of modern life, the influence of social media, and self-doubt, which can undermine creative thinking and self-belief.

# THE FUTURE OF YOUTH IS NOW

| BIG NOW

**Speaker:** H.R.H. Prince Abdulaziz bin Salman AlSaud, Minister of Energy  
**Moderator:** Dr. Sara Althari, Founder & Managing Partner, The Althari Group

*“When people learn to be tolerant, they become powerful characters, which enables them to interact with everybody.”*

**H.R.H Prince Abdulaziz bin Salman AlSaud**

This session explored the essence of impactful leadership, emphasizing the integral role of genuine self-expression and the balance between humility and confidence. It discussed the importance of fostering a culture of inclusivity in an increasingly globalized landscape.

## TAKEAWAYS

1. Recognizing strengths and weaknesses in the spirit of “Think Big, Act Now” is pivotal for bold initiatives. Fostering self-awareness lays the groundwork for authentic connections and an inclusive environment, fueling the collaborative ethos essential for ambitious thinking and decisive moves, contributing to collective success.
2. In alignment with “Think Big, Act Now,” valuing heritage and embracing cultural roots emphasizes the importance of a broad perspective. Being a global citizen involves appreciating diverse cultures while maintaining one’s identity, with tolerance fostering open-mindedness and the ability to take decisive action on a global scale.
3. To fully embody “Think Big, Act Now,” recognizing and leveraging the competitive abilities of women is imperative. Promoting gender inclusivity and empowerment aligns with the theme, emphasizing proactive measures for positive change. Acknowledging and leveraging women’s contributions across industries enables bold actions that propel sectors forward and achieve widespread success, harmonizing with the overarching theme.



Dr. Sara Althari and H.R.H. Prince Abdulaziz bin Salman AlSaud



Mathew Leong, Zubair Junjuna, and Hakeem Jomah

## AS YOU TAKE THE NEXT STEP



- Speaker:** Mathew Leong, Chef
- Speaker:** Dr. Hakeem Jomah, Director & Writer
- Speaker:** Zubair Junjuna, Founder, Znotes
- Moderator:** Noha Alotaibi, Head of Strategy & Performance, ilmi

In the era of "The Big Now," where rapid change is the only constant, this session navigated the never-ending challenges our world presents today and seeks to empower individuals, especially young people, to face uncertainty with courage, resilience and a growth mindset.

### TAKEAWAYS

1. Vision 2030 has forged pathways to empower individuals, enabling them to chase and achieve their dreams and aspirations.
2. Pursuing what one loves to do requires hard work and discipline. While wanting to give up is a natural part of the process, inspiration, consistency, and clarity in goals and direction will ensure progress towards that dream.
3. Encouraging active engagement over passivity in youth while providing them with the necessary tools and skills, enhances their ability and willingness to make an impact and pursue their dreams and aspirations.

*"If you give young people the opportunity to do impactful things, they're willing to do it. Just empower them and give them the tools and skills, where they don't just consume but rather engage."*

**Zubair Junjuni**

## LIVING BIG: HOW YOUTH ARE SHAPING THE NOW



- Speaker:** H.E. Rawan bint Najeeb Tawfiqi, Minister of Youth Affairs, Kingdom of Bahrain
- Speaker:** Eng. Omar Najjar, Deputy CEO, Misk Foundation

Young people stand at the forefront of innovation and social change, yet they also face numerous challenges that require resilience and adaptability. This session dissected these challenges and highlighted the opportunities available, with a specific focus on Bahrain and Saudi Arabia.

### TAKEAWAYS

1. Today's youth actively seek self-discovery, prioritize passion, and exhibit heightened awareness of skills and career choices, marking a major mindset shift.
2. Despite positive attributes, youth face challenges like information overload and career decisions. Experiential learning through volunteering is a must for practical skill-building.
3. Instilling pride in cultural identity and history among youth is a collective responsibility to unlock their potential in a competitive environment.

*"As we achieve personal fulfillment, our happiness ripples outward. A content individual transcends self-interest, contributing to the broader well-being of society and uplifting those around them."*

**H.E. Rawan Bint Najeeb Tawfiqi**



Eng. Omar Najjar and H.E. Rawan Bint Najeeb Tawfiqi



Dr. Michio Kaku

*“Youth can positively fight global warming by learning and understanding the basics. Earn your wealth and understand what’s happening so you know where to invest. The job market in the future is wide open for those in science.”*

**Dr. Michio Kaku**

## BE THE YOU NOW



**| Speaker:** Dr. Michio Kaku, Prof. of Theoretical Physics

— In a world constantly urging us to look ahead or behind, this session encouraged attendees to embrace their authentic selves right now, celebrating individuality and the unique paths that have led each person to this moment.

### TAKEAWAYS

1. Deep inquiries into the natural world can not only redefine our scientific understanding but also catalyze societal and technological revolutions.
2. Embracing science and its applications opens pathways to future job markets, wealth, and societal advancements, underscoring the importance of scientific literacy for the next generation of changemakers.
3. Understanding the science behind job creation and wealth can open opportunities for the future. A foundation in scientific knowledge is valuable across various careers and endeavors.

## UNLIMITED AMBITION



**| Speaker:** Rayyanah Barnawi, Astronaut, Saudi Space Agency

**| Speaker:** Ali Alqarni, Astronaut, Saudi Space Agency

**| Moderator:** Mishaal Ashemimry, Advisor, Saudi Space Agency

— This session delved into Saudi Arabia’s ambitious strides in space exploration, demystifying not only the journey of sending astronauts beyond our atmosphere but also the myriad career opportunities the space sector offers young people.

### TAKEAWAYS

1. Saudi Arabia has launched a sustainable astronaut project to expand the space sector by engaging non-space industries through scientific research, with the first Saudi female and male astronauts selected to be part of this initiative.
2. Physical fitness, mental well-being, technical knowledge, and exploration skills are critical criteria for astronaut selection, ensuring candidates are equipped for the unique challenges of space travel.
3. Once in space, astronauts follow a rigorous schedule of experiments in various fields such as human medicine and physics, while also conducting outreach to inspire the next generation.



Ali Alqarni

*“In space, failure is not an option: you train to minimize mistakes, you train repeatedly to reach the desired level. Yet, sometimes, what you really need is teamwork.”*

**Ali Alqarni**

# RETHINKING PURPOSEFUL LIVING

**| Speaker:** Carla Martinesi, CEO, Chomp

**| Speaker:** Joe Kaul, CEO, ONQOR

**| Moderator:** Nahar Aldrees, Project Manager, Misk Foundation

What does a meaningful life mean, and how can it be cultivated and transformed into a reality? This session provided participants with the tools to build a life with purpose that positively impacts individuals and extends to their communities. The benefits of purpose in life know no bounds.

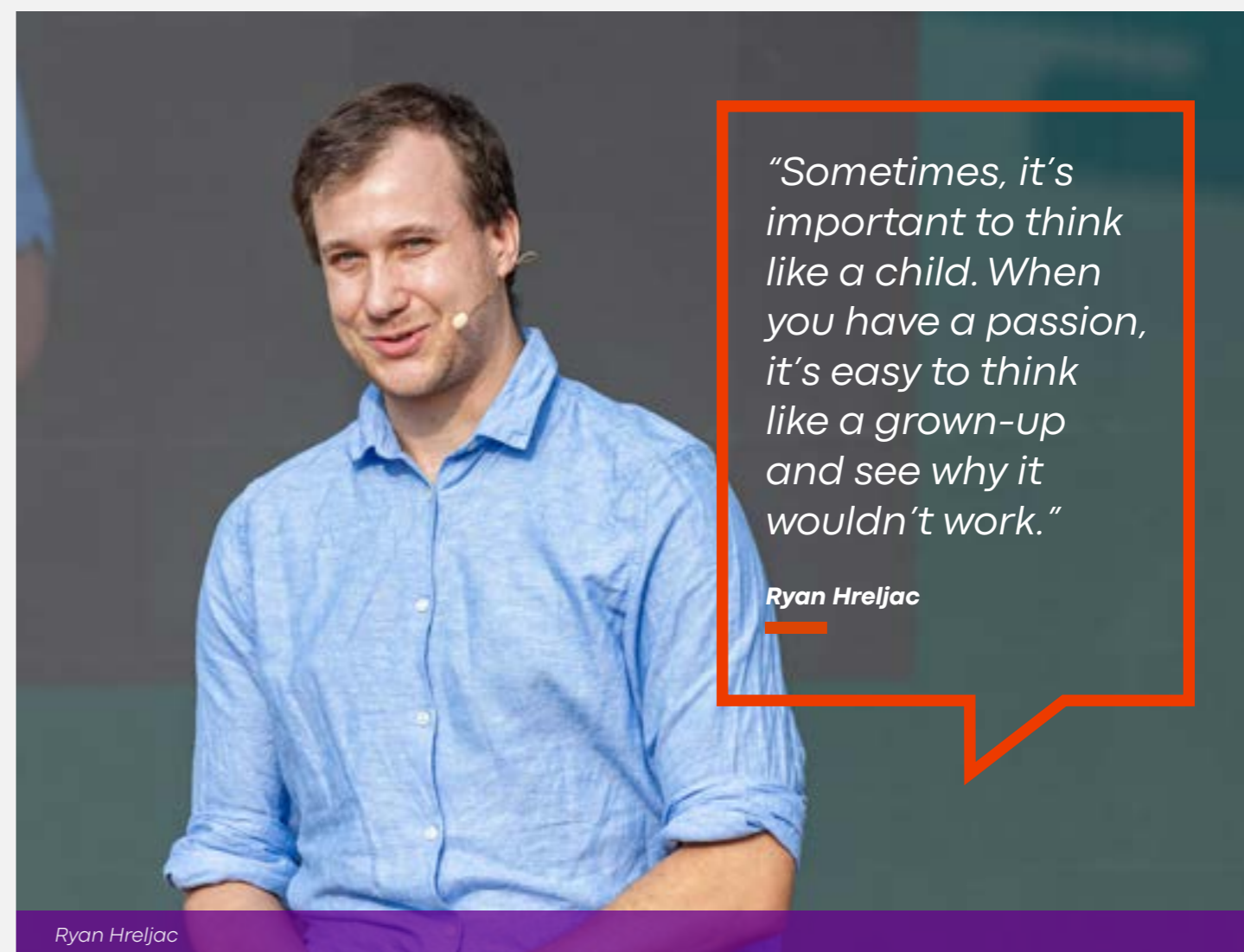
## TAKEAWAYS

1. To live a purposeful life requires recognizing what we deeply care about acting towards, and making a positive change in alignment with it.
2. Workforce wellness is central to the success of companies. Focusing on treating people with respect and dignity and promoting their well-being is reciprocal.
3. Making small changes in daily actions gradually leads to sustainable habits. This ensures making an impact on what one values and aspires to.



*"Our theme is Think Big, Act Now and I would also add: Execute Sustainably. The most impact you can make is little, often, and consistently. Have big aspirations, but execute one step at a time."*

**Joe Kaul**



*"Sometimes, it's important to think like a child. When you have a passion, it's easy to think like a grown-up and see why it wouldn't work."*

**Ryan Hreljac**

Ryan Hreljac

# FOR YOUR IMPROVEMENT



**| Speaker:** Ryan Hreljac, Founder & Executive Director, Ryan's Well Foundation

Ryan Hreljac is a Canadian activist who founded the Ryan's Well Foundation, a charity that brings clean water and sanitation to people in developing countries. He shared his inspiring story and his insights on how to make a positive change in the world.

## TAKEAWAYS

1. A seemingly simple desire or motive can evolve into a community-level effort, underscoring that even the smallest acts possess the potential for substantial change when we embrace the ethos of "THINK BIG."
2. Approaching problems with a child's optimism and determination, liberated from the constraints of adult skepticism, holds the potential for unexpectedly powerful outcomes—aligning with the principle of "THINK BIG" to tackle challenges with boundless creativity.
3. Encouraging children to dream without bounds is essential, as their limitless imagination has the power to initiate a ripple effect with far-reaching impacts, embodying the essence of "THINK BIG" in fostering visionary ideas.



Nahar Aldrees, Joe Kaul, and Carla Martinesi

# YOUTH VOICE IN SOCIAL IMPACT

| ACT NOW

**| Speaker:** Saud Alshammari, Change Campaign

**| Speaker:** Ashwaq Al Balabil, We Create from Scraps Campaign

**| Speaker:** Abdallah Sa'd Al-Ghamidi, My Grandfather's Craft Campaign

**| Speaker:** Abdulrahman Alshuebi, A Smiling Generation Campaign

**| Speaker:** Mead Alshammari, Be Confident and Live Healthy Campaign

— This session shed light on social activists making a difference in their communities in sports, art, culture, health, and education.

## TAKEAWAYS

1. "Change Campaign" combats tech overuse among youth, advocating for physical and mental well-being through cultural and sports activities.
2. "My Grandfather's Craft Campaign" integrates endangered traditional crafts into education, fostering their preservation and continued practice by students.
3. "We Create from Scraps Campaign" encourages sustainable fashion practices, turning clothing scraps into new designs and teaching youth about recycling through competitions.
4. "A Smiling Generation Campaign" addresses tooth cavity issues in children, especially orphans, pairing dental care provision with hygiene education.
5. "Be Confident and Live Healthy Campaign" tackles obesity in Al-Hail by promoting healthier lifestyles and organizing expert-led sports and health events.



*"We Create from Scraps' transforms waste into new, eco-friendly fashion, aiming for zero clothing waste by 2050. We want to inspire youth to recycle creatively."*

**Ashwaq Al Balabil**

Ashwaq Al Balabil

# TRANSFORMATION: PAVING THE PATH IN SAUDI

| THINK BIG

**| Speaker:** H.E. Bandar Alkhorayef, Minister of Industry and Mineral Resources

**| Moderator:** Fatma Fahad, Journalist & News Anchor, Al Arabiya

— The session highlighted the importance of resilience in both personal and national transformation. There is a need for a clear vision and proactive attitudes, with leadership playing a key role through setting objectives, listening actively, and fostering collaboration.

## TAKEAWAYS

1. Transformation across industries, particularly in the Saudi Ministry of Mineral Resources, is pivotal, with a focus on personal and professional growth spurred by resilience and adaptability.
2. A successful transition in sectors like industry and mining involves embracing a private sector-style business model within government entities, fostering efficiency and empowerment among teams.
3. For the industrial sector, investment flow is the primary success metric, and the creation of platforms tracking industry metrics helps anticipate infrastructure and workforce needs, preparing for and addressing challenges proactively.



*"Transformation begins with a will, a clear mindset and a strong belief that one is able to achieve what they want, followed by a clear action plan with objectives."*

**H.E. Bandar Alkhorayef**

H.E. Bandar Alkhorayef

## GLOBAL CITIZENSHIP IN ACTION

| ACT NOW

**| Speaker:** H.E. Adel Aljubeir, Minister of State of Foreign Affairs and Envoy for Climate, Saudi Arabia

**| Moderator:** Mashari Althaydi, Al Arabiya

— In this session, Minister of State for Foreign Affairs and the first Saudi climate envoy H.E. Adel Aljubeir discussed the current state and future prospects of Saudi society, culture, and foreign policy.

### TAKEAWAYS

1. Saudi Arabia's foreign policy is deeply rooted in humanity and inclusivity, drawing from a rich heritage of openness and tolerance, as evidenced by its history and the diverse expatriate community.
2. The Kingdom's commitment to global welfare is highlighted by its proactive role in addressing international challenges, with substantial contributions to combating the COVID-19 pandemic and supporting humanitarian efforts worldwide.
3. Education and women's empowerment are pivotal elements of Saudi Arabia's socio-economic progress, with increased female workforce participation and groundbreaking achievements like sending the first Arab woman astronaut into space, setting a model for balanced societal development.



H.E. Adel Aljubeir

*"Our engagement in the global community stems from understanding that challenges in one region inevitably ripple across the globe, necessitating collective action."*

**H.E. Adel Aljubeir**

## THE HUMAN- CENTRIC CITY

| ACT NOW

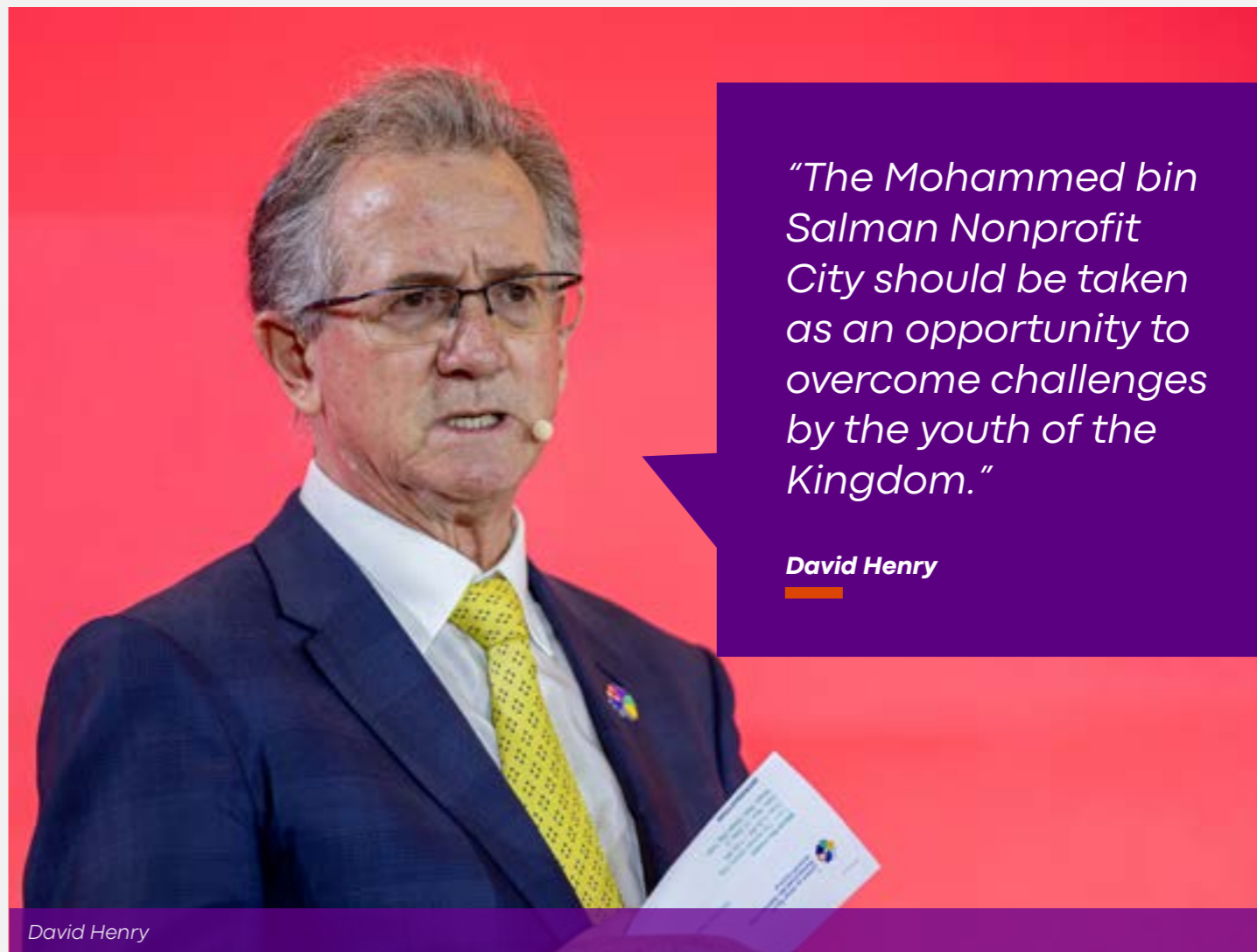
**| Speaker:** David Henry, CEO, Mohammed Bin Salman Nonprofit City "Misk City"

**| Speaker:** Skye Fisher, Chief Experience Officer, Mohammed Bin Salman Nonprofit City "Misk City"

— This session looked at some of the most innovative approaches being used to create smart, livable cities. Human-centric living helps to tackle global challenges, such as climate change and growing social disparities.

### TAKEAWAYS

1. With a clear vision, cities can be purposefully designed and developed in ways that empower youth for a sustainable future.
2. The MBS City will be the host for science, arts, culture, wellness and sports creating a platform for youth and attracting them to the city.
3. The MBS City will be the first 15-minute city in the Kingdom. It will also be home to Misk Foundation's headquarters and the Science Museum.



David Henry

*"The Mohammed bin Salman Nonprofit City should be taken as an opportunity to overcome challenges by the youth of the Kingdom."*

**David Henry**



## RETROSPECTIVE: THE BIG NOW IN PRACTICE

| ACT NOW

**Speaker:** H.E. Mohammed Al-Tuwaijri, Chairman of the National Transformation Program

**Moderator:** Eng. Yazed Almulhem, General Manager, The Stage

The session explored Vision 2030 and its evolution toward Vision 2040, emphasizing economic diversification away from oil reliance. The conversation's key themes included diversifying the economy through sectors like tourism, nurturing talent, and enhancing employment.

### TAKEAWAYS

1. The approach to Vision 2030 is characterized by strategic foresight, focusing on sustainability, and adaptability in decision-making, especially in areas like energy and environment.
2. Vision 2030 acknowledges the strengths and potential of young men and women as crucial contributors to national development.
3. Saudi Arabia's Vision 2040 centers on diversifying its economy, moving away from traditional reliance on oil. This shift towards sectors like tourism signifies a major economic transformation.

*"Adapting to economic change begins with how we foresee the future, how we create opportunities, and how we react."*

**H.E. Mohammed Al-Tuwaijri**

## NAVIGATING THE JOURNEY FORWARD

| ACT NOW

**Speaker:** Chris Gardner, CEO of Happyness

**Moderator:** Nahar Aldrees, Project Manager, Misk Foundation

Chris Gardner, renowned entrepreneur and author, shared his inspiring journey from homelessness to success in this motivational session. He discussed his resilience and determination, along with valuable life lessons on overcoming adversity and a practical guide on how to survive and thrive.

### TAKEAWAYS

1. Luck is a result of preparation meeting opportunity. Be prepared to seize opportunities, even when faced with competitors who might have better resources or backgrounds.
2. Commit to your primary plan. If it meets the 5 Cs (it is clear, concise, compelling, consistent, and committed), a back-up Plan B is unnecessary.
3. Inner conviction and vision are crucial. Even when others do not appreciate your goals, being resilient and having the grit to pursue those goals without external validation are paramount.



*"If I were a young person in the Kingdom of Saudi Arabia, I'd be excited by Saudi Vision 2030. I wouldn't be asking: 'What am I doing to get a seat at the table?' I'd be thinking about building my own table."*

**Chris Gardner**



*“Our youth are ambitious and creative. We have talents and a culture that is enriched with innovation. Believe in yourselves, nurture your talents, empower each other.”*

**Dr. Maha Al-Mozaini**

Dr. Maha Al-Mozaini

## FOR YOUR INTEREST

| ACT NOW

**| Speaker:** Dr. Maha Al-Mozaini, Advisor Research, Development and Innovation Authority

— This session focused on the pioneering work of Dr. Al-Mozaini, a leading researcher in HIV-related studies. She shared her valuable insights into the world of HIV-1 research, offering a glimpse into her current project focused on the development of a comprehensive HIV awareness program.

### TAKEAWAYS

1. Despite her successful 25-year career, Dr. Maha Al-Mozaini pinpoints a pressing need to transition from merely patenting research to actual product commercialization, which can directly impact patient care and drive innovation.
2. Dr. Maha Al-Mozaini advocates for a new mindset that prioritizes commercialization, citing a personal experience where potentially groundbreaking HIV treatment research wasn't further developed.
3. To bridge innovation and commercialization, Dr. Maha Al-Mozaini suggests greater funding and investment, clear patent policies, early-stage academia-industry partnerships, establishment of lab bridge programs, and tech transfer centers.

## THINKING GLOBALLY, ACTIONING LOCALLY

| ACT NOW

**| Speaker:** Aamer Sheikh, Regional CEO, PepsiCo

**| Speaker:** Abdullah Al-Juffali, President, Honeywell Saudi Arabia and Bahrain

**| Speaker:** Nourah Alhassoun, MEA Regional Leader, Zoom Video Communications

**| Moderator:** Nora Aldhuwaih, Sr Project Manager, Misk Foundation

— This session discussed the potential of global companies to influence positive change in local communities, focusing on youth development in Saudi Arabia.

### TAKEAWAYS

1. Youth impact embodies the significant influence young people exert on their communities and the world, along with their capacity to realize the positive outcomes of their actions and yield tangible, beneficial change.
2. Global companies can tangibly empower youth by amplifying their voices, facilitating mentorship opportunities, and fostering an entrepreneurship-driven environment.
3. While global companies can work to empower youth, they should listen to their needs and change accordingly to keep attracting young talent. Today's youth seek to work in companies that represent the values they hold

*“Saudi Arabia is home to incredible talent, especially among female university graduates whose exceptional capabilities reassure me that the future is in capable hands.”*

**Aamer Sheikh**



Nora Aldhuwaih, Abdullah Al-Juffali, Aamer Sheikh, and Nourah Alhassoun





Maaz Sheikh

## LOCAL CREATION, UNIVERSAL APPEAL

| ACT NOW

**| Speaker:** Maaz Sheikh, CEO, Starzplay

**| Speaker:** Hussain Abdullah, Educational Content Creator

**| Speaker:** Leon Y. Xiao, PhD Scholar and Fellow, IT University Copenhagen

**| Moderator:** Alshaymaa Alharthi, Sr. Project Manager, Misk Foundation

Through case studies and expert insights, this session unveiled the strategies behind successful localized content that transcends borders and cultural divides.

*“Localization goes beyond simply telling local stories; it’s about crafting narratives that resonate deeply and speak directly to the audience.”*

**Maaz Sheikh**

### TAKEAWAYS

1. The creative process begins with exploring personal interests and educational themes, leading to the creation of content that’s both informative and engaging. Books notably serve as a key source of inspiration due to their ability to elicit strong emotions through simple words.
2. For streaming services like Starzplay, localization of content and storytelling is crucial for connecting with regional audiences. This includes creating end-to-end local experiences and producing shows that resonate with local tastes while also having a universal appeal.
3. While social media can offer professional opportunities, its addictive design requires conscious effort to manage engagement. Digital wellness suggests that limiting daily social media intake and making access more challenging can help maintain a healthy balance.



Alshaymaa Alharthi, Hussain Abdullah, Maaz Sheikh, Leon Y. Xiao

## MGF23 KEY TAKEAWAYS: BY SUBTHEMES

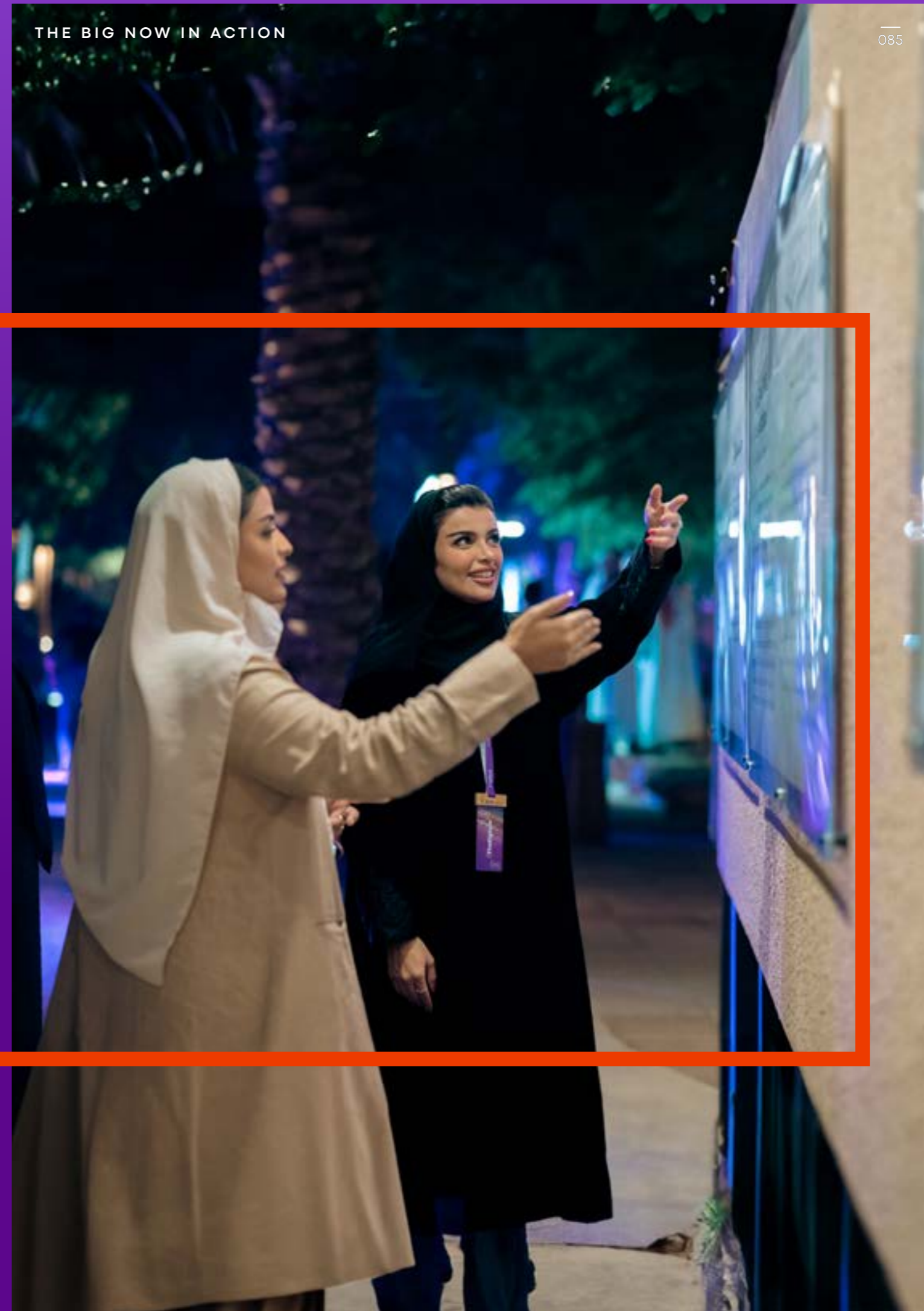
### THINK BIG

1. The primary barriers to thinking big and pursuing dreams include the distractions of modern life, the influence of social media, and self-doubt, which can undermine creative thinking and self-belief.
2. A seemingly simple desire or motive can lead to community-level efforts, demonstrating that thinking big can begin with even the smallest acts, provided they are consistent and purposeful.
3. Leaders who think big can propel their organizations into the future by actively listening, communicating with precision, and cultivating an innovative and cooperative culture.
4. Thinking big in the startup ecosystem means prioritizing rapid growth, efficient capital usage, and scalable business models while nurturing shareholder relationships and embracing a perspective that values powerful ideas over regional biases.
5. Encouraging young athletes to adopt a think-big perspective involves fostering an ecosystem that provides equal opportunities and celebrates top-tier talent, thereby cultivating role models for aspiring female athletes.



## ACT NOW

1. Vision 2030 exemplifies the necessity of acting now with its strategic focus on sustainability and adaptable decision-making in critical areas such as energy and the environment.
2. Common challenges faced by youth, including information overload and career decisions, can be acted on now through volunteering, which offers experiential learning and practical skill-building.
3. To make a lasting impact, young entrepreneurs must act now by adapting creative approaches to current consumption patterns, embracing the inevitability of mistakes as valuable learning experiences.
4. To foster societal advancement, it is crucial to focus on educational access and gender empowerment. Immediate action is required to customize educational frameworks in alignment with the diverse aspirations and cultural diversity within communities.
5. Professional athletes are urged to act now by empowering the next generation through mentorship and actively contributing to the ongoing evolution of sports, which is paramount for cultivating enduring and positive athletic legacies.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Today's youth must mobilize to forge their futures by** diving into the past. By drawing on historical wisdom and the power of shared stories, they can create a tapestry of experiences to guide their leaders and innovate.
- 2. In creating forums and digital platforms where** intergenerational dialogues can flourish, they can foster a new tradition of learning and a culture of connectivity that spans the globe.
- 3. Academia, industry, and policymakers must unite to** transform theoretical knowledge into tangible societal benefits.
- 4. In embracing adaptive measures to respond to the** ever-changing economic landscape, youth can ensure that initiatives not only spark but also sustain progress.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. How can we create an ecosystem that nurtures innovation** and expedites the journey from ideas to implementation in a way that tangibly benefits society?
- 2. What collaborative frameworks can be established to** translate cutting-edge research into innovative products that reach and serve the public?
- 3. How can the dynamic interplay between self-awareness,** personal fulfillment, and a commitment to public service shape the trajectory of youth development?
- 4. As content increasingly crosses cultural and geographical** boundaries, how can creators ensure their local stories maintain authenticity while achieving universal relevance?

OUTCOMES BY TRENDS

**TRENDING NOW**



# TRENDING NOW

## OUTCOMES BY TRENDS

The Big Now fosters an atmosphere of thinking ambitiously, setting bold goals, and taking immediate and purposeful action.

This year's theme focused on seven pivotal trends, urging youth and leaders to think ambitiously and act promptly in shaping the world's present and future.



### EDUCATION TRANSFORMATION:

Education Transformation explored how emerging technologies stand to reshape the classrooms of the future. Taking immediate action to effectively harness AI, AR, and VR can unlock youth's potential and equip the next generation with the tools they need to thrive in a rapidly evolving world.



### SUSTAINABILITY AND CLIMATE ACTION:

Sustainability and Climate Action highlighted that while physical resources are finite, youth innovation is a boundless asset that can fuel transformative solutions to global challenges. Achieving Sustainable Development Goals hinges on empowering young changemakers to steer the planet's future course.



### DIGITAL INNOVATION AND TECHNOLOGY:

Digital Innovation and Technology emphasized ethical AI use in the shift toward increased tech adoption. Elevating tech literacy in youth, verifying digital tools, and implementing regulatory frameworks are crucial to ensure that today's technologies have a lasting impact in the coming decades.



### MENTAL HEALTH AND WELL-BEING:

Mental Health and Well-Being addressed how to cope with choice overload and analysis paralysis, both prevalent among youth and linked to decreased productivity and heightened anxiety. Establishing clear priorities and definitive goals simplifies decision-making and promotes focused, effective thinking.



### ENTREPRENEURSHIP AND INNOVATION:

Entrepreneurship and Innovation pinpointed a blend of innovation and proactive strategy as the key to winning investors' buy-in. With a globalist investment mindset now prevailing, youth should capitalize on the present opportunities where impactful ideas take precedence over regional considerations.



### CULTURAL DIVERSITY AND IDENTITY:

Cultural Diversity and Identity advocated for adaptive and inclusive educational and workplace environments capable of championing the unique talents of persons with disabilities. Democratizing access in these two spheres can mine untapped potential and enhance collective resilience and adaptability.



### SPORTS, GAMING, AND E-SPORTS:

Sports, Gaming, and E-Sports reaffirmed the timeless notion of a healthy body and a healthy mind, highlighting how sports offer tangible societal benefits and personal growth. Incorporating sports into daily life is fundamental to the personal development of today's youth, teaching them resilience, discipline, and determination.



## Trend 1 Sustainability and Climate Action

**MGF23 showcased how young leaders can think big and act now to address the urgent environmental challenges and create a more sustainable future for the planet.**

---

Sustainability and Climate Action addresses the environmental challenges that threaten our planet and is about finding ways to reduce greenhouse gas emissions, conserve natural resources, and adapt to the impacts of climate change.



# SMALL ACTS, BIG IMPACT

**| Speaker:** Joel Huffman, CEO, Arabius

**| Speaker:** Hanan Khader, CEO, Hello World Kids

**| Moderator:** Khayra Bundakji, Visibility & Personal Branding Coach

— In a constantly evolving world, young people lead the way in change. This session discussed the significance of small acts and habits, showcasing how consistent efforts can lead to great impact.

## TAKEAWAYS

1. Empowering young individuals to create technology showcases the potential of early talent discovery and nurturing. By learning to code at a young age, children gain confidence and autonomy.
2. Small daily habits are powerful in learning new skills, highlighting motivation, discipline, and community as vital components. Joel's example of starting a gym habit by simply donning workout clothes demonstrates how small actions can lead to larger behavioral shifts.
3. Striving for perfection is fraught with pitfalls. Adaptability and celebrating small wins are essential for progress and resilience.



Hanan Khader

*"At our coding school, we teach children troubleshooting at a young age, so that problem-solving becomes ingrained. If we keep doing this, the impact will be huge when they're adults."*

**Hanan Khader**

## THINK BIG



Hande Sadic

*"AI brings transparency to raw material sourcing and transportation, along with traceability from manufacturing to warehouse, using QR codes for full product tracking."*

**Hande Sadic**

# FAST FASHION AND CONSCIOUS CHOICES

**BIG NOW**



**| Speaker:** Hande Sadic, Chief Product Officer, The Giving Movement

**| Moderator:** Dalal Alsadhan, Director of Marketing, Misk Foundation

— This session unveiled the significant environmental toll of fast fashion, highlighting its extensive water use and carbon emissions based on UN data. It also spotlighted actionable measures that young consumers can adopt to shift towards more sustainable fashion choices.

## TAKEAWAYS

1. Local manufacturing aids in agility, responsiveness, and accurate demand planning. Producing locally reduces carbon footprint, enhances responsiveness, and aids in accurate forecasting based on actual demand.
2. Initiatives promoting preloved items, swap shops, and second-hand markets contribute significantly to sustainability by encouraging affordability and reducing overconsumption. These clothes also have an emotional connection.
3. Brands and retailers should collectively educate consumers about sustainability, emphasizing the importance of product durability and longevity over trends.



Shaima AlSaif and Milica Krstic

## FROM CLUTTER TO CLARITY

**| Speaker:** Milica Krstic, CEO & Founder, Safe Space  
**| Moderator:** Shaima AlSaif, Program Manager, Misk Foundation

### ACT NOW



The session explored the link between embracing minimalism, fostering gratitude for life's offerings, and leading a sustainable lifestyle. Attendees learned how appreciating what they already possess, minimizing waste, and the benefits of a minimalist lifestyle contribute to a more fulfilling and eco-friendly existence.

### TAKEAWAYS

1. Mental health is as important as physical health. Seeking help and addressing vulnerabilities requires immense bravery, contrary to the misconception that it signifies weakness.
2. Prioritizing oneself is vital to prevent emotional manifestations and maintain balance. It's essential to not ignore self-care amidst responsibilities towards others.
3. Practices such as journaling thoughts, emotions, and sensations help in understanding and processing trauma. Additionally, being present can be practiced through grounding exercises.

*"Minimalism is amazing; decluttering your space declutters your mind and helps you understand your thoughts. When you're grateful for what you have, you can respect it. Less is more."*

**Milica Krstic**



Mo Islam and Anthony Bennet

## CHANGING THE WORLD 101: LESSONS FROM CHANGEMAKERS

**| Speaker:** Anthony Bennet, CEO, Reboot the Future  
**| Moderator:** Mo Islam, Host, Mo Show

### ACT NOW



The session highlighted the importance of respecting and protecting ecosystems, using Antarctica as a key example of where human actions must consider environmental impact. Emphasizing education, it advocated for instilling values of sustainability and compassion in the next generation.

### TAKEAWAYS

1. Approaching the conservation of remote ecosystems like Antarctica with respect and dignity can reshape our relationship with the planet and inspire responsible exploration and use of natural resources.
2. Prioritizing education, particularly for youth, is essential for empowering the next generation and is a pivotal investment for addressing the complexities of the climate crisis.
3. While physical resources are finite, human imagination is the boundless asset that can fuel innovative solutions to global challenges.

*"Time is a finite resource and we must use it wisely. The most dignified way to give respect to both our ancestors and children is to Act Now, in the most enriching, meaningful way that we can."*

**Anthony Bennet**

## IN THE SPOTLIGHT: **YOUTH** IN SUSTAINABILITY AND CLIMATE ACTION

### Gibson Kawago

Gibson Kawago is the Founder and CEO of Waga and a Sustainable Development Goals UN Leader. Inspired by his childhood experience of growing up in a village without electricity, he decided to tackle the challenges of energy scarcity and environmental pollution in Africa. He founded Waga, which recycles batteries to provide power for electric bikes, power banks, solar lights, and homes.



## IN THE SPOTLIGHT: **YOUTH** IN SUSTAINABILITY AND CLIMATE ACTION

### Karen Wang

Karen Wang is the Founder and CEO of Climind and a Sustainable Development Goals UN Leader. Climind uses AI to accumulate and analyze centuries of human knowledge on climate science, policy, and innovation, and provides answers to any questions related to the topic. Climind aims to reduce the green premium, the additional cost of pollution-free production, and make climate solutions more affordable and accessible.

## IN THE SPOTLIGHT: **YOUTH** IN SUSTAINABILITY AND CLIMATE ACTION

### Carla Martinesi

Carla Martinesi is the CEO of Chomp, an app that helps reduce food surplus and fight climate change. She founded Chomp in 2019 in response to the huge problem of food waste in Asia, which accounts for 50% of global food waste. Chomp has saved more than 3,000 boxes of food and has helped F&B businesses during the COVID-19 pandemic.



## IN THE SPOTLIGHT: **YOUTH** IN SUSTAINABILITY AND CLIMATE ACTION

### Ashwaq Al Balabil

Ashwaq Al Balabil is the Co-founder and Creative Director of We Create from Scraps Campaign, an initiative focused on promoting sustainability in the fashion industry. By utilizing clothing scraps to create new designs and educating youth on innovative recycling methods, the campaign contributes to environmental protection and economic benefits through recycling competitions.

## IN THE SPOTLIGHT: **YOUTH** IN SUSTAINABILITY AND CLIMATE ACTION

### Okan Dursun

---

Okan Dursun is the Co-founder and CEO of Carbon Gate and a Sustainable Development Goals UN Leader. Passionate about tackling climate change and making a difference in the world, his company helps businesses measure, reduce, and offset their carbon footprint by providing industry-specific carbon platforms to reduce greenhouse gas emissions.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Advancing technologies should be utilized to create** effective solutions for climate change, demanding the joint cooperation of both countries and citizens.
- 2. Youth must recognize the remarkable impact of** consistent and simple actions and embrace them in their dedication to social responsibility, environmental sustainability, and global citizenship.
- 3. Children are encouraged to unleash their creativity** with self-directed learning and innovative tools, cultivating their curiosity, imagination, and problem-solving skills.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. How can we harness the richness of linguistic and cultural diversity to foster collaborative and inclusive climate action?**
- 2. What approaches can we employ to motivate people to behave ethically and proactively to reduce the impact of climate change?**
- 3. How can we develop the problem-solving skills of young learners through stimulating and meaningful learning opportunities?**
- 4. What drastic actions do we need to take to realize the goal of zero clothing waste by 2050?**



## Trend 2

# Digital Innovation and Technology

**At MGF23, young leaders explored how they could leverage the power of emerging technologies, such as artificial intelligence, blockchain, and biotechnology to transform the world and solve its most pressing problems.**

---

Digital Innovation and Technology harnesses the power of digital tools and technologies to enhance human capabilities, improve lives, and solve problems.





Tom Goodwin, Vishnu Saran, Caroline Yap, and Elaine Zhou.

## AI REVOLUTION: MASTERMIND OR TASKMASTER

- | Speaker:** Elaine Zhou, CEO & Managing Director, Softwired Planet
- | Speaker:** Caroline Yap, Managing Director, Global AI Business, Google
- | Speaker:** Vishnu Saran, CEO, Inviglio Technologies
- | Moderator:** Tom Goodwin, Founder, All We Have Is Now

Does AI primarily serve as the intellectual powerhouse – thinking on our behalf – or is it the executor of tasks that optimizes our daily lives? This illuminating conversation discussed AI’s rapidly evolving role and the implications this powerful tool has on our lives.

### TAKEAWAYS

1. AI stands to significantly improve safety across industries, utilizing computer vision and language models to identify and rectify safety lapses.
2. The integration of AI, particularly Large Language Models, is seen as a catalyst for transforming Saudi Arabia into an AI innovation hub, fostering the development of novel digital business models.
3. Embracing AI involves practical steps such as problem identification, education through crash courses, and targeted adoption. Awareness, education, and training become pivotal in navigating a world divided by AI usage.



*“We need to talk more about responsible AI. We must contribute to ensuring the data used to train these models is inclusive and includes your values, community’s point of view, and culture. Be part of the solution.”*

Elaine Zhou



*“Data is becoming the most important resource. If you want to innovate through The Big Shift, you need a new mindset. Explore your processes, systems, and choices for ways to harness data and benefit from it.”*

Mark van Rijmenam

## THE BIG SHIFT

- | Speaker:** Mark van Rijmenam, Futurist and Author

This session explored the pivotal role of Big Data in decision-making, efficiency and innovation, drawing on best practices from global leaders such as Walmart and Shell.

### TAKEAWAYS

1. The intersection of multiple emerging technologies is ushering in a ‘digital renaissance,’ accelerating societal change and reshaping both personal and business realms. This demands a new, data-informed mindset.
2. AI’s evolution into autonomous decision-making agents represents a fundamental shift, placing data at the heart of every organization and industry, and challenging humankind to integrate ‘smartness’ across all processes.
3. The proliferation of AI technologies like deep fakes marks an era where discerning reality becomes harder, emphasizing the need for adaptability, critical thinking, and ethical engagement with technology for societal betterment.



# DIGITAL WALLS HAVE EARS

**| Speaker:** Ahmad Hamdan, CEO and Co-Founder, Unifonic

**| Speaker:** Nicolas Hulsmans, Co-Founder, Dexerto

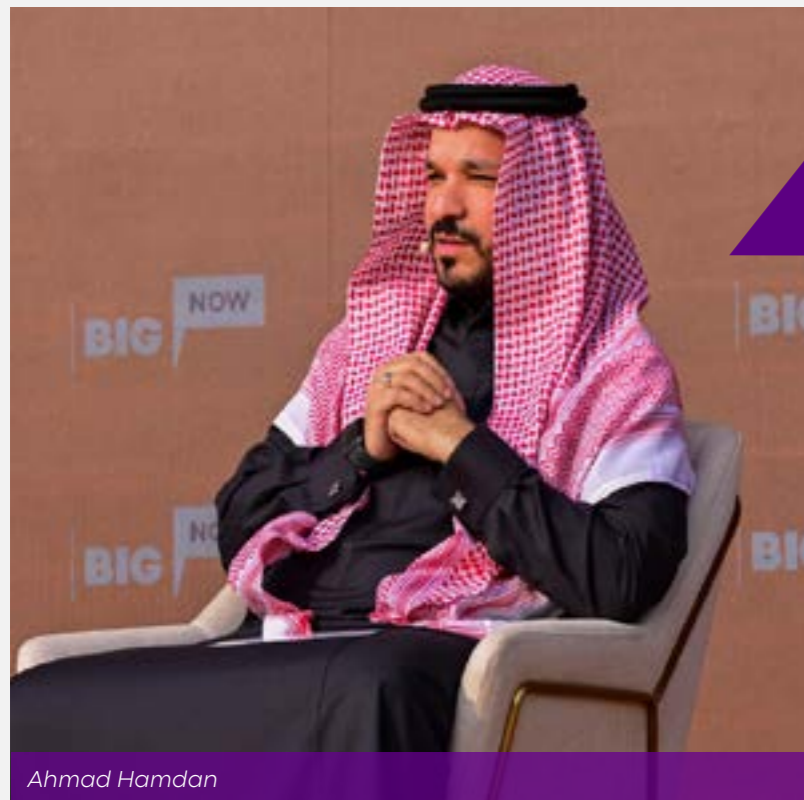
**| Speaker:** Nathan Chan, CEO, Founder

**| Moderator:** David Crane, Motivational Speaker

— In today's data-driven and hyper-connected world, the twin challenges of data privacy and misinformation have taken center stage. This session examined the role of individuals, organizations, and technology in creating a safer digital environment.

## TAKEAWAYS

1. In the face of increased scrutiny over privacy, businesses are advised to focus on collecting first-party data to maintain direct communication with their audience, and to understand the significance of privacy and data protection in their operations.
2. Effective communication and content creation are essential for organizations and must be prioritized. Establishing a culture of data confidentiality and investing in understanding digital risks are recommended to address the fast-paced nature of the digital economy.
3. AI technology is rapidly transforming industries, and companies need to stay adaptable. Embracing AI as an "assistant" can enhance productivity and allow for focus on more strategic tasks, but there is also a caution against the rapid proliferation of AI startups without ensuring the product addresses a real problem. to maintain colloquial Arabic. The key is to find a balance that encompasses both, the classical and colloquial.



*"AI is a productivity multiplier. In the next five years, every single industry will convert to AI or get disrupted by an AI alternative."*

**Ahmad Hamdan**

Ahmad Hamdan

## THINK BIG



# IN THE SPOTLIGHT: YOUTH IN DIGITAL INNOVATION AND TECHNOLOGY

## Omar Bawa

Omar Bawa is the Co-founder of Goodwall, a social enterprise that helps young people discover and develop their skills, connect with opportunities, and contribute to global goals. Born into a humanitarian family, Omar launched Goodwall with his brother Taha in 2014, creating an award-winning platform that has grown to reach users in more than 150 countries and partnered with organizations like the UN.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Achieving digital transformation is imperative to** enhance the competitiveness of nations, facing only the hurdles of cybersecurity, AI regulation, and human capital.
- 2. Gaming startups must focus on product** development, starting with a minimal viable product, engaging with customers early on, and iterating based on feedback to address customer preferences effectively.
- 3. Startup founders should avoid being attached to** their ideas over the problems they aim to solve. They should develop “painkiller” products that genuinely address market needs and can succeed without relying on venture capital.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. How can data privacy and security be** balanced with data sharing and access for AI innovation, ensuring that benefits are maximized while minimizing risks for stakeholders?
- 2. How can humanity adopt best practices** and standards for cybersecurity and data protection while empowering human capital with the necessary skills and competencies?
- 3. How can businesses scale their models** cost-effectively by utilizing digital platforms and tools, and what strategies can optimize both their value proposition and customer satisfaction?
- 4. In what ways can emerging technologies** like AI be employed ethically to uphold human dignity, rights, and well-being, and how can we ensure the transparency and trustworthiness of AI systems and applications?



## Trend 3 Education Transformation

**Attendees at MGF23 discussed how to shape the future of education and learning to meet the needs and aspirations of the new generation.**

Education Transformation reimagines and transforms the way we develop the skills and competencies needed for the future, and how we leverage the potential of online and blended learning, personalized and adaptive learning, and gamified and immersive learning.



Fatma Fahad, Dr. Ziad Aldrees, and Abdulrahman Al-Ghofaili

## HOW TO SAVE ARABIC

**Speaker:** Abdulrahman Al-Ghofaili, Director General, Riyadh Schools

**Speaker:** Dr. Ziad Aldrees, Former Permanent Representative of the Kingdom of Saudi Arabia to UNESCO

**Moderator:** Fatma Fahad, Journalist & News Anchor, Al Arabiya

— This session tackled the decline in Arabic language proficiency as English increasingly dominates various spheres. It provided a forum for discussing, contemplating, and devising strategic plans to safeguard our valuable linguistic heritage in a globalizing world.

### TAKEAWAYS

1. The Arabic language is not at threat, as long as we protect it and recognize that it is an integral part of our identities.
2. Education plays a fundamental role in preserving the Arabic language, especially by developing curricula that are modern, simplified, appealing and engaging to students.
3. While it is important to preserve the grammar of the Arabic language, it is also important to maintain colloquial Arabic. The key is to find a balance that encompasses both, the classical and colloquial.

## ACT NOW



*“At the very core of preserving the Arabic language lies the development of educators, the transformation of school curricula, and the revamping of old approaches, making learning it both captivating and progressive.”*

**Abdulrahman Al-Ghofaili**

## LEARNING IN THE AGE OF AI

## THINK BIG



**Speaker:** Azra Ismail, Co-Founder, Maker Ghat

**Speaker:** Roberto Baldizon, Director, Ilmi

**Speaker:** Dr. Hend Al-Khalifa, Professor and Advisor, SDAIA

**Moderator:** Ankush Sabharwal, Founder and CEO, CoRover

— As AI becomes a staple in education, how do we ensure it amplifies learning without overshadowing critical thinking? This session explored the seamless integration of AI’s tailored educational benefits with strategies that nurture students’ analytical prowess. Attendees had the opportunity to explore the roadmap to cultivating tech-savvy, discerning thinkers ready to navigate an AI-augmented world.

### TAKEAWAYS

1. It’s essential for youth to develop AI literacy that goes beyond understanding the technology itself—it should include its ethical application and potential societal effects, equipping them for a future where AI is widespread.
2. While AI can personalize education and streamline tasks, educators must ensure it complements rather than compromises the development of students’ critical thinking skills.
3. Transparent AI models and awareness of inherent biases are essential to foster trust and enable students and educators to critically engage with technology in educational settings.



Azra Ismail

*“We should prepare students for a future where AI is integral to education. We can’t shield them from the inevitable encounter with technology.”*

**Azra Ismail**



## WELCOME TO THE CLASSROOM OF THE FUTURE



- Speaker:** Amir Khan, World Boxing Champion
- Speaker:** Erik Gundersen, Senior Director, National Geographic Learning Global Partnerships
- Speaker:** Nouf Algholaikah, Pupil, Riyadh Schools
- Speaker:** Faisal Turkey Alothman, Student, Riyadh Schools
- Moderator:** Terence Brady, Curriculum Development Director, Riyadh Schools

This discussion was dedicated to exploring innovative strategies and practical solutions for transforming classrooms into dynamic, technology-rich environments that cater to the diverse needs of the 21st-century learner.

### TAKEAWAYS

1. Balancing technology with human interaction and maintaining social skills is necessary for future learning environments to ensure comprehensive personal development.
2. The future classroom requires investment in infrastructure and teacher training to support the transition from traditional teaching methods to more interactive and technology-integrated learning approaches.
3. AI will free teachers from tasks like homework and preparing tests, so they can have more time to be mentors for students in the shape of human-to-human communication.



## WHAT SCHOOL DIDN'T TEACH ME

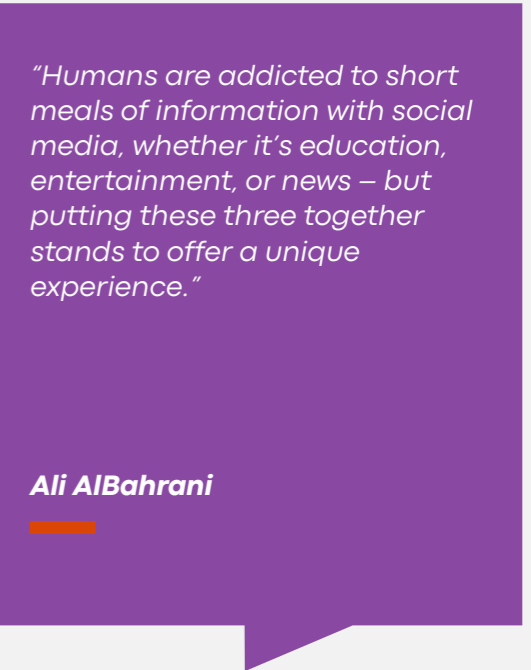


- Speaker:** Ali AlBahrani, Community Relations Lead, ilmi
- Speaker:** Amrita Sethi, Traditional and NFT Digital Artist
- Speaker:** Valentin Schmite, Co-Founder, Ask Mona
- Moderator:** Tom Goodwin, Founder, All We Have Is Now

In a time when the typical attention span is only 8 seconds, how do we capture the interest of the younger generation in learning? Social media platforms are changing how young people take in information. This session explores the realm of 'edutainment,' combining education and entertainment in short, captivating formats.

### TAKEAWAYS

1. Technological tools, such as digital theater and generative art, can be utilized to foster more engaging learning experiences and ways to connect with younger generations.
2. The synergy between art and technology, exemplified by AI and augmented reality, unlocks new dimensions of creativity and interactive experiences, transforming the way artists express themselves.
3. Youth should foster curiosity and a risk-taking attitude for personal and professional growth without shying away from the prospect of pursuing multiple careers or following their passions.



## IN THE SPOTLIGHT: **YOUTH** IN EDUCATION TRANSFORMATION

### Adnan Alghamdi

---

Adnan Alghamdi is the Founder of Ulom, an organization that supports young researchers in Saudi Arabia to conduct scientific research and innovation. Passionate about science and technology, Adnan initially pursued the topic in high school and was accepted by Misk Foundation as one of the top initiatives presented in 2022. He subsequently launched Ulom to scale up his impact and align with Vision 2030.





TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Youth should actively engage with the** Arabic language to ensure its vitality as a cornerstone of cultural identity, promoting both its modern academic study and everyday usage to preserve our rich linguistic heritage.
- 2. Students must explore and utilize immersive** technologies like VR and AR to enhance their educational journey, ensuring that the integration of these tools is coupled with the nurturing of critical life skills needed for future success.
- 3. Fostering AI literacy is essential for youth,** encompassing not only the ethical use and understanding of AI's role in society but also advocating for the transparency and unbiased nature of AI systems to ensure a trustworthy, tech-driven future.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. How can modern Arabic curricula be designed** to effectively engage the youth while preserving both the classical and colloquial forms of the language?
- 2. How will the role of educators evolve in the** classroom of the future to balance the use of emerging technologies with the development of essential life skills?
- 3. As AI becomes more pervasive in education,** what measures can be put in place to ensure that it supports rather than supplants critical thinking skills in students?



## Trend 4

# Mental Health and Well-being

**MGF23 highlighted the importance of mental health and well-being for young leaders and their communities. Featured speakers and workshops provided guidance and support on how to cope with mental health struggles by promoting positive habits and lifestyles.**

---

Mental Health and Well-being promotes and supports the psychological wellness of young people in today's fast-paced and complex world, raising awareness and reducing stigma around mental health and providing strategies and resources to cope with and overcome mental health challenges.



Dr. Khaled Ghattas

## TOO MANY TABS OPEN

### ACT NOW



**| Speaker:** Dr. Khaled Ghattas, Life Scientist

■ This session used the analogy of a cluttered browser to demonstrate our cluttered thinking and overactive minds. Attendees got to explore practical strategies to manage overthinking, streamline mental pathways, and amplify positive thinking.

### TAKEAWAYS

1. The impact of constant digital engagement on the brain leads to a perpetual need for distraction, affecting focus and patience.
2. Boredom can be an opportunity for creativity, introspection, and the generation of innovative ideas.
3. The rapid pace of modern life, marked by quick stimuli and constant activity, diminishes the human capacity for patience and waiting.

*"Our brains constantly need more; we get bored too easily because continuous brain activation is always there. This causes a discrepancy between reality and the brain, and our minds end up becoming faster than reality."*

**Dr. Khaled Ghattas**

## SURVIVAL TO THRIVING IN THE NOW

### THINK BIG



**| Speaker:** Chris Gardner, CEO of Happyness

**| Moderator:** Amani Alkhiami, Program Manager, Misk Foundation

■ In today's high-pressure society, many individuals find themselves perpetually in "survival mode," using it as a motivator to push through challenges. This session delves into the effects of prolonged survival states on health.

### TAKEAWAYS

1. By setting a Plan A that is clear, concise, compelling, consistent and committed, there would be no need for a Plan B.
2. We cannot fear collaboration. Achievements happen through collaboration and openness to other people's ideas and beliefs.
3. When we see ourselves in a universe of possibilities, whatever level of success we're at, we can strive to be a bit better.

*"We find courage on the road we're on, knowing it was paved with the blood, sweat, and tears of the ones before us."*

**Chris Gardner**



Amani Alkhiami and Chris Gardner



## NAVIGATING THE PARADOX: COPING WITH CHOICE OVERLOAD

ACT NOW



- | **Speaker:** Alan Kairouz, Principal Project Manager of Student Life, Lebanese American University
- | **Speaker:** Dr. Homoud AlAbri, Counselling and Self-Development Manager, AlFaisal University
- | **Moderator:** Dr. Hakeem Jomah, Director and Writer

In today's world, we're often bombarded with an overwhelming array of choices, whether it's choosing a career path or even picking a movie to watch. Too many choices can lead to unexpected challenges, so this session explored the realms of the "Paradox of Choice" and "Analysis Paralysis."

*"Maintain a mindset that accepts that people will question your decisions and hold you responsible for your errors. If you acknowledge that failure is a possibility, stumbling is a learning opportunity."*

**Dr. Homoud AlAbri**

### TAKEAWAYS

1. The paradox of choice suggests that while freedom and a variety of options are perceived to increase happiness, the opposite is often true; too many choices can lead to dissatisfaction and regret, even after a decision is made.
2. To combat choice overload and analysis paralysis, it's important to prioritize and define clear goals. This helps narrow down options and simplifies the decision-making process, allowing for more focused and productive thinking.
3. Self-awareness is essential for personal growth and decision-making. Understanding one's own interests, abilities, and desires can guide individuals toward more fulfilling career and life choices, despite the fear of judgment from others.

## DO WE NEED MORE TIME?

THINK BIG



- | **Speaker:** Noorah Kareem, Founder, Executive Coach & Team Developer
- | **Speaker:** Amal Baattiah, Founder & Co-Owner, AB Fitness
- | **Speaker:** Besma Al-Qassar, Founder & President, Women's Mentor Forum
- | **Moderator:** Mohammed Al Shamsi, Pass The Kabsa

This session discussed the perception of time in our lives, questioning the notion that having more time equates to happiness and productivity. It explored the impact of emotions on time management, the importance of setting boundaries for work-life balance, and strategies for being present and mindful to appreciate the time we have.

### TAKEAWAYS

1. We all have 24 hours in a day. Making the most of them requires being mindful of how we spend our time, even if we work for long days. The key is to respect time and find harmony among the needs of our life, including the spirituality we need.
2. Set work and life boundaries. It helps people respect your time. This includes open communication at work and learning to decline additional responsibilities. You can make exceptions for those boundaries, so long as they're exceptions.
3. Mindfulness, or giving something your full attention, matters. Be deliberate about focusing on the topic at hand, whether it's work, a conversation, or something fun. Techniques like active listening and habits like yoga and meditation are helpful in cultivating mindfulness and focusing on the present.

*"Establish clear boundaries and improve communication and, therefore, problem-solving. If you're transparent, everyone will know to respect your time."*

**Amal Baattiah**





*“People tirelessly work to fit into these molds, chasing what they see in pictures or live streams, but often, this pursuit doesn’t lead to real happiness.”*

**Dr. Khaled Ghattas**

Dr. Khaled Ghattas

# FOMO VS JOMO



**| Speaker:** Dr. Khaled Ghattas, Life Scientist

**| Moderator:** Saud Almulihi, Physician & Consultant, Bain & Company; Y20 Delegate

The session addressed the concept of FOMO, the Fear of Missing Out, and its influence on the decisions and emotions of the youth as they plan for their future. It highlighted how modern technology amplifies the tendency to compare ourselves with others, often leading to a detachment from reality and an imbalance in life.

## TAKEAWAYS

1. Exposure to inequality breeds anger. If individuals perceive themselves as being excluded from certain groups, it fuels in them feelings of rage and resentment.
2. Striving to conform to societal expectations and fabricated ideals does not lead to real happiness.
3. The basic human tendency to compare ourselves with others, which is greatly exaggerated today due to the influence of social media, increases our detachment from reality and disrupts the harmony between our lived experiences and our sense of security, creating a struggle to find balance.

# IN THE SPOTLIGHT: YOUTH IN MENTAL HEALTH AND WELL-BEING

## Suad Alshammari

Suad Alshammari is the Founder and Leader of the Change Campaign, a youth-led initiative that addresses the excessive use of technology by youth, highlighting its negative impact on physical, mental, and social health. By offering engaging alternatives such as cultural, artistic, and sports activities, the campaign seeks to redirect young people’s time to healthier pursuits.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. People could benefit from embracing stillness,** waiting, and 'boredom'—and in doing so, unlock a newfound depth of focus, creativity, and peace.
- 2. Youth are encouraged to adopt proactive habits** that align with their long-term aspirations, fostering active participation in shaping their own futures and the world around them.
- 3. It is imperative to combat the loneliness epidemic** by nurturing real, physical connections that build resilient support systems for a well-balanced life.
- 4. Individuals are urged to invest in mindfulness** practices, enhancing their focus on the present for a more fulfilling and productive lifestyle.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. In an age where instant gratification is the norm** and our brains are wired for endless stimulation, how can we reclaim the lost art of patience and turn boredom into a springboard for focus and creativity?
- 2. How do you seize the present moment, the 'Now,'** to transcend beyond fears, burnouts, and the looming what-ifs, and pave a new path?
- 3. In a world skewed by the gravity of social media,** where connections are measured in engagement rather than interaction, how do we recalibrate to foster authentic connections and enrich our lives?
- 4. How can youth appropriately time their career** changes in a way that balances the need for excellence and novelty with the contentment of familiarity and security?





## Trend 5 **Entrepreneurship and Innovation**

**MGF23 featured speakers and workshops that offer insights and guidance on how to start, grow, and scale a business, as well as how to foster a culture of innovation and creativity through tools like mentorships, funding, and networking.**

---

Entrepreneurship and Innovation encourages young people to pursue their passions, providing guidance and support for young entrepreneurs and innovators to develop their ideas, and find innovative solutions that create value and positively impact the global community.



Nourah Alzaid and H.E. Eng Abdullah Alswaha

## LEADING THE NEW FRONTIERS

ACT NOW



**Speaker:** H.E. Eng Abdullah Alswaha, Minister of Communications & Information Technology

**Moderator:** Nourah Alzaid, Chief of Staff, Ministry of Communications & Information Technology Foundation

The session focused on the significance of strategic thinking, robust networking, and a positive organizational culture as key drivers of career advancement, highlighting the value of learning from failure and the influence of ethical, resolute leadership.

### TAKEAWAYS

1. Networking plays a crucial role in business life. Building a network is a leader's greatest asset, and neglecting this aspect can lead to missed opportunities for collaboration and growth.
2. Culture is as important, if not more important, than formal qualifications in leadership. Recruitment campaigns that neglect this can lead to unfortunate results.
3. Failure is not the opposite of success; it is a step towards it. Great entrepreneurial projects like SpaceX have a track record of failure.

*"In the business world, the most important thing in life is your network. It's your greatest asset. If you have leaders around you and don't build a network, you are missing out."*

**H.E. Eng Abdullah Alswaha**

## WINNING INVESTORS' BUY-IN

THINK BIG



**Speaker:** Robert Herjavec, Executive Producer & Star of Shark Tank; CEO, Cyderes & Herjavec Ventures

**Speaker:** Mazin Alzaidi, General Partner, Saudi Technology Ventures (STV)

**Moderator:** Said Murad, Senior Partner, Global Ventures

In this session, veteran investors uncovered the secrets to their decision-making process. In the constantly evolving business world, this session served as a treasure map to decoding what really makes investors' hearts race. Attendees got to explore the gold standard for potential, feasibility, and that irresistible driving force that fuels every entrepreneurial journey.

### TAKEAWAYS

1. A startup's capacity for rapid growth and efficient capital utilization is crucial for its success. STV's investment decisions consider how a company scales and manages its relationship with its shareholders.
2. A shift in investment strategies can be seen. Although immediate profitability isn't a prerequisite for funding, a clear path to profitability is increasingly important.
3. Investment opportunities are no longer regionally biased but are gravitating towards powerful ideas, supported by a globalist perspective.

*"The world has become so dynamic and connected that money and opportunity flow to great ideas, not regions. That old bias is disappearing. People are more invested in the power of ideas."*

**Robert Herjavec**



Said Murad, Mazin Alzaidi, and Robert Herjavec



Rahmon Agbaje

# FOR YOUR INNOVATION

## ACT NOW



**Speaker:** Rahmon Agbaje, Co-Founder, Loud Parade

■ Redefining advertising for the Gen-Z audience is a huge innovation achievement. With more than eight billion campaign views under his belt, Rahmon Agbaje shared his approach to creating authentic and creative ads.

### TAKEAWAYS

1. Utilizing music authentically can significantly enhance brand recall and create emotional connections with consumers, illustrating music's potent impact on branding and marketing strategies..
2. Partnering with emerging artists offers a win-win: artists gain exposure and financial opportunities, while brands connect authentically with younger audiences through relatable and memorable soundscapes.
3. In an era of short attention spans, crafting concise yet powerful musical pieces can leave a lasting impact, highlighting the importance of adapting creative approaches to current consumption patterns.

*"My advice to Saudi youth: Be obsessed with the problem, put creativity into everything you do, and appreciate the power of failure."*

**Rahmon Agbaje**

# FAST MONEY: EASY COME, EASY GO

## THINK BIG



**Speaker:** James Hardy, Head of Global Retail and Market Development, Flutterwave

**Speaker:** Athar Ahmed, CEO, Legion Network

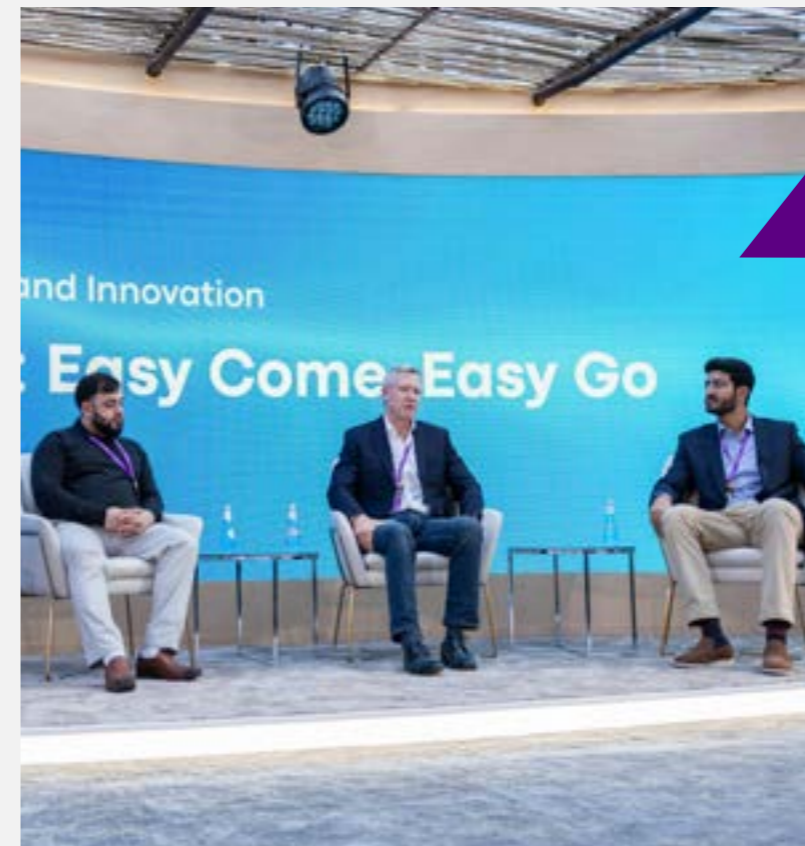
**Speaker:** Shershah Hassan, Co-founder & CEO, Kalpay

**Moderator:** David Crane, Motivational Speaker

■ This session discussed the intersection of technology and business growth, particularly highlighting the swift expansion of platforms like Legion Network. Discussions included insights on capitalizing on trends, navigating emerging markets, and entrepreneurial resilience, all underlined by the pursuit of swift financial success in the dynamic tech landscape.

### TAKEAWAYS

1. There is an issue of financial inclusion in some developing countries, where some segments of consumers are significantly underserved. This creates a gap in the market that startups can address.
2. Entrepreneurs should think in short timeframes. If you spend too much time rolling out the project, the consumer might no longer exist by the time you are done.
3. To ensure sustainable business growth, define milestones and a standard for measurement. Develop one metric that matters and then break it down to different metrics that are distributed across teams.



Athar Ahmed, James Hardy, and Shershah Hassan

*"Businesses should focus on addressing two questions: 1) Am I fulfilling a need? 2) Am I fulfilling a need for a population that can scale so the business can grow?"*

**James Hardy**

# BLUEPRINT OF BRILLIANCE

## THINK BIG



**Speaker:** Mohamed Yousuf Naghi, Chairman and CEO, Mohamed Yousuf Naghi Group

**Speaker:** Faris AlSaqabi, Deputy Minister for Human Capability Development, Ministry of Industry and Mineral Resources

**Moderator:** Eng. Yazed Almulhem, General Manager, The Stage

This session recounted the ascension of leading Saudi business figures, showing how they expanded from local roots to global spheres, and aimed to motivate the youth with tales of surpassing international standards and molding entire sectors.

## TAKEAWAYS

1. Local companies can benefit from the knowledge and experience of global companies that invest in people, cultures, and ecosystems.
2. Saudi Arabia's industrial strategy is one of the most ambitious strategies globally. Human talent and a competitive local, regional and global workforce are key in achieving this endeavor.
3. Youth, who form most of the population in Saudi Arabia, are advised to focus on impact, to trust themselves, take action, and trust in God.



*"When you work with top-tier multinationals, they invest in the development of people, cultures, and ecosystems."*

**Mohamed Yousuf Naghi**

Mohamed Yousuf Naghi



Zubair Junjuna, Ahmad Alzaini, and Henson Tsai

# THE BEST WRONG CHOICE

## ACT NOW



**Speaker:** Henson Tsai, Founder & CEO, SleekFlow

**Speaker:** Ahmad Alzaini, CEO, Foodics

**Moderator:** Zubair Junjuna, Founder, Znotes

This session looked into the power of confronting and learning from our mistakes in the present moment. The conversation challenged the traditional narrative around failure, urging participants to view mistakes not as setbacks, but as catalysts for growth and change.

*"Making mistakes means exerting effort and this is appreciated, no matter what the result is. If you make a mistake, I will thank you, because at least you made an effort."*

**Ahmad Alzaini**

## TAKEAWAYS

1. Previously, entrepreneurs did not have support from the advanced entrepreneurial ecosystems that exist today. They built their successful businesses by making mistakes and learning from them.
2. As entrepreneurs, making mistakes comes with exerting the effort to grow and disrupt.
3. Founders who create spaces for their teams to openly and transparently discuss mistakes, encourage them to take ownership of them, and to learn from them, can develop a growth mindset in their companies.



## IS IT REAL MONEY?

**BIG NOW**

**ENTREPRENEURSHIP AND INNOVATION**

**| Speaker:** Dr. Ibrahim Al-Mojel, Founding Partner, Khwarizmi Holding

**| Speaker:** Hosam Arab, Co-Founder and CEO, Tabby

**| Speaker:** Ahana Banerjee, Founder, Clear

**| Moderator:** Dr. Christiane Mueck, Co-Founder and Advisor, INTO Financial Coaching

— This session explored the complexities of investments, financial planning, and the significance of ethical and mindful spending. It also examined how digital payment systems like Apple Pay influence our spending patterns and talked about tactics to safeguard financial health in the digital era.

### TAKEAWAYS

1. The digital economy is transforming our relationship with money in ways that encourage overspending and impulse purchasing. Adding tools to platforms to perform data analytics and providing insights to customers can lead to more mindful spending.
2. Given the large and growing tech-savvy young population in Saudi Arabia, there is a significant e-commerce opportunity, translating into rapid adoption rates for e-commerce platforms.
3. There is a gap in the traditional banking system whereby SMEs, startups and young consumers are not being served. There is an opportunity for young people to fill this gap through fintech and innovative solutions.

## IN THE SPOTLIGHT: YOUTH IN ENTREPRENEURSHIP AND INNOVATION

### Ryan Hreljac

Ryan Hreljac is the Founder and Executive Director of Ryan's Well Foundation, a non-profit organization that provides access to clean water and sanitation for communities in need. Ryan started his journey when he was six years old, after learning that many children around the world lacked safe drinking water. Since then, Ryan has brought water and hope to more than 1.4 million people, partnering with local organizations and governments to complete over 1,700 water projects and 1,300 latrines in 16 countries.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Nurturing a strong network is pivotal for** influencing one's career trajectory. Youth are encouraged to initiate this growth within communities like Misk and continually foster these connections.
- 2. Career choices centered on sectors with** substantial impact potential ensure that the lasting effects of one's work resonate beyond immediate gains, reinforcing both industry and community enrichment.
- 3. A company culture that views mistakes** as learning opportunities encourages a supportive atmosphere where team members openly share and grow from their experiences.
- 4. Financial discipline, embedded into a** company's core practices, underpins mindful spending and sustainable growth, laying the groundwork for stability and considered investment choices.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. What are the steps that young entrepreneurs need to complete before stepping up to pitch themselves and their ideas?**
- 2. How can entrepreneurs in the creative industries, such as music, navigate failures and setbacks to stay true to their artistic integrity, innovate and push boundaries while maintaining a business vision?**
- 3. With the rapid transformation of manufacturing and the shift toward more technologically advanced processes, how can industry professionals and aspirants meet the evolving circumstances that these changes present?**
- 4. In a time when remote work has become more prevalent, how can companies determine which teams require in-office collaboration for maximum productivity versus those that can thrive in a hybrid or fully remote environment?**
- 5. As financial technology continues to evolve, what responsibility do fintech innovators bear in ensuring that their platforms encourage responsible spending and contribute to the financial well-being of their users?**



## Trend 6

# Cultural Diversity and Identity

**MGF23 celebrated the cultural diversity and identity of its young leaders and their communities, with speakers and workshops that showcased varying cultures, languages, religions, and traditions.**

---

Cultural Diversity and Identity embraces respecting and appreciating people's differences and similarities, and expressing and exploring our individual cultural identities and heritage, and how they shape our worldview and aspirations.





Amani Alkhiami and Jerry Inzerillo

## FROM BROOKLYN TO BUJAIRY

**Speaker:** Jerry Inzerillo, Group Chief Executive Officer, Diriyah Gate

**Moderator:** Amani Alkhiami, Program Manager, Misk Foundation

Diriyah is a living tapestry that weaves together historical and cultural threads within an environment that promotes modern development. As the appointed custodian of this mega-project, Brooklyn native Jerry Inzerillo explained how he is building a city filled with meaning and inspiration for Saudi Arabia and the world.

### TAKEAWAYS

1. The Gulf region is experiencing a cultural and development renaissance, with the emphasis on dreaming big and recognizing the roots of national identity while embracing future possibilities.
2. Humility and humanity are cornerstones for progress, with a focus on cultivating civility and caring within the next generation.
3. We must honor the contributions of older generations and equip the youth for future stewardship of the planet's resources and values.

### ACT NOW



*"It does not matter where you are born. What matters is the big word - humanity. We have a collective obligation to each other. We may not share the same ideology, but we share the same biology."*

**Jerry Inzerillo**

## FROM EDUCATION TO EMPLOYMENT OF PERSONS WITH DISABILITIES

(POWERED BY ILMI)

**Speaker:** Robin Tim Weis, Director of International Affairs, Zero Project

**Speaker:** Fahad Alnemary, Founder & CEO, Ynmo

**Moderator:** Dr. Manal AlMakoshi, International Cooperation Director, APD

Transitioning from education to employment is a pivotal milestone for every individual, and for persons with disabilities, it comes with its unique set of challenges and opportunities. This session discussed the importance of concerted efforts from educational institutions, employers, policymakers, and the broader community.

### TAKEAWAYS

1. Education for people with disabilities faces various challenges, such as lack of accessibility, societal attitudes, and inadequate teacher training. Overcoming these barriers requires comprehensive strategies and raising awareness both within families and the broader community.
2. Employment for persons with disabilities can be improved by building trust and bridging the gap between executive perceptions and employee realities. Companies that actively engage with individuals with disabilities often see greater growth in sales and profits due to increased creativity and adaptability.
3. Misconceptions about the nature of disabilities can hinder the recognition and leveraging of unique talents. Highlighting the contributions of individuals with disabilities in various sectors can change perspectives and encourage their integration into the workforce.

## THINK BIG



Robin Tim Weis

*"Companies with executives focused on disability engagement grow 2.9 times faster in sales and 4.1 times in profits. It means more creativity, adaptability, and resilience, which are keys to success."*

**Robin Tim Weis**



Amrita Sethi

## DON'T BE THE FIRST, BE LASTING

**Speaker:** Amrita Sethi, Traditional and NFT Digital Artist

In a world obsessed with firsts, like the first to innovate or the first to break records, this session emphasized the importance of endurance. It's not about being the first, it's about creating something lasting, something with a legacy.

### TAKEAWAYS

1. While being the first to create something new is thrilling, being lasting is what truly matters.
2. Using art and technology as mediums to tell new stories and inspire positive change is key in creating a lasting impact.
3. The future of creative mediums lies in the digital realm bridging physical and virtual experiences.

## ACT NOW



*"Recognition, awards, and collaborations with premier brands are all significant, but what holds the utmost importance for me is inspiring change through art and technology."*

Amrita Sethi

## THE TREND CURSE

**Speaker:** Omar Farooq, Founder, Atnafas Creative Production

This session challenged attendees to critically evaluate prevailing trends, beliefs and thought patterns. Through guided discussions, participants explored techniques to filter out noise, shape informed perspectives, and master the art of elimination.

### TAKEAWAYS

1. Authentic engagement and staying true to oneself are more impactful than chasing social media trends and follower counts.
2. Success on social media requires perseverance and commitment, with a focus on long-term goals rather than immediate recognition and rewards.
3. It is more important to share a more meaningful message that has an impact, rather than chasing temporary fame.

## THINK BIG



*"Trends won't take you anywhere. Trends are temporary. You need to be a trendsetter, not just follow what others are doing."*

Omar Farooq



Omar Farooq

# THE POWER OF DAYDREAMING

**Speaker:** Joe Wilkinson, Founder & CEO, HEAT

**Speaker:** Ammar Al Sabban, Chief Creative Director, Thirtiwan Creations

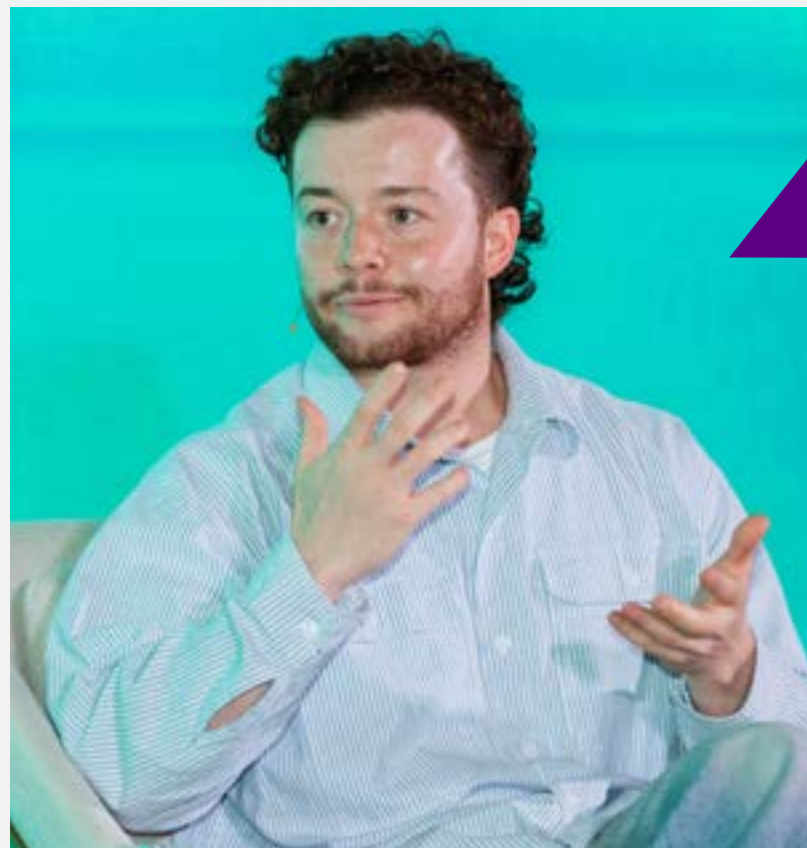
**Speaker:** Robbie Tolson, DJ & Social Entrepreneur, Turn the Tables

**Moderator:** Yasmin Moufti, Sr. Manager, Misk Foundation

The art of daydreaming is a powerful tool that can reshape our understanding of creativity. This session explored why we should let our minds wander, and how such seemingly aimless thoughts can lead to groundbreaking innovations.

## TAKEAWAYS

1. Empowering the younger generations to dream and realize their dreams necessitates schools and institutions that are tailored to nurturing creativity.
2. Of the many ideas that we daydream, we have to choose to pursue the one that holds the most significance for us, without discarding the others, as ideas tend to build upon each other.
3. Technology is a double-edged sword when it comes to daydreaming. It allows for more space for our minds to wander by facilitating 'mundane and time-consuming tasks', on the other hand, it could be a constant distraction that doesn't allow room for boredom or any free space for daydreaming.



Robbie Tolsoni

*"The most important thing about daydreaming is not giving up on the dream that might not have legs at the start."*

**Robbie Tolson**

## THINK BIG



Muath Bin Nujayfan, Denisha Anand, Hadia Ghaleb, and Muatasem Aulqi

## PURSUING THE BIG PICTURE

**Speaker:** Muatasem Aulqi, Co-founder, NomuHub

**Speaker:** Hadia Ghaleb, GPH CEO & Founder, By HadiaGhaleb

**Speaker:** Denisha Anand, Managing Director, Leaf Culture

**Moderator:** Muath Bin Nujayfan, Sr. Project Officer, Misk Foundation

This session explored the positive impact of generosity, showing that it goes beyond just giving money. It's about being kind, sharing wisdom, paying attention, sharing skills and giving time, hope, love and touch.

## TAKEAWAYS

1. Sustainability is a practice, not just an ideal. Engaging with various stakeholders and focusing on restoration projects showcases its practical application.
2. It is healthier to see positive social impact than just work for money without purpose. If unsatisfied with your job and struggling with mental health, switching to a career that's altruistic, or founding an organization whose impact can be measured, can free you from feelings of malaise.
3. Giving has a ripple effect. A single person's actions can inspire larger changes within their communities, sparking a chain of positive contributions.

## ACT NOW



*"Social entrepreneurship builds a sustainable brand that motivates customers, stakeholders, and shareholders by having a purpose-driven company."*

**Muatasem Aulqi**



## IT STARTS WITH HELLO



**Speaker:** Basmah Al Mayman, Middle East Regional Director, UNWTO

**Speaker:** Khulood Attar, CEO & Founder, KAAPH & DESIGN Magazine

**Speaker:** Benjamin Loh, Founder, Speaker's Flare Training & Consultancy

**Moderator:** Saleem Al-Sharari, Assistant Vice President, PIF; Y20 Head Delegate

This session highlighted the art of small talk, building relationships, and sustaining connections by offering practical techniques to initiate and enrich conversations, turning fleeting interactions into lasting connections.

### TAKEAWAYS

1. A simple "hello" is very powerful. It bridges cultural divides and initiates meaningful interactions.
2. Benjamin Loh's acronyms I.C.E (Intentional, Curious, and Express Yourself) and SPACE (Smile, Posture, Attention/Eye contact, Congruent gestures, Engaged listening) are handy tools for effective communication.
3. It is important to remain resilient in the face of rejection. Rejection can be seen not as a setback but as an opportunity for growth and a chance to redirect energy towards more aligned pursuits, reframing challenges as pathways to development.

## IN THE SPOTLIGHT: YOUTH IN CULTURAL DIVERSITY AND IDENTITY

### Abdallah Sa'd Al-Ghamidi

Abdallah Sa'd Al-Ghamidi is the Founder and Coordinator of My Grandfather's Craft Campaign, a project that aims to preserve traditional crafts that are at risk of extinction by introducing them into educational environments. The objective is to inspire students to learn and sustain these crafts, thus integrating traditional heritage with modern educational practices.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Youth should craft their life stories with** enthusiasm and sincerity, steering their paths with clear focus on their passions and dreams, embodying a self-role as a determined guide.
- 2. Acknowledging the talents of individuals with** disabilities enriches society by fostering environments of empowerment, collective progress and prosperity.
- 3. Embracing technology like AI in creativity is** crucial, as it transforms storytelling, shifts perspectives, and drives societal evolution.
- 4. Students are encouraged to engage in structured** daydreaming as a means to unleash innovation and conceive groundbreaking concepts.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. How can organizations build a culture of trust** that bridges the mismatch between executive confidence and employee sentiment regarding workplace inclusion?
- 2. In a world where being first garners attention,** how can creators and innovators ensure their contributions are sustainable and continue to inspire and influence long after the initial spotlight fades?
- 3. How can individuals navigate transient social media trends** to build a lasting and genuine presence?
- 4. How do we adapt our nonverbal communication,** such as eye contact and gestures, to respect and bridge cultural differences while still fostering genuine connections?



## Trend 7 Sports, Gaming, and E-Sports

**MGF23 hosted speakers and workshops that highlighted the benefits and opportunities of creating and participating in communities and competitions that foster social interaction, collaboration, and learning, as well as how to balance them with other aspects of life.**

Sports, Gaming, and E-Sports recognizes and enhances the role and potential of physical and mental activities in the lives of young people that improve their health, happiness, and performance.

# FROM GRASSROOTS TO GREATNESS

**Speaker:** Lina AlMaena, Co-Founder, Jeddah United

**Speaker:** Mags Byrne, Managing Director, First For Players

**Moderator:** Asma Aljasser, Director, Misk Foundation

— Drawing inspiration from renowned international leagues and foundational clubs such as Barcelona's La Masia, this session highlighted the significance of nurturing grassroots players, talent development, and the transformative role of clubs in shaping the future of women's sports.

## TAKEAWAYS

1. Championing initiatives requires humility. To be a champion is not based on skills alone; it is an entire ecosystem that supports them to grow their passion and talent to become champions.
2. Well-established grassroots initiatives create opportunities for all professional athletes. For these ecosystems to thrive, support and equality at the upper levels is paramount. This will ensure young female athletes aspire to reach the top through the ecosystem.
3. Educational institutions with a top-tier athlete should embrace, encourage and celebrate them to create inspirations and role-models for other aspiring female athletes.



Lina AlMaena

*"Being a champion isn't about skills alone. It's about being part of an ecosystem that involves family, coaches, clubs, and federations."*

**Lina AlMaena**

## THINK BIG



SPORTS, GAMING  
AND E-SPORTS



Mo Islam and Karim Benzema

# STARS IN THE DESERT

**Speaker:** Karim Benzema, Professional Footballer

**Moderator:** Mo Islam, Host, Mo Show

— Saudi Arabia's strategic moves to attract global footballing icons to its leagues is one of the areas where the Kingdom is leading the way. This session explored the symbiotic relationship between international talent and Saudi's national teams and how this confluence promises to uplift the entire football ecosystem in the region.

## TAKEAWAYS

1. Saudi Arabia has become a welcoming second home, drawing Benzema back with open arms and a genuine sense of belonging.
2. The football scene is developing rapidly in the Kingdom. Saudi fans are an integral part of the game, and they provide the motivation that the players need.
3. Beyond playing, Benzema finds fulfillment in mentoring young players, sharing experiences, and contributing to the evolution of football in Saudi Arabia, embracing a dual responsibility on and off the field.

## ACT NOW

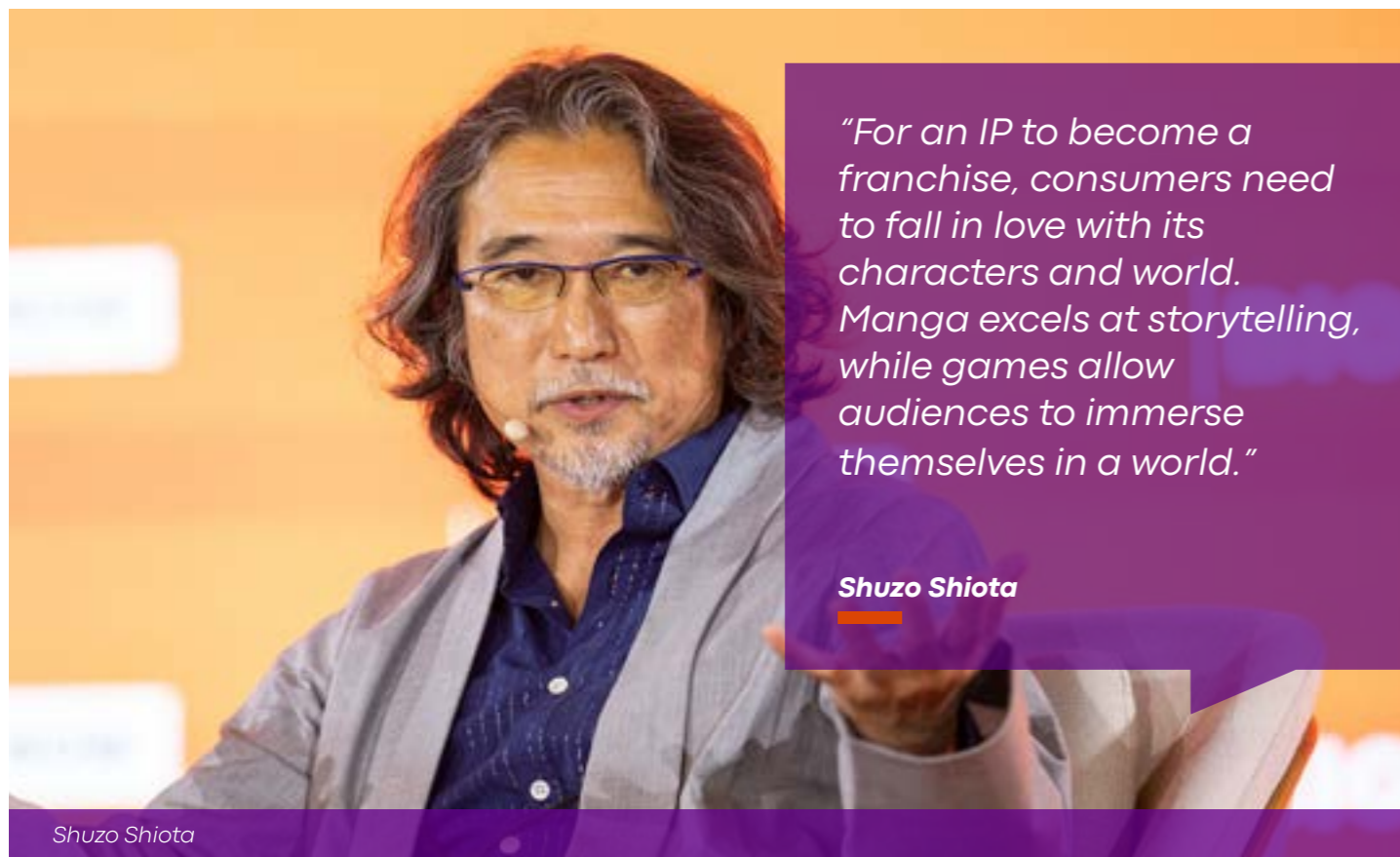


SPORTS, GAMING  
AND E-SPORTS

*"At the Etihad Club, there are 11 players but with the fans, we've become 12. Their love and support for us give us the power and strength to pull through the extra minutes and achieve the score we all want."*

**Karim Benzema**





## ANIME MEETS CONTROLLER: THE SYNERGY OF ANIME AND GAMING INDUSTRIES (POWERED BY MANGA PRODUCTIONS)

**Speaker:** Shuzo Shiota, President, Executive Producer, Polygon Pictures Inc

**Speaker:** Dr. Essam Bukhary, CEO, Manga Productions

**Speaker:** Yves Bléhaut, SVP of Strategic Partnerships, Microids

**Moderator:** Daliyah Abuabah, Sr. PR & Communications, Manga Productions

This high-energy session dissected the dynamic relationship between anime and gaming, exploring various aspects of their adaptations along with the evolution of gaming aesthetics in anime.

### TAKEAWAYS

1. The evolution of anime and gaming into a collaborative force illustrates a new cultural synergy that transcends traditional entertainment forms.
2. As the gaming market in Saudi Arabia flourishes, the transition from passive content consumption to the active creation and exportation of homegrown products represents a significant shift toward an innovative entertainment industry.
3. The successful adaptation of anime into gaming hinges not on altering core narratives but on localizing content to resonate with diverse audiences.

**BIG NOW**

**SPORTS, GAMING  
AND E-SPORTS**



## HEALTHY BODY, HEALTHY MIND

**Speaker:** Rasha Alkhamis, Vice President, Saudi Boxing Federation

**Speaker:** Michael Preston, Director, Sports, Misk Schools

**Moderator:** Alla Kwieder, Director, Experience and Engagement, Misk Schools

The session emphasized the integration of sports into daily life as a means to foster resilience and a healthy lifestyle, celebrating Saudi Arabia's growing commitment to sports and fitness.

*'Sports have taught me resilience, discipline, determination. These are the practical applications of 'healthy mind, healthy body.'*

**Rasha Alkhamis**

**ACT NOW**

**SPORTS, GAMING  
AND E-SPORTS**

### TAKEAWAYS

1. Success and failure are not only about winning or losing, but about growth. Embracing failures as catalysts for improvement and focusing on objectives, will always lead to progress and success.
2. Engaging in sports, in addition to enhancing physical well-being, allows for the development of life skills, such as resilience, discipline and determination, which is an application of "Healthy Mind, Healthy Body."
3. Schools and parents play a key role in teaching children to nurture a healthy body and healthy mind. This involves role modeling, providing options for children, as opposed to mandates, and encouraging a balanced approach to various activities.

## IN THE SPOTLIGHT: **YOUTH** IN SPORTS, GAMING, AND E-SPORTS

### Lina AlMaena

Lina AlMaena is the Co-founder of Jeddah United, a sports organization that promotes sports and empowerment for women and youth in Saudi Arabia. Started in 2003, Jeddah United has trained tens of thousands of women and youth, participated in various tournaments and events around the world, and collaborated with universities, organizations, and initiatives to support sports development and education.



## IN THE SPOTLIGHT: **YOUTH** IN SPORTS, GAMING, AND E-SPORTS

### Yara Alhogbani

Tennis player Yara Alhogbani overcame many challenges and stereotypes to become the first Saudi woman to play and win a professional tennis championship. A recipient of the Misk Youth Award and listed on Forbes Middle East 30 Under 30, Yara uses her platform and voice to advocate for more support and opportunities in sports, believing that sports can empower and transform individuals and communities.



TAKE  
**ACTION NOW**  
CALLS TO ACTION

- 1. Sporting authorities must recognize and support** grassroots initiatives to ensure female athletes have equal opportunities and resources to reach the top levels in sports.
- 2. Influential international athletes should engage** with and mentor young local players, sharing valuable insights and experiences to enhance their skills and performance.
- 3. There is a need to invest in sports infrastructure** and community programs that promote physical activity across all demographics, harnessing the power of sports to strengthen societal well-being and drive national pride.

THOUGHTS

# FOR TOMORROW

---

UNANSWERED QUESTIONS

- 1. Considering the proven correlation between happiness and physical activity, how can society encourage consistent participation in sports for well-being beyond the allure of competitive success?**
- 2. What innovative approaches can be taken to maintain audience engagement and create compelling content across both anime and gaming platforms?**
- 3. What specific strategies can be implemented to address the disparity in resources and facilities between male and female sports programs to promote greater inclusivity?**

YOUTH ADVICE

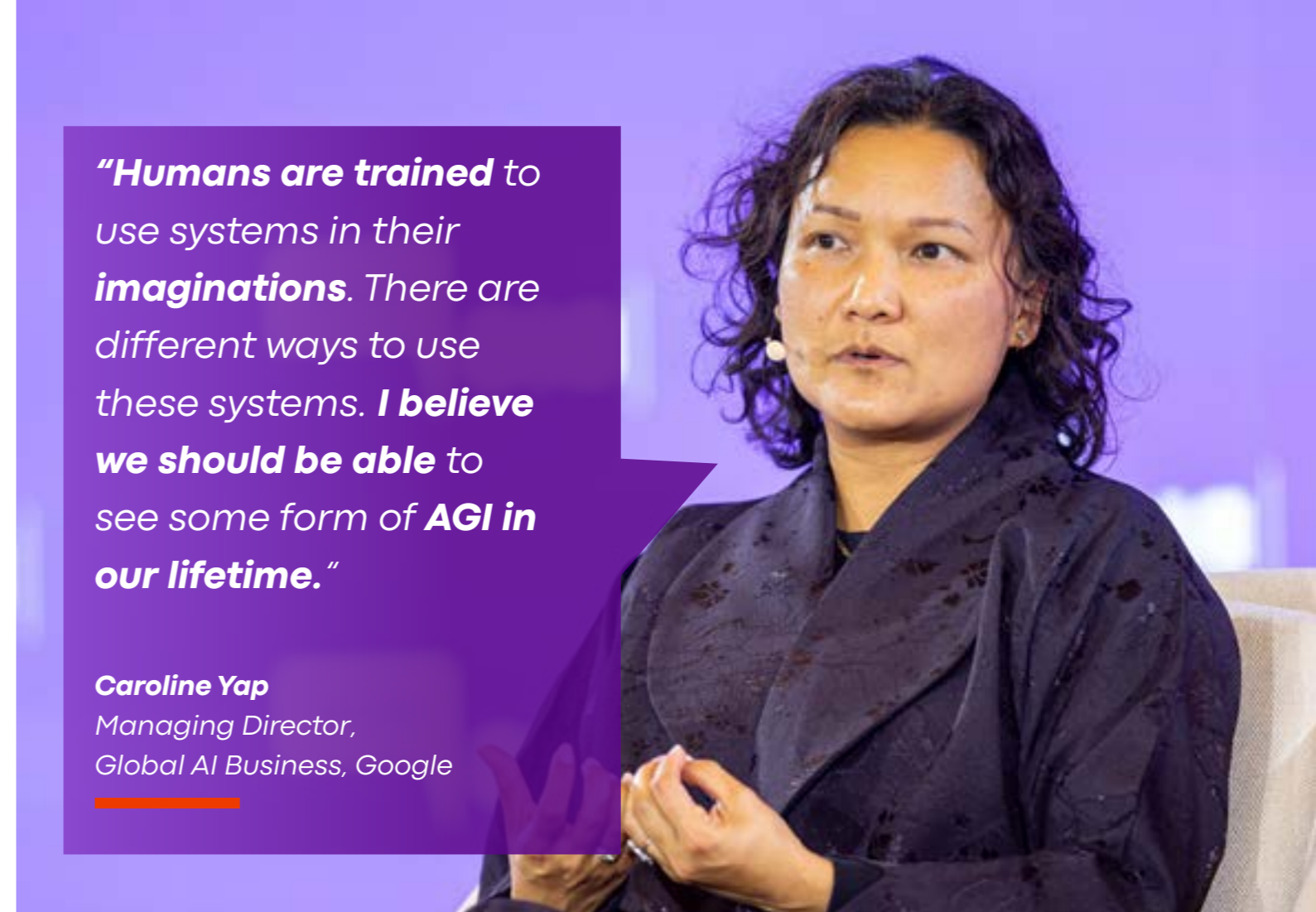
**FROM LEADERS**





*"My advice is that **if you fail while doing your first project, this is not considered failure.** This is **the beginning of the next successful project.**"*

**H.E. Eng. Ahmed AlRajhi**  
Minister of Human Resources  
and Social Development,  
Kingdom of Saudi Arabia



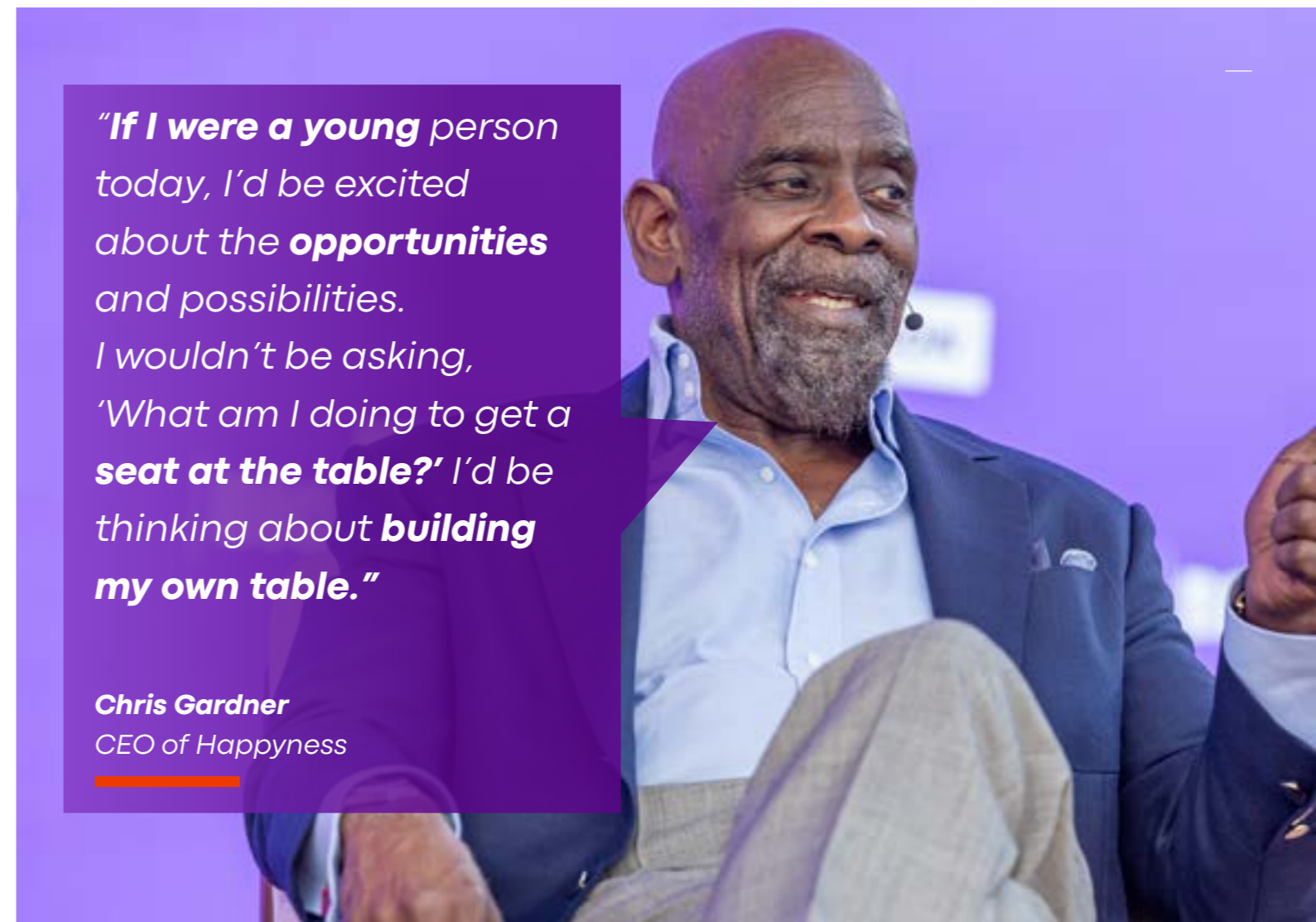
*"**Humans are trained** to use systems in their **imagination**s. There are different ways to use these systems. **I believe we should be able** to see some form of **AGI in our lifetime.**"*

**Caroline Yap**  
Managing Director,  
Global AI Business, Google



*"We need to **leverage technology** to expedite solutions for **addressing the climate crisis.** By consolidating **centuries-worth** of human knowledge **into AI**, we can harness its power **for acceleration.**"*

**Karen Wang**  
UNSDG Leader,  
Founder, Climind



*"**If I were a young** person today, I'd be excited about the **opportunities** and possibilities. I wouldn't be asking, 'What am I doing to get a **seat at the table?**' I'd be thinking about **building my own table.**"*

**Chris Gardner**  
CEO of Happyness



*“Recognize that you’ll be faced with **uncertainty**. You have to **trust people** and the system, and have the **resilience to cope** with whatever happens. **You can’t predict**, but you **can prepare yourself**.”*

**H.H. Prince Sultan bin Khalid Al Saud**  
CEO, SIDF

---



*“Governments **open doors**; youth’s role is to **seize opportunities**, and those who fulfill this role can be the **greatest investment**.”*

**H.E. Rawan Bint Najeeb Tawfiqi**  
Minister of Youth Affairs,  
Kingdom of Bahrain

---



*"I encourage youth to be proactive and **leverage the opportunities** offered by multinational companies. These opportunities can **offer exposure and foster cross-cultural communication.**"*

**Nourah Alhassoun**  
MEA Regional Leader,  
Zoom Video Communications



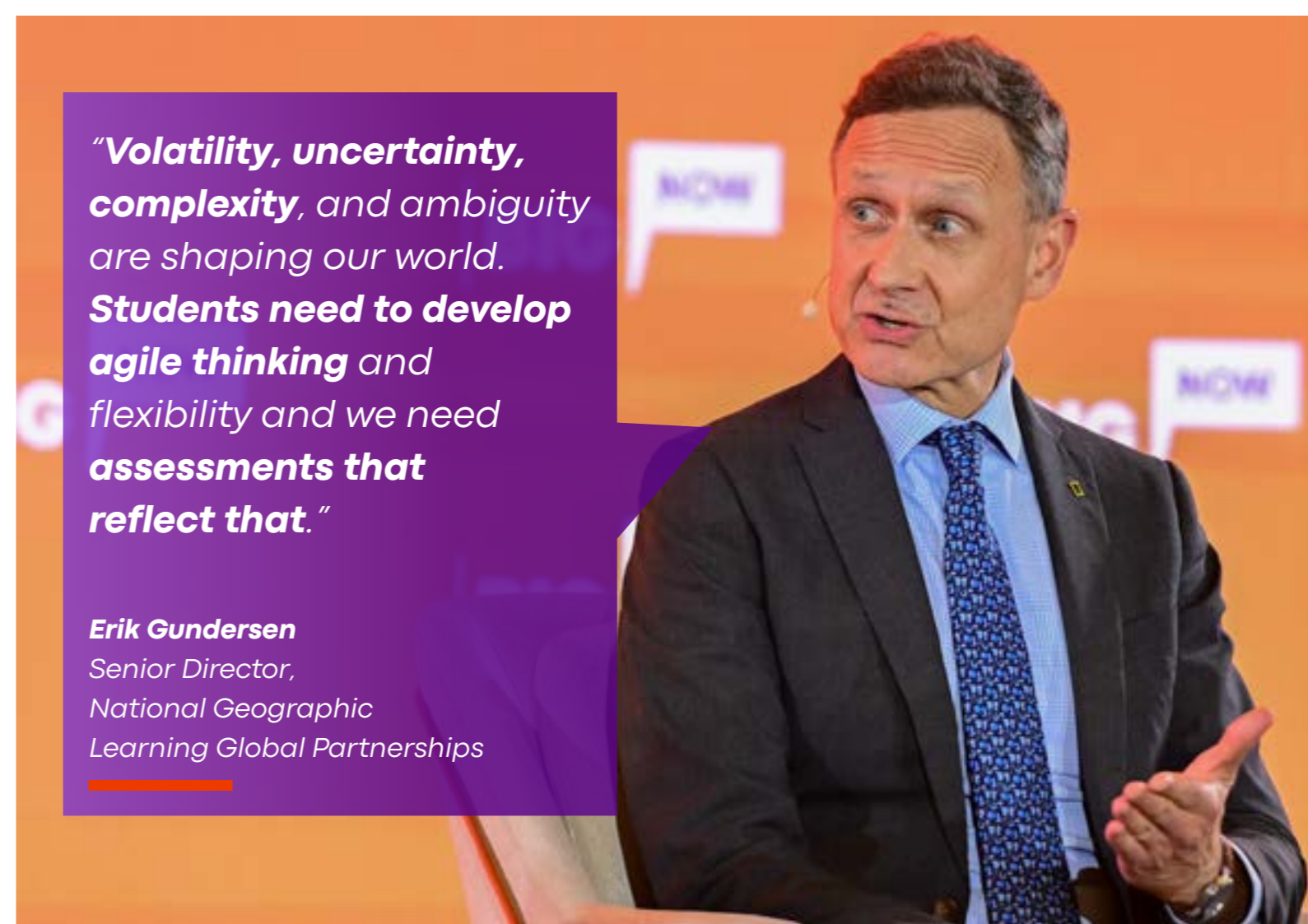
*"It's so important to go **outside of your comfort zone** and learn **diverse skills**; it's a deeply **enriching experience.**"*

**H.E. Najem Al-Zaid**  
Vice Minister of Justice,  
Kingdom of Saudi Arabia



*"Sustainability can be **hard to start**. But you'll **discover your values** through your career and **day-to-day actions**. Start by making a small change, **but then sustain that habit.**"*

**Carla Martinesi**  
CEO, Chomp



*"**Volatility, uncertainty, complexity**, and ambiguity are shaping our world. **Students need to develop agile thinking** and flexibility and we need **assessments that reflect that.**"*

**Erik Gundersen**  
Senior Director,  
National Geographic  
Learning Global Partnerships





*“**Planning is believing** in what you are doing and why you are doing it. There’s a big **difference between** doing **something right** and doing **the right thing.**”*

**H.E. Dr. Mohammed Altamimi**  
Governor of CST and CEO,  
Saudi Space Agency

---



*“The world has become **so dynamic** and connected that **money and opportunity flow to great ideas**, not regions. **That old bias is disappearing.** People are more invested **in the power of ideas.**”*

**Robert Herjavec**  
Executive Producer & Star of Shark Tank  
CEO, Cyderes  
CEO, Herjavec Ventures

---



“When you put your **own interests** front and center, you automatically lose your **leadership position**. **Leaders shine and gain influence** because of their own **personal values**, not their business visions.”

**Eng. Omar Najjar**  
Deputy CEO, Misk Foundation



“Women, **don’t be hard on yourself**; we tend to do that. We **make mistakes** and **dwell on them**, going through sleepless nights. **Find balance, learn from each other, and have fun.**”

**Lubna Olayan**  
Chair of Executive Committee  
& Deputy Chair, Olayan  
Financing Company



“Don’t invest in just anything. **Invest** only in **what you understand**. Consult someone who has expertise. Remember that **actual investment** is just **one step in a larger process.**”

**H.E. Mohammed El-Kuwaiz**  
Chairman of the Board, Capital  
Market Authority



“To the youth of today, I want to emphasize that **opportunities are still ahead of you**. You have the power to **create value** and **shape your own future.**”

**H.E. Eng. Ahmed Alsuwaiyan**  
Governor, Digital Government  
Authority



*"Success is like climbing a ladder. You take it step by step, gaining a **broader perspective** along the way and it leads you to **paths you may not have anticipated** at the beginning."*

**Ajlun Alajlan**

Chairman of the Board of Directors  
Riyadh Chamber of Commerce



*"The **art of decision-making** is in selecting options that afford an **expansive array of possibilities for tomorrow**. Make choices that serve as **gateways to possibility**."*

**Khaled AlGhoneim**

Co-Founder & Chairman, Hawaz



*"During **every phase** of your career, you need to **renew your skills** to serve this phase."*

**Eng. Suliman Almazroua**

CEO, National Industrial  
Development and Logistics Program



*"A **successful leader** leaves a **lasting impact** on their people and **upholds the values that enable them to lead others**."*

**Dr. Abdullah Al Fozan**

Chair of Chairman and CEO, KPMG SA



*"If you wake up in the morning and are not going to a place you like, then this is **just a job** and not a **career**. Always **focus on what you love** and **welcome challenges**, because they are what **build a leader**."*

**Dr. Khawla Al-Kuraya**

Director, Research Center at King Faisal Specialist Hospital

---



*"Life is unfair. You may **have specific plans** that you believe will work, but **that might not be the case**. It's essential to **adapt to circumstances** and **not be afraid of failure**."*

**Naif Almesnad**

CEO, Aljazira Capital

---



# NOW WHAT'S NEXT?

We are standing at the end of an absolutely **phenomenal journey here at Diriyah**. I can't tell you how thrilled I am to have shared this experience with **45,000** of you over the last three days, not only from Saudi Arabia but **from 59 countries around the world**.

At Misk, we had a goal. We wanted to create a **platform for you to learn, innovate, share, and grow**. Looking at the last three days, I can definitely say we achieved that goal. We achieved it through **155 sessions of pure knowledge delivered by more than 213 speakers and partners**. Not only have we achieved our goal, **we created something special**.

Our chosen theme for this year was Think Big and Act Now, **The Big Now**. It's not just a catchy phrase; it has been our **guiding star** throughout the event. **It's our call for you to dream, to innovate, and to dare**. More than that, it's our call to action for all of you.

Without action, dreams, however big they are, stay dreams. Let's **carry our spirits of MGF23**; let's take all the **inspirations**, the **energy**, the **friendships** we made, and the **lessons** we learned, to **make a difference**. Because if we don't make a difference now, then when?

Thank you from the bottom of my heart.  
Thank you to everyone who contributed to a **successful MGF23**.

**Mashaal Al Zoghaibi**  
Global Director, Misk Foundation





#TheBigNow #MGF23

[www.miskglobalforum.com](http://www.miskglobalforum.com)