

New Middle East Thought Leadership Initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum and Bill Gates

*Video News Release from The Mohammed
bin Rashid Al Maktoum Global Initiatives*

Note to Editors:

- *Video/script/shotlist supplied*
- *Video cut to English script below, runs 2.42 mins*
- *All usage free*

Script for Video Package

PRESENTER IN VISION:

A global initiative promoting new ideas to solve the problems of the Middle East has been launched by two of the world's most prominent thinkers on international development.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has joined forces with Bill Gates, the Microsoft founder who now heads the world's richest charitable foundation, to develop the Middle East Exchange.

The project will commission and syndicate articles from international thought leaders – Nobel Laureates, heads of state and leading intellectuals – on critical issues affecting the Middle East, including education, health, community development and innovation.

VIDEO BEGINS:

0.00-0.03 Opening Graphic – remove before transmission

0.04-0.22 BILL GATES: We're thrilled to be a partner in this project syndicate, the idea of getting the good news out about some of the things philanthropy is doing, how people are thinking strategically, and Dubai's been a great partner in a lot of philanthropy, so this is another good initiative.

0.22-0.47 H.E. MOHAMMED AL GERGAWI: For us I think it's a great experience and learning. We've been working together for a couple of years. Today's a new milestone for all of us. There are a lot of challenges in the world – the Middle East has its own chunk of challenge and I think together we can contribute to improve human life and people's life in this part of the world.

0.47 The Middle East Exchange is funded by the Mohammed bin Rashid Al Maktoum Global Initiatives, the philanthropic and humanitarian foundation newly created by Dubai's Ruler.

The Global Initiatives bring together twenty eight charitable organizations supported by Dubai, committed to fighting poverty and disease, spreading knowledge, empowering communities and fostering innovation.

The Global Initiatives work in a hundred and sixteen countries worldwide, with a specific focus on the Middle East.

1.11-1.20 His Highness Sheikh Mohammed wants swift improvements in the education of Arab youth.

1.20-1.29 *H.E. MOHAMMED AL GERGAWI: So our story in the UAE is a story of humanity and what humans are capable of achieving in a short span of time*

1.29-1.47 The Middle East Exchange will commission original articles for international publication, focusing on development debates and successes across the region.

Articles by leading thinkers will be translated into twelve languages and distributed to almost five hundred publications, with three hundred million readers.

1.47-1.58 *BILL GATES: Inspiring people with innovation and including innovation and philanthropy is partly why we have an optimistic view, despite all the challenges being worked on.*

1.58-2.12 *H.E. MOHAMMED AL GERGAWI: By partnering with you we can go faster than before. We can reach places and we can change people's life actually, and we can overcome a lot of challenges in this part of the world.*

BILL GATES: Thank you, thank you.

2.15 As one of the world's leading philanthropists, Bill Gates will write one of the first articles for Middle East Exchange – helping address the many challenges facing millions across the region.

Film ends 2.34

Video Shot List

0.00-0.03 Opening Graphic

0.04 Bill Gates – Bill & Melinda Gates Foundation

0.22 His Excellency Mohammed Al Gergawi – Minister of Cabinet Affairs, UAE

0.47 Mohammed bin Rashid Al Maktoum Global Initiatives Video, showing work of His Highness's charitable organizations worldwide

1.11 HH Sheikh Mohammed bin Rashid Al Maktoum with Ban Ki Moon, U.N. General Secretary, touring the world's largest logistics hub for humanitarian organizations in Dubai

1.20 H.E. Mohammed Al Gergawi – Minister of Cabinet Affairs, UAE

1.29 Logo - Mohammed bin Rashid Al Maktoum Global Initiatives

1.34 Mohammed bin Rashid Al Maktoum Global Initiatives Video, showing work of His Highness's charitable organizations worldwide

1.47 Bill Gates – Bill & Melinda Gates Foundation

1.58 His Excellency Mohammed Al Gergawi – Minister of Cabinet Affairs, UAE

2.13 Handshake Bill Gates and His Excellency Mohammed Al Gergawi

2.15 Bill Gates and His Excellency Mohammed Al Gergawi after press event

2.34 Ends