



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

# Misk Global FORUM 2025

Program

**AGENDA**

19-20 NOVEMBER



**MALFA HALL**

Mohammed Bin Salman NonProfit City  
"Misk City", Riyadh

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

باب  
التياب  
Created by  
YOUTH  
# MGF25

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## Misk Global FORUM 2025

The Misk Global Forum (MGF) is the biggest youth forum in the region, offering an empowering youth platform with an annual flagship event hosted by **Misk Foundation**, dedicated to **empowering and connecting young leaders, innovators, and entrepreneurs globally.**

### THIS YEAR MGF25 IS

# # CreatedByYouth

#### • IMAGINED

#### • DESIGNED

#### • LED BY YOUNG MINDS

The MGF25 theme centers on empowering young people to create their own stories, solutions, and initiatives. It highlights the power of youth-driven creation and initiative-level collaboration as key drivers for shaping a sustainable, transformative future.



Created by  
Hardik Rao, 33



Created by  
Macram Abdulah, 25

Created by  
Mentaha Lingga, 25



Created by  
Narah Alfraih, 28



The theme of **MGF25** sparks youth creativity to create the forum journey, from **selecting speakers** and **session themes** to **designing badges, stickers, and tote bags.**

Through collaboration between youth and experts from around the world, **MGF25** continues its year-long journey with **innovative initiatives** inspired by **youth-driven creations and stories.**

MGF25 focuses on global youth priorities broken into

## 6 PILLARS

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1

### SOCIAL ENTREPRENEURSHIP



Empowering youth to build ventures that drive positive social and environmental change.

2

### SUSTAINABILITY



Championing responsible growth that protects our planet and future generations.

3

### GLOBAL ENGAGEMENT



Connecting youth across borders to collaborate, lead, and create global impact.

4

### EMERGING TECH



Harnessing innovation and digital skills to shape tomorrow's economy.

5

### WELLNESS & SPORTS



Fostering active minds and bodies through well-being, sports, and community spirit.

6

### ARTS & CULTURE



Celebrating creativity and heritage as engines for diversity and innovation.

# 8 YOUTH INITIATIVES IN ACTION

From one event → to a **year-round engagement**

**#CreatedByYouth**

This year at **Misk Global Forum 2025**, youth are not only participants, they are **the architects of the experience itself.**

## Youth PROGRAM:

### Advisory Committee

15 Young creators from around the world who **co-design MGF25'S program, themes, and speaker selection.**



ZAINAB ALALI



WANTOE WANTOE



OLAMIPOSI EKUMA



NAIF ALQAHTANI



HIND ALHASHEM



MOHAMMAD ALRAJHI



MESHAL ALSHALAN



MARIAM ALKHATTAB



MARIA KANYAMA



LIAM MCLEAVEY



MOHAMMED ALHARTHI



LOUISE MABULO



DIEGO FERNANDEZ



ERIN SMITH



JEREMIAH THORONKA



## Misk 20

UNDER 30

An annual global recognition spotlighting **20 groundbreaking initiatives** driven by creators under 30 who are shaping the future through innovation and impact.

## MGF Webinars

A year-round digital series **bringing expert insights and future skills** to youth screens worldwide.

## MAJLIS X

SAUDI  
LEADERSHIP  
SOCIETY

A **global youth-led Majlis** reimagining open dialogue — **hosted across cities worldwide**, where diverse conversations collectively shape the MGF agenda and amplify youth voices on a global stage.

## Policy

CIRCLE

**EY** Shape the future  
with confidence

An initiative where **global policy recommendations** are **youth led**.



## Youth PROJECT:

CrossCulture



A global creative exchange where **youth turn diversity into empathy-driven solutions and collaborative impact.**

## WASL

Initiative

An immersive exchange **pairing Saudi youth with global guests** to share culture, build connection, and foster lasting friendship.

## Misk City MOBILITY SOLUTIONS

Hackathon

Uber

A fast-paced hackathon uniting **youth to build tech-driven mobility solutions.**

# Misk Global FORUM 2025 SPACES



## THE STAGE

Flagship arena where world leaders and youth share transformative visions and ideas.



## المجلس Majlis

## AL MAJLIS

Saudi inspired forum for candid, cross-cultural conversations and shared learning.



## LEADERS TALK

Intimate, TV-style dialogues connecting youth with leaders.



## SKILLS LAB

Immersive, high-energy skill-building workshops designed for action, innovation and impact.



## IMPACT LIGHTHOUSE

Igniting youth-driven dialogue, global awareness, and actionable solutions for meaningful impact.



## SPACE 180°

Immersive space flipping perspectives 180° to ignite bold, youth-led innovation and creation.

# Misk Global FORUM 2025 **SESSION FORMATS**

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## **MISKeynote**

High-profile speakers deliver future-focused insights, inspirational talks and heartfelt stories.



## **DIALOGUE**

Moderated discussion featuring multiple speakers in panel format.



## **UNFILTERED**

More relaxed, intimate conversations in an informal interview style.



## **FYInspiration**

Short, punchy, focused talks on a range of exciting topics delivered by experts or high-profile speakers.



## **MISKTALKS LIVE**

High-profile figures share valuable insights in TV interview format.



## **SIMULATION**

A structured, staged discussion where participants assume roles to argue and explore opposing viewpoints on a key topic.



## **WORKSHOP**

Hands-on interactive learning sessions for gaining real-world, futureready skills.



## **MISKKonception**

A speaker starts with a popular myth or commonly held belief, and then reveals the surprising truth with evidence and insights.



## **MISKKreation**

A hands-on experience where youth co-create out-of-the-box solutions through collaborating on real-world challenges.



## **MISKRupted**

A live format where youth and global leaders co-create something new on stage — an idea, a manifesto, a prototype, or even a piece of art. It's not about talking about creating in the moment.



## **UP/DOWN**

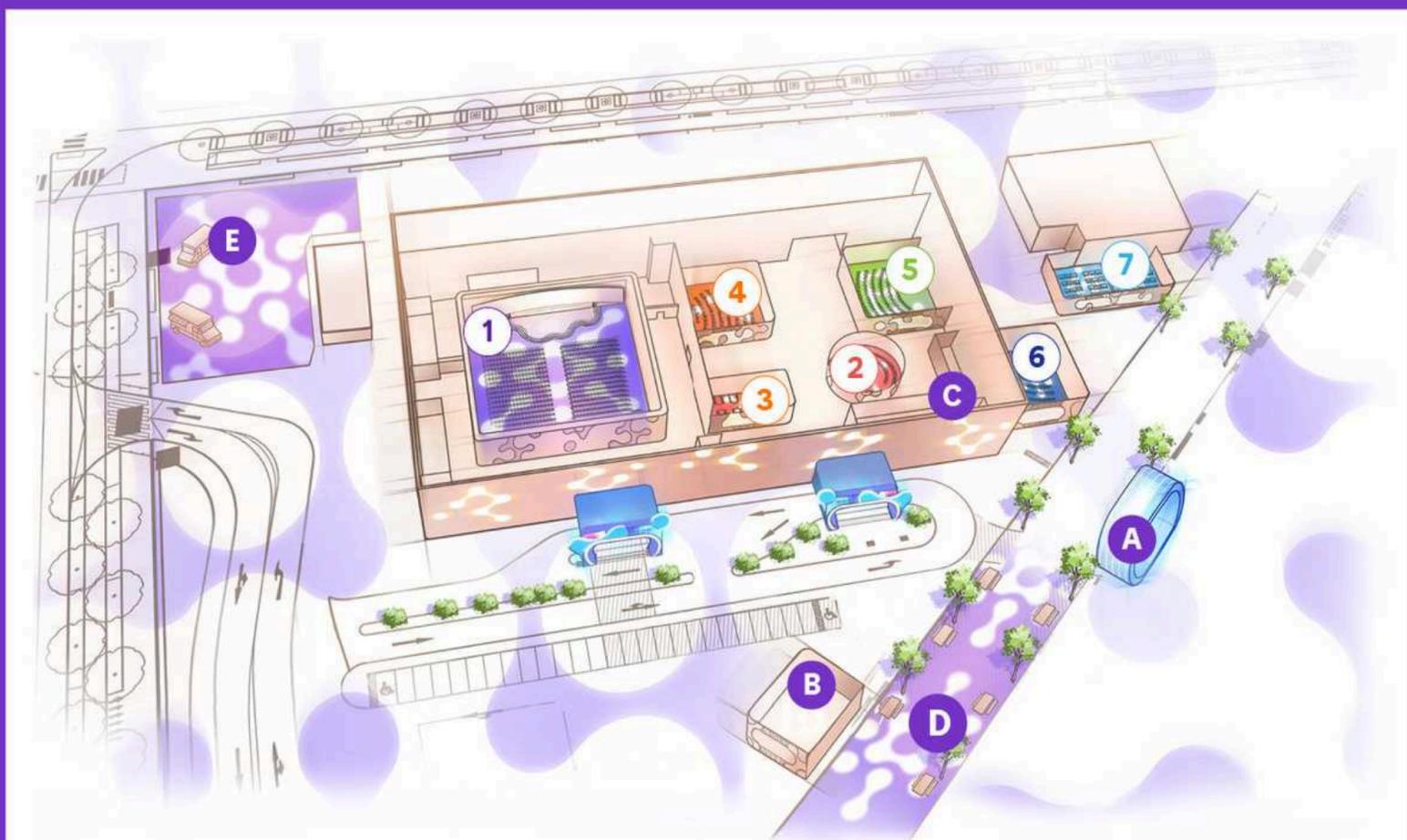
An elevator pitch-sitch where youth present fresh ideas to global leaders within a limited timeframe.

# Misk Global FORUM

## 2025 FLOOR PLAN

### 📍 MALFA HALL

Mohammed Bin Salman NonProfit City “Misk City”, Riyadh



- |                             |                                   |                         |
|-----------------------------|-----------------------------------|-------------------------|
| <b>A</b> MAIN GATE          | <b>C</b> VIP LOUNGE               | <b>E</b> CREATORS ALLEY |
| <b>B</b> PARTNERSHIP LOUNGE | <b>D</b> CREATORS NETWORKING ZONE |                         |
| <b>1</b> THE STAGE          | <b>4</b> COLLABORATION LAB        | <b>7</b> SKILLS LAB     |
| <b>2</b> AL MAJLIS          | <b>5</b> LEADERS TALK             |                         |
| <b>3</b> CREATION LAB       | <b>6</b> IMPACT LIGHTHOUSE        |                         |

Day

1



14:00 - 14:15

## OPENING PERFORMANCE BY RIYADH SCHOOLS ORCHESTRA

Ar

→ The Orchestra is a musical performance presented by thirty students from Riyadh schools, where they come together to perform the Saudi national anthem and a song dedicated to the Misk Global Forum. This segment aims to highlight the students' talents in collective playing and to nurture their artistic sensibilities through an experience that combines education and musical creativity within a refined national and cultural framework.

14:15 - 14:25

## MISK GLOBAL FORUM 2025: THEME REVEAL & WELCOME

En

14:25 - 14:45

## A FUTURE CREATED BY YOUTH

En

### Muhammad Siddiqui

World's Youngest Software Engineer, Microsoft  
Multiple Guinness World Records

### Adeeb Alblooshi

The Youngest Emirati Scientist

### Areej Alqarni

Young Scientist and Author

→ Visionary youth take the stage in a dynamic multi-voice opener. Weaving together solo insights that light the fuse of MGF25, our young changemakers ask the question: "For a future created by youth, what must change first?"

14:45 - 15:05

## WELCOME REMARKS: "CREATED BY YOUTH"

MISKeynote Ar

### Dr. Badr Al-Badr

CEO, Misk Foundation

15:05 - 15:20

## CONVERSATION: HRH PRINCE ABDULAZIZ BIN SAAD BIN ABDULAZIZ

Ar

15:20 - 15:35

## ANNOUNCEMENT: MEET THE MISK 20 UNDER 30

En

→ Meet the young faces of tomorrow as we celebrate 20 initiatives led by creators under 30. Proof that the future starts now – in the hands of those already building a better world today.

15:35 - 16:05

## [AI]CCELERATING THE POSSIBLE

Dialogue En

### Aaryan Shukla

The Human Calculator, Multiple Guinness World Records

### Andini Makosinski

Inventor, Host, Producer

### Muhammad Siddiqui

World's Youngest Software Engineer, Microsoft  
Multiple Guinness World Records

### Amandeep Bhangu

(MODERATOR)

CEO, Voice Media London

→ With the AI takeover looming large, have we truly reached the edge of what the human mind can handle? Or are we only just beginning to discover our full potential? Prepare to be amazed by prodigy Aaryan "The Human Calculator" Shukla's astonishing live feats of mental mathematics, as we explore what truly defines intelligence in an age of algorithms. Joined by Muhammad Siddiqui and Ann Makosinski, we ask where creativity, curiosity and emotion fit as machines grow more capable. Is technology replacing human brilliance – or are tools like AI unlocking entirely new dimensions of it?

16:05 - 16:20

## ANNOUNCEMENT: CHALLENGE FOR CHANGE

En

The Misk Foundation and Gates Foundation present a special announcement celebrating the impactful first year of the 'Challenge for Change' program, highlighting the innovative solutions and introducing the inspiring winners who are driving social transformation and youth empowerment across Saudi Arabia.

16:50 - 17:20

## PLAY IT FORWARD

Unfiltered En

### Rio Ferdinand

Former Manchester United, England Legend  
and Media Personality

→ From the pitch to the boardroom, England and Manchester United legend Rio Ferdinand has transformed from an elite defender into a global entrepreneur, investor, and changemaker. In this exclusive talk, he shares how reinvention, purpose, and values turn a competitive edge into lasting impact—revealing lessons from sport that inspire leadership across every field.

17:20 - 17:35

## TO BE ANNOUNCED

Unfiltered En

17:35 - 17:55

## CREATIVE CULTURE CATALYSTS

Unfiltered En

### Grigory Lavrov

VP Marketing, Local Brands & Franchise Management  
in CEE & MENAT, Warner Bros. Discovery

### Hussain Hanbazazah

VP of Communications Operations & Corporate  
Citizenship at Saudi Aramco

### Ajwa Aljoudi

(MODERATOR)

TV Presenter, MBC Group

→ This generation is building its own stage. From bedroom studios to billion-view screens, youth creators are redefining culture. In this dialogue, Grigory Lavrov (Warner Bros Discovery) and Hussain Hanbazazah (Aramco) unpack how creativity became power — not inherited but claimed. They explore how youth use art, storytelling, and tech to shape identity, challenge stereotypes, and own the narrative.

17:55 - 18:30

## DRAWING UPON YOURSELF

MISKeynote En

### Matthew Luhn

Director, Storytelling Consultant & Inspirational Speaker

→ Matthew Luhn, celebrated artist, animator and storyteller behind global mega-hits like 'Toy Story' and 'Up', shares how creativity and storytelling go hand in hand — not just in Hollywood, but in life. With insights from more than 30 years at Pixar and 'The Simpsons', Matthew shows how powerful stories can motivate, connect and inspire people everywhere. Bridging the gap between creative arts and technological innovation, he offers practical tools for unlocking imagination and shaping personal stories with purpose, urging youth to become authors of their own journeys. This keynote empowers youth to embrace their creativity, make their experiences unforgettable and craft a life story with confidence that's as remarkable as any animated adventure.

19:00 - 19:25

## CREATING BIG IMPACT AT NANO SCALE

Unfiltered **En**

### Dr. Mahaletchumy Arujanan

Executive Director, Malaysian Biotechnology Information Centre

### Hashem Al-Ghaili

Science Communicator & Filmmaker

### Amandeep Bhangu (MODERATOR)

Presenter & Media Trainer, Voice Media London

→ What if the smallest discoveries made the biggest difference? From biotechnology and agri-science to precision healthcare, explore how microscopic innovation is reshaping global wellbeing. Dr. Mahaletchumy Arujanan and futurist Hashem Al-Ghaili reveal how frontier science drives breakthroughs, how young innovators can seize the moment, and why ethical innovation matters – proving small ideas can change the world.

19:25 - 20:05

## CREATING TOMORROW'S CREATORS

Dialogue **En**

### Prof. David Q Pan

Executive Dean, Schwarzman College, Tsinghua University

### Sergei Guriev

Dean, London Business School

### Ahmad Alhendawi

Regional Director, Save the Children International

### Solveig Nicklos (MODERATOR)

Founder & Managing Director, X.O Consulting

### David Berg

Secretary General, World Scouting

→ Leadership is not about waiting for your turn to act, it's allowing your voice to make a difference right now. Young changemakers can get in the driving seat by learning from four global experts in youth advocacy, from academia to international cooperation, about how they did it, how you can, too, and the one thing they wish someone had told them earlier. Because it's time to spark change, and only by influencing decisions today can you shape tomorrow's world.

20:05 - 20:25

## CREATION IN YOUR POCKET

Dialogue **Ar**

### Abdullah Alsabe

Content Creator

### Naser Alaqeel

CEO, DUPAMICAFFEINE

### Ajwa Aljoudi (MODERATOR)

TV Presenter, MBC Group

→ A new generation of creators, innovators and entrepreneurs are busy proving that the tools for creation are more accessible than ever. From smartphones to open-source software, and small creative projects to global ventures, see how young people are transforming everyday technology and ingenuity into engines of imagination and impact. Because when creativity meets a connected world, you can make big breakthroughs with what's already in your pocket...

20:25 - 20:55

## SLEEPWALK TO SUCCESS

FYInspiration **En**

### Thomas Coleman

Sleep & Recovery Strategist

→ Teenagers don't just like to sleep late – science shows that early school times are a mismatch for their natural rhythms and we can actually improve test scores, reduce depression and cut accident rates by rethinking our relationship with rest. Explore the benefits of sleep as a performance tool, hear how youth creators are hacking their hibernation and investigate what would be possible if the next generation could reimagine our world to align with biology, not an alarm clock.

15:05- 15:20

## RECREATING SUCCESS

Unfiltered **En**

### Akshai Sarin

World Record Holder, Artist, Life Coach & Serial Entrepreneur

### Dr. Mahmoud Yamany

Sector head of health and wellbeing, NEOM

### Reema Almehmadi

Misk Delegate

(MODERATOR)

→ What does success look like in a world where growth at all costs is no longer enough? This session invites youth to explore how wellbeing, collaboration and care can drive meaningful ventures, asking how young people can lead with purpose and reframe value beyond profit. Social entrepreneur Akshai Sarin and NEOM health head Dr Mahmoud Yamany share lessons from their global, industry-defying journeys of impact and infrastructure, equipping the next generation with new ideas and practical frameworks to drive quality of life as the true bottom line.

15:20- 15:55

## STORYTELLING THAT STICKS

Dialogue **En**

### Daniel Cronin

The Pitch Professor / Founder, AustrianStartups

### Layla Tamim

Director of Ad Sales MENA, Warner Bros. Discovery

### Kate Midttun

Founder & CEO at Acorn Strategy. Chairperson, Middle East PR Association (MEPRA)

### Areej Alqarni

Young Scientist and Author

(MODERATOR)

→ In this age of information overload, it's not always the best idea that gains traction – it's the best story. Wherever ideas are pitched or promoted, all too often the audience gets lost in the detail and are left wondering why it matters. Join a host of top-tier storytellers to weave a conversation around the power of narrative and how young leaders can transform raw concepts into compelling threads. If you're ready to connect with audiences, drive meaningful conversations and make your words impossible to ignore, this is one chapter of MGF25 you won't want to miss.

15:55- 16:25

## SEEDS OF TOMORROW

Dialogue **En**

### Sky Kurtz

Founder & CEO, Pure Harvest Smart Farms

### Vidyut Mohan

CEO, Takachar

### Louise Mabulo

Founder, The Cacao Project

### Sara Almeshari

Misk Delegate

(MODERATOR)

→ With desert climates and water scarcity ravaging multiple regions, how will the world feed itself in 2050? This timely session brings together leaders in sustainable farming, future food systems and community innovation. Learn how youth projects are creating resilient crops, using tech for resource-smart farms, and turning agricultural waste into energy to fuel systemic change. Concerned about what's on the menu for future generations? Join our experts to learn how youth can future-proof the planet – from field to fuel to table.

16:25- 16:50

## RADICAL OPTIMISM

Unfiltered **Ar**

**Dr. Khalid Al-Munif**

Motivational Speaker & Author

**Reema Almeahmadi**

Misk Delegate

(MODERATOR)

→ In an age where negativity and uncertainty are commonplace, how can young people cultivate the resilience and maturity needed to move toward true happiness? Join renowned self-development trainer Dr. Khalid Al-Munif to explore the powerful force of radical optimism in shaping the next generation. Drawing on psychological principles and touching on subjects from emotional intelligence to achieving personal balance, we'll discover practical tools for building habits, reframing challenges, and pursuing purpose with clarity. Because real growth comes not from avoiding life's pressures – but from transforming them into strengths.

17:35- 18:10

## RIPPLES OF CREATION

Unfiltered **Ar**

**Wafa ALObaidat**

Founder & CEO, PLAYBOOK

**Naser Alaqeel**

CEO, DUPAMICAFEINE

**Dr. Hasan Almoosawi**

Dermatology Resident Doctor, Bahraini  
Government Hospitals

(MODERATOR)

→ Movements always start small, the challenge is making the impact last. Discover the secrets of building and sustaining communities that thrive, both online and offline, from volunteer networks to media bigshots, hearing how young individuals, next-gen brands and pioneering new causes can attract, inspire and sustain audiences. With practical advice on vision-setting, mobilising resources and keeping engagement authentic, you will learn how to grow your own projects from ten supporters to ten thousand, and beyond.

18:10- 18:40

## FUN[DAMENTALS]: THE BUSINESS OF PLAY

Dialogue **En**

**Preeti Shetty**

CEO, Upshot

**Arnold Hur**

CEO, Gen.G Esports & Gaming Academy

**Lina Almaeena**

Chairwoman, Jeddah United Club

**Hanan Alahmari**

Soft Landing Program Lead, Ventures by Startups House

(MODERATOR)

→ From grassroots leagues to global esports, sport innovation increasingly doesn't need big stadiums or superstar endorsements to succeed. Hear from a bevy of best-in-class entrepreneurs and youth innovators on how young people can build sticky communities, measure impact and turn passion for fitness, wellbeing and recreation into sustainable ventures. You'll discover how community, inclusivity and new technologies are reshaping sport and learn how to create a business that thrives on both purpose and profit.

18:40- 19:15

## A MIND-SET TO SUCCESS

Unfiltered **En**

### Rio Ferdinand

Former Manchester United, England Legend and Media Personality

### Leen Hashim

Misk Fellow

(MODERATOR)

→ What does it really take to win, not just on the field, but in life? England and Manchester United legend Rio Ferdinand shares how the discipline, teamwork and resilience learned through sport can shape success in any arena. From early setbacks to global triumphs, Rio reflects on how football taught him the power of preparation, leadership and staying composed under pressure. Exploring how young people can build their own winning mindset, he explains how the next generation can be one defined not by trophies – but by character, purpose and persistence.

19:15- 19:40

## ART AFTER ALGORITHMS

Unfiltered **En**

### Matthew Luhn

Director, Storytelling Consultant & Inspirational speaker

### Taim Mashat

Young Saudi Artist

(MODERATOR)

→ What happens to creativity when intelligence is artificial, tools are generative and art can be automated? Far from replacing artists, AI and emerging technologies are reshaping how young people can imagine, produce and share culture. Join Matthew Luhn, celebrated artist, animator, storyteller and veteran of Pixar and “The Simpsons”, in an intimate fireside chat that investigates the changing ways we create and distribute stories, with perspectives and practical advice on how the next-generation can harness these tools and build their own cultural projects with authenticity at the heart.

20:10- 20:40

## THE BUSINESS OF CREATION

Dialogue **En**

### Prof. Florin Vasvari

Executive Dean, Executive Education Middle East, London Business School

### Salah Khashoggi

Founder, Tamra capital

### Fernando Vallina

Chairman, CEO & President, ExxonMobil Saudi Arabia

### Ahmed Akmal

Entrepreneurs' Community Manager, Misk Foundation

(MODERATOR)

→ Curious how great ideas grow into thriving startups? Join our financial experts for a deep dive on unlocking funding, mastering the art of pitching and navigating today’s fast-paced investment world. We’ll break down real-world strategies for turning inspiration into impact –giving young entrepreneurs practical tips on raising capital, building resilience and launching ventures that can define the future. Get ready to spark your ambition and see how finance fuels tomorrow’s big ideas.

20:40- 21:05

## THE CREATIVE CURRENCY

Dialogue **En**

### Mohannad Hussam

Creative AI Director & Generative AI Strategist

### Taim Mashat

Young Saudi Artist

### Laura Peh

Founder, Cinnamon Art Publishing

### Tala Allabban

Misk Delegate

(MODERATOR)

→ The creative economy is worth trillions of dollars and creates millions of jobs worldwide, with a new generation of creators proving that art, design, fashion, music and media can be powerful career paths. Meet some of the Middle East’s shining artistic ambassadors and explore how multi-disciplinary young masters are blending tradition with technology, building communities and shaping industries that matter locally and internationally, unlocking opportunities that place Arab talent at the forefront of the world’s fastest-growing economy.

DAY 1 NOVEMBER 19  
SPONSORED BY: ITHRAA

15:00- 15:40

## SAUDI ARABIA'S GLOBAL VOICE

MISKtalks Live **Ar**

### HE Dr. Abdulaziz Alwasil

Ambassador & Permanent Representative, the Kingdom  
of Saudi Arabia to the UN, New York

### Mohammed Almousa (MODERATOR)

Content creator and TV presenter

→ In this session, HE Dr. Abdulaziz Alwasil, the Permanent Representative of the Kingdom of Saudi Arabia to the United Nations, shares his journey from academic beginnings to international platforms, reflecting on the milestones that shaped his leadership and diplomatic vision. He emphasizes that true diplomacy begins with faith in one's nation, a sense of responsibility in representing it, and the ability to create meaningful impact on the global stage.

16:00- 16:40

## A NATION IN CONTINUOUS CREATION

MISKtalks Live **Ar**

### HH Prince Sultan Bin Khalid Al Saud

CEO, Saudi Industrial Development Fund (SIDF)

### Mohammed Almousa (MODERATOR)

Content creator and TV presenter

→ From experience to inspiration, this session features HH Prince Sultan bin Khalid Al Saud, reflecting on leadership as a responsibility passed from one generation to the next. HH shares how mentorship and experience shape true leaders – and how today's youth can transform opportunities into impactful paths that sustain excellence and continue the nation's journey of progress with renewed spirit and purpose.

17:00- 17:40

## BEHIND EVERY PURCHASE... A STORY OF LEADERSHIP

MISKtalks Live **Ar**

### Mohamed Galal

Managing Director and CEO, Extra

### Dr. Abdullah Almusalem (MODERATOR)

Founder, Wathbh

→ In this session, Mr. Mohammed Galal, CEO of Extra, reflects on his journey from numbers to leadership – sharing the mindset shifts and lessons that shaped his path. A conversation inspiring youth to embrace adaptability, foresight, and purpose as they craft their own leadership journeys.

18:00- 18:40

## HE DR. EMAN BIN HABBAS AL MUTAIRI

19:00- 19:40

## SESSION TO BE ANNOUNCED

20:00- 20:40

## SESSION TO BE ANNOUNCED

## CLASS A

14:15- 15:15

### CHARGED FOR CHANGE

Workshop **En**

→ What makes an electric car move, and why should you care? In this Lucid workshop, participants of all backgrounds get a front-row seat to the future of mobility. Through simple explanations and live demos, you will explore how battery electric vehicles (BEVs) work and why they are transforming sustainability, design, and your everyday life. Come curious and leave charged with new ideas.

Powered by: **LUCID**

15:30- 17:00

### C<sup>3</sup>: COLLABORATE, CREATE, COMMUNICATE

Workshop **En**

→ Some challenges need more than one mind to solve. The C<sup>3</sup> Workshop invites you to crack problems, communicate ideas, and collaborate to succeed. In this fast-paced, hands-on session, participants team up to tackle real-world challenges, brainstorm creative solutions, and bring them to life through storytelling and teamwork. Guided by expert facilitators, you will learn by doing, sharing ideas, and having fun while turning collaboration into a superpower.

Powered by: **NEOM GLOBAL SHAPERS**

17:15- 18:00

### MADE YOU LOOK

Workshop **En**

→ Welcome to the world of ten-second attention spans and infinite scrolls. In this Snap-powered workshop, you will learn how to hook, hold, and convert audiences who have seen it all. Mix strategy with AR creativity to design a campaign that actually hits different. Through live exercises and storytelling, reimagine the marketing funnel for Gen Z that is fast, funny, and unforgettable. If you cannot keep their eyes, you cannot win their hearts.

Powered by: **SNAP INC**

18:15- 19:45

### STORYSHOWING > STORYTELLING

Workshop **En**

→ Step into the director's chair in this high-energy workshop with the New York Film Academy, where storyshowing replaces storytelling. Participants write, act, and direct short scenes built around secret action verbs, expressing meaning through movement and emotion. Working in small teams, you will experiment with direction and performance as each scene is captured on camera. A creative crash course in how imagination and body language can turn simple ideas into powerful stories.

Powered by: **NEW YORK FILM ACADEMY**

20:00- 21:00

### A WORLD WITHOUT BARRIERS

Workshop **Ar**

→ In this interactive workshop open to all audiences, participants explore how inclusive design can make everyday spaces more accessible to everyone. Guided by mentors with lived experience, you will work through a scenario together to identify barriers and propose creative solutions that reimagine how people of all abilities experience the world around us. A session that fosters empathy, creativity, and innovation toward truly inclusive environments.

Powered by: **ILMI CENTER**

## CLASS B

14:15- 15:45

### REMIXING CREATIVITY

Workshop **En**

→ In this interactive XCHANGE workshop by MDLBEAST Foundation, participants co-design the next phase of the creative ecosystem in Saudi and beyond through collaboration and open discussion. Working in groups, you will explore how talent, policy, impact, and scene development come together to build a sustainable future for the creative industry. A session for creators and policymakers ready to connect ideas, shape industries, and remix the future of music.

Powered by: **MDLBEAST**

16:00- 17:30

### BEYOND THE PROMPT: A GEMINI EXPERIENCE

Workshop **En**

→ What happens when curiosity unleashes capability? In this hands-on Gemini Academy workshop, you will explore how to write smarter prompts, question bias, and turn ideas into impact. Guided by Google experts, you will discover how generative tools spark creativity, boost productivity, and expand critical thinking. More than using AI, this session teaches you to think with it and shape the future intelligently and responsibly.

Powered by: **GOOGLE CLOUD**

17:45- 19:15

### THE POWER OF WE

Workshop **En**

→ Turn competition into collaboration in this interactive workshop where participants use LEGO, dominoes, and creative challenges to explore how shared goals turn individual success into collective achievement. Guided reflections reveal how trust, empathy, and communication strengthen teamwork and well-being. By the end, you will see that ambition does not have to be solo. Collaboration can build a more connected, supportive, and high-performing community.

Powered by: **ALLIANCE**

19:30- 21:00

### HOVER & DISCOVER

Workshop **En**

→ Ready to take flight? In this fun, hands-on workshop, you'll explore the world of race drones, how they work, move, and reach incredible speed. Guided by a team of mentors, you'll learn the basics of drone technology and flight before experiencing the thrill of piloting a DJI Avata 2 in a safe, engaging environment. No experience needed, just curiosity, teamwork, and creativity as innovation truly takes to the skies.

Powered by: **966IHUB**

15:05- 15:50

## CREATING GLOBAL YOUTH REPRESENTATION

Dialogue **En**

### Faisal Aldossary

Y20 Delegate

### Showg Albarjas

Y20 Delegate

### Maha AlAbduljabbar

Y20 Delegate

### Hesham Almeneif

Y20 Delegate

### Ghadah Alhabib

Y20 Delegate

### Othman Almoammar

(MODERATOR)

Y20 Chair

→ Youth representation is often celebrated but rarely unpacked. What does it truly mean to carry a mandate, balance listening with advocacy, and move from token seats to real influence? In this panel, youth envoys and global delegates share candid insights from the frontlines of representation – what worked, what didn't, and what they wish they had known earlier.

15:50- 16:15

## WHERE POTENTIAL BECOMES POWER

Unfiltered **Ar**

### HE Rawan Najeeb Tawfeeqi

Minister of Youth Affairs in Bahrain

### Hind AlHashem

(MODERATOR)

Misk Delegate

→ Every young person carries potential, but it can only become power through opportunity. HE Rawan Najeeb Tawfeeqi, Minister of Youth Affairs in Bahrain, explores how to build systems that nurture talent, strengthen values and prepare the next generation for leadership. Through personal reflections and practical insights, she shares what she's learned about empowering others, creating spaces for innovation and ensuring that youth voices are heard in decisions that shape their future.

16:15- 17:15

## PITCH AND PERSUADE

Unfiltered **En**

### Daniel Cronin

The Pitch Professor, Founder, AustrianStartups

### Steve A. Tineo

CEO, Assertive Group

→ Big ideas grab attention – but making them stick requires precision and persuasion. Pitch master Daniel Cronin and negotiation pro Steve A. Tineo lead a rapid masterclass in the art of delivering an irresistible pitch, and how to navigate the tough conversations that follow. Ready to take your entrepreneurial efforts to the next level? Then join this stand-and-deliver showcase to sharpen your storytelling, learn strategic negotiation moves, and master both the art of quick impact and the skill of turning initial interest into lasting results.

# IMPACT LIGHTHOUSE

Igniting youth-driven dialogue, global awareness, and actionable solutions for meaningful impact.

DAY 1 NOVEMBER 19  
SPONSORED BY: ACWA POWER

17:15- 17:45

## THE POWER OF PLAY

Dialogue **En**

### Noura Alzamil

VP of learning, Ithra

### Helen Jones

Director of Global Engagement, Science Museum Group, UK

### Hassun El-Zafar

CEO, Edinburgh Science

### Sarah Nunn

CLO, ilmi Center

(MODERATOR)

→ Play is serious. Science without imagination and curiosity, our greatest innovations may never have happened. Bringing play into science isn't just about making it fun and accessible – it also facilitates a fearless, supportive environment that encourages discovery through trial-and-error. Participating in play-based activities, at every age has cognitive, emotional, and neurological benefits. In this session, we reimagine the scientist's toolkit, bringing design, technology, storytelling, and science together to spark questions, creative thinking and reveal practical insights, turning playful ideas into real-world innovations.

Powered by: **Ilmi Center**

18:20- 20:35

## YOUTH CREATORS SUMMIT

Simulation **En**

### Finn Carlson

Senior Program Manager, WFUNA

### Aziel-Philippos Goulandris

Secretary-General, WFUNA

→ Get ready to roll up your sleeves and take to the global negotiating table at MGF25! This simulation is your opportunity to step into the role of a UN delegate, represent your country, and take the reins of urgent talks that could change the planet's future. You'll need to debate, collaborate and delineate real-world policies with other young changemakers, all while crafting the MGF Declaration: a bold youth agenda for our environmental future. Delivered in partnership with WFUNA, this hands-on experience opens the door to global diplomacy, showing how passion and teamwork (plus a bit of diplomatic hustle!) can shape real decisions toward a sustainable tomorrow.

Powered by: **WFUNA**

## COLLABORATION LAB

14:20 - 14:55

### HOW STORIES BUILD CULTURE

Dialogue **En**

#### HRH Princess Nourah Bint Mohammed Bin Abdullah Al Faisal

CEO, Art of Heritage

#### Sir Ian Blatchford

CEO, The Science Museums Group

#### Albutol Alhargaan (MODERATOR)

Senior Partnerships Manager, Misk Heritage Museum (Asaan)

→ Stories are how we make meaning, how memory meets imagination, and how we connect to one another across time, place, and experience. Hosted by Asaan, this session invites participants to explore storytelling as a living force that nurtures curiosity, creativity, and empathy across disciplines. From culture and art to science and technology, the conversation will illuminate how stories help us see the world and each other more deeply. Together, panelists will reflect on the ways storytelling builds understanding, inspires discovery, and guides us toward a more connected future.

Powered by: **Asaan**

15:20- 16:05

### YOUTH LEAD NOW

MISKrupted **En**

→ What happens when youth lead not just for change, but with each other? This hands-on session invites you to co-create ideas for collective leadership through play, dialogue and storytelling. Through hands-on activities and storytelling, we will focus on the three pillars of youth leadership: inspiration, action and advocacy. You will test tools, practice with peers, and turn ideas into a plan you can start this week. Every voice counts, every idea matters, and every story sparks a connected, youth-led community.

Powered by: **World Scouting**

16:20- 17:20

### FROM WHAT IF.. TO WE DID

MISKrupted **AR**

→ Grab a challenge, grab a team, and build. Using AI and simple tools, you'll move from quick facts to a one slide prototype that shows who it helps, what it does, and how it works this month. Test it with another team, tighten the message, and get ready to show. Finish with a crisp 60 second pitch, add your one line principle to the wall, and leave with a shareable slide and a clear next step you can use tomorrow.

Powered by: **Innovation Diwan**

17:45- 18:45

### CREATE YOUR MINDSET

Workshop **En**

→ How do bold ideas become real wins? In this inspiring, motivational session, founders, C-level leaders and investors share the lessons, mindset and grit behind their breakthroughs. A rapid-fire "hotseat Q&A" pushes speakers to reveal what to do next week – not someday. Participants then take part in a hands-on mindset drill, reframing one limiting belief into a concrete action. Real stories, real strategies, real momentum – designed to move every participant from inspiration to impact.

Powered by: **RIMTHAN**

## COLLABORATION LAB

19:10- 20:10

### WHO DO YOU TRUST?

MISKreation **En**

→ Trust no one – or maybe everyone. Community Conspiracy turns the art of building a community into a social game of mystery, strategy, and surprise. Created by ATOLYE, this fast-moving experience flips classics like Mafia and Clue into a playful experiment about connection, trust and teamwork. Each player gets a hidden role, secret goals, and plenty of reasons to laugh, guess and reflect. It's social gaming with purpose. Showing that strong communities start with curiosity and conversation.

Powered by: **ATOLYE**

20:20- 21:05

### ARE YOU PITCH PERFECT?

Up/Down **En**

#### **Daniel Cronin**

The Pitch Professor, Founder, AustrianStartups

#### **Steve A. Tineo**

CEO, Assertive Group

#### **Khaled Althukair**

Founder, Saudi Speakers, Content Creator  
& Entrepreneur

→ In this fast-paced, elevator pitch session, young participants will face a unique challenge: selling the unsellable. With only mundane items or uninspiring concepts to choose from, players won't be judged on their product – but rather their ability to create a story that persuades, captivates and compels the toughest of audiences. Budding youth entrepreneurs will have mere minutes to win over a panel of global leaders and pitch coaches live onstage. Whoever wins, everyone will gain invaluable tips and tricks to help spotlight their creativity, boost their confidence, and become masters of the true art of the pitch.

## CREATION LAB

14:40 - 16:00

### TURNING IDEAS INTO CREATION (COHORT 1)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

16:20 - 17:40

### TURNING IDEAS INTO CREATION (COHORT 2)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

18:00 - 19:20

### TURNING IDEAS INTO CREATION (COHORT 3)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

19:40- 21:00

### TURNING IDEAS INTO CREATION (COHORT 4)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

Day

2



14:05 - 14:20

## THE ART OF SMART MISTAKES

FYInspiration **Ar**

### Salah Abo El Magd

International Sales & Communication Trainer & Consultant

→ Success isn't measured by perfection, but by the wisdom earned from facing mistakes rather than fearing them. In this practical and motivational session, entrepreneur and leadership coach Salah Abo El Magd explains how every youthful misstep is an opportunity for awareness and improvement. Young innovators will learn powerful lessons on self-reflection, accountability and resilience, encouragement to embrace setbacks as stepping stones, and guidance to adopting a growth mindset, leaving with tools to transform failure into a foundation for long-term success.

14:20 - 14:50

## THE WORD WIDE WEB

Unfiltered **Ar**

### Mofareh Al-Shaqiqi

TV Presenter, Rotana Khalijiya

### Ammar Taqi

Kuwaiti Media Figure

### Lamia Al Ghalib (MODERATOR)

TV Presenter, Rotana Khalijiya

→ In an ever-interconnected world, the media doesn't just report events, it forges relationships and shapes global cooperation. Join a headline-worthy gathering of journalists, analysts and commentators to introduce young leaders to the what, whys and wheres of our modern media network. We'll examine how compassionate curiosity and strong storytelling can help youth transcend political divides and generate empathy across cultures, while also giving the next generation of communicators practical tools to build credibility, networks and influence.

14:50 - 15:20

## KICKSTART YOURSELF

MISKeynote **En**

### Everette Taylor

CEO, Kickstarter

→ Everette Taylor, CEO of Kickstarter and renowned entrepreneur, shares his journey from adversity to global changemaker, inspiring a new generation to harness creativity as their pathway to opportunity and purpose. Showcasing how resilience, resourcefulness and dedication can produce the brightest sparks from the darkest environments, this session will provide young audiences with a roadmap for building projects that combine personal passion with community collaboration to build a more inclusive world where every voice and idea truly matters.

15:20 - 15:35

## NO EXCUSES, NO LIMITS

FYInspiration **En**

### Nick Santonastasso

Global Keynote Speaker, Entrepreneur & Bestselling Author

→ You can't always choose your challenges, but you can choose your response. Born without legs and only one arm due to Hanhart Syndrome and given less than a 30% chance of survival, Nick Santonastasso has spent his life proving what's possible when excuses are replaced by action. The entrepreneur, author and coach shares how he turned adversity into advantage, from redefining disability to mastering mindset. Blending personal stories with powerful strategy, Nick empowers young people to build resilience into their projects, dominate their goals and turn the toughest circumstances into the boldest of opportunities.

15:35 - 16:10

## CREATING THE IMPOSSIBLE

MISKeynote **En**

### Chris Barton

Founder & Creator, Shazam

→ Chris Barton, founder of music-identification game-changer Shazam and former innovator at Google and Dropbox, invites you to celebrate the power of thinking differently, urging youth to embrace mistakes and 'wrong turns' as essential steps toward welcoming the unexpected. Sharing how his dyslexia empowered him to perceive the world in unique ways, Chris argues that questioning assumptions is often the key to true creativity, with his 'Start from Zero' approach and disruptive ideas handing the next generation a proven platform to build towards the next big breakthrough.

16:40 - 17:10

## THE GAME OF GROWTH

Dialogue **En**

### HRH Princess Dilayel Bint Nahar Al Saud

Sports Advisor, Royal Commission for Al-Ula

### Danny Townsend

CEO, SURJ Sports Investment

### Arnold Hur

CEO, Gen.G Esports & Gaming Academy

### Lama AlHamawi

(MODERATOR)  
Journalist & Media Professional, Arab News

### James Bisgrove

CEO, Al Qadsiah

→ Sports is more than just competition – it's an economy of careers, creators and culture. With expert advice from seasoned luminaries from the sporting, investment and cultural fields, explore how our youth can turn passion into opportunity, from pursuing athletic prowess to creating esports communities, from designing wellness apps to shaping fan experiences. Saudi's sports investments open doors, how can the next generation walk through them?

17:10 - 17:30

## FROM STREETS TO STADIUMS

Dialogue **Ar**

### Salman Al-Faraj

Saudi Professional Footballer

### Ziyad Almaayouf

Saudi Arabia's first Ever professional boxer

### Khalid Al-Qahtani

(MODERATOR)

Sports Analyst

→ Most champions don't begin big – they start small, either in a local gym or on a makeshift pitch. Join top Saudi athletes and sports stars as they share their journeys from grassroots to global platforms, highlighting how passion, confidence and community support can transform everyday youth into world-class competitors. Hear how dedication, discipline and creativity can take the next generation from humble beginnings to inspiring others, proving opportunity and hard work can redraw any starting line.

17:30 - 17:50

## CREATIONS THAT LAST

Unfiltered **Ar**

### Yassir Alhazami

General Manager ,Towaq Training & Consulting Company

### Dr. Abdullah Alalawi

(MODERATOR)

Content Creator in Improving quality of life

→ From the first day of school, a new job or even a new relationship, what does it take to approach each new challenge in life with the right mindset to make a lasting impact? Join self-development expert Yassir Alhazami to explore the long-term possibilities of the 'Day One Way', showing young people how openness and positive positioning can bear perennial fruit, and revealing the repeatable rewards for being brave enough to commit for the long haul.

18:25 - 18:35

## A PLAYBOOK FOR PROGRESS

Unfiltered **Ar**

18:35 - 18:55

## THE STORY BEHIND THE STORY

Unfiltered **Ar**

### Joe Hattab

YouTuber & Documentary Filmmaker

### Baraa Alem

Filmmaker, Writer and Actor

### Lamia Ghaleb

(MODERATOR)

TV Presenter, Rotana Khalijiya

→ Creative expression can be a powerful window for young people into diverse cultures, but genuine stories will always outstrip any artificial invention. Renowned YouTuber and travel influencer Joe Hattab joins famed actor Baraa Alem for a fascinating adventure into authentic storytelling on a global scale. Drawing from cinematic escapades and inspirational getaways, our expert viewfinders will uncover how sharing real stories can foster understanding and celebrate identity, while giving the next generation the tricks and tools to tell their own.

19:20- 19:35

## FINDING YOUR PATH TO CREATION

FYInspiration **Ar**

### Dr. Khaled Ghattass

Founder, Al Warsheh LLC

→ In a rapidly changing world filled with distractions and pressures, it's easy for youth to lose sight of what truly matters. In this inspiring session, Dr. Khaled Ghattas draws on his deep experience in social philosophy and positive psychology to move beyond the everyday noise and help young people discover their deeper sense of purpose. Only when you start to question easy assumptions – and give your mindset a hard reset – will you find a long-term vision that transforms your ideas into realities.

19:35 - 19:50

## PEACE BY PEACE

Unfiltered **Ar**

### HRH Prince Turki Alfaisal AlSaud

Chairman of the Board, King Faisal Center for Research and Islamic Studies

19:50- 20:15

## IMPACTONOMICS

Unfiltered **En**

### Riyadh Al-Zamil

Founder & Chairman, Raz Holding Group

### Mona Ataya

Founder, Bayt.com & Mumzworld

### Lama Alhamawi

(MODERATOR)

Journalist & Media Professional, Arab News

→ Who says you can't do well and do good? Join visionary entrepreneurs and investors as they showcase strategies where financial success goes hand in hand with positive change. Together we'll explore how young founders can create bold ideas, measure their impact and attract the partners needed to scale. Expect inspiring case studies and practical tools that prove the next generation are already rewriting the rules and building ventures that uplift communities as well as markets.

# THE STAGE

DAY 2 NOVEMBER 20  
SPONSORED BY: D360

Flagship arena where world leaders and youth share transformative visions and ideas.

 SIGN LANGUAGE SUPPORTED - EN /AR

20:25 - 20:35

**MGF HACKATHON ANNOUNCEMENT**

Ar

20:35 - 20:45

**CLOSING REMARKS**

En

**Mashael Al-Zoghaibi**

Global Engagement Director, Misk Foundation

20:45 - 21:00

**CLOSING PERFORMANCE**

Ar

**AL FARABI BAND**

Musical Band

14:00- 14:25

## CREATING OUR HOR[AI]ZONS

Unfiltered **EN**

### Cathy Hackl

Founder & CEO, Future Dynamics

### Elina Idrisova

(MODERATOR)

Executive Account Director, PIF & Portfolio companies (IBM)

→ As we enter a world where artificial intelligence does not just understand us, but supports us, the next generation must define how to live, learn and succeed in a human-AI hybrid environment – from familial relationships to optimised productivity. Join AI expert Elina Idrisova and leading futurist/technologist Cathy Hackl as together they identify the opportunities and challenges of emotion-rich human-AI dynamics. Get ready to explore how young people might utilise AI in creative endeavours, while discovering professional pathways that make the most of our technology-rich future.

14:25- 14:55

## INVENTED BY YOUTH

Dialogue **En**

### Srrah Algheithy

CEO & Co-Founder, Sustainable Innovations

### Rishab Jain

CEO & Founder, Claisen

### Andini Makosinski

Inventor, Host & Producer

### Leen Hashem

(MODERATOR)

Misk Delegate

→ Tech luminaries both young and established join forces for an inspiring, future-facing conversation around invention and innovation. Experts minds from start-ups to STEM unpack how big ideas become real creations, what our future lives could look like, and the skills, mindsets and experiences youth need to thrive in this new world. With vivid examples and practical advice, the session highlights how classrooms, labs and communities can serve as launchpads for young problem-solvers eager to design tomorrow's solutions today.

14:55- 15:15

## A FOOTPRINT FOR THE FUTURE

Unfiltered **EN**

### Angela Busheska

Innovator

### Neeshad Shafi

Manager, Offset8 Capital

### Ahmed AlJameel (MODERATOR)

Misk Delegate

→ Faced with rising pollution, climate crisis and challenges to our planet's sustainability, Angela Busheska launched EnRoute, a global app activating thousands for carbon-conscious living, while Neeshad Shafi co-founded the Arab Youth Climate Movement Qatar to champion grassroots action. Want to know what you can do to create a better world for the next generation? Join our pioneering pair to explore how youth leadership, digital tools and inclusive climate advocacy are creating new pathways for those willing to take brave steps towards a cleaner future.

15:15- 15:40

## REGEN(AI)RATING THE PLANET

Unfiltered **EN**

### Vriko Yu

Co-founder & CEO, Archireef

### Karen Wang

CEO, Climind

### Rishab Jain (MODERATOR)

CEO & Founder, Claisen

→ What happens when the environment and technology can learn from each other? The next generation of sustainability leaders are designing harmony between the digital and natural worlds to help the planet help itself. In this forward-thinking session, Vriko Yu, CEO-founder of Archireef, and Karen Wang, CEO-founder of Climind, explore how 3D-printed reefs that restore marine life and impact-predicting AI are healing both ecosystems and economies, and showcase the tools, resources and mindsets for a new age of eco entrepreneur to work in partnership with the world.

15:45- 16:20

## BUILDING COMMUNITIES THAT BACK YOU

Unfiltered **EN**

### Everette Taylor

CEO, Kickstarter

### Rateel Alshehri

(MODERATOR)

Founder, Meet & Inspire by Rateel

→ King of the community, Kickstarter CEO Everette Taylor, follows his keynote with a deeper dive into exactly how today's most successful creative projects are powered by communities, not just capital. Drawing on his experience supporting thousands of creators, he shares how young innovators can cultivate authentic followings, digging into the details of how to turn supporters into collaborators, the pitfalls and possibilities of crowdfunding, and how the next generation can best harness the collective power of youth.

16:50- 17:20

## BEYOND YOUR LIMITS

Unfiltered **Ar**

### Rasha Alkhamis

President, Saudi MMA Federation

### Razan Alajmi

Certified Parachute Instructor, Entrepreneur & Founder, Power Experiences

### Salman Alkhayyat

(MODERATOR)

Misk Delegate

→ Sporting excellence demands a fearless mindset, whether it's out on the pitch, in freefall or leading the evolution of the institution itself. To be successful, young people need to ally talent and opportunity with the rituals and strategic resilience to stay focused when pressure peaks. Hear from leading sports persons and patrons on what it really takes to operate at the edge of human potential, uncover the habits and mindset shifts that can push the next generation beyond fear and failure, and learn how psychological training can make you not just a fearless competitor but a leader in your daily life.

17:20- 17:55

## LEARNING TO LOVE PROBLEMS

Unfiltered **En**

### Chris Barton

Founder & Creator, Shazam

### Linda Al Faisal

(MODERATOR)

Podcaster & Presenter, Linda & Vision 2030

→ Breakthrough ideas often start with trying to fix everyday frustrations that the average person simply ignores. Entrepreneur and founder Chris Barton draws on his experiences at Shazam, Google and Dropbox to give youth innovators a blueprint on how best to challenge assumptions, identify problems worth solving and then rigorously test bold solutions. Giving fresh perspective to young pioneers, you will leave with practical insight into how to turn simple observations into world-changing ventures.

17:55- 18:20

## THE LONG GAME

Unfiltered **Ar**

### Yassir Alhazami

General Manager ,Towaq Training & Consulting Company

### Khaled Althukair

(MODERATOR)

Founder, Saudi Speakers, Content Creator & Entrepreneur

→ In a culture that celebrates speed, instant success and constant gratification, it's time to rediscover the power of patience. Yassir Alhazami shares how true growth, wisdom and faith take time to build. Young people will learn what it means to stay grounded when the world moves fast, the benefits of long-term thinking and delayed gratification, and why the most meaningful achievements are often the ones that grow quietly. Because not everything great goes viral.

18:55- 19:20

## EDUCREATION

Dialogue **Ar**

### HRH Princess Reem bint Alwaleed Al Saud

Chairwoman, Kingdom Education Company

### Anas Al-Mudaifer

CEO, Human Capability Development Program

### Abdulaziz Al-Karidis

Secretary General, King Abdulaziz and His Companions, Foundation for Giftedness and Creativity (Mawhiba)

### Ahmed Alrudayni

MC, content creator, show and podcasts presenter

(MODERATOR)

→ In a world full of knowledge and resources, youth development is no longer about memorizing lessons, but about empowering youth to create ideas and build solutions. With the rise of technology and artificial intelligence, learning is becoming more interactive, practical, and connected to real life. This session explores how classrooms can become spaces for creativity, competitions can inspire real solutions, and technology can act as a partner in innovation. It also highlights how today's generation can learn by doing, innovate from ideas, and turn challenges into opportunities – within an education system that sees every young person as a source of creativity and progress.

19:20- 19:35

## CREATING FUTURE HISTORY

Unfiltered **Ar**

### Nora Aljabr

Trainer in Historical Equestrian Combat Arts

### Walaa Attas

Misk Delegate

(MODERATOR)

→ Can the past be the most creative place for our imaginations to start? From the battlefields of ancient Arabia to the global stage of modern sport, Saudi equestrian and archery master Nora Aljabr has made the horse not just a symbol of heritage, but of identity and evolution. In this intimate fireside conversation, Nora explores how understanding history can inspire the next generation to honour the past while also shaping the future – in culture, creativity and personal ambition. Will the next wave of innovation come not just from looking forward, but from those who rediscover and reinvent their roots?

20:05- 20:35

## FROM SPARK TO SCALE

Dialogue **Ar**

### Rakan Alfaizi

CEO & Founder, One Group for Communication and Marketing

### Ahmad AlZaini

CEO, Foodics

### Hamoud Al-Osaimi

Executive Vice President, Legal Affairs, General Authority for Competition, Kingdom of Saudi Arabia

### Hind AlHashem

Misk Delegate

(MODERATOR)

→ Some startups evolve, others explode. Which will yours do? Join dynamic business leaders from across the media, events and food industries who are rewriting the playbook for how brands, experiences and audiences connect and scale rapidly. Learn what it takes to build teams, culture and clients at the speed of opportunity, what insights young people need to supercharge their journey, and why timing, trust and tenacity matter more for the next generation than funding.

15:00- 15:40

## SESSION TO BE ANNOUNCED

MISKtalks Live **Ar**

16:00- 16:40

## DIALOGUE BUILDS BRIDGES

MISKtalks Live **En**

### Dr. Abdullah AlFoazan

Deputy Chairman of the Board of Trustees  
and Secretary General of the King Abdulaziz  
Center for Cultural Communication

### Dr. Abdullah Almusalem

(MODERATOR)

Founder, Wathbh

→ In this session, Dr. Abdullah AlFoazan, Deputy Chairman of the Board of Trustees and Secretary General of the King Abdulaziz Center for Cultural Communication, shares his journey in shaping a culture of dialogue – and how youth can turn conversation into a tool for trust, creativity, and national unity.

17:00- 17:40

## LEADING THROUGH TRANSFORMATION

MISKtalks Live **Ar**

### Abdulhameed Al Muhaidib

Chief Financial Officer, ACWA Power

### Dr. Abdullah Almusalem

(MODERATOR)

Founder, Wathbh

→ In this session, Abdulhameed Al Muhaidib shares his perspective on how financial leadership can drive sustainable growth and innovation in the energy sector. The discussion explores how youth can develop the mindset and tools to lead within a rapidly transforming global economy.

18:00- 18:40

## IMPACT IN ACTION

MISKtalks Live **Ar**

### HRH Princess Lamia bint Majed Al Saud

Secretary General and Member of the Board  
of Trustees at Alwaleed Philanthropies , CEO  
of Rotana Media Group

### Mohammed Almousa

(MODERATOR)

Content creator and TV presenter

→ In an inspiring conversation with HRH Princess Lamia bint Majed Al Saud, this session revisits the early moments that shaped her vision in humanitarian and media work – exploring the driving forces behind her journey and how passion can evolve into purpose, inspiring youth to turn beginnings into impact.

19:00- 19:40

## Between Cultures, One Heart for Tomorrow

MISKtalks Live **En**

### HE Ambassador Stephen Hitchen

British Ambassador to the Kingdom  
of Saudi Arabia

### Omnia Zahid

(MODERATOR)

Reporter, MBC Thaqafeyah

→ In this session, HE Stephen Hitchen, the British Ambassador to the Kingdom of Saudi Arabia, reflects on the experiences and values that shaped his diplomatic journey – from understanding cultures to building bridges between nations. Through his story, youth are invited to see diplomacy as more than dialogue – as a mindset of empathy, purpose, and connection that drives meaningful global impact.

## CLASS A

14:15- 15:15

### URBAN MIND GAME: BUILD YOUR SMART CITY

Workshop **En**

→ How do we design a perfect smart city? In this interactive workshop, participants become urban planners in a fast-paced board game inspired by Hyundai Motor Group's smart city initiatives. Each turn brings new challenges in mobility, energy, and sustainability, showing how every choice impacts the city's future. Through play and collaboration, discover what it takes to build smarter, greener cities.

Powered by: **HYUNDAI MOTOR GROUP**

15:30- 17:00

### MINI AUDIENCES, MAJOR CREATIONS

Workshop **En**

→ Kids today shape culture, influence families, and redefine the online world. In this interactive workshop by Warner Bros. Discovery, participants learn to create youth-led campaigns that connect responsibly with the next generation. Through creative pitching and trend-spotting, the session equips you to design campaigns that champion kindness, wellness, and sustainability. Guided by insights from Cartoon Network and Cartoonito, discover how to create content that inspires and drives positive impact.

Powered by: **WARNER BROS. DISCOVERY**

17:15- 18:15

### THE CHARACTER CODE

Workshop **Ar**

→ Ever wondered how artists turn real faces into anime magic? In this hands-on workshop with Manga Productions, participants learn to simplify realistic features into stylized characters. Following a step-by-step sketching process, you will experiment with proportion and personality to build your own character. Grab a pencil and join on a practical, creative journey to discover the art of translating emotion, culture, and personality into every line.

Powered by: **MANGA PRODUCTIONS**

18:25- 19:50

### THE ART OF PERFUMERY

Workshop **Ar**

→ Every Bulgari creation begins with a question: what does beauty smell like? In this immersive workshop, participants step into the world of fine perfumery to explore the artistry behind scent creation. Guided by Bulgari's perfumers, you will experiment with layering, personalization, and storytelling. A celebration of craftsmanship, creativity, and the invisible emotion of perfume, where science meets art and identity.

Powered by: **BULGARI**

20:00- 21:00

### THE EMPATHETIC CITY

Workshop **En**

→ Explore what a city built with empathy could look like. In this immersive design sprint with Misk City, participants explore how innovation and compassion can shape sustainable communities. Using 3D models, mapping, and creative problem-solving, teams design micro-interventions, from shaded walkways to inclusive public spaces that make daily life more human-centered. Progress here is measured not just by technology, but by well-being.

Powered by: **MISK CITY**

## CLASS B

14:15- 15:15

### FROM BRAND TO BELOVED

Workshop **En**

→ Global story, local heartbeat. This interactive session with L'Oréal reveals how the world's leading beauty brand connects authentically with Saudi women. Explore how cultural understanding, inclusive storytelling, and digital innovation shape a love brand. Through real-life examples, you will see how global campaigns evolve to honor local traditions and discover what it takes to earn loyalty, not just attention.

Powered by: **LOREAL**

15:30- 16:30

### CODE LESS, CREATE MORE

Workshop **En**

→ Digital transformation isn't just for coders, it's for creators. In this interactive Microsoft workshop, participants discover how the Power Platform and Copilot M365 reshape innovation. Explore how low-code tools empower everyone, from business users to IT professionals, to build apps, automate workflows, and solve challenges with minimal coding. Through live demos and guided insights, see how low-code bridges creativity and technology to drive efficiency and impact.

Powered by: **MICROSOFT**

16:45- 17:45

### THE INNER FORM

Workshop **En**

→ Discover the art of self-expression through color, texture, and form. In this hands-on pottery painting session by Muse & Matter, participants explore how creativity can become a tool for reflection and emotional growth. Guided by experienced artists, you will paint your own pottery piece while learning to translate feelings into visual form. A calming, sensory experience that turns creativity into connection and mindfulness.

Powered by: **MUSE & MATTER**

18:00- 19:30

### THE GRADUATE GAME PLAN

Workshop **En**

→ Your career journey starts here. In this fast-paced session, participants explore what it takes to stand out in graduate programs. Build your personal playbook for success, learn to pitch yourself with confidence, network like a pro, and apply smarter, not harder. With real insights from Tahaluf's own recruitment process, you'll gain the tools and mindset to level up from graduate to game changer.

Powered by: **TAHALUF**

19:45- 20:35

### HOW WE RESPOND TO ARTWORK

Workshop **En**

→ Every artwork tells a story, but no two viewers read it the same way. In this interactive session with Misk Art Institute, participants learn how to decode artworks through observation, discussion, and reflection. You will explore how art connects to time, place, and identity, discovering how perspective shapes interpretation. A hands-on introduction to visual reading that turns looking into understanding.

Powered by: **MISK ART INSTITUTE**

14:05-14:35

## LEAD WITH THE POWER OF YOU

Unfiltered **En**

### Dr. Bandar AlHejin

Talent Development Architect

### Mark Relf

Managing Director, Middle East, Inspirational Group

### Shahad Alkhalifah (MODERATOR)

Misk Delegate

→ The business environment is overloaded with competing voices and opinions. Instead of adding to the noise, this session will show how emerging leaders can stand out and build genuine influence by acting and communicating authentically, from a strong foundation of their own values and purpose. Drawing on leadership coaching and real-world experience, you will learn practical tools from experienced heads to connect your personal values with your professional goals. In turn this will empower you to communicate with confidence, assess your leadership style and emotional intelligence, and identify the valuable traits you have and can develop to unlock the power of you.

14:35- 15:10

## MENTORSHIP THAT MULTIPLIES

Unfiltered **En**

### Jana Yamani

Managing Director, Project 1932

### Amar Abbas

CEO, Youth Action UK

### Yousef Algoos (MODERATOR)

Misk Delegate

→ Great mentors don't just guide, they amplify. In this powerful personal-development session, discover how to connect with your own perfect role model in real life to build the confidence and resilience to succeed – and how to turn your own growth into a platform for others. Amar Abbas (Youth Action UK) and Jana Yamani (Project1932) offer a host of real-world stories from youth programmes and mentorship networks to explore how young people can connect, learn and lead, and how small acts of guidance can spark large-scale impact. Because every leader's legacy starts with who they lift.

15:10- 15:40

## FROM CLASSROOM TO CREATOR

Dialogue **Ar**

### Dr. Huda Alfardus

Partner, Sarat Investment Group

### Khaled Khubrani

Spokesman, Authority for the Care of People with Disabilities

### Saeed Bannoub (MODERATOR)

Director General, Riyadh Schools Group

→ Discover how education can inspire the bold ideas, pioneering businesses, and transformative leadership of the future. This session explores the journeys of alumni who have turned classroom lessons into real-world impact, building startups, driving innovation, and shaping the very nature of their industries. Through their stories, we'll discover how curiosity, creativity, and classroom experience combine to create the next wave of changemakers – inspiring today's youth to reimagine what they can achieve tomorrow, starting right now in the classroom of today.

Powered by: **Riyadh Schools Group**

# IMPACT LIGHTHOUSE

Igniting youth-driven dialogue, global awareness, and actionable solutions for meaningful impact.

DAY 2 NOVEMBER 20  
SPONSORED BY: ACWA POWER

15:40- 16:10

## A GLOCAL VENTURE

Unfiltered **En**

### Jana Yamani

Managing Director, Project 1932

### Fiza Farhan

CEO, ORA Global Development Advisors

### Shomy Chowdhury

Co-Founder, Awareness 360

(MODERATOR)

→ Discover how education can inspire the bold ideas, pioneering businesses, and transformative leadership of the future. This session explores the journeys of alumni who have turned classroom lessons into real-world impact, building startups, driving innovation, and shaping the very nature of their industries. Through their stories, we'll discover how curiosity, creativity, and classroom experience combine to create the next wave of changemakers – inspiring today's youth to reimagine what they can achieve tomorrow, starting right now in the classroom of today.

16:35 - 17:05

## THE NEW DIPLOMATS

Unfiltered **Ar**

### Ahmed AlTeraifi

Ambassador, Chief of Arab and African Affairs at the Bahraini Ministry of Foreign Affairs

### Zainab Alali

Misk Delegate

(MODERATOR)

→ What does next-gen diplomacy look like in an interconnected age where ideas and influence cross borders instantly? Join Ahmed Al Teraifi (Bahraini Chief of Arab and African Affairs) to explore how young people can move from being passive observers of international affairs to active participants in global dialogue. Through stories from the field and lessons from the world stage you will uncover the power of cultural intelligence, build the negotiation skills and courage to be an active advocate, and learn ambassadorial strategies to create a credible voice for yourself, and your community.

17:05- 17:35

## CREATION AT THE SPEED OF THOUGHT

Dialogue **En**

### Ali Cheikhali

Creative Strategy & Innovation Lead, Google

### Dr. Amal Al-Abduljabbar

General Manager, Education, Researchers and Innovation , Ministry of Culture

### Patricia Klimek

Engagement Manager, Oliver Wyman

### Abdullah Alrabeh

Co-Founder, Edrak

(MODERATOR)

→ Welcome to the Imagination Economy – where creativity is the new cultural currency, and digital platforms let ideas become reality faster than ever. In a world now overflowing with tools and tech, anyone can launch products, media or movements. But with so much content in the mix, which skills will be most valuable? Join a high-voltage panel to crack the code of next-gen creativity, exploring how AI and digital tech are transforming the way young people create, build, and connect.

18:10- 20:40

## YOUTH CREATORS SUMMIT

Simulation **En**

### Finn Carlson

Senior Program Manager, WFUNA

### Aziel-Philippos Goulandris

Secretary-General, WFUNA

→ What does it take for youth-led projects to move from local beginnings to global influence? Join a powerhouse panel of social innovators and impact strategists to uncover how young leaders can spark real change. We'll dive into stories and strategies behind successful ventures, from community empowerment and policy advocacy to innovative partnerships that cross borders. You'll walk away with actionable insights to scale ideas, build meaningful collaborations, and accelerate youth-led transformation from your hometown to the wider world.

Powered by: **WFUNA**

## COLLABORATION LAB

14:05- 15:35

### UN-SCRIPTED FUTURES

MISKreation **En**

→ This session brings together a vibrant mix of young changemakers from Saudi Arabia and around the world for real talk, fresh ideas, and creative collaboration. Through interactive challenges, quick-fire discussions, and guided conversations with inspiring “connectors”, leading voices from business, philanthropy, and policy, participants will swap perspectives, spark new friendships, and explore the big issues shaping their generation. It’s a session to connect, be heard, and work with global leaders and innovators to turn shared ideas into action.

Powered by: **United Nations Youth Office (UNYO)**

16:00- 16:45

### CREATING CLIMATE ACTION

MISKonception **En**

#### Naif Sheshah

Deputy Governor for Strategy and Digitalization,  
Space and Technology Commission

#### Dr. Kefei Wu

Senior Manager Strategy & Product, Space42,  
Schwarzman Scholar

→ Space innovation today is not only about reaching the stars – it’s about using AI and rocket science to sustain the planet we call home. From satellites powered by artificial intelligence that track climate change and optimize agriculture, to green propulsion and reusable rockets reducing space debris, technology is driving real environmental impact. Discover how Riyadh and global pioneers are redefining space and AI as forces for sustainability – enabling smarter energy use, cleaner technologies, and stronger climate action. This session unveils how youth, scientists, and innovators are using AI-powered rocket science not just to explore new worlds, but to protect our own.

17:10 - 17:55

### LEADERSHIP MADE IN SAUDI

MISKrupted **En**

→ What can the world learn from Saudi leadership, and how will you turn it into action today? This fast, high-energy lab turns real moments into a bold leadership principle you can practice and share. You will sprint in pairs to swap stories, spot the strengths that keep showing up, and craft a one-line lesson the world can learn from. Then we publish your lines to a live Saudi leadership wall and a digital takeaway. You leave with a named strength, a clear principle in your own words, and a simple plan to use it in school, at work, and in your community.

Powered by: **Cosmic Centaurs**

## COLLABORATION LAB

18:20- 19:05

### HUMAN SKILLS IN A TECH AGE

MISKonception **En**

#### **Amjad AlJinbaz**

Program Manager, Misk Foundation

→ Where do you fit in the AI revolution? This fast-paced interactive session challenges the myth that the future belongs only to tech jobs. Participants will test how machine learning reshapes tasks rather than replacing whole roles, examine rising demand across various key sectors, then complete a variety of challenges designed to increase employability in this brave new world. Closing with dot voting and personal commitments, this session gives participants practical actions, new confidence and a clearer view of where their strengths lie in a human-meets-AI economy.

19:25- 19:55

### TALKING TO YOURSELF

MISKonception **AR**

#### **Dr. Abdullah Alalawi**

Content Creator in Improving quality of life

→ Ever feel the answer could be on the tip of your tongue? Pull up to the Collab Lab to unlock fresh ideas by tapping into your greatest resource – yourself! Hosted by the original self-dialogue master, Abdullah Alawi, the audience will have the opportunity to bring a problem to the floor and challenge themselves to listen to their own differing perspectives. Through vocalising their internal dialogue, they'll give themselves that rare airspace to unpack the many ideas and possibilities that are so easily dismissed when kept within our own minds. Are you ready to challenge yourself?

## CREATION LAB

14:00- 15:20

### TURNING IDEAS INTO CREATION (COHORT 1)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

15:40- 17:00

### TURNING IDEAS INTO CREATION (COHORT 2)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

17:20 - 18:40

### TURNING IDEAS INTO CREATION (COHORT 3)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

19:00- 20:20

### TURNING IDEAS INTO CREATION (COHORT 4)

MISKreation

→ The Creation Lab is a fast, practical space where young creators turn strong ideas into working prototypes. Guided by makers and mentors, teams follow clear steps: understand a need, frame a challenge, sketch options, build a quick model, and test with peers. Between sprints, participants refine their story and map a simple business model. You leave with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25. A prototype support voucher helps selected teams continue development.

Powered by: **Monsha'at Innovation Center & Abaad**

# Additional **ACTIVITIES**

# Misk Global FORUM 2025 **ROUND TABLE SPACE**

INVITATIONS ONLY

A collaborative environment where youth, experts, and policymakers meet to exchange ideas and shape actionable insights. Designed for dialogue, debate, and co-creation, this space transforms discussion into policy, innovation, and youth perspectives under the spirit of Created by Youth.

**DAY 1**

**NOV 19**

## Youth Policy Circle

13:00 - 16:00

## Recommendations for Addressing the Challenges of Youth Organizations

16:15 - 17:15

## Tracking Long-Term Impact for Youth Program

17:30 - 19:00

## Financial Sustainability Challenges in Partnerships with Donors

19:15 - 21:00

**DAY 2**

**NOV 20**

## Co-Creating the Heritage of the Future

13:00 - 15:00

## Youth Policy Circle

15:15 - 18:15

## Leveraging AI to Bridge the Digital Divide

18:30 - 19:30

## Youth Project: CrossCulture

19:45 - 21:00

# Misk Global FORUM 2025 **CREATORS NETWORKING AREA**

POWERED BY

SAUDI  
LEADERSHIP  
SOCIETY

A networking space where youth, speakers, and partners connect through guided introductions and spontaneous conversations, transforming quick exchanges into lasting opportunities, collaborations, and meaningful relationships.

**19-20 NOVEMBER**

## **SPEED NETWORKING**

**3:00 - 5:00**

Designed to help participants make quick, meaningful introductions, exchange ideas across sectors, and build connections through short timed conversations guided by prompts and visual cues.

## **THEMATIC SPARKS**

**5:00 - 7:00**

Brings participants together for guided, cross-sector discussions using color-coded cards on themes like innovation, sustainability, and culture to spark idea exchange and meaningful dialogues.

## **LEADERSHIP QUEST**

**7:00 - 9:00**

A casual game-inspired activity for all MGF participants to connect across roles and sectors by completing a Bingo-style challenge. It aims to build personal networks in a fun, interactive way.

# Misk Global FORUM 2025 **DIGITAL ACTIVATIONS**



## THE CITY OF CREATION

An interactive gallery that brings Misk's ecosystem to life through animated story cards. Each card spotlights a unique initiative and the people driving it, showing how collective ambition shapes Saudi Arabia's future. Through subtle animation and immersive visuals, visitors explore the many paths of impact - from entrepreneurship and education to creativity and community."



## MISK GPT

An interactive dialogue with MISK GPT that guides visitors through a playful self-discovery test. Through simple, intuitive interactions, participants uncover their creative archetype: Innovator, Connector, Builder, Storyteller, or Changemaker. The experience helps them understand how they think, create, and lead."

## STRATEGIC PARTNERS



## PREMIER PARTNERS



الإخبارية

## SUCCESS PARTNERS



# MISK ECOSYSTEM

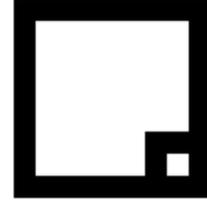


مدينة محمد بن سلمان  
Mohammed Bin Salman City  
غير الربحية Nonprofit



مدارس مسك  
Misk Schools

معهد  
مسك للفنون  
Misk Art  
Institute



مركز علمي لاكتشاف  
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ilmi Science Discovery  
& Innovation Center



مدارس الرياض  
Riyadh Schools



مجموعة مدارس الرياض  
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# KNOWLEDGE PARTNERS



United Nations  
Global Compact



United Nations  
Youth Office



Center for Compassion Altruism  
Research and Education (CCARE)



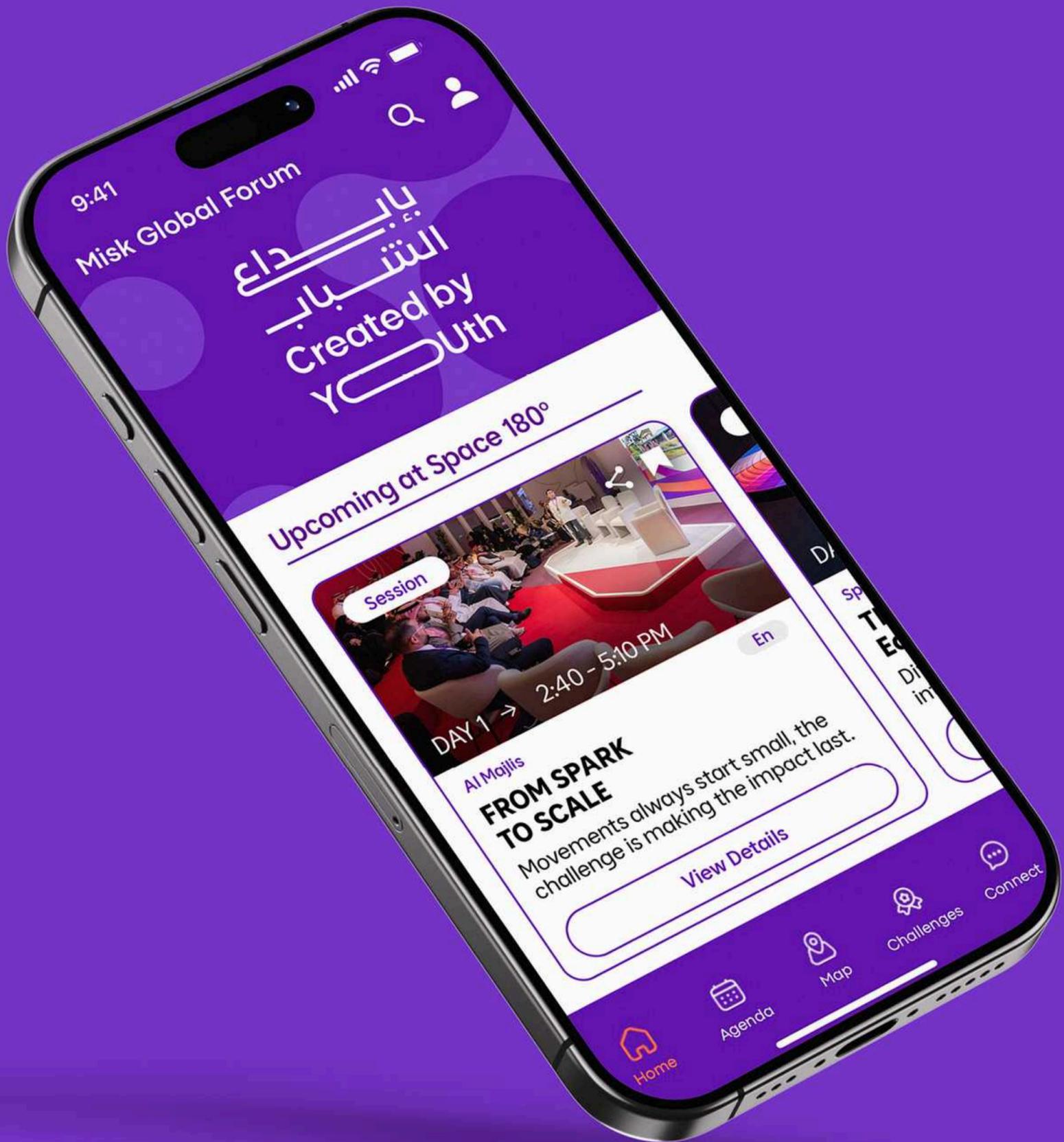
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الهيئة السعودية للبيانات  
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# Misk Global FORUM 2025 EVENT APP



Download **Misk Events App** and get yourself a **customized MGF25** experience!





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