I am pleased to attend this great forum that we always aspire to. I’d like to say that Riyadh will not forsake Asbar Forum. We have been noticing great elements and events of development, which is useful for the society and go along with the progress that we aim to achieve under the leadership of King Salman and Crown Prince Mohammed Bin Salman.

Asbar World Forum embodies an appreciated national work as we are in need of such forums and conferences that we should pay all the attention to, and not to keep their recommendations and decisions locked in shelves and drawers.

I’d like to extend my thanks and appreciation to my colleagues in Asbar World Forum and I wish them every success and prosperity. I’d like to say that Asbar has a special place in Riyadh Region. We meet them every year and every now and then. They keep us updated about everything that is new and useful for this country, compatriots and humans everywhere. Asbar Forum stimulates scientific thinking with great consistency and harmony.

"We are on the right path of science and technology. We look forward to the future and we are moving in the right direction under the auspices of King Salman and the Crown Prince Mohammed Bin Salman. Colleagues at “Asbar World Forum” has given a lot today and in the previous years, and they will keep up with the good work in the coming years... I congratulate them for this achievement.

HRH Prince Faisal Bin Bandar Bin Abdul-Aziz
Governor of Riyadh Region
About the Forum:

• A developmental conference intended to support the rapid and comprehensive transformation towards knowledge society and knowledge-based economy in the Kingdom of Saudi Arabia. It highlights the relationship between the knowledge society and sustainable development. It is also intended for perceiving the role of knowledge in raising the efficiency of productive and service sectors, and the capacity to transform knowledge into economy, in addition to making use of the related successful international experiences.

• Asbar World Forum assures harmony with the UN sustainable development goals. It integrates the international quality standards in all processes of organization, management, products and active partnerships.
Vision

- Placing Asbar World Forum at the lead of regional and international events in which tools, methodologies and practices combine together for making knowledge benefits a realized fact and available for all.

Mission

- Making the knowledge impact on society tangible through knowledge creation, integration, transformation and utilization in order to be the basic practice for all.

Objectives

- Supporting the comprehensive and rapid transformation towards knowledge society and a knowledge-based economy.
- Supporting the relationship between the knowledge society and sustainable development, and exploring the role of knowledge in raising the efficiency of the productive and service sectors and working to increase its absorptive capacity to convert knowledge into economy.
- Inspiring successful global experiences in the transformation from the traditional economy to the knowledge-based economy.
Title: Knowledge-based Economy and Job Creation
Under the Slogan of (Knowledge is Power)
The sessions addressed many important topics, perhaps the most prominent of which are:

- Demand, Innovation and Policy
- Organizations and Knowledge
- Transformation to Knowledge Society
- Closing Session - Wrap Up Discussion

In addition to many lectures, the most important of which are:

- Economic Policy and Sustainable Growth
- Innovation Economy: The Race for Global Distinction
- Capacity Building for Technology Transfer: Universities and Industries

In addition to many workshops, the most important of which are:

- Smart Cities, Platforms for Action and Innovation
- The Role of Contract Agreements on Technology Transfer
- The University Role in the Knowledge Economy
- The Role of Organizations in the Knowledge Economy
- The Design and Implementation of Technical Training Courses for Knowledge Transfer
This session was attended by:
- **50** local speakers, **16** international speakers and experts
- **10** sessions (**free attendance**)
- **6** training workshops (**free**)

Strategic partnerships in session 2016:
- Ministry of Labor and Social Development
- Saudi Aramco
- Human Resources Development Fund (HRDF)

Attendance:
- This session was attended by more than **3000** attendees over three days.
- Events were broadcasted live on YouTube channel to all over the world.

Media Coverage:
- The Forum captured the attention of different official and private media. Its events were covered in all social media platforms.
Title:
Innovation and Creativity in Context of Knowledge-based Economy
Under the Slogan of (4th Industrial Revolution)
The sessions addressed many important topics, perhaps the most prominent of which are:

- Innovation in Knowledge-Based Economy
- Innovation Economy: Enterprises and the Creation of Opportunities
- Towards Integration with the 4th Industrial Revolution
- Innovation and Potentials of the Industrial Revolution
- Enabling Innovation Systems
- Institutional Innovation
- Communities and Innovation
- Innovation and Education
- Innovative Capital
- Building a DNA for Innovation
- Closing Session

In addition to many lectures, the most important of which are:

- Human Capital in an Innovation-driven Economy (the Singapore Experience)
- President of the Singapore Spring Organization
- From Research to Sustainable Development: Creativity, Innovation and the University Role in Improving Economic Growth
- The CIMME Model for Knowledge Generation in Computational Engineering Sciences and transferring it to Society
- The Experience of the Ithraa Centre ... from Idea to Reality
- The Internet of Things
- The Relationship between Education and Innovation
- Innovation Environment in KAUST
In addition to many workshops, the most important of which are:

- STEAM Innovation Challenge
- Implementing Innovation Processes
- Entrepreneurial Leadership
- Principles of Design Thinking
- The Power of Innovation
- How Industries 4.0 could support Saudi Vision 2030

- During this session, one of the most important programs was implemented in partnership with (KAUST), the program of Innovation Challenge (STEAM), which addresses the challenges of ideas in one of the unique and concentrated educational experiences and in the proven ideas which are directed for Saudi university students. More than 100 students from the different Saudi universities participated in this program.

- The Innovation award was launched also during this session for the first time in KSA. The Ebtaker Exhibition was held in partnership with the Small and Medium Enterprises General Authority. It aimed at discovering talents and innovators and providing the opportunities for entrepreneurs who have innovative ideas in order to present their projects to the investors.
This session was attended by:
- 70 local speakers and international experts
- 13 sessions (free attendance)
- 7 lectures
- 6 training workshops (free)
Associated exhibition: (Ebtaker Exhibition) was held in partnership with the Small and Medium Enterprises General Authority.

Strategic and Scientific Partnerships in 2017 Session:
- Ministry of Labor and Social Development
- Saudi Aramco
- SABIC company
- Small and Medium Enterprises General Authority
- Rotana group
- Alarabia for Outdoor Advertising
- King Abdulaziz City for Science and Technology (KACST)
- King Abdullah University of Science and Technology (KAUST)
- King Fahd University of Petroleum and Minerals
- Institute of Business Administration (INSEAD) - France
- MIT University/ USA
- I.E Business School University/ Spain

Attendance
- This session was attended by more than 3700 attendees over three days.

Media Coverage:
- The Forum events were covered by 54 media channels: newspapers, electronic press news and famous websites, in addition to television and radio coverage by 6 additional media channels. Moreover, there was live broadcasting of the Forum sessions and lectures to all over the world via YouTube using the latest methods and technologies.
Title
“The Future Era ”
Under the Slogan of (Saudi Arabia Tomorrow)
The sessions addressed many important issues including:

- **Education in the Future**: All themes were covered in a private session which discussed education technologies in the future, and education in the digital world.
- **Health in the Future**: It discussed the most important challenges in the health sector in the future: the Saudi health transformation plan, applications of artificial intelligence in the field of health, in addition to the role of research in enhancing health security and the impact of innovation on the way of providing health care.
- **Technology in the Future**: It discussed the generation of applications, future of society technologies, technology, entrepreneurship companies and research centers.
- **Environment in the Future**: It discussed the definition of environmental economy, the role of environmental systems between tidal changes in protecting the current and future environment of the Red Sea, smart cities, and developed digital solutions for better future.
- **Energy in the Future**: It discussed many issues in this vital sector including the future of oil in the global energy balance, research and development for the sake of sustainable energy, innovative technologies for enhancing energy efficiency and energy sustainability through technology.
In addition to other sessions:

- Future Jobs: Local Needs and their Requirements
- Young Investment Funds
- Future Makers
- Saudi Arabia Tomorrow
- Agenda of the Future
- A discussion session about: Book of the Year: Transforming the Future – Anticipation in the 21st Century (published by the UNESCO and Asbar World Forum)
- Discussing the 10th report of the cultural development issued by the Arab Thought Foundation under the title of “Innovation or Demise: Arab Scientific Research: “Reality, Challenges and Prospects”

In addition to many lectures including:

- Vision 2030: Redesigning Education for the Future
- Human in the Future
- Universal Perspectivism: Challenges and Prospects in the International Field of Future Studies
- The Future School
- Smart Cities: Digital Solutions for a Better Future
- Tarjimly: From Silicon Valley to Refugee Camps
- How to Make Beautiful Experiences
- The Impact of Fintech on Economic Growth
In addition to many workshops including:
- Three-Dimensional Medical Printing: Revolution in Health Care
- Data Analysis
- Enhanced Reality Technologies in Education
- Staying Creative
- Evaluation of Innovation
- Youth and the Future

This session was attended by:
- 60 local speakers, 28 international speakers and experts
- 13 sessions (free attendance)
- 6 lectures
- 8 training workshops (free)

The Associated Exhibition, titled “From Innovation to Influence,” was made on start-up companies in association with King Abdullah University of Science and Technology (KAUST). It embodied the experiences of the research university and its support for start-up companies. It presented a collection of research works.
Strategic and Scientific Partnership for Session 2018:
- Ministry of Education
- Ministry of Housing
- Ministry of Communications and Information Technology
- King Abdulaziz City for Science and Technology (KACST)
- King Abdullah University of Science and Technology (KAUST)
- Saudi Aramco
- UNESCO – United Nations Educational, Scientific and Cultural Organization
- Institute of Business Administration (INSEAD) – France
- I.E Reinventing Higher Education University – Spain
- Mckinsey & Company
- World Futures Studies Federation (WFSF)
- Harvard Business Review
- MIT Technology Review Arabia

Attendance:
- This session was attended by more than 5520 attendees over three days.

Media Coverage
- The Forum events were covered by 95 media outlets: newspapers, electronic press and famous websites, in addition to television and radio coverage by 14 outlets. Also there was live broadcasting of the Forum sessions and lectures to all over the world via YouTube using the latest technologies such as virtual reality and augmented reality.
Title:
Towards Change and Transformation ..
Towards the Future ..
Under the Slogan:
“The Inspiring Saudi Arabia”
The sessions addressed many important issues including:

- Industry in the Future
- Services in the Future
- Media in the Future
- Scientific Research, Development and Innovation in the Future
- Security in the Future
- Energy and Water in the Future
- Harnessing Artificial Intelligence for a Better Future
- Cities in the Future
- Economy in the Future
- Human Capital in the Future
- Bold Investment in the Future

More panel discussions about:

- The book of the Year: “Glossary of Basic Terms for Future Studies”
- Forum publications discussion session: Book: “McQuail’s Mass Communication Theory”
In addition to many lectures, the most important of which are:
- Building an Exponential Organisation with Advanced Management: A Fast-developing, Ever-moving Potential, with Frameworks for Action
- The Use of Satellite Data - A Key to Evaluate Resources and Hazards in Arid Lands
- Saudi Arabia 2030: How to Achieve a Dynamic & Thriving 21st Century Economy
- Cities as Future Engines of Economic Growth and Magnet for Talent and Innovation
- How Emerging Industries Drive Shifts in Investment and Trade
- The Role of Radio and Television in Sustainable Development (Miraj TV and Radio in Afghanistan as an Example)
- Data ... the New Oil

In addition to many workshops, the most important of which are:
- The Most Interesting Scenario for Health Care /and University Education by 2050.
- Cybersecurity and Cybercrimes.
- Why Do We Fail to Take a Joint Global Action?
- Strategic Alignment & Whole System Transformation for Leadership
- Public Diplomacy: Soft Power
- Assessing the Evolution of the Internet and Harnessing Its Potential for Sustainable Development

This session was attended by:
- 100 speakers from 15 countries
- 13 panel discussions (free attendance)
- 7 lecture notes
- 6 workshops (free)
Strategic & Academic Partners 2019:

- World Futures Studies Federation (WFSF)
- Ministry of Media
- Saudi Aramco
- King Abdulaziz City for Science and Technology (KACST)
- King Abdullah University of Science and Technology (KAUST)
- MIT Institute
- Wuerzburg University - Germany
- IE Business School - Spain
- Harvard Business Review
- MIT Technology Review
- BEHAVIA
- McKinsey & Company
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Rotana Group

Attendance:

- More than **5000** attendees for three days.

Media Coverage

- The Forum’s activities were covered by a number of visual, audio and print media, in addition to live broadcasts on YouTube, and the use of virtual reality technology.
Initiatives of Asbar World Forum

2016 - 2019
The Forum, in the Past Sessions, resulted in the following initiatives:

“Self-Employment” Initiative

- It was launched by the Ministry of Labor on its web portal (self-employment program) for enabling male and female Saudis to get job opportunities.
- 78 professions included in a self-employment program and entrepreneurs may benefit from the program which, supported by HRDF, will enable them to joint “General Organization for Social Insurances “GOSI””. The portal combines freelance professionals with employers and entrepreneurs.

The “Ebtaker Exhibition” initiative, and launching the “Innovation Award”

- The innovation award was launched for the first time in the Kingdom and the exhibition of “Ebtaker” was held in partnership with the Small and Medium Enterprises General Authority.
- It aimed at discovering the talented and innovators, providing the opportunities for entrepreneurs with innovative ideas to introduce their projects to the investors.

The “Big Data” Initiative

- The national initiative of “Big Data” was launched under the sponsorship of the Ministry of Communications and Information Technology. It aimed at protecting the big databases (Big Data) and making them a product that serves the economy.
The “Media Incubator” Initiative

- The “Media Incubator” initiative was established for Saudi talented individuals in partnership with Rotana Group and with support from the Small and Medium Enterprises General Authority.

“Innovation and Building Technologies” Initiative

- In partnership with the Innovation and Building Technologies Program of the Ministry of Housing, the “Innovation and Building Technologies” initiative was launched. The Ministry seeks through this initiative to adopt the latest technologies and innovative methods in building and construction industry and also the adaptation of future methods in this field.

“Designing Prototypes” Initiative

- The initiative of designing prototypes was launched in partnership with KACST. It aimed at getting the participants of “Saudi Arabia Innovates” Competition acquainted with the methodology of designing and manufacturing prototypes.
“Book of the Year” Initiative

Transforming the Future: Predicting the Twenty-First Century

- The first publication of this book was in 2018 with the participation of the UNESCO Transforming the Future: Predicting the Twenty-First Century. The book aims at providing the best understanding of the concept of change and the future.

“Institute of the Future” Initiative

- The chairman of the Forum announced in the 4th session the intention of Asbar Center to establish the “Institute of the Future,” as one of the most important initiatives of the 2019 session.
- The proposed institute will hold partnerships with the leading institutes and centers in the world that are concerned with the future studies.

“Asbar Blog” Initiative

- Asbar World Forum created “Asbar Blog” which aimed at enriching the Arabic content. The Forum created the blog, activated it, made it accessible to the public and collected many important scientific research works and articles.

Initiative of “Ideas for Future” Award

- This initiative serves the future of the vital sectors. It looks forward to developing creative and innovative visions and ideas in order to help to move towards a promising future in a step that helps to reach solutions that could be applied to the best use of the latest technologies. The initiative looks ahead for the future, reveals the most prominent challenges, manifestations and promises. The award included five main sectors: education, health, technology, energy and environment in the future.
One of the important initiatives of the Forum in session 2018 was holding a number of scientific and knowledge international partnerships with new organizations and agencies, which raised the status of Asbar World Forum worldwide. The Forum resolved to pursue the development of its scientific partnerships. The new partnerships included:

- UNESCO
- Exclusive knowledge partnership with McKinsey & Company
- World Futures Studies Federation (WFSF)
- Harvard Business Review Arabia
- MIT Technology Review Arabia
- Agreement with INSEAD – France for publishing the appropriate content from their production in “Asbar Blog” for supporting the Arabic content
- University of Business and Technology
- King Abdullah University of Science and Technology (KAUST)
- I.E Reinventing Higher Education – Spain
- Wuerzburg University – Germany
“Future Terms Glossary” Initiative”

- In Accordance with “The Book of the Year” initiative, Asbar World Forum issued the “Future Terms Glossary” for the first time in the Arab World.

**Arabic version of the most famous media and communication books**

- The Forum seeks to provide the Arab library with important books through translation from English into Arabic. In the fourth session 2019, the Forum launched the translation project by issuing a translation of “McQuail’s Theory of Mass Communication” for the renowned media intellectual Denis McQuail.
- This book is an unprecedented scientific and academic addition to the Arab library, especially for academic institutions, media colleges and institutes in Saudi Arabia and the Arab world.
Media Hackathon:

- Asbar World Forum 2019 announced during its fourth session the Media Hackathon as the first of its type in the Kingdom in partnership with KAUST.
Activities During the Year

2016 - 2019
Throughout the year, the Forum organizes a number of events which respond to its recommendations, get along with its outcomes and pave the way for the next session. The aim is that the Forum events keep going throughout the year.

Theses events include:
- Workshop: Asbar Forum 2016 Outcomes – Knowledge Economy and Job Creation
- Workshop: Youth Innovation Obstacles in KSA
- Workshop: Institutionalization of Saudi Knowledge Economy in Participation with Saudi Aramco
- Workshop: National Initiative for Big Data

Keynotes
- Lecture: Creative Cities, Dr. Saeed Al-Amoudi
- Lecture: University Education - New Features, Dr. Najah Al-Ashry - Vice President of King Abdullah University of Science and Technology (KAUST)
- Lecture: Saudi Exports and their Role in the Saudi Vision 2030. Saleh bin Shabab Al-Salami - Secretary General of the Saudi Export Council
- Lecture: Society 3.0: How Evolution Contributes to Transforming Society - Future of Jobs, Prof. Tariq Mansour (McKinsey)
• Lecture: The Role of Innovation in Raising the Level of Health Services, Dr. Muhammad Al-Sagheer - Assistant Undersecretary of the Ministry of Health and leader of the National Digital Transformation
• Lecture: “Blockchain and Its Applications in Various Sectors”, Eng. Sami Al-Hussain - Vice President of Small and Medium Enterprises
• Lecture: “The Kingdom’s Presidency of the G20 2020” - Presented by: His Excellency Dr. Fahd Al-Mubarak, Minister of State, Saudi Sherpa
• Lecture: “Water Production Without Any Waste of Water: New Technologies,” presented by Dr. Nobuya Figirawa, Director of the International Desalination Association (IDA) and Vice President of the Japan Desalination Association (JDA)
• Lecture: “Greening” the Black Gold: Saudi Arabia and Clean Energy ... in the Future," presented by Dr. Nora Mansouri, KAPSARC Senior Researcher for Energy Studies
• Lecture: “A behavioural Economic Perspective on Human Behaviour,” presented by Dr. Manuel Schubert Dr. Manuel Schubert, BEHAVIA co-founder
• Lecture: “Cyber Security: Why So Much Interest?” presented by Dr. Muhammad Al-Mushaiqeh.
• Lecture: “Future Studies: Methodologies and Applications,” presented by Dr. Nasreen Al-Lahham - Chairman of the Board of Directors of the Future Studies Forum for Africa and the Middle East (FSF)
Webinars Organized by the Forum to Discuss Covid-19

- Education After Corona: Opportunities and Challenges, March 25, 2020
- Initiatives and Measures to Support the Small and Medium Enterprises (SMEs) March 30, 2020
- The Saudis Abroad: This is How the Saudis Overcame their Ordeal, April 2, 2020
- Services and Citizens: Technology in Countering Corona, April 6, 2020
- What Will the World be Like After Corona? April 9, 2020
- Preparedness and Response: Global Insights on COVID-19, April 13, 2020
- The Social Effects of COVID-19 Pandemic, April 16, 2020
- World Order and International Relations after COVID-19 pandemic, April 19, 2020
- Empowering Cities: Urban Design and Planning in Countering Crises, April 22, 2020
Forum Products