AG

مجموعة طلال أبوغزالة

TALAL ABU-GHAZALEH ORGANIZATION

TAG Organization
Corporate Social Responsibility

Projects in ICT and Developments

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Talal Abu-Ghazaleh Organization

Founded in 1972, The Talal Abu-Ghazaleh Organization (TAG-Org) is the largest Arab group of professional service firms in the fields of accounting; external audit; internal audit; corporate governance; taxation; educational consultancy; economic and strategic studies; management advisory services; professional and technical training; technology transfer; project management; real estate management; investors and business advisory; human resources and recruitment; e-government; e-commerce; e-education; information technology (IT), security audit; web mastering and web design; professional interpretation and translation; website arabization; domain names registration; information and communication technology (ICT) strategic planning; ERP consulting; IT and Internet skills training and examinations; Intellectual Property (IP) news agency; IP business, asset valuation and branding; IP registration and protection; IP renewals; IP rights protection and management; legal services; and public offering.

TAG-Org employs over 2000 multi-disciplined professionals and operates out of 71 offices in the Middle East and North Africa, with representative offices in Europe and North America. It has acquired an outstanding record of success among its clients, which include important agencies, international and Pan-Arab governmental funding organizations as well as leading companies in banking, industry, insurance and commerce. With its professionals, TAG-Org has successfully assisted the clients with complex business and management decisions involving people, equipment, facilities and capital.
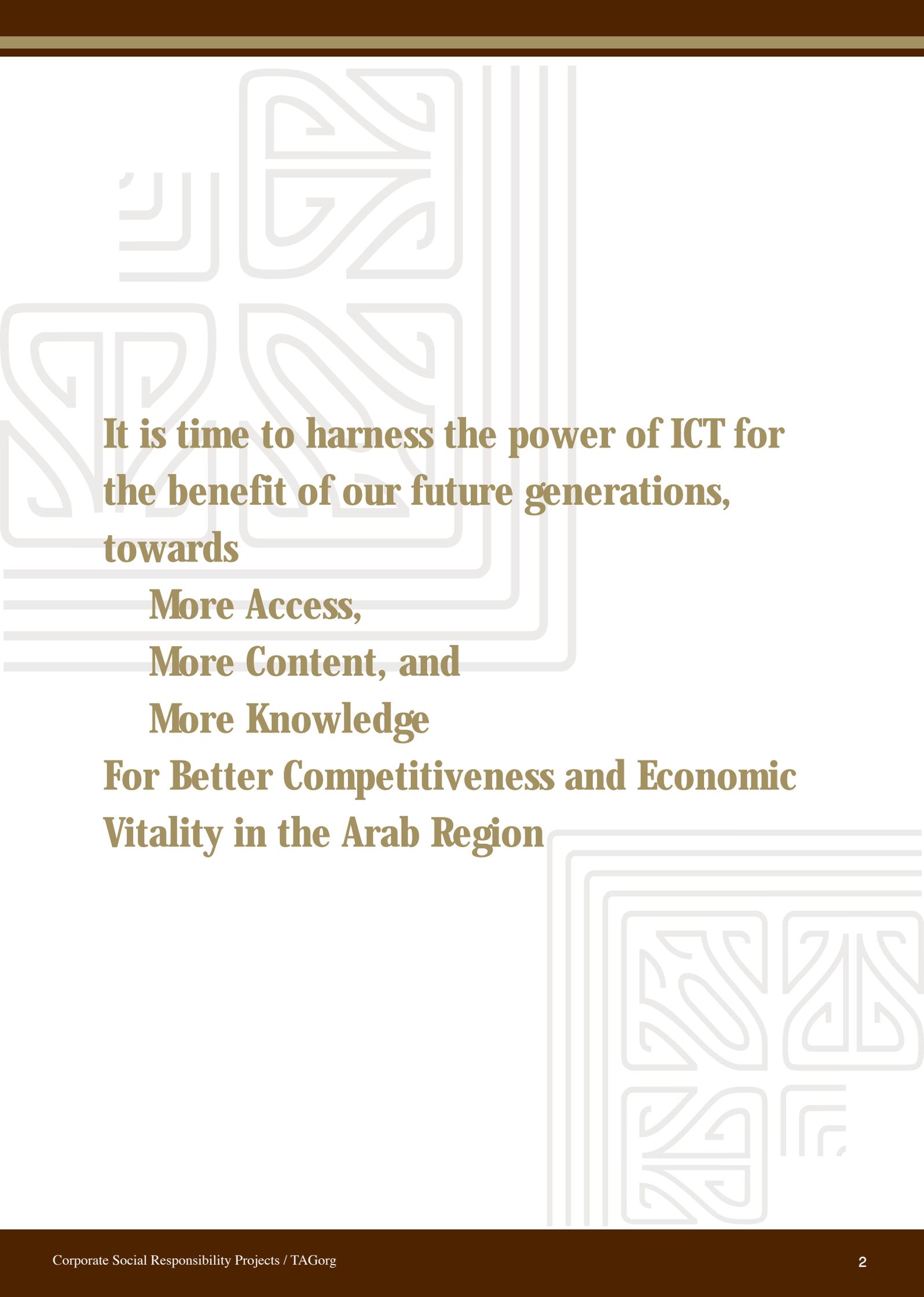
It is time to harness the power of ICT for the benefit of our future generations, towards

    More Access,

    More Content, and

    More Knowledge

For Better Competitiveness and Economic Vitality in the Arab Region
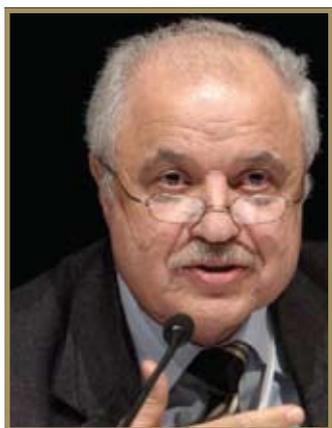
Chairman's Message

This booklet presents an overview of our corporate social responsibility projects in the Arab region. Our target has been setting a framework for developing initiatives involving businesses, educational institutions, government, investors and other stakeholders by bringing together all needed resources for developing Arab knowledge economies, increasing computer literacies, enhancing connectivity and access, creating local content, and embedding social responsibility concepts in businesses and corporations.

Throughout all the years and in everything we do, we have focused most of all on the development of human capacity, beginning with our own professional staff, and leveraging their expertise to enrich the Arab community. We have embraced the concept of the 'knowledge worker' and have sought to empower our people and the Arab world's people to dream, to imagine, and to create. Despite the immense challenges that we have faced and continue to face, we refuse to indulge in negativity or pessimism. We are an organization that believes in empowering people to their best.

TAG-Org›s core mission is to contribute to the socio-economic development of the Arab world. We do this on two levels. On the most basic level we seek practical and effective solutions to the problems of our individual clients. On a more holistic basis we conduct internal brainstorming and strategy sessions with our best consultants seeking first problems and then solutions that need to be solved in the Arab business community.

What we need is establishing a trust fund, for the purpose of investing in research related to Arab knowledge economics, connectivity and access, energy crises, environmental concerns, security threats, and in building capacity and capability for sustainment. The purpose is to facilitate cooperation with governments, institutions, and international organizations in order to promote research and development; increase economic growth and political stability; and foster global business in the context of the changing global environment, human rights, and reduced disparity.

We look forward to a future of continued growth, development and success. As we continue our march into this brave new millennium, there are many questions, fears, and challenges. TAG-Org will continue to serve its clients by working to meet the Arab world's business requirements in a dedicated spirit of cooperation and service. TAG-Org will also continue to invest into sustainable inter-institutional cooperation to enhance a global context of knowledge economies and contributing to the theme "for better business" that addresses not only wealth creation in business enterprises but also the concepts of globalization, societal responsibility and sustainability, betterment of societies, fostered innovation, and accelerated growth of economies in the region. .

With my best wishes,

Talal Abu-Ghazaleh
November 1, 2009

Change of Paradigm

In an era of globalization and modern societal development, the role of ICT has changed. It has become a key growth area in the new millennium, with a paradigm change linking technologies and the Internet to enhance a knowledge-based and innovation-driven global economy.

With about one billion people in the world still lacking connection to any kind of ICT, the digital divide will continue to grow. Lack of broadband, high cost of connectivity, poverty, digital illiteracy, poor policy frameworks, and limited availability of locally relevant content are known to be the main causes of such a growing divide.

This poses a challenge to inculcate new business leaders with new values and ideas for enhancing digital literacies, increasing access and connectivity, wide spreading capacity building programs in technology, and developing initiatives for eradication of poverty and establishing e focus programs.

TAG Knowledge Societies – TAGKS

TAGorg has developed the concept of TAG KS and is being established in communities and universities in the Arab countries to provide parity of opportunity for all segments of Arab societies, and to create professional environments for entrepreneurs and creative innovators. Its mission is to support Arab youth in building their professional capacities, reshaping their skills, and upgrading their qualifications through state of the art information technology tools and customized knowledge facilities.

In TAGKS, the young generation of the Arab world can freely access the internet, benefit from available professional development resources and content, use

online language and ICT Skills, and meet and communicate with TAG professionals for support and advice. Furthermore, TAGKS represents an open professional environment actively engaging youth in discussions, capacity building workshops, roundtables, panels, case studies, and showcasing TAG services. It also provides youth entrepreneurs and innovators with links with TAGorg members and assistance for nurturing creative ideas and spin-offs.

TAG KS represents an opportunity for young people to share ideas and learn from experiences of their peers. With the support of business leaders and communities, TAGKS has become a well positioned community service initiative that is expanding to the rest of the world as part of the Global Education and Learning Communities.

TAGKS - AMMAN

The first TAGKS was established in Amman in October 2008, with over 12,000 registered members, and offering services to more than 1000 students every day. Services include free internet access, e-Library, career counseling, language club, study rooms, information/ knowledge sharing sessions, and more.

The premium goal of TAGKS is to be in constant pursuit of initiatives that support local communities towards a more productive, competitive and knowledge based economy, through providing funds, resources and the collective corporate support of all its companies.

TAGKS is the intellectual and knowledge-enhancement expression of this overall objective. Targeting the Arab youth and striving at the aid of human resource development, TAG-Knowledge aims to grant modern tools and the latest in the information and communication technology field. Its mission being the delivery of a larger number of well-rounded local professionals, with the competitive edge resulting from international exposure, all provided by a one-stop-hub under the support of TAG-Org experts

UNESCO Partnership

With UNESCO partnership, TAGorg has a commitment to the building of inclusive knowledge societies and the promotion of Information and Communication Technologies (ICT) to support education, science and culture in the Arab region. With the multi-stakeholder approach, both TAGorg and UNESCO set action plans to build Arab knowledge societies, notably by increasing access to and measuring the use of ICT in different sectors of society, enhancing teacher training, and promoting Internet Domain Names in the Arabic script.

As the Arab region grows in importance, it is crucial to TAGorg and its regional operations in the 71 offices worldwide, to provide a credible profile of data in Arabic and English on the state of the Arab countries on ICT in education, science, culture, communication, and commerce. The availability of such data will assist local governments, institutions, and international organizations to understand gaps in ICT and to take a leading role in developing ICT infrastructure and in building ICT capacity and capability for sustainment in the context of the changing global environment. Such data, collected through digital surveys, digital reporting, and digital resources, will be available on a knowledge society portal created by TAGorg in cooperation with UNESCO.

Within the partnership framework, UNESCO and TAGorg have agreed to develop a joint strategy to enhance multilingualism and internationalized Internet Domain Names; plan for implementation of UNESCO's ICT competency framework for teachers; work together to increase the availability of multilingual content on the Internet; and cooperate on a "TAG-PEDIA" project for increased local content in science and technology, literature, history, art, and many other areas.

TAG Windows to Knowledge-Palestine

- Where hope prospers…

- In cooperation with USAID and Cisco

- About 35 knowledge stations following TAG KS model of operation -

TAGI PEDIA

TAG Pedia represents the first project in the Arab region for launching an electronic system for the dissemination of information and knowledge on the Internet in Arabic. TAG Pedia builds on a public and free Arabic encyclopedia with a data bank of knowledge related to varieties of topics in science, literature, culture, history, professional services, and in the fields of intellectual property, accounting, management, consulting, translation, law, finance, etc. The aim of TAG Pedia is to become a comprehensive reference for Arab citizens, scientists, and professionals in all fields of science, history, literature, business, and professional services; and a source of disseminating Arab civilization and heritage.

The structure of TAG Pedia is built on the basis of a knowledge classification system, which uses multiple hierarchical indices identifying type and category of information to be searched. The content in TAG Pedia will be authored and made available through a wide participation of individual scientists, academics, experts, consultants, and professionals.

TAG Computer Refurbishment - TAG CR

TAG CR, the first of its kind in the Arab region, has been founded on the basis of the UN 50012/ initiative. The initiative was launched in 2008 with an objective to provide 500,000 computers to 10,000 schools to serve 33,000,000 students in 60 countries by 2012. Through the initiative, TAG CR will enhance school connectivity to the Internet; make use of ICT technologies in education; cooperate in the development of digital content; invest in building knowledge through communication; provide opportunities for distance learning and smooth transfer of information between schools, to help bridge the deficit of technical education in developing countries.

TAG CR builds on the concept of the 500 /12 Initiative, which is firmly rooted in the belief that, at the international level, governments, the private sector and all segments of civil society must unite to address the challenge of ICT development. It also builds on the efforts of the international community to assist countries in maximizing the benefits they can secure from ICT by equipping the young generation with the tools it will need to compete in the global economies. .

The center has the objectives to:

- Refurbish used computers and building ICT capacity

- Provide "PC donations" and refurbished Secondary PCs to underserved populations through the 500 /12 initiative

- Provide educational software locally and relevant content for these computers through cooperation with content providers and digital libraries

- Facilitate technical assistance and maintenance for computer support through the network of Microsoft Authorized Refurbishment (MAR) centers.

- Train ICT trainers and teachers through Microsoft learning partners, Cisco Academies, Intel, universities, and others.

TAGCR-Jerrash Refugee Camp

- Design phase is complete, space has been allocated in cooperation with UNRWA

- Training/employing

- ~ 5 fresh graduates

- Full refurbishment facility that includes de-manufacturing capacity

- To become an anchor Microsoft Authorized Refurbisher for the region

- To be replicable in other locations at relatively low cost

TAG IT News Agency

Credible source of IT related information, news and events

News reports as related to IT: Newspapers, Magazines, Radio – Television broadcasts
One-stop knowledge source

UN GAID - Education

Framework on Education for All in the digital age -

Multi-Stakeholder Partnership on Quality Education for All and MDG Achievement in the Digital Age, Formed Under the Auspices of the UN GAID

This Framework for the UN GAID Partnership on Quality Education for All in the Digital Age emanates from discussions and insights of Partners from world-leading organizations convened by the UN GAID. It reflects the dynamics of cultural, social, and institutional factors, and principles of sustainability in environmental, social, economic, and cultural contexts.
In coordination with local stakeholders, Partners may provide policy support and resources to governments in developing countries to advance the attainment of the MDGs by creating an "enabling environment" for large-scale ICT integration into their education and learning systems. Partners may also provide (i) knowledge sharing and capacity building programs for educators, educational institutions, and policy-makers, (ii) coordinated infrastructure deployment, (iii) assistance in the selection and dissemination of software and content, and (iv) collaborative research, follow-up and evaluation.

"Enabling environments" for ICT integration in education involve both strategic and tactical inputs which should be considered from each of two vital vantage points: Enabling Side and Supply Side. The enabling side refers to the readiness of institutions and educators to utilize ICT in education. The supply side refers to the availability and affordability of hardware, software, training, content, and services which determine access to ICT. Results of the latest global analyses have shown that the challenges in ICT4E are concentrated on issues of readiness more than on issues of supply. Partners agree on the following aspects of the education system from both perspectives:

- *Policy / Cultural Factors: New policies, standards, and regulatory frameworks to enable the innovative use of ICT in education, learning, and innovation*

- *Social / Societal Factors: New institutional arrangements for educational transformation*

- *Human Factors: New, innovative learning and teaching methods to enhance teachers' skills*

- *Software: Selection and deployment of new tools, content, training, and services*

- *Hardware: Deployment of, and access to, ICT infrastructure for education and learning*

Open Source Community of Practice

Open Source Communities for the Development of Digital Literacy in MENA Countries

- Develop an international partnership for IT development between Europe and the developing regions of the Middle East and Northern Africa

- Cooperate in developing Arab States Education and Research Network

Moving Forward

- Create trust funds to expand knowledge societies for more technology/ Information/ knowledge activities in the region

- Leverage the UN support and initiatives in e Projects for developing countries in the region

- Policies, strategies, and implementation plans for more ICTs in education in the Arab countries

- Partnership with governments, institutions, and organizations to build future ICT workforce

TAGORG.com Your global partner in 70 offices and 180 correspondents, for all your business needs: auditing, valuation, management consulting, ICT development, business advisory, training, educational consultancy, capital services, human resources development, real estate consulting, translation, legal service, intellectual property rights protection and domain name registration.

"We work hard to stay first"

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