

Press Release:



HSBC Bank Middle East Limited and ICDL reinforce digital literacy of UAE's underprivileged kids via ICDL Summer Camp

Organizations collaborate for the third year in a row to train 200 children from northern emirates

UAE, August 6th, 2014: ICDL GCC Foundation, an organization under the authority of ICDL Arabia that promotes digital skills and cyber safety across the region, and leading global financial services organization HSBC Bank Middle East Limited have collaborated for the third consecutive year to train new 200 children from the northern emirates of the UAE about fundamental digital skills and cyber safety knowledge. The latest edition of ICDL Summer Camp



is to empower underprivileged youth with essential computer skills and teach them how to responsibly and safely use smart devices and social media platforms.

Children from Umm Al Quwain joined the camp for the first time this year. Meanwhile, Ajman University extended its assistance as one of the supporting venues for second consecutive year now. The main objective of ICDL Summer Camp, which started on August 3 and will end on August 21, is to provide extensive training on ICDL and on an ICDL GCC endorsed international certification program, called 'Social Media for All,' followed by international exams to gain international certificates. The ICDL Summer Camp is part of the efforts of both ICDL GCC and HSBC Bank Middle East Limited to reach out to the less-privileged members of society, especially the youth, and instil in them the importance of cyber safety.

Jamil Ezzo, Director General of ICDL Arabia and ICDL GCC Foundation, said: "We are very happy with the renewal of partnership between ICDL GCC and HSBC Bank Middle East Limited for the ICDL Summer Camp, which is proof of our common belief that all youth, regardless of their standing in life, must be equipped with essential computer skills in order to thrive in today's information age. We also believe that we need to help them raise the level of their understanding of the cyber world to prepare them especially in cases of cyber threats. These are all the objectives of ICDL Summer Camp and we aim to achieve them. A high level digital literacy will give our children unparalleled opportunities anywhere in the world."

Sabrin Rahman, Senior Manager- Corporate Sustainability at HSBC Bank Middle East Limited, said: "Our latest collaboration with ICDL GCC reflects our bank's efforts to support initiatives that are geared towards providing youth with world-class digital skills and raising their cyber safety awareness. Similar to previous years, the ICDL Summer Camp reinforces digital proficiency among children to make them highly competitive and provide the next generation with key digital knowledge and skills."

The camp delivery services including training and test services on the international certification programs are delivered by the National Institute of Vocational Education (NIVE) – a KHDA organization- in partnership with Ras Al Khaimah Education Zone, Fujairah Education Zone, Al Ihsan Charity Association in Ajman, and UAE Red Crescent across all northern emirates.



The children will also receive gifts and tickets to water parks courtesy of ICDL GCC, Abu Dhabi Systems & Information Center (ADSIC), the Ministry of Interior Child Protection Center, Canon, Emirates NBD, Brother, Aquaventure Waterpark and the Lost Chambers – Atlantis, Dubai Dolphinarium, and Dreamland Aquapark, Umm al-Quwain.

ICDL GCC and HSBC Bank Middle East Limited provided ICDL Summer Camp to underprivileged children in Sharjah and the northern emirates in 2012 and 2013. Two years ago 72 young people from Fujairah and Ras Al Khaimah acquired valuable computer skills at the ICDL Summer Camp, while 200 orphans and underprivileged kids from Ajman, Fujairah, Ras Al Khaimah and Sharjah learned about essential skills in social media and cyber safety last year.

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For further information, please contact:

Orient Planet PR & Marketing Communications
P.O Box: 500266
Dubai, United Arab Emirates
Tel: 00971 4 4562888
Email: media@orientplanet.com
Website: www.orientplanet.com