



EIGHT 'TAWTEEN' EMPLOYMENT PROJECTS INITIATED TO HELP UAE NATIONALS

Emirates Foundation and Partners Implement Empowerment Programme Launched in February

**Project Champions include: Microsoft, Shell, BP, Jumeirah, Rolls Royce,
DLA Piper, International Power, British Council, Gems Education**

Abu Dhabi, UAE, October 23, 2007 – The Emirates Foundation, a leading UAE philanthropic organization, today hosted the 2007 Tawteen Progress Event – the second phase in its drive to empower young nationals through the creation of meaningful employment opportunities throughout the UAE.

During the Event, eight initial Tawteen projects were announced by the individual project 'champions': BP, Shell, Microsoft, Rolls Royce, International Power, DLA Piper, Jumeirah, the British Council and Gems Education.

The eight projects cover career guidance counselling; youth leadership development; industry and academic summer schools; career resource centres; internships in the private sector; empowering women in the workplace; entrepreneurship & innovation and vocational training awareness.

Each project will begin with detailed research, field-study and testing of important concepts that have been adapted for the UAE from successful international models. Implementation on a national level will follow.

Emirates Foundation Managing Director Ahmed Ali Al Sayegh emphasized: "The Tawteen Projects are not job creation schemes in themselves.

"However, they will directly assist Emiratis in overcoming the social and cultural obstacles that hinder personal development, while opening the door to thousands of employment opportunities in the UAE private sector."

He added: "What distinguishes Tawteen is its focus on offering moral and practical support for young job-seekers which doesn't exist elsewhere – intensive motivation, guidance and empowerment. In due course, Tawteen will offer a potent mix of preparation and inspiration to every UAE national at an early age."

The word Tawteen means 'localization' in Arabic and the Tawteen Initiative was launched in February 2007 in cooperation with the UAE Government. Its declared aim is to unlock local talent through self-development and self-motivation, thereby equipping young Emiratis with the right workplace skills to flourish in the growing UAE private sector.

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