

## Local

# Zain Great Idea 5 Bootcamp phase commences featuring bright idea owners

## Facilitated by world-class regional and international academics

**KUWAIT:** Zain, the leading digital service provider in Kuwait, announced the commencement of the ZGI Bootcamp, the first phase of the company's fifth Zain Great Idea (ZGI) tech startup accelerator program. The company hosted the entrepreneurs and bright idea owners at the program's first orientation session. The Bootcamp phase will be facilitated by world-class instructors from a selection of the best regional and international academic institutions.

Zain recently announced the official launch of ZGI 5 during the special event it held at the Zain Innovation Center (ZINC) in the company's main headquarters in Shuwaikh. The event witnessed the presence of many prominent figures in Kuwait's entrepreneurial community as well as alumni from the program's previous editions. Zain Great Idea has been one of the most successful initiatives Zain presented to the Kuwaiti market as part of its comprehensive innovation and entrepreneurship strategy, with the aim of offering Kuwait's entrepreneurial community the chance to take their startups to entire new levels.

Eligible applicants will participate in the Bootcamp phase in Kuwait during a carefully designed comprehensive academic program that lasts for three weeks. Participants will learn the essentials of accelerating their tech startup at the company's main headquarters in Shuwaikh, led by world-class instructors from a selection of the best regional and international academic institutions, including Stanford University, IE Business School, Venture Capital firms, entrepreneurs, and more.

ZGI was first launched in 2010 as a Corporate Social Responsibility initiative designed to support the youth into making their entrepreneurial dreams come true. Zain was the first in the region to launch such a comprehensive program of this kind. Then, throughout nearly 10 wonderful years, the company embraced over 500 entrepreneurs, travelled to 4 countries, and helped nearly 70 of the brightest Kuwaiti minds accelerate their



**KUWAIT:** Entrepreneurs and bright idea owners during the orientation session.

ideas into active and thriving SMEs in the market.

Throughout four successful past editions, ZGI empowered, trained, and invested in hundreds of creative and driven Kuwaiti youth, of which many now own thriving and active Small and Medium-sized Enterprises (SMEs) to this day. Encouraging and providing the proper resources for the local entrepreneurial community is a top priority for Zain, as the company is keen on contributing to the further progress of Kuwait's economic and national development. ZGI is established by Zain in association with Brilliant Lab, a startup Accelerator Service from Kuwait, and Mind The Bridge,

a global organization bridging the world through entrepreneurship education for startups, enterprises and investors to succeed in global markets. Mind The Bridge is based in Silicon Valley with offices in San Francisco and London.

The latest edition of the program features an all-new phase to the program: Co-developing. After Zain Great Idea is over, finalists will get full access to Zain's cross-functional team to help them get the most out of their newly accelerated startup. ZGI's entrepreneurs will be able to get consultations, mentoring, deals, tactics/strategies, and more from Zain specialists in var-

ious areas that are essential to any business, including sales, marketing, communications, legal, networks, IT, and more.

Zain is well aware of the crucial role played by private sector organizations in supporting social and economic sustainability projects. Springing from its growing commitment towards practicing its social responsibility, the company is committed to printing a positive print through all its activities. This has led Zain to embrace the most influential issues in the community, including the support of youth, entrepreneurship, and innovation.

## Kuwait backs local SMEs, says minister

**KUWAIT:** The Kuwaiti government is committed to supporting small and medium sized enterprises enacting laws in their favor, the Minister of Commerce and Industry reiterated on Sunday. The remarks were made as Minister Khaled Al-Roudhan, who doubles as State Minister for Services, praised Expo 965, an exhibition of locally-made goods held at

Ahmad Al-Adwani Hall in the Kuwait City suburb of Abdullah Al-Salem. The event was held under the joint patronage of the minister alongside Information Minister and State Minister for Youth Mohammad Al-Jabri. It has also gained funding from Sheikh Sabah Jaber Al-Mubarak Al-Sabah. The showcased Kuwaiti pieces, which aim to reflect the coun-

try's traditions and heritage, this year featured works by young business-owners from the Gulf, according to Expo 965 founder Mohammad Kamal. The annual event, launched for the first time in 2016, has attracted the following of 145 volunteers, specialized in different aspects of the heritage and handmade goods creative industry. — KUNA



**KUWAIT:** Ministers Khaled Al-Roudhan and Mohammad Al-Jabri attend the event. — KUNA



Paper marbling, also known as Ebru painting.



A child creates clay artworks.



Traditional sadu weaving of multi-colored cotton threads.



Large turnout at the event.



**KUWAIT:** National Assembly Speaker Marzouq Al-Ghanem received yesterday in his office Albanian Ambassador to Kuwait Saimir Bala. — KUNA

## Will fast-paced digital era harm or benefit humanity?

**KUWAIT:** The current fast-paced digital era we are experiencing made everything readily available with a click of a button and a swipe of a screen. While most of the old technologies are considered 'passé,' people tend to overlook the negative aspects of the current era, especially when it comes to the spread of false or unsourced information. With that being said, a question might arise: Will a fast-paced digital world harm humans or will it help the species transcend its current disposition?

On this subject, Professor at Kuwait University's (KU) College of Social Studies Dr Dalal Al-Budaiwi said that technologies such as social media platforms have a huge impact on society especially in the rapid spread of infor-

mation. Most now use platforms such as Facebook, WhatsApp, Twitter and so on to get their information, which is positive and negative in and of itself, the academic said. People, namely of the younger generation, should bear in mind that not all information in the digital domain is 100 percent true or accurate; there should be a process of deduction and sifting through data to come with a fraction of what is considered 'the truth,' Dr Budaiwi said. All in all, to be aware of what is seemingly a vast ocean of information is a positive outcome of this new world; people only need to instill critical analysis of data to determine what is true from false and hopefully this will help guide humans towards a bridge future, the academic added. — KUNA



**MUSCAT:** GCC ministers pose for a group photo on the sidelines of the ministerial committee on financial and economic cooperation. — KUNA

## Economic committee discussed GCC common market: Kuwaiti Minister

**MUSCAT:** Kuwaiti Finance Minister Nayef Al-Hajraf said yesterday that the 110th meeting of the Gulf Cooperation Council (GCC) ministerial committee on financial and economic cooperation in Muscat discussed the Gulf Common Market. In a statement to the press on sidelines of the meeting, Hajraf said the GCC officials discussed a number of topics related to joint financial and economic cooperation, including recommendations made by the committees of governors of monetary institutions and the GCC central banks. The minister noted that the meeting also touched upon the review of the secretariat's memorandums on the implementation of resolutions

and measures to combat harmful practices in international trade, in addition to awareness programs on the harm of tobacco and the dangers of drinking sweetened beverages. The meeting, which lasted for one day, dealt with the minutes of the 56th meeting of the Committee of Under-Secretaries of the Ministries of Finance, the minutes of the 37th meeting of the Board of Governors of Gulf Monetary Institutions and Central Banks and the minutes of the sixth meeting. It also discussed the minutes of the 26th and 27th meetings of the Gulf Common Market Committee and the results of the 22nd meeting of the Gulf Customs Union. — KUNA