



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



جائزة محمد بن راشد آل مكتوم للإبداع الرياضي  
Mohammed Bin Rashid Al Maktoum  
Creative Sports Award

# The International Sports Creativity Conference

Under the Slogan; **“Tolerance and Peace in Sports”**

2019

Glory Belongs to  
those who make it

Publication Series  
of the Award (60)



H.H. Sheikh  
**Khalifa Bin Zayed Al Nahyan**  
President of the United Arab Emirates



H.H. Sheikh  
**Mohammed Bin Rashid Al Maktoum**  
UAE Vice President & Prime Minister and Ruler of Dubai





H.H. Sheikh  
**Hamdan Bin Mohammed Bin Rashid Al Maktoum**

Crown Prince of Dubai, Chairman of the Executive Council  
Chairman of Dubai Sports Council and Patron of the Award



H.H. Sheikh  
**Ahmed Bin Mohammed Bin Rashid Al Maktoum**  
President of the UAE National Olympic Committee  
President of the Award



## Vision

To make Dubai a global hub for sports innovation, leadership and excellence.

## Mission

The Mohammed Bin Rashid Al Maktoum Creative Sports Award, is the most prestigious Award that well established in the City of Dubai, pulse of creativity; to honor creative athletes and the distinguished sports corporations on the local, Arab and International level, to increase the sports fair competitiveness, intellectual and technical outcome that adds significant value to human creativity.

## Objectives

- 1 To support and highlight the leading creative efforts of Individuals, Teams, sports organizations developing and enhancing sports creativity in all specializations, sectors and levels.
- 2 To encourage athletes and persons working in the field of sports all over the world to achieve sports creativity through the spiritual and financial support.
- 3 To develop sports works by supporting creative initiatives based on scientific grounds to achieve the objectives.
- 4 To shed light on the concept of creativity and innovation in the field of sports, and raise awareness about the importance of sponsoring distinguished creative works and persons.

## Values

● Transparency ● Justice ● Praise ● Achievement ● Empowerment

## An Introduction

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The award was recognized for being associated with the name of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the first athlete in the UAE. It provided motivation for creative athletes and organizations as well as individuals who contributed to the development of the sports movement by honoring and encouraging them to achieve more excellence in creative work.

The award managed, through previous conferences, to build and root for the culture of sports creativity on all levels through the launch of a number of seminars and conferences. The conference this year addresses the concepts of tolerance, coexistence, peace, rejection of violence and intolerance through sports, knowledge and information management, as they are the global common gate for all culture and beliefs.

By rooting the culture of creativity and building a legacy Knowledge through seminars and conferences which has become an annual event in which a selection of creators and global leaders participate. Participation this year aligns with the year's theme "Year of Tolerance" under the slogan "Tolerance and Peace in Sports". Sport is the best means and has a global mission to reject violence and intolerance. It has the ability to spread the concepts of tolerance and coexistence.



6

# Conferences held by the Award

2010

1<sup>st</sup> Conference



Jordan



under the slogan  
**Sports Creativity  
Thinking and  
Practices**

2011

2<sup>nd</sup> Conference



Jordan



under the slogan  
**A forward looking  
to Sports Creativity  
(Prospects and  
Aspirations)**

2012

3<sup>rd</sup> Conference



Jordan



under the slogan  
**Factors of  
Creativity  
in Sports  
Corporations**

2012

4<sup>th</sup> Conference



Egypt



under the slogan  
**Applied  
Intellectual  
Innovations in the  
Sports Field**

2013

5<sup>th</sup> Conference



Jordan



under the slogan  
**Innovation  
in Sports  
Creativity World**

2013

6<sup>th</sup> Conference



Egypt



under the slogan  
**Scientific  
Research  
and Olympic  
Creativity**



# The International Sports Creativity Conference

Under the Slogan;  
**“Tolerance and Peace in Sports”**



## Objectives of the Conference

- Highlight the role of sport as a global language and its ability to bring people and communities together.
- Display leading sports experiences with high influence on rejecting violence and intolerance.
- Spread the culture of the year's theme “Tolerance” in the sports sector.
- Present distinguished models in promoting sportsmanship.



## Themes

- Sport is the language of tolerance.
- Sports diplomacy.
- Creative experiences.
- Sports creativity ambassadors.

# Conference

## Agenda

Monday

18/11/2018

Time	Program	Speaker	Moderator
09:00 – 10:00	Registration		
10:00 – 11:00	1 <sup>st</sup> Session (Sports Language of Tolerance)	<b>Mohammed Rashwan</b> Olympic Medalist & Role model in sports ethics  <b>Daniela Bas</b> Director of Social Policy and Development- United Nations	<b>Meshal Al Kahtani</b> Dubai Sports Channel
11:15 – 11:25	Opening (Video + Carl Lewis Speech)		
11:25 – 11:35	Launching Sports Creativity Ambassadors Initiative		
11:35 – 11:40	Honoring Speakers		
11:40 – 11:45	MOU Signing (Nakheel - WETEX - Dragon Oil )		
11:45 – 12:45	2 <sup>nd</sup> Session (Sports Diplomacy)	<b>H.E Kirsty Coventry</b> Minister of Sports in Zimbabwe.International Olympic Committee Member. Chairman of the World Athletes Committee  <b>H.E. Sonya Bin Al Sheikh</b> Minister of Youth & Sports Affairs In Tunisia	<b>Raya Rammal</b> Dubai TV
12:50-13:00	Coffee Break		
13:00 – 13:30	3 <sup>rd</sup> Session (Debate with Sports Creativity Ambassadors)	<b>Omar Al Marzooqi</b> (United Arab Emirates) <b>Mohammad Ayed Al Esery</b> (Saudi Arabia)  <b>Ahmed Al Gendy</b> (Egypt) <b>Inas Bobakry</b> (Tunisia) <b>Fatima Al Zahra</b> (Morocco) <b>Ahmad Abo Gosh</b> (Jordan)	<b>Hassan Habib</b> Dubai Sport TV
13:30 – 14:00	4 <sup>th</sup> Session (Champion Experience)	<b>Carl Lewis</b> Olympic Medalist	<b>Yaqoob Al Saadi</b> Abu Dhabi Sports TV



1<sup>st</sup> Session

Sport is the  
language of  
**Tolerance**



## Mohamed Rashwan

Olympic Medalist & Role model in sports ethics

- His name is engraved in history of Judo not only as one of the most prominent stars of the game, but above all for his fair play and manners.
- He won 37 different medals in several prestigious international and regional tournaments during his career as an athlete.
- He won the silver medal in the 1984 Olympic Games in Los Angeles.
- He participated in 2 Olympic Games.
- He achieved many sports awards and recognitions:
- UNESCO Fair Play Award.
- Order of the Rising Sun by the Emperor of Japan.
- Order of Sports as best player for several years by President of Egypt.
- Best Athlete in the Arab World.
- Participated in many awareness-raising lectures by speaking about Judo, sportsmanship, and fair play at schools and universities across Japan and Egypt.



## Daniela Bas

Director of Social Policy and Development- United Nations

- Specialized in Political Sciences.
- She holds a major in International Politics, she graduated Magna Cum Laude with a dissertation on "The elimination of architectural barriers and the employment of people with physical disabilities".
- In addition to her work at the United Nations from 1986 to 1995, she held managerial roles from 1996 until 2011 in the private sector in Italy
- She worked as an adviser for the Italian Ministry of Foreign Affairs and for the Presidency of the Council of Ministers on human rights and social affairs.
- Designated by the Ministry of Foreign Affairs of Italy, she was a member of the Committee to Promote non-Armed and non-Violent Civil Defense (Italy); Board of Directors of the European Union Agency of Fundamental Rights; Special Adviser to the Vice President of the European Commission (On. Frattini).
- At the European Union, she was representative on the topic "Tourism for All" on behalf of the Presidency of the Council of Ministers of her country.
- She is also a certified journalist and multicultural life coach.





2<sup>nd</sup> session

Sports  
**Diplomacy**



## H.E KIRSTY COVENTRY

Minister of Youth, Sport, Art and Recreation in Zimbabwe.

- Minister of Youth, Sport, Art and Recreation in Zimbabwe.
- An Olympic Champion who won 7 Olympic medals.
- She won 13 medals in world championships.
- IOC Executive Board Member.
- IOC Athlete Commission Chairperson.
- Africa's greatest Olympian.
- One of the top female swimmers in Olympic History.
- She continually dedicates her time to making a difference in her community and for sport around the world.
- She is a dedicated philanthropist with a passion for sport, children, wildlife and the environment.



## H.E Dr. Sonia Ben Cheikh

Tunisia Minister of Youth and Sports

- Tunisia Minister of Youth and Sports.
- Ben Cheikh holds a Doctorate degree from the Medicine School of Tunis.
- She worked for 20 years in the Ministry of Public Health in Tunisia.
- She held many responsibilities in the Ministry of Public Health in Tunisia, including: General Manager of CNFPCS. President of the National Office of the Family and Human Development which reports back to the Tunisian Ministry of Health.
- She represented Tunisia in the International Organization for Population and Development (NEPAD).
- She gives a special attention to sports, athletes, young people and family in general. She encourages sports for all and supports women and special needs (people of determination).
- She signed many partnership agreements between the Ministry, Ministry of Public Health and Fédération Tunisienne d'Athlétisme to support sports in schools and universities.



3<sup>rd</sup> Session

A panel discussion

**Sports  
Creativity  
Ambassadors**

# Sports Creativity Ambassadors



**Fatima Zahra**

Morocco

**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

10<sup>th</sup> Edition  
**2018**

Winner of Taekwondo gold medal at the Youth Olympic Games - Buenos Aires 2018 Over 63 kg, the first gold medal in Taekwondo for Arabs in the Youth Olympic Games



**Omar Al Marzooqi**

UAE

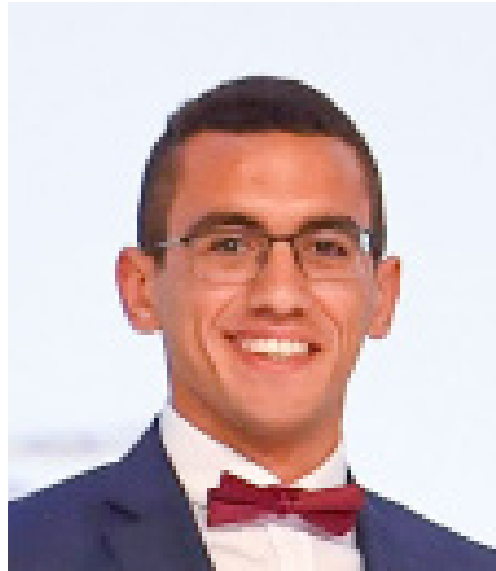
**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

10<sup>th</sup> Edition  
**2018**

Winner of the silver medal in the individual show jumping at the Youth Olympics. The first to win a medal in the history of the UAE's participation in the Youth Olympic Games.







**Ahmed Al Gendy**

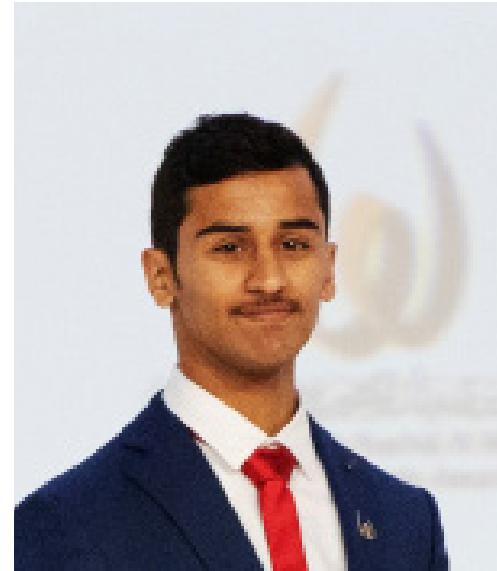
Egypt

**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

10th Edition

**2018**

Winner of the gold medal in the modern pentathlon at the 2018 Youth Olympic Games. he is the first player in the world to win three gold medals at the World Junior and Youth Championships, and Youth Olympic Games.



**Mohammed Al-Assiri**

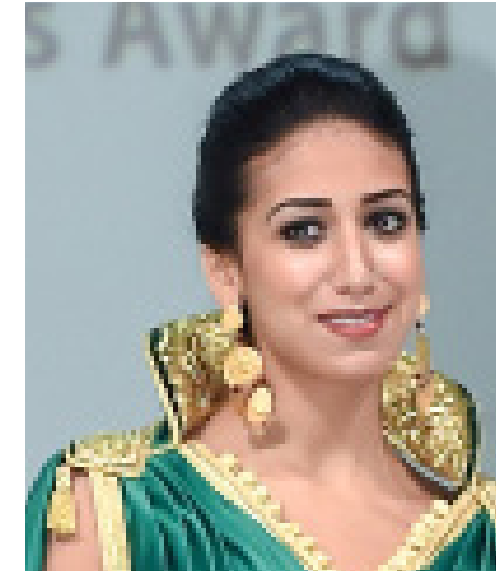
Kingdom of Saudi Arabia

**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

10th Edition

**2018**

Winner of the gold medal in Karate at the Youth Olympic Games in Buenos Aires 2018, He is the first Arab athlete to win a Karate gold medal in Youth Olympic Games.



**Inès Boubakri**

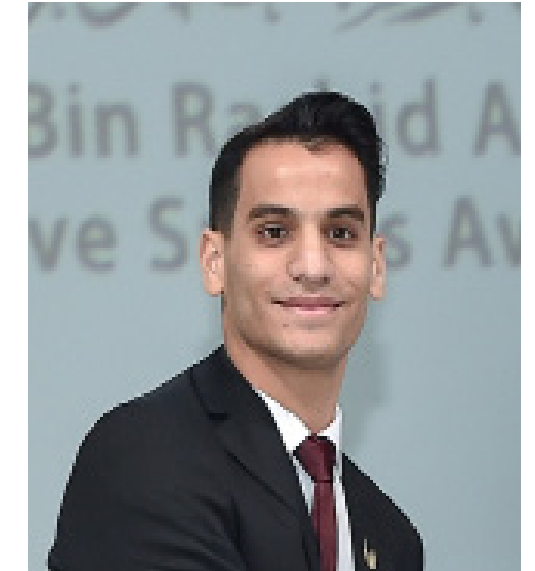
Republic of Tunisia

**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

8th Edition

**2016**

A Tunisian foil fencer who won a bronze medal at the 2016 Summer Olympics. The first Arab to win an Olympic Medal since the early participations of Arabs in Olympic Games.



**Ahmad Abu Ghoush**

The Hashemite Kingdom of Jordan

**Mohammed Bin Rashid Al Maktoum Creative  
Sports Award Winner**

8th Edition

**2016**

Awarded the gold medal in Taekwondo at the Olympic Games Rio de Janeiro, 2016 it is the first Arab gold medal in the sport of Taekwondo in the history of the Arab participations at the Olympics.





4<sup>th</sup> Session

# **Champion** Experience





## Carl Lewis

### Olympic Games Legend

- Earned himself a remarkable place in history as one of the greatest athletes of all time.
- Earned his world renowned fame and the title of “Athlete of the Century”.
- He won 10 Olympic medals, including 9 gold.
- He won 10 World Championships medals.
- He participated in four Olympic Games.
- Since his retirement from active competition in 1997, Carl has devoted a great deal of his time and energy to charity founding, youth fitness groups.
- He was named the United Nations Ambassador for the Food and Agricultural Organization.
- He launched a company that is dedicated to empowering youths and adults, and to improving their life conditions through physical activity and a healthy lifestyle.





# National Partnerships



The Mohammed Bin Rashid Al Maktoum Creative Sports Award concludes MoU with

## **the Award's Partners**

the 11<sup>th</sup> edition 2019-2020, to promote the role of the award in the dissemination of culture and sports creative thinking as well enhancing the role of national institutions in promoting social responsibility.



#### Strategic Partners





[www.mbrawards.ae](http://www.mbrawards.ae)