



HRH THE CROWN PRINCE AND PRIME MINISTER INAUGURATES THE KING HAMAD AMERICAN MISSION HOSPITAL



WORLD AQUATICS ANNOUNCES CENTRE OF EXCELLENCE AT THE UNIVERSITY OF TECHNOLOGY BAHRAIN



RECONSTRUCTION OF 2,000-YEAR-OLD ANCIENT NABATAEAN WOMAN UNVEILED



NISSAN LAUNCHES ALL-NEW 2023 NISSAN X-TRAIL IN THE KINGDOM OF BAHRAIN

NEW IN TOWN

HRH THE CROWN PRINCE AND PRIME MINISTER INAUGURATES THE KING HAMAD AMERICAN MISSION HOSPITAL



On behalf of His Majesty King Hamad bin Isa Al Khalifa, His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince and Prime Minister, inaugurated the King Hamad American Mission Hospital (KHAMH), located in A'ali, on Thursday, 26 January 2023.

HRH the Crown Prince and Prime Minister highlighted HM the King's unwavering support of development projects that enhance the Kingdom's economic competitiveness and benefit citizens and residents.

His Royal Highness emphasised the importance of the healthcare sector and its key role in the Kingdom's overall development.

HRH Prince Salman bin Hamad noted the newly established KHAMH as an extension of the longstanding Bahrain-US partnership, and emphasised the American Mission Hospital's (AMH) over 120-year-long legacy as one of the first hospitals in the region, since its opening in the Kingdom of Bahrain on 26 January 1903, which coincides with the opening

of the KHAMH.

His Royal Highness highlighted the importance of quality and efficiency in achieving development plans that benefit citizens. In this regard, HRH the Crown Prince and Prime Minister noted that investing in sustainable healthcare services continues to be a top priority.

"This is a futuristic smart hospital, that is technology-enabled to create a holistic healing environment that extends beyond the four walls of the hospital," said Dr George Cheriyan, the Corporate CEO and Chief Medical Officer, while announcing the opening.

"KHAMH is built on the concept of the future of health with the idea of wellness and preservation of health. The designs incorporate the natural elements of light and greenery that enhance human senses and bring them close to the environment to facilitate healing through compassionate care on the human side, and also to give a well-informed digitized patient experience," he said.

In March 2023, the hospital would

become operational. It will have 125 acute-care beds, offering primary to tertiary care; with one wing dedicated to women and children, and another one dedicated to the medical and surgical specialties.

"Its state-of-the-art, hybrid, modular operating rooms with intensive care units, day surgical units, a dialysis unit of 20 beds, laboratory and imaging Center are equipped to help patients who seek urgent, accident and emergency care" says Dr George Cheriyan.

Collaboration with RCSI, the Royal College of Surgeons in Ireland, in Bahrain, makes this a teaching hospital, with all facilities, including clinical training labs, simulation rooms, library and an auditorium.

Collaboration with Sheba Medical Centre of Israel makes the hospital an innovation hub, which will bring to Bahrain world-class medical research and technology to enable young Bahraini entrepreneurs to take advantage of the opportunities in

healthcare innovation.

There is a high level of digitisation and automation in the new hospital with the use of AGVs or Automated Guided Vehicles, which are robots which help in the movement of most material on the back-end, such as food and beverage, laundry, waste management, etc. A few other robots and medbots will also help in making the hospital services more efficient.

It is also an eco-friendly hospital with ESG initiatives embedded into its operational strategy. Solar panels, which are installed on both five-storey buildings - the hospital building and the accommodation building for staff - are expected to generate nearly 60% of its electricity.

"KHAMH is more than a hospital", says Dr George Cheriyan. "It is a part of a larger healthcare eco-system that will attract worldwide talent which will contribute substantially to Bahrain's overall healthcare strategy in the years to come.

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INSIDE ARABIA

RECONSTRUCTION OF 2,000-YEAR-OLD ANCIENT NABATAEAN WOMAN UNVEILED



A team of archeologists and academics in the fields of forensic science and model making working under the umbrella of the Royal Commission for Al Ula (RCU) has, for what is believed to be the first time ever, reconstructed the face of an ancient woman, a member of the fascinating Nabataean civilization.

The Nabataean woman is known as 'Hinat', and is thought to have been a prominent woman who died around the first century BCE and lay for over 2,000 years in a Hegra tomb in Saudi Arabia.

The reconstruction is being displayed at the Hegra Welcome Centre in AlUla from Monday, 15 years after Hegra was inscribed as the first UNESCO World Heritage Site in Saudi Arabia in 2008.

The Royal Commission for AlUla (RCU) expects many more important advances in the coming years as the painstaking work of archaeology across the AlUla area diligently uncovers the secrets of the past.

Archaeologists found her in a well-preserved tomb in a mountainous outcrop that contained the remains of perhaps 80 people – several of them probably relatives – on the outskirts of Hegra.

Hinat appears to have been a woman of some wealth and social standing, who died in the first century BCE.

Her skeleton was more complete than most in the tomb and so in 2019 she was selected for the facial

reconstruction project.

The Nabataeans settled in Hegra in the first century BCE, after expanding south from Petra into what is now north-west Saudi Arabia, having amassed wealth as traders in frankincense, spices and other luxury goods. Their cultural legacy is highlighted by the elaborate tombs they carved into the sandstone cliffs at Hegra.

When it came to the reconstruction process, the project included archaeologists, anthropologists, forensic reconstruction experts and a 3D sculptor.

The scientific team gathered in London in September 2019 to discuss what Hinat would have looked like and what she might have worn. The team then wrote a character profile with reference imagery for her clothes, hair and jewellery.

In July 2020, the 3D reconstruction was completed and validated by experts; they changed her earrings to match examples unearthed at Hegra. Then came the painstaking work of making molds to create a silicon bust of Hinat's face.

Specialists added her hair strand by strand, applied makeup, attached the earrings, and clothed her in artisan-woven linen to match fragments recovered from tombs at Hegra.

INSIDE BAHRAIN

WORLD AQUATICS ANNOUNCES CENTRE OF EXCELLENCE AT THE UNIVERSITY OF TECHNOLOGY BAHRAIN



World Aquatics and the Bahrain Olympic Committee announced plans to create a centre of excellence and regional office for aquatic sports in the Kingdom of Bahrain, in partnership with GFH Financial Group and the Bahrain Swimming Federation. This partnership will see World Aquatics establish its centre at The University of Technology Bahrain (UTB). World Aquatics' elite athletes will have access to the centre, enabling them to enhance their training capabilities. Development athletes will also have access to the new facility, where they will receive on-site coaching and educational support through World Aquatics' Development programmes.

"World Aquatics could not have asked for better partners than in Bahrain, as demonstrated by our bold plans for a centre of excellence here that will serve as an example to the world," said World Aquatics President Husain Al-Musallam. "Our high-performance athletes are at their best when they can benefit from the right mix of facilities, coaching and sports science. World Aquatics is determined

to ensure that this mix is available to athletes from all our national federations. And we are delighted to include an educational component with the help of the University of Technology Bahrain."

"Aquatic sports are universally important. Both the Olympic Games Tokyo 2020 and the World Aquatics Championships Budapest 2022 saw over 180 nations represented. We are grateful to Bahrain and to the hosts of our other development centres for their help in ensuring aquatic athletes everywhere have the chance to fulfil their true potential."

World Aquatics currently has operating development centres in Thanyapura (Thailand), Dakar (Senegal), Cape Town (South Africa) and Davie (Florida, USA).

The plans announced today for Bahrain also include new pools capable of hosting events in five of the six World Aquatics sports: swimming, water polo, artistic swimming, diving, and high diving. The sixth sport, open water swimming, is already well-served from Bahrain's beaches. His

Highness Shaikh Khalid Bin Hamad Al Khalifa, Supreme Council for Youth and Sports (SCYS) First Deputy Chairman, General Sports Authority (GSA) Chairman and Bahrain Olympic Committee (BOC) President, is a renowned open water swimmer, having completed the 31.5 km swim linking the Kingdom of Saudi Arabia with Bahrain, across the Gulf of Bahrain.

"Bahrain is a nation of islands, united by the water that surrounds us," HH Shaikh Khalid Bin Hamad Al Khalifa said. "With an ever increasing diversity of partnerships, Bahrain continues to be one of the leading sports hubs in the World. We have a very clear understanding of the value of aquatic sports. And we are excited to contribute to the future of World Aquatics, not just for Bahrain but for our region and the world. We look forward to hosting leading aquatic athletes from different nations, and to help them achieve their sporting dreams, both as development athletes and as participants in World Aquatics competitions."

"Today we have witnessed a historic agreement where the private

sector will fully align with the government's vision of promoting sports tourism in the Kingdom of Bahrain." Stated Faris Mustafa Al Kooheji, Secretary General of The Bahrain Olympic Committee. "This will be done by constructing a one-of-a-kind, exceptional centre for aquatic athletes."

"GFH could not be more excited to partner on this initiative, which has such importance for the Kingdom of Bahrain and for World Aquatics," said GFH's CEO and UTB Chairman, Mr. Hisham Alrayes. "The project aligns with GFH and UTB's long-time commitment and ongoing support for the further development and promotion of Bahrain as a leading regional centre for education and sports tourism. We look forward to working with World Aquatics and the Bahrain Olympic Committee to create a unique platform to attract aquatic athletes from the region and around the world to gather, train and develop their skills in Bahrain and to support the realisation of their potential in sport alongside that of the Kingdom."

NISSAN LAUNCHES ALL-NEW 2023 NISSAN X-TRAIL IN THE KINGDOM OF BAHRAIN



As part of its strategy to solidify its SUV heritage in the kingdom, Nissan Bahrain launched the All-New 2023 Nissan X-TRAIL. Developed as a Premium Urban Crossover, the All-New 2023 Nissan X-TRAIL furthers the brand's commitment to introduce innovative mobility solutions, and offers customers class-leading versatility, elevated exterior and interior designs, advanced safety, and improved levels of capability.

Held yesterday at Nissan Showroom, the launch event began with an official unveiling of the all-new X-TRAIL hosted by Nissan Bahrain, attended by Mr. Farouk Almoayyed, Chairman of Y.K. Almoayyed & Sons, Board of Directors of Y.K. Almoayyed & Sons, CEO Mr. Alok Gupta, media and social elites from Bahrain embarked on an adventure-filled journey and made pitstops along a thrilling route to discover more about the All-New 2023 Nissan X-TRAIL.

Reflecting the Nissan SUV's role to Defy Ordinary, the key themes echoed across the event were eXpand,

eXpress, eXplore, and eXhale, pushing guests to eXist beyond the everyday. A segment-leader on several fronts, the all-new model features the latest Nissan Intelligent Mobility technologies, including ProPILOT Assist for the very first time on the X-TRAIL line-up, and offers heightened connectivity with up to a collective 35.4-inches of cabin screens.

Ahmed Dailami, General Manager, Nissan Bahrain, said: "For over twenty years, the X-TRAIL has been an integral part of our SUV line-up in the region and has continually catered to the needs of families and adventure enthusiasts across the Kingdom. Brought about by a deep understanding of our customers, the All-New 2023 Nissan X-TRAIL, which is one of our most technologically advanced SUVs to date, addresses customer desires in the rapidly growing mid-size SUV segment and is in line with our global Nissan NEXT transformation plan."

The latest addition to Nissan's impressive SUV lineup, the All-New 2023 Nissan X-TRAIL features a striking

exterior design, with distinctive Nissan elements including a signature V-motion grille and floating roof design. Accentuating the X-TRAIL's appeal to families are its bigger-opening rear door apertures, that open up to 85 degrees for easier rear access and egress. The interior receive a premium upgrade, underlined by Nappa leather-accented seating with 3D diamond quilting available on the top-of-the-range SL grade.

The 2023 Nissan X-TRAIL is powered by an all-new 2.5-litre four-cylinder petrol engine that, compared to its predecessor, raises power output by 12hp to 181hp, and boosts torque by 11Nm to 244Nm, for more effortless acceleration and confident overtaking. Power is pushed through an advanced Continuously Variable Transmission (CVT) with paddle-shift controls on the steering wheel for manual over-ride of the new shift-by-wire transmission interface.

The All-New 2023 Nissan X-TRAIL is equipped with Intelligent 4x4 system with direct coupling that reacts faster than ever before, allowing

for the seamless transfer of power between axles for ultimate stability and traction. A twist-dial Drive Mode Selector provides five driving modes to choose from: Off-Road, Snow, Auto, Eco and Sports, with the added benefit of Hill Descent Control for carefully modulated downhill off-road driving.

Nissan Intelligent Mobility suite of active safety features is provided with greater capability, making it the safest X-TRAIL ever, with Nissan Safety Shield 360 that includes Automatic Emergency Braking with Pedestrian Detection, Blind Spot Warning, Rear Cross Traffic Alert, Lane Departure Warning and High Beam Assist. Supporting this is the first-ever introduction of Nissan's semi-autonomous ProPILOT Assist on X-TRAIL, which can accelerate, brake, and cruise at a set speed within a single lane.

The All-New 2023 Nissan X-TRAIL, which is the fourth generation SUV model to sport the brand's latest design language and insignia, following the Nissan Patrol, Pathfinder, and KICKS, is available for booking at Nissan Showroom, Sitra, Kingdom of Bahrain.



PR THIS WEEK



ALBA'S GREEN INITIATIVES MAKE IMPACT

Aluminium Bahrain B.S.C. (Alba) is pleased to announce that it has planted more than 12,000 trees since 2021 at various locations, inside and outside the Company's premises, in line with Bahrain's commitment to double tree coverage by 2035.

And to mark Bahrain's National Environment Day (celebrated annually on 04 February), Alba's CEO Ali Al Baqali joined the CEO of Nasser Vocational Training Centre (NVTC) Dr. Abdulla bin Naser Al Noaimi to plant saplings along the roads surrounding NVTC in Jaw area on 06 February 2023.

Commenting on this occasion, Alba's CEO Ali Al Baqali stated:

"It's our collective and individual responsibility to preserve and tend to the environment and this objective sits at the top of Alba's ESG priorities.

Planting trees is one of the ways we support Bahrain's National Afforestation Plan and nation-wide campaigns such as 'Forever Green' as well as meet United Nations' Sustainable Development Goal (SDG) 13 – Climate Action, which encourages everyone to take urgent action to combat climate change and its impacts."



AL SALAM BANK WINS 'BEST RETAIL BANK IN BAHRAIN'

Al Salam Bank has achieved a significant milestone with its recent award of 'Best Retail Bank in Bahrain' at the MEA Finance Awards - 2022. The Bank was recognized amongst the region's leading financing institutions, for its digital transformation achievements, particularly within its Retail Banking division.

The MEA Awards, honors banking and financial institutions who are at the forefront of digital transformation and have demonstrated exceptional accomplishments and inspirational leadership. The prestigious award stands testament to Al Salam Bank's continuous efforts in delivering innovative products and services, inspired by a digital-first mindset and a people-centric approach, in creating a refined, rewarding and transformative client experience.

With a solutions-oriented philosophy, Al Salam Bank has committed to humanizing the client journey and ensuring a refined client experience through seamless service delivery. The Bank has been dedicated to assisting clients in achieving their financial goals by providing personalization, convenience, and efficiency across all its touch points.

Through the use of data-backed insights and cutting-edge technology, the Bank has been able to deliver a diverse portfolio of innovative products and services, and tailored solutions, which are easily accessible through a variety of digital platforms including Al Salam Bank's mobile application, Virtual Branch, WhatsApp, and the Bank's online chatbot hosted on the website.



FUSIONS BY TALA WINS PRESTIGIOUS RECOGNITION AT MENA'S 50 BEST RESTAURANT AWARDS 2023

The Gulf Hotel Bahrain is proud to announce that Fusions By Tala has grabbed three accolades at the 2023 Middle East & North Africa's 50 Best Restaurants Awards ceremony.

Climbing an incredible 36 spots since last year's edition of the list, the restaurant also received the Highest Climber Award, for securing the Number 3 spot on MENA's 50 Best Restaurants list and has also won the "Best Restaurant in Bahrain" title.

Chef Tala Bashmi, Chef Patron at Fusions, is the young, dynamic Bahraini chef who is helping reinvigorate Middle Eastern cuisine – her talent was previously rewarded with the Middle East & North Africa's Best Female Chef Award in 2022. At

her dining space in Manama's iconic five-star Gulf Hotel Bahrain, she fuses childhood memories with traditional dishes and a strikingly contemporary style.

Refurbished in early 2020, Fusions By Tala is a 45-cover restaurant featuring an open kitchen where one can expect a wholly theatrical experience. The space also opens onto a spectacular terrace lounge for pre- and post-dinner drinks. Diners have the opportunity to experience the traditional, regional food of Bahrain, deconstructed and reassembled into entirely new creations. An extensive à la carte menu is divided into sections such as bites, large plates to share, mains and a sizeable dessert offer.



BISB TRAINS 55 UNIVERSITY STUDENTS AND GRADUATES

Bahrain Islamic Bank (BisB), the leading provider of digital banking services in the Kingdom of Bahrain, revealed that it had trained 24 university graduates and 31 students in 2022. The Bank partnered with several universities, including University of Bahrain, Bahrain Polytechnic, Ahlia University, and several local universities. The training program aimed to elevate the personal and professional skills of outstanding students and graduates to meet the needs of the job market.

All the students and graduates accepted into the program were given job training opportunities ranging between 2 to 6 months working in BisB's various departments such as: Central Operations, Human Resources, Compliance, Corporate Banking, IT, Legal Affairs, Marketing, Financial Control, and Call Center. This initiative has developed the

participants' self-confidence in addition to enhancing their skills and overall knowledge of the Islamic Banking sector.

Commenting on the occasion, Afnan Saleh, Chief Human Resources Officer at BisB, said: "As per the directives of the Central Bank of Bahrain to train graduates in the banking and finance industry, BisB maintains its ongoing commitment to adopting initiatives that focus on education, innovation, and achieving the Economic Vision 2030. As such, in 2022, we launched our training program to prepare graduates and equip them with all the necessary recruitment skills to support their future employment opportunities and professional success. We look forward to implementing more initiatives that align with the Bank's ESG strategy and fall under our social responsibility platform, Jood."



AL HILAL HEALTHCARE GROUP OPENS ITS 6TH BRANCH – IN HAMAD TOWN

Al Hilal Healthcare - one of the largest and fastest-growing private healthcare provider in the Kingdom of Bahrain, proudly opened its 6th Branch in Hamad Town -Souq Waqif on 6th February 2023.

Al Hilal Multi Speciality Medical Center Hamad Town opens doors to the public for the first time on 6th February 2023. The Managing Directors of Al Hilal Healthcare Group along with the Management did the soft launch.

The new facility was opened for public in the presence of Group Managing Directors Dr. Mr. P.A Mohammed, Mr. Abdul Latheef, CEO Dr. Sharath Chandran, Business Development Head Mr. Asif Mohd, Finance Manager Mr. CA Sahal Jamaludheen . Speaking to The Press & Media, The directors elaborated on the facilities and services of this

new branch. They said this new branch would have the same quality of services and affordable rates in the Kingdom. The motto of Al Hilal Healthcare group is to be Available, accessible and affordable to the public of The Kingdom.

Mr. Abdul Latheef Upala Managing Director, said: "It's indeed a proud moment for all of us to be here at the launch of our new branch. Our mission is to make a mark in providing sustainable and quality focused healthcare support to every individual in the Kingdom. We are also happy to play our role in the contribution towards the economy of the Kingdom and we are planning to open more branches in the future. Hidd and Sitra are the upcoming locations of this year. We look forward to 2023 as a robust year of growth by adding 3 Multi Speciality Medical Centers which

are already in the Project completion phase."

Dr. Mr. P.A Mohammed, Managing Director said: "With the Launch of Hamad Town Branch, We are bringing in advanced technologies and software along with mobile application. This will help our customers to have better and best experience. Our priority is always to provide best quality of healthcare. Today we are extremely proud to announce that at Hamad Town we have specialists in 10 Medical Departments and 5 Dental Sub Specialities."

The Chief Executive Officer of AL Hilal Healthcare Group - Dr. Sharath Chandran also mentioned: "The branch is multi speciality medical center which have Paediatrics, Ophthalmology, Emergency, Dental, Dermatology, General Medicine, Internal Medicine, Orthopaedics, Obstetrics and Gynecology, ENT, Radiology and 5 Sub

Specialists in Dentistry too. The new branch at Hamad Town is a new step in embracing latest technology to provide an integrated healthcare delivery model that is equally accessible by The treating Doctor, The Patient and the supporting Healthcare workers. We are using Amazon Web Services(AWS) to partner in this initiative of Cloud Computing to provide a seamless ecosystem."

The Directors of AL Hilal Healthcare group informed that there would be a grand Launch of the center by the end of February 2023. This is the 6th Branch of AL Hilal with existing branches in Muharraq, Manama, Salmabad, Riffa and Askar. The Press Meet was concluded with the Cake Cutting Ceremony. Media, Bloggers, famous influencers, Business partners, and the team of AL Hilal were present throughout the event.



RERA CHIEF EXECUTIVE OPENS BAHRAIN REAL ESTATE INVESTMENT EXHIBITION 2023

Under the patronage of President of the Survey and Land Registration Bureau (SLRB) Shaikh Salman bin Abdullah bin Hamad Al Khalifa, the Board Chairman of the Real Estate Regulatory Authority (RERA), Chief Executive of RERA Shaikh Mohammed bin Khalifa Al Khalifa opened today Bahrain Real Estate Investment Exhibition 2023 (BREIX23).

The exhibition, being held at the Bahrain City Centre Mall until February 11, brings together major properties development companies in the Kingdom of Bahrain.

RERA Chief Executive affirmed the great support accorded to the real estate sector to boost its role in achieving the goals of the comprehensive development march led by His Majesty King Hamad bin Isa Al Khalifa. He praised the

continuous follow-up of His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince and Prime Minister, on the implementation of strategic plans to develop the sector.

Shaikh Mohammed bin Khalifa Al Khalifa said that holding such specialized real estate exhibitions is in tune with the aspirations to upgrade the sector and diversify the economic resources to increase the contribution of the non-oil sectors to the Gross Domestic Product (GDP). He also pointed out the positive results being achieved in the real estate sector, which are in tune with the positive indicators in the Economic Recovery Plan. He also pointed out the government's measures to attract investments in the real estate sector, implement Bahrain Economic Vision 2030 and achieve the sustainable development goals.



TOURISM MINISTER HIGHLIGHTS COOPERATION WITH UAE

Tourism Minister Fatima bin Jaffar Al Sairafi held a meeting with Saleh Mohamed Al Geziry, Director General of the Tourism Sector at the Department of Culture and Tourism (DCT) and discussed drawing up a joint plan for cultural and tourism cooperation.

The minister met Issam Kazim is the CEO of Dubai Corporation for Tourism and Commerce Marketing (DCTCM) and discussed aspects of the tourism industry in the Emirate of Dubai.

Al Sairafi also held a meeting with Sharjah Tourism and Commerce

Development Authority (STCDA) Chairman Khalid Jassim Al Midfa and discussed joint cooperation to exchange expertise and diversify the tourism sector.

In a statement, the minister praised the achievements of the UAE's tourism sector and its growing contribution to the overall Gross Domestic Product (GDP), in addition to boosting tourism investments.

She stressed the ministry's commitment to expanding cooperation with tourism authorities in the UAE, noting the development of the sector in both countries.

SPORTS

"SHAIKH SALMAN'S RE-ELECTION AS AFC PRESIDENT PAVES THE WAY FOR CONTINUED PROGRESS IN ASIAN FOOTBALL"



The 33rd Asian Football Confederation (AFC) Congress has re-elected Shaikh Salman bin Ibrahim Al Khalifa as its President for a third consecutive term. Shaikh Salman, who was the sole candidate, was re-elected by acclamation until 2027. He has served as the 10th President of the AFC since 2013 and has also held the positions of FIFA Vice-President and FIFA Senior Vice-President.

In his address to the Congress, Shaikh Salman expressed his gratitude to the overwhelming support from the members and thanked the outgoing AFC Executive Committee and FIFA

Council members for their commitment to steering Asian football through its most challenging times. He also extended his congratulations to the newly elected members for the 2023-2027 term and expressed his confidence in taking Asian football to even greater heights.

Shaikh Salman emphasized that the development of the Member Associations and Regional Associations will remain at the core of the confederation's endeavors. "As we look ahead, let me assure you that the AFC will continue to place the development of our Member Associations and

Regional Associations at the heart of all our efforts," he said.

The AFC President also praised the strong partnership between the AFC and FIFA, highlighting FIFA's support in establishing many programs and initiatives in the Asian continent, including the construction of a sports stadium in the new administrative capital of Malaysia. He thanked Swiss Gianni Infantino, the President of FIFA, for his continued support and praised the positive impact of the partnership

on the growth of Asian football.

In conclusion, Shaikh Salman expressed his pride and honor in embracing his duty as the AFC President for another four-year term. He acknowledged the achievements made in the last decade and expressed his excitement for what lies ahead. "And most importantly, our achievement underlines the stability and unity of the strong foundations that we have built together in the last decade," he said.



MANAGEMENT PRINCIPLES

GOOGLE'S ARTIFICIAL INTELLIGENCE CHATBOT - BARD

By Dr. Jassim Haji

Bard is Google's artificial intelligence chatbot. It will work exactly like ChatGPT, that is, users will be able to use the chatbot through conversation. The new chatbot is based on Google's Language Model for Dialogue Application (Language Model for Dialogue Application or LaMDA). According to the company, it is a lite-version of LaMDA. Bard has just been introduced on a testing basis for only a few users. However, very soon Bard will be offered for public use as well. Why Google Launched AI Bard?? Bard has been introduced for the better convenience of the users. As before, users can get difficult information in simple language, not only this, fresh, high-quality and accurate information can also be found from Google's chatbot. Google's new chatbot has been prepared and introduced in a very short time, so it can be seen as a competitor of ChatGPT.

Will Bard be able to compete with ChatGPT Ai?
Google, which is known for its

dominance in the search engine segment, has also announced the launch of an AI based chatbot named Bard. It will inform users by finding the latest, high-quality answers and it means that Google's latest AI tool can give users information about the latest events. ChatGPT usually gives the data information till 2021 properly and it has difficulty regarding the latest info as ChatGPT has been trained on data till 2021. Bard is powered by LaMDA (Language Model for Dialogue Applications) developed by Google and it is a Convolutional Neural Language Model.

Google is currently releasing the Bard with a lightweight model version of the LaMDA. This is because smaller models typically require less computing power, and thus Bard will be able to reach more users and it will get more feedback. Google will share the feedback it receives from external users with its own internal testing to ensure that the quality of the answers it receives from Bard is held to a high-standard and is based on real-world information.

