Unlocking potential of technology and profound impact on society

Bahrain International e-Government Forum explores AI's role in shaping social network

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The 10th edition of the Bahrain International e-Government Forum, a significant gathering focused on technology and innovation, commenced yesterday at the Bahrain Exhibition World, Shakir.

This year's forum, themed around the role of artificial intelligence (AI) in shaping our social network, promises to delve into the dynamic world of technology and its profound impact on society.

Renowned speakers and experts from various fields have come together to share their insights, experiences, and visions regarding the transformative power of AI.

Among them, Ms. Nina Schick, an author, entrepreneur, and specialised advisor in Generative AI, shed light on the intriguing concept of intelligent meets social ethicist. She emphasised the growing attention AI and generative AI have been receiving recently.

Novel approach

Ms. Schick delineated the distinction between traditional AI and generative AI, explaining that while traditional AI is primarily concerned with labeling or characterising existing data, generative AI is focused on creating new data. This novel approach to AI can be applied to any human creator or intelligent endeavor, opening up a world of possibilities.

"To give a quick example of the fast-moving AI landscape, foundational models have emerged. These models, trained on massive datasets encompassing the entirety of the internet, possess general-purpose capabilities and can be fine-tuned for multiple tasks. Humans are now their new programming language, meaning we can ask them to do anything, and they will deliver," Ms. Schick explained.

She further pointed out the transformative potential of AI in the realm of social media, stating that AI-generated content is poised to revolutionize our online experiences. However, this also poses a challenge when it comes to information integrity. With the increasing prevalence of AI-generated content, it becomes difficult to discern what is real and what is AI-generated.

Emotional content

Another distinguished pan-

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> **- MR. PAUL KELLY, CEO OF SILA INSIGHTS BASED IN DUBAI**

> **"To keep up with the ever-evolving trends in social media, companies must hire younger individuals who are well-versed in the latest advancements. By embracing this approach, organisations can effectively navigate the landscape of social media and connect with their audiences more efficiently."**
>
> **-MR. ALI SABKAR, GLOBAL CHAIRMAN OF THE SOCIAL MEDIA CLUB INC.**

elist, Mr. Paul Kelly, CEO of SILA INSIGHTS based in Dubai, highlighted the importance of leveraging AI to better understand people and their emotional content. By harnessing AI capabilities, organisations can gain valuable insights into individual preferences and backgrounds, enabling them to deliver tailored services.

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"It's not just about delivering content on social media or running campaigns; it's about understanding and serving the needs of residents. By analysing trends, identifying driving forces, and assessing the perception of daily life, we can adapt to changing labour forces and create meaningful change," Mr. Kelly stated.

Enhancing communication

Lastly, Mr. Ali Sabkar, Global Chairman of the Social Media Club Inc., emphasised that AI has the potential to enhance communication not only for governments but also for all organisations seeking to engage with their target audiences.

He highlighted the fact that around 60 to 70 percent of social media users belong to the younger generation.

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eGovernment Excellence Award honors public, private and citizen sector leaders

All awardees with H.E. General Shaikh Rashid bin Abdullah Al Khalifa

● **Outstanding achievements in digital transformation**

● **Bahrain's commitment to inclusive AI development**

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The Bahrain government has identified more than a hundred fields in which to extend artificial intelligence (AI) for the digital transformation in the future, in preparation for new technologies.

This was stated by H.E. General Shaikh Rashid bin Abdullah Al Khalifa, Minister of Interior, Chairman of the Ministerial Committee for Information and Communication Technology (MCICT), at the eGovernment Excellence Award ceremony 2023.

The 12th Edition of the eGovernment Excellence Award ceremony kicked off yesterday at the Exhibition World Bahrain, awarding public and private sectors for their unwavering commitment to the Kingdom.

In his opening remarks, the Minister of Interior emphasised the importance of preparing for the future and embracing new technologies.

He said that "the government has built a strong infrastructure, with 100% internet coverage. This reflects the country's commitment to digital transformation, which includes improving the performance of various entities to increase productivity."

eGovernment Excellence Award

The eGovernment Excellence Award is an annual event that recognises and rewards the outstanding achievements of public and private sector organisations in Bahrain in the field of eGovernment.

Middle East AI market to reach $8.4 billion by 2026

The Middle East is poised to become a major player in the global artificial intelligence (AI) market, with its size expected to grow from $500 million today to $8.4 billion by 2026.

This rapid growth is being driven by a number of factors, including government investment in AI, the growing adoption of AI by businesses, and the region's unique position as a bridge between East and West.

"This is a tremendously important imperative, I would say, for the region, and ultimately one that comes with economic costs and geopolitical costs,"- GenAI expert Nina Schick said.

The winners - public and private sector categories

Best Website

Ministry of Housing and Urban Planning
BENEFIT (Benefit website)
Ministry of Industry and Commerce (Sijilat - The Commercial Registration Portal)
Aluminium Bahrain (Alba Website)

Best Integrated eServices Award

University of Bahrain (eAdmission - online student admission)
Bahrain Airport Services (SAWAED project)

Best Project for Digital Transformation

Ministry of Interior (Police wallet app)
Kalaam Telecom (Enabling Digital Transformation)

Best Practice in eParticipation Award

Southern Governorate ("Aljunobya" video call service)
LocalBH (social media account)

Best Work Environment for Digital Innovation Award

Central Bank of Bahrain (CBB Innovation Lab)
STC Bahrain

Best Utilization of Artificial Intelligence (AI)

Ministry of Finance and National Economy (ML Sentiment Analysis Tool)
Nasser Vocational Training Center (Green Anode Density Prediction for ALBA)

INFINITEWARE (Labor Law Instant Chat)

Best Applications for Smart Devices Award

Ministry of Interior General Directorate of Traffic (eTraffic Application)
Bahrain Islamic Bank (Bisb Application)
Unipal (Unipal Application)

Citizen Sector Award - Best Digital Initiative Award

Salem Mesifer - Infrastructure Maintenance Initiation Using Artificial Intelligence
Ibtisam Ali | Zainab Gulfam - Abshir App
Asya Ali Habib - Together for a better vision app
Saleh Kadhem Abdulla - MyBFA / BFA connect