

When She Speaks the World Listens



By: Doha Abdelkhalq

The buzz in the world's largest Telecom event in Barcelona was extraordinary this year! The conference hall was so fully booked by exclusive audience who cramped ahead of time to hear a substance speech from "The beautiful queen of a small and peaceful country in the Middle East", said one gentleman who stood patiently next to me in the long queue to the main conference door. And even with the highly paid pass, purchased online months in advance, I could not proceed as all seats have been occupied hours ahead of time! A sympathetic GSMA staff simply let me into the main auditorium as a citizen of Jordan giving me a big smile!

The GSMA conference was historically less known for tackling human development issues, rather focused on high-tech breakthroughs and technology trends presented by giant companies; an Oscar Party for solutions and gadgets driven by an ambitious sector is a good description for this yearly event. So for the queen of Jordan to launch a human initiative using this forum was indeed a positive twist of paradigm for every one.

The background of this story started in Year 2000 where 164 world governments came together to create the UN Millennium Development Goals.

Two of the eight goals involved ending poverty through providing education for all, to ensure that boys and girls complete primary schooling by 2015 and that girls, all girls, have the opportunity for education at all levels. World leaders promised since then to allocate enough money and policies to make this worthy cause a reality. Many countries since then even abolished school fees and worldwide spending was increased by \$4 billion and an extra 40 million children now go to school, based on this new millennium doctrine. "1GOAL is about people-power... the largest ever, never-before-done, cause-related campaign of its kind. And I hope that those of you in the mobile

ecosystem, who haven't done so, will join up and sign up. The 1GOAL Mobile Campaign will enable tens of millions of people to tell the leaders of the world that education for all can help end world poverty", said the queen.

The mobile campaign has been coordinated by the GSMA Association comprising a host of mobile communications tools, including mobile advertising, applications, and messaging. The 1GOAL initiative will provide marketing tools and innovative football-related content to operators and others in the mobile ecosystem supporting the campaign. Millions of people are expected to sign up via a host of mobile response mechanisms. The message is clear and that is to support universal education as a democratic and a universal demand.

Jordanian IT companies, ESKADENIA Software and Globitel; members of Information Technology Association of Jordan (Int@j), were exhibitors occupying display booths with distinctive ICT product offerings from Jordan.

“ Around 72 million children in the world are denied access to basic primary education! But this should not be the case anymore any longer! As Mobile operators delivered this February from Barcelona; the world's largest cause-related campaign in support of universal education. Her Majesty Queen Rania Al Abdullah announced the 1GOAL: "Education for All Mobile Campaign" an initiative that would hopefully ensure that every child in the world has the opportunity to go to school by year 2015 and this is a story worthwhile spreading. ”

They have managed to present Jordan's IT promising industry to the largest ICT event worldwide attracting this year around 47,000 attendees with her Majesty the Queen of Jordan as a keynote speaker. "Yes her Majesty always makes us all very proud", said Ihab Hinnawi from operator Umniah, who joined the 1GOAL mobile campaign along with Batelco Group, an early founder. Meanwhile many Jordanian IT companies are striving to build up and produce competitive telecom products and mobile solutions, thus contributing to place Jordan well at the global Information Communication Technology Scenery.

The 1GOAL will launch on the 20th of April and runs up until the World Cup Finale in South Africa on the 11th of July and you can link to this worthy cause by signing on www.join1goal.org, now!