

**PRESS RELEASE**

**Her Excellency Reem Al Hashimy will join experts to debate findings of the 10<sup>th</sup> ASDA'A Burson-Marsteller Arab Youth Survey**



*Dalia Khorshid, Turki Aldakhil and Prof Tom Fletcher to join Her Excellency for discussion which will be livestreamed across social media channels*

**DUBAI, UAE; MAY 6, 2018:** UAE Minister of State for International Cooperation and Director General, Dubai Expo 2020 Bureau, Her Excellency Reem Al Hashimy, and other leading experts will debate key findings from the 10<sup>th</sup> annual ASDA'A Burson-Marsteller Arab Youth Survey when they are unveiled at the Armani Hotel, Dubai, on Tuesday, May 8.

In addition to Her Excellency, the high-profile panel will comprise Dalia Khorshid, Former Investment Minister of Egypt; Turki bin Abdullah Aldakhil, General Manager of Al Arabiya News Channel; and Prof Tom Fletcher, CMG, Visiting Professor of International Relations at NYUAD and Visiting Professor and Special Advisor at the Emirates Diplomatic Academy. The panel will be moderated by Nadine Hani, Senior Business News Presenter, Al Arabiya News Channel.

Sunil John, Founder, ASDA'A Burson-Marsteller and President, Middle East, of Burson Cohn & Wolfe, said: "We're delighted to be hosting such a high calibre panel at this year's Arab Youth Survey and we anticipate a thought-provoking debate to follow the unveiling of the findings. The milestone 10<sup>th</sup> edition promises to be more insightful than ever as we look at how the events and developments from the past decade have impacted young people across the region and get a greater understanding of the challenges and opportunities that lie ahead.



“The Arab Youth Survey is much more than just data, it is a platform for young Arabs to have their voices heard around the world. It reveals the hopes, aspirations and fears of the people who will shape the region’s future. It provides governments and businesses with actionable insights to make more relevant and effective decisions during times of great change.”

Before the debate, the findings of the Survey will be unveiled by Sunil John and Curtis Freet, CEO, PSB Research. The event will be livestreamed across Facebook, Instagram and Twitter and at [www.arabyouthsurvey.com](http://www.arabyouthsurvey.com), where the results of this year’s Survey will be made immediately accessible to governments, businesses, academics, media and the public.

The ASDA'A Burson-Marsteller Arab Youth Survey is the largest survey of its kind of the Middle East’s largest demographic – its youth. For the 10<sup>th</sup> annual survey, international polling firm PSB Research conducted 3,500 face-to-face interviews with men and women aged 18-24 in 16 Arab states, between January 21 and February 20, 2018. This year’s findings, marking 10 years of the Arab Youth Survey, shed light on young people’s attitudes on the past decade, which has encompassed the global financial crisis, the Arab Spring, the rise of Daesh (ISIS) and a fall in global oil prices, as well as their aspirations for the next 10 years.

**Join us live on May 8, 11.00am UAE time on Facebook: @ArabYouthSurvey, Instagram: Arab\_Youth\_Survey, or Twitter @ArabYouthSurvey**  
**Read the full findings and expert insight and commentary on this year’s Survey from Tuesday May 8<sup>th</sup> on [www.arabyouthsurvey.com](http://www.arabyouthsurvey.com)**

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#### **About the Arab Youth Survey**

*The ASDA'A Burson-Marsteller Arab Youth Survey, launched in 2008, is the largest survey of its kind of the Middle East’s largest demographic – its youth. It provides governments, the private sector and civil society with insights into the hopes, concerns and aspirations of Arab youth. For the 10<sup>th</sup> annual ASDA'A Burson-Marsteller Arab Youth Survey 2018, PSB Research, an international polling firm, conducted 3,500 face-to-face interviews with Arab national men and women aged 18-24 between January 21 and February 20, 2017, in the six Gulf Cooperation Council states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, and Tunisia) the Levant (Iraq, Jordan, Lebanon and Palestinian Territories) and Yemen. The margin of error is +/-1.65%. In-depth results from the Survey, including a white paper in Arabic and English, are available on [www.arabyouthsurvey.com](http://www.arabyouthsurvey.com)*

#### **About ASDA'A Burson-Marsteller**

*Established in 2000, ASDA'A Burson-Marsteller is the region’s leading public relations consultancy and an integral part of top three global firm - Burson Cohn & Wolfe. With 10 wholly-owned offices and seven affiliates across 15 countries in the Middle East and North Africa, the agency provides services to governments, multinational businesses, regional corporate clients and institutions. The firm operates five specialist communication practices – Consumer & Healthcare, Corporate, Financial, Enterprise & Technology and Public Affairs. A digital, design and marketing subsidiary – Proof IC – and a full-service research insights agency – PSB Research Middle East – complete the offering. [www.asdaabm.com](http://www.asdaabm.com) <http://www.arabyouthsurvey.com/>*

#### **About PSB Research:**

*PSB is a full-service global custom research and analytics consultancy that connects data-driven insights with human experience to help the world’s most admired brands solve their most critical challenges. PSB brings together the lessons from the campaign trail and the boardroom along with a competitive mindset that is fast and focused on winning. Rooted in the science of public opinion and advanced analytics, PSB specializes in providing messaging and strategic guidance for blue-chip political, corporate, technology, healthcare, entertainment, and government/public sector clients. PSB’s operations include over 200 consultants and a sophisticated in-house market research infrastructure with*

ASDA'A Burson-Marsteller



ARAB YOUTH SURVEY 2018

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*the capability to conduct work in over 90 countries. The company operates offices around the world, including in Washington D.C., New York, Seattle, Los Angeles, Denver, London and Dubai. More at [www.psbresearch.com](http://www.psbresearch.com)*

**About Burson Cohn & Wolfe**

*Burson Cohn & Wolfe (BCW) is one of the world's largest, full-service, global communications agencies with deep expertise in digital and integrated communications, across all industry sectors. The agency combines expertise in digitally driven, creative content and integrated communications – across the consumer, healthcare and technology sectors – with deep strength in public affairs, corporate reputation, crisis, and research and analytics. Burson Cohn & Wolfe is a network of more than 4,000 employees across 42 countries.*

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