



## **Press Release**

# **Abu Dhabi's Adults and Children Discover all the Tools for Financial Literacy at Ma'an's 'Exchange'**

*Workshop dived deep into the tips and tricks needed to help ensure financial independence in a rapidly changing and unpredictable world*

**Abu Dhabi, March, 28 2022:** The Authority of Social Contribution – Ma'an's Innovation Platform, 'The Exchange,' hosted an interactive workshop that shed light on financial literacy for adults and children, which aims to educate participants on how to save from a young age, as well as financial independence, and ways to enhance their financial wellbeing.

The Exchange is an innovation platform developed by Ma'an to initiate conversations with community members to share ideas and stories to encourage new connections and collaborations.

The workshop began with a keynote speech from Kareem Refaay, Managing Director MENA and Gulf at the London Institute for Banking and Finance (LIBF). Refaay, who has worked for almost 20 years for top multinationals, as well GCC Financial Institutions highlighted that finding the path to financial freedom can be overwhelming, but certainly rewarding.

Refaay explained that educating children about how money works is crucial, as it will help set them up for a life of financial wellbeing. It is vital that we begin raising awareness from a young age, because this will provide them with the set of knowledge and skills that can help secure their financial wellbeing in the future.

In the session, the financial expert and educator provided an overview of the role of financial literacy at a young age, and ways to teach youth how to save, as well as the difference between needs and wants, the various types of investing and

spending. Refaay also highlighted simple methods children can use, in order to enhance their financial wellbeing.

Moreover, the workshop shed light on financial literacy for adults, where Refaay highlighted key skills adults can use in their day-to-day lives, to enhance their financial independence.

Refaay stressed that in a rapidly changing society, it is key that adults have knowledge about the necessary tools to use, in order to become financially savvy. The aim of this workshop is to help our participants find a path to financial wellbeing and leave them feeling confident about their finances and their future.

The Exchange will run until Monday 29 March at The Galleria, Al Maryah Island, Abu Dhabi. Recently, The Exchange hosted two enlightening workshops, 'Ageing well: The basics of longevity' by Dr Osama Kamel Allala, and 'Self Reflection' by Zainab Alhayki and Fatima Alhamedi.

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#### **About Ma'an**

Founded in February 2019 by the Department of Community Development Abu Dhabi, the Authority of Social Contribution – Ma'an drives social innovation and builds a culture of social contribution and participation to address social priorities in the Abu Dhabi Emirate.

Ma'an brings together the government, private sector and civil society with the objective to support innovative solutions and contribute to the development of strong, active, collaborative and inclusive communities.

The Authority has launched several pioneering programmes through its five pillars of work - Social Impact Bonds, Social Incubator and Accelerator programme, Social Investment Fund, Community Engagement and Outreach Management to deliver solutions and make life-changing differences for Abu Dhabi residents.

Ma'an provides resources and support to seed and grow community-based organisations, raise and allocate funds towards community-based organisations and social initiatives, and promote community engagement and a culture of volunteering.

Ma'an is a 'Ghadan 21' accelerator programme initiative, supporting Abu Dhabi to become one of the best places in the world to invest, live, work and visit.

#### **Notes to Editors**

For more information on Ma'an, visit [maan.gov.ae](http://maan.gov.ae), or keep up to date with the latest news and events on:

- [Facebook](#) – Ma'an AUH, @Maanabudhabi
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