



Arabic Language Centre and Alef Education sign memorandum of understanding on supporting Arabic language education

Sunday – 1st November 2020 – Abu Dhabi, UAE: The Arabic Language Centre/Department of Culture and Tourism – Abu Dhabi, has announced signing a memorandum of understanding (MoU) with Alef Education to commence cooperation between the two parties in the field of Arabic language education modernization and support. The MoU establishes a framework focused on utilising modern technologies, data analysis, and a range of programmes geared toward supporting Arabic language adoption and education, both regionally and internationally.

The agreement was signed at the Alef Education headquarters in the Media Zone Authority – Abu Dhabi, by HE Dr Ali bin Tamim, Chairman of the Arabic Language Centre and Secretary-General of Sheikh Zayed Book Award, and Geoffrey Alphonso, Chief Executive Officer of Alef Education.

The announcement follows the official launch of the Arabic Language Centre, established by a decree-law of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, in his capacity as Ruler of Abu Dhabi. Mandated with defining and driving strategies for the development of the Arabic language, the Centre works through an extended range of programmes to achieve Arabic language leadership in culture, education, entertainment, and scientific research.

Working together, Arabic Language Centre and Alef Education will consolidate efforts and strategies toward the development of education solutions to support learning the language by native and non-native speakers alike, including digital resources, smart applications and various implementations of artificial intelligence.

Commenting on the announcement, HE Dr Ali bin Tamim, Chairman of the Arabic Language Centre and Secretary-General of Sheikh Zayed Book Award, stated: “The Arabic Language Centre’s principal mandate is to support Arabic language learning and content creation. Guided by this objective, we’ve launched several initiatives through which we dedicate immense efforts, resources and expertise toward building a comprehensive knowledge ecosystem in the Arabic language that accommodates the Arab world’s ambition and potential.



“Our partnership with Alef Education is therefore but a step in the right direction that will enable us to categorically modernize our Arabic resources and infrastructure,” His Excellency added.

Echoing these sentiments, Geoffrey Alphonso, CEO of Alef Education, commended ALC's expansive language development agenda, saying: “As we continue to expand, we continue to grow our partnerships as well. We are excited to announce our new partnership with Arabic Learning Centre. Our strategic partnership with ALC will allow us to explore new joint offerings based on market needs to further transform the Arabic language education market, both regionally and globally.”

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