

**Your Excellencies,
Ladies and Gentlemen,
Distinguished Guests,**

It is my great pleasure to join you today at the 21st edition of the Dubai International Humanitarian Aid and Development Conference and Exhibition – DIHAD 2025.

We gather here to discuss a matter of profound importance—one that touches the very core of our humanity and our ability to alleviate the suffering of others in the most challenging of circumstances.

Today's topic is: "Integrating Technology into Humanitarian Work and Emergency Response.

In a world rapidly advancing toward digital transformation, it has become imperative that we harness this technological revolution in service of our noble goals in humanitarian and charitable work.

Technology is no longer a luxury—it is now an essential necessity for enhancing our efficiency, expanding our reach, and accelerating our response to crises and disasters.

Ladies and Gentlemen, Distinguished Guests,

Dubai Charity Association has taken the lead in integrating technology into humanitarian and charitable work, positioning itself as a pioneer among charitable institutions. This initiative aligns with the vision of our wise leadership, which calls for the adoption of smart solutions to enhance performance and improve service efficiency.

As part of this transformation, the association underwent a complete brand overhaul—including its visual identity—so that the Dubai Charity logo now reflects a modern and forward-looking spirit. The organization also upgraded and enhanced all its internal systems and programs, in addition to developing smart applications and a fully redesigned website.

Dubai Charity Association also introduced smart donation kiosks as an innovative alternative to traditional donation kiosks. To date, we have installed more than 700 smart donation kiosks across shopping malls, government institutions, retail outlets, fuel stations, and other public spaces throughout the Emirate of Dubai.

Three years ago, Dubai Charity Association launched its platform in the Metaverse, becoming—and remaining—the first charitable organization in the world to do so. This bold step was accompanied by the acceptance of cryptocurrency donations, the acquisition of non-fungible tokens (NFTs), and the integration of artificial intelligence platforms to further enhance its impact and outreach.

Ladies and Gentlemen,

Let us reflect together on how technology can elevate our charitable efforts to broader horizons and greater impact:

- **First: Digital platforms and social media enable us to reach a wider audience, share beneficiaries' stories in compelling ways, and launch innovative and accessible fundraising campaigns.**

Online and mobile donations have simplified the giving process, making it more convenient and significantly increasing the funding available for charitable projects.

- **Second: Modern technologies allow for precise and transparent tracking of donations and documentation of how they are used. This enhances donor trust and ensures that aid reaches those who need it most.**

Beneficiaries can also provide feedback and evaluate the services they receive, contributing to the continuous improvement of the quality of charitable work.

- Third: Smart programs and applications assist us in managing volunteers, coordinating efforts, tracking inventory, and generating reports. These tools save time and effort while reducing operational costs.
- Fourth: Data analytics tools help us—as charitable organizations—better understand community needs, prioritize initiatives, and allocate resources more efficiently to achieve maximum impact.

When the sirens sound and the fires of disasters rage, every second becomes a life, and every minute a chance to save a soul. This is where the true value of integrating technology into emergency response becomes clear:

- **Early Warning Systems:** Satellites, remote sensing systems, and artificial intelligence technologies can alert us before a disaster strikes, providing us with valuable time to evacuate residents and protect lives and property.
- **Social Networks at the Heart of the Storm:** Smartphones and social media become lifelines, connecting rescue teams with those affected and directing aid to where it is most needed.
- **Damage Assessment and Needs Identification:** Drones and satellite imagery can provide accurate assessments of damage and help identify the most affected areas and their urgent needs.
- **Smart Relief Logistics:** GPS systems and logistics applications assist in directing and distributing aid convoys efficiently and fairly, ensuring that assistance reaches every person in need in the shortest possible time.

Distinguished Guests,

The path to integrating technology into our charitable work and emergency response is not without its challenges. It may not always be smooth or straightforward. However, our belief in our ability to overcome these obstacles must remain steadfast. We must work together to ensure that these technologies are accessible to all segments of society, protect the data and privacy of our beneficiaries, and invest in training our teams to use these tools efficiently and effectively.

And on this distinguished occasion, I call upon all of you—leaders, thinkers, and practitioners in the humanitarian field—to unleash your creativity, unite your efforts, and invest in the power of technology to fulfill our noble humanitarian mission.

Let us turn every application into a window of hope, every algorithm into a helping hand, and every screen into a platform for spreading goodness and peace.

And let us make this digital age a golden era for charitable work and humanitarian response—one that stands as a testament to the greatness of our humanity and our ability to unite and stand together in the face of the toughest challenges.

Thank you for your kind attention.