

For Immediate Release



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AUB's Global Health Institute and Haykal Media Join Efforts to Arabize and Contextualize Global Health Knowledge

The Global Health Institute (GHI) at the American University of Beirut (AUB) signed a Memorandum of Understanding (MOU) with Haykal Media. The MOU outlines a collaborative framework that strategically aims to Arabize and contextualize global health knowledge.

Haykal Media, based in the United Arab Emirates, provides knowledge, information, content products and services including the Arabic editions of Harvard Business Review, MIT Technology Review, Popular Science, as well as corporate learning solutions.

The GHI at AUB is the first such institute in the Arab Region. Among its diversified portfolio, it aims to provide contextualized health knowledge to the Arab region.

“For us, this partnership with Haykal Media is strategic. We simply aim to enable this region’s active participation in and shaping of the global health dialogue”, said GHI Founding Director Shadi Saleh. He added, “I would like to personally thank Mr. Abdulsalam Haykal, a valued AUB trustee and great GHI supporter, and the Haykal Media team for their belief in the idea and willingness to engage with us on this path.”

The signing took place in the presence of AUB President Dr. Fadlo R Khuri and EVP Dr. Mohamed Sayegh.

“Access to reliable content in the region’s language and adapted to its context is a development imperative,” said Abdulsalam Haykal, founder and chairman of Haykal Media. “GHI follows the same AUB tradition in bringing value to communities far beyond the University’s walls. Localizing global health knowledge is a bold initiative worthy of support. We are very pleased to make this commitment towards GHI’s visionary program.”

The Arabization/contextualization framework is under the scope of GHI Academy, the capacity-building arm of GHI, which aims at supporting the needs of individuals, organizations, and communities through an innovative and contextualized delivery of knowledge, training and professional development.

GHI addresses global Health challenges with a focus of context-specific issues and sustainable impact by employing an interdisciplinary approach. It is part of AUB's Health 2025 Vision, which aims to strategically and functionally align the health portfolio at AUB to better serve the health needs of the population in the MENA region, the Global South and beyond.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 700 full-time faculty members and a student body of about 8,500 students. AUB currently offers more than 130 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 420-bed hospital.

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