

AFP Foundation – Twofour54: training partnership agreement signed in Abu Dhabi

The AFP Foundation signed a partnership agreement on Sunday, November 17, with the group twofour54, a hub of media and entertainment content production based in Abu Dhabi, under which it will provide training for journalists working in countries throughout the Gulf region. The training courses will be run by Arabic mother-tongue journalists employed by AFP in the Middle East or North Africa and will focus on enhancing a wide range of professional media skills.

The agreement was signed in Abu Dhabi by the CEO of twofour54, Noura al Kaabi, and the chairman of the AFP Foundation, Emmanuel Hoog, who is also CEO of AFP.

“We are delighted to enter this partnership with twofour54, one of the most dynamic young enterprises in the Arab world,” Hoog said. “It will enable the AFP Foundation to extend its operations in the Gulf region and support twofour54’s goal of raising the standards of Arab journalism.”

Set up in 2008, twofour54 takes its name from the geographical coordinates of Abu Dhabi. Its mission is to enable the development of world-class Arab media and entertainment content, by Arabs for Arabs. It aims to position Abu Dhabi as a regional centre of excellence in content creation across all media platforms including film, broadcast, music, digital media, events, and publishing.

The AFP Foundation was established in July 2007 to promote the ethical and professional values of AFP and to defend press freedom by training journalists in emerging countries. It has so far trained about 1,800 reporters, editors and press photographers from 60 countries.