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World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

The Scout Brand launch in the Arab Region

?????:Thierry Tournet

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On the occasion of the opening Ceremony of the Regional Communication Forum - Arab Region, The Scout Brand and the World Scouting Report were launched in the Arab countries, with a large attendance of journalists, media & TV channels. Key National Scout Executives in charge of Communication, representing all countries, were present too.

The attendees waved joyfully the flags bearing the Scout Brand. A presentation to the press was done by Richard Amalvy ? Director of Communication & Media , WSB and Dr. Atif Abdelmageed, Regional Director stressing World Scouting's concern to have a global brand carrying out the vision of the Movement .

The Scout Brand is represented in the five official languages including Arabic language. The participants to the Regional Communication Forum had the chance to exercise their capacities to work with the media during an intense training in front a camera and a microphone. The training has been broadcast by Nile TV, Educational Channel, which offered a second chance to the participants to be interviewed.