



## **Deutsche Bank's Corporate Social Responsibility Activities in the United Arab Emirates 2014**

The Global Focus of Deutsche Bank's social responsibility is reflected in its regional units and foundation. Through its Middle East Foundation, Deutsche Bank continues to bring Deutsche Bank's unparalleled global commitment to the local community in the United Arab Emirates. This is done by supporting local NGOs and charities to build social capital by creating opportunities, fostering talent and ensuring long-term viability.

Deutsche Bank's Middle East Foundation initiatives list in the United Arab Emirates includes, but not limited to:

### **Objects of the Emirates Exhibition**

Deutsche Bank's Middle East Foundation in collaboration with Brownbook presented "Objects of the Emirates" exhibition in the Dubai International Financial Center in July 2014.

Divided into multiple categories, the exhibition highlighted everything from traditional Emirati clothing, jewellery and beauty products to household and kitchen items, fishing tools, musical instruments and even falcon training accessories.

The exhibition features these objects as unique illustrations, presented in a large open air space within the DIFC Gate Village. The chosen objects will provide an insight into the traditional, everyday life of the country, paying homage to the creativity and resourcefulness of the Bedouins, fishermen and date palm farmers who constituted the sparse population of the United Arab Emirates in the past.

### **Theatre plays for schools for Kids with special Needs**

Deutsche Bank's Middle East Foundation in partnership with "Art for All" provided kids with special needs the chance to enjoy a theatrical experience for the first time in their lives; this was done through sponsoring theater plays at the schools or by providing free tickets for the plays.

More than 600 kids from Senses School, Al Manzil Center, Alnoor Center and Rashid Pediatric Center attended the plays either at the school/center or at the Community Theater at the Mall of Emirates.

### **Deutsche Bank's Therapeutic Riding Programme**

Deutsche Bank's Middle East Foundation has partnered with Rashid Centre for the Disabled to support their Therapeutic Horse Riding Programme for Children with Disabilities in 2014.

Therapeutic Riding is the use of horses and equine-assisted activities in order to achieve goals that enhance physical, emotional, social, cognitive, behavioral and educational skills for people who have disabilities.

By covering both operational and one-off equipment cost, the partnership will allow the Rashid Centre for the Disabled to maintain their access to HoofbeatZ facilities, horses and professional instructors to sustain the programme in 2014.

## **Choir of the Year 2014**

Deutsche Bank's Middle East Foundation has partnered with The Score to support the "Choir of the Year" festival and competition in 2014.

The "Choir of the Year" programme aims to create a dynamic buzz around choral singing in the Gulf region. With individual choir and fun-for-all audience workshops, the festival will celebrate the best of the region's choral scene showcasing local and international choirs, the extraordinary vocal virtuosity of the British group "Prince Consort" and the winners from 2013.

The three days festival took place for the second time in March 2014 for both adult and child choral enthusiasts from across the GCC. Judged by a team of international experts from the world of choral music, the competitions and workshops will feature a minimum of 40 schools and 20 adult choirs from around the GCC.

## **Deutsche Bank's Artist of Year Exhibition in Dubai**

Deutsche Bank in cooperation with Salsali Private Museum (SPM) presented the work of Imran Qureshi, Deutsche Bank's Artist of the Year 2013, in Dubai from 24 January to 28 February 2014.

Trained in miniature paintings, Imran Qureshi is one of the most important figures in Pakistan's art scene today. The 1972 born artist works from the motifs, symbolism and ornaments of the Mogul tradition that flourished in the 16th and 17th centuries in the north of the Indian subcontinent. Qureshi utilizes old Islamic forms of art and expands them in his miniatures, paintings as well as installations to become contemporary means of expression.

Like its corporate collection, Deutsche Bank's "Artist of the Year" award is committed to the present. The aim is to acquaint a wide public with new and exciting artistic positions. Every year, based on the recommendation of Deutsche Bank's Global Art Advisory Council, the bank honors one promising international artist.

Unlike many other prizes, "Artist of the Year" is not based on a financial reward, but is positioned as an integral part of the Deutsche Bank art program, which has been opening up the world of contemporary art to the public for the last thirty years. Each "Artist of the Year" is presented in a solo exhibition at the Deutsche Bank KunstHalle in Berlin. Subsequently, the exhibitions move on to other international locations around the world, and Dubai has been chosen to be part of the exhibition tour for 2014.