



طلال أبو غزالة العالمية الرقمية  
Talal Abu-Ghazaleh Global Digital

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# KEY CHAIN OF HUMANITY

## Talal Abu-Ghazaleh

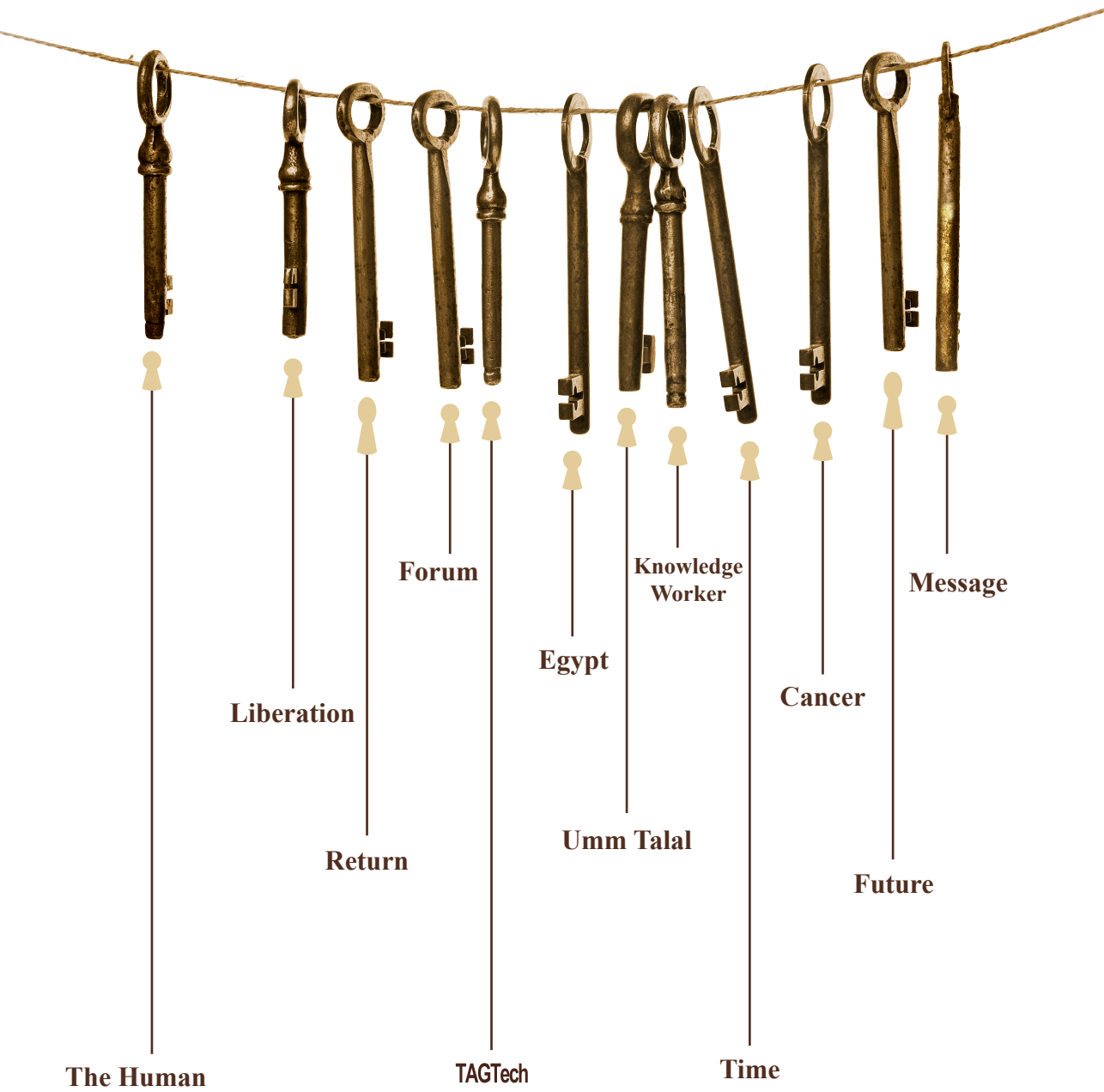
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# Key Chain of Humanity

Talal Abu-Ghazaleh



# 1 THE HUMAN

Amid a world dominated by darkness, pollution, disasters, diseases, wars, and scarcity of resources and energy, I appear before you through a «window» that sees only light, happiness, greenery, peace, success, hope, and optimism... And the most beautiful thing is that this window is Arab in its vision, yet global in its outlook.



It is none other than the Talal Abu-Ghazaleh Window.

This window extends into multiple branches spread across 150 countries worldwide, from south to north and from east to west. The sun never sets on one window without rising on another, circling around Talal Abu-Ghazaleh's ever-shining windows.

When I received the news that I was granted the opportunity to contribute periodically to Talal Abu-Ghazaleh's world of knowledge, I felt mixed emotions-between joy and responsibility-toward this prestigious name, which carries a legacy of achievements, innovations, and profound human values rarely found in a single person.

I wondered: How should I begin this series?

Especially knowing it would be translated into multiple languages and published on various platforms.

Should I start with Talal Abu-Ghazaleh, the successful businessman who built an empire of pioneering projects across diverse industries, including the world's largest intellectual property firm?

Or should I begin with Talal Abu-Ghazaleh, the recipient of countless awards and honors, whose impact on modern human history is undeniable?

Or would it be best to start with Talal Abu-Ghazaleh, the human being—the essence behind all his achievements?

After much contemplation and deep research into this remarkable personality, I found my answer:

I would begin with “the key” that unlocks the doors of Talal Abu-Ghazaleh's world, allowing us to journey together through his diverse experiences of success and failure, joy and sorrow.

A world observed by millions across the Arab and Western spheres—some as supporters, others as critics. Some see him as the epitome of humility, while others perceive him as arrogant. Yet, despite these contradictions, one undeniable truth remains: He is a successful human being.

This key is unique—it is the only key capable of opening all doors to his vast and influential world.

## The key is Talal Abu-Ghazaleh, the human being

Together, we will explore this world, one door at a time, and immerse ourselves in his inspiring human experiences, extracting lessons that can guide each of us to our own path of success.

I have chosen a simple style for this series, as if we are on a friendly tour of admiration for this man. Simplicity is one of Talal Abu-Ghazaleh's personal traits, and I will reflect it in my writing.

Typically, in such periodic articles, a personal photo of the author accompanies the publication. However, I have chosen instead to feature a shared image with His Excellency Dr. Talal Abu-Ghazaleh, taken during various events. My final choice was a picture of me standing next to his wax statue, a gift presented to him by the British government, displayed at the entrance of Talal Abu-Ghazaleh's world, welcoming visitors.

This introduction marks the beginning of a journey through the Talal Abu-Ghazaleh Knowledge Forum, which will serve as the gateway to the next episode: Talal Abu- Ghazaleh, the human being.

I extend my gratitude to everyone who follows this series, to the Talal Abu-Ghazaleh Knowledge Forum for this historic opportunity, and to His Excellency Dr. Talal Abu- Ghazaleh, for existing in our world.



In the first words of my introductory episode (The Key to Talal Abu-Ghazaleh, the Human Being) dated September 21, 2023, I wrote: “Amid a world dominated by darkness, pollution, disasters, and wars, I appear before you through the ‘window’ of Talal Abu-Ghazaleh that sees only light, happiness, peace, hope, and success.”



I also mentioned that Talal Abu-Ghazaleh’s window branches out into 150 countries worldwide, meaning the sun never sets on his windows.

As I prepared to unlock the first door to record the first episode, I was shocked by an overwhelming flood-of horrific, relentless scenes of the ruthless enemy’s aggression against Gaza, claiming the lives of innocent children, women, and elderly citizens.

By sheer coincidence, I was hosting a dear guest-a Gazan Palestinian living in Europe. I decided to take him to personally meet Dr. Talal Abu-Ghazaleh, as he represents a symbol of resistance through knowledge and success-a promise he once made to his father:

“Father, I promise you I will avenge our enemy-not with weapons, but with knowledge and success.”

As expected, Talal Abu-Ghazaleh welcomed the Gazan guest with a broad victorious smile and greeted him, saying:

*“Welcome, hero!”*

This strengthened my resolve that the first door I must open in Talal Abu-Ghazaleh’s world should be the Talal Abu-Ghazaleh Office in Gaza.

However, when I reached for the key, I found neither the door nor the window-because the building no longer existed!

On October 21, 2023, the enemy completely destroyed the office in a brutal airstrike-just as they had done in 2021.

The office was gone-but the sun did not stop shining upon its location. The enemy may destroy buildings, but they can never destroy the divine will of justice and victory.

**Dr. Talal Abu-Ghazaleh responded with:**

“Despite the deep sorrow over the victims of the Zionist crimes, I am certain that what is happening today marks the beginning of the battle for liberation and the restoration of Palestinian rights.”

# 3 THE RETURN

Welcome to a new episode of the ‘Key Chain of Humanity’ series. These days mark the anniversary of establishing Talal Abu-Ghazaleh Global Digital’s offices in Amman, Jordan, which were founded in 1972, spread across 150 countries worldwide.

This office serves as the headquarters of Dr. Talal Abu-Ghazaleh, the place he returns to after every trip before setting off on new journeys.

When I arrived at the headquarters, I went up to the fourth floor, known as “Talal Abu- Ghazaleh’s Private World”.

There, I noticed a large key hanging above the entrance, along with an attached document. Curious, I took a photo and read it carefully.

The key turned out to be the key to the Abu-Ghazaleh family home in Jaffa, Palestine-a house that belonged to his father, Haj Tawfiq Abu-Ghazaleh.

The document was a title deed for the land and home, which Talal’s father had granted to him when he was just four years old. Next to it was a plaque inscribed with:



“Abu-Ghazaleh and the Right of Return”, accompanied by legal texts from international human rights charters affirming the right of return.

The document concluded with a powerful statement:

“The right of return does not expire with time, no matter how long it takes. It is non- negotiable and cannot be surrendered.”

**This sentiment is echoed in Dr. Talal Abu-Ghazaleh’s own words:**

- “If you remain steadfast, you will be victorious.”
- “It is impossible to defeat someone who has not lost hope.”
- “Justice will prevail, and the land will return to its rightful owners.”

On this occasion, Dr. Talal Abu-Ghazaleh launched two major initiatives to reinforce the Palestinian cause and the right of return:

1. “We Are All Palestine” Initiative

- This initiative documents the achievements of Palestinian talents worldwide.
- It highlights the impact of Palestinian innovators in global development, showcasing their contributions across multiple fields.
- It aims to preserve Palestinian cultural heritage and support Palestinian creativity internationally.

2. “The One Million Returnees Scholarship”

- A fully funded digital university scholarship program for Palestinians under occupation and in refugee camps.
- Sponsored by Talal Abu-Ghazaleh Global in collaboration with UNRWA, providing access to higher education in digital fields to empower the next generation.

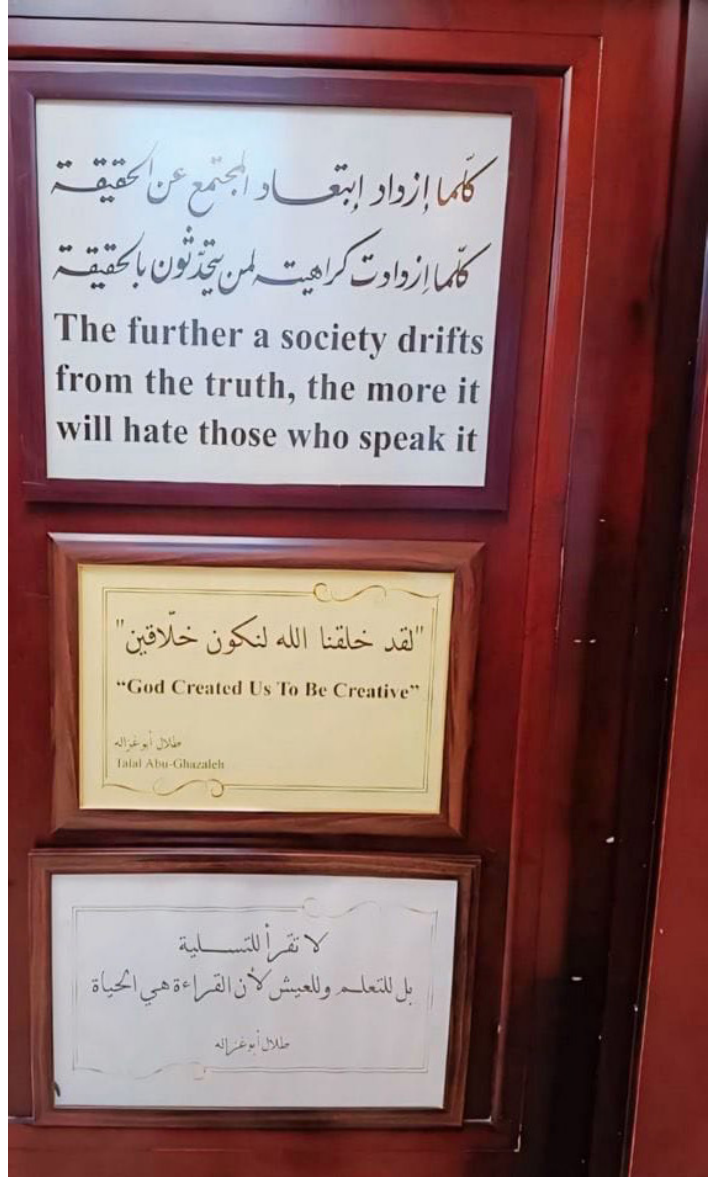


## THE FORUM

In our ongoing “Keys to Talal Abu-Ghazaleh, the Human” series, today we travel to Amman, Jordan to visit the “Crown Jewel” of Talal Abu-Ghazaleh’s institutions—the Talal Abu-Ghazaleh Knowledge Forum.

After touring the fourth floor, which serves as Dr. Talal Abu-Ghazaleh’s personal office, we return to the main entrance of the headquarters.

**At the entrance, a notable quote by Dr. Talal Abu-Ghazaleh is inscribed:** “The further a society drifts from truth, the more it will hate those who speak it.”



**Another reads:**

“Allah created us to be creators.”

**A third says:**

“Do not read for entertainment, but to learn and live-for reading is life.”

As we enter the forum’s grand hall, we see walls covered with countless awards, shields, and honors presented to Dr. Talal Abu-Ghazaleh over his career.

At the front of the hall is a large stage with screens, surrounded by neatly arranged seats-immediately sparking curiosity about this exceptional place.

Two young professionals greet visitors with warm smiles and enthusiasm, making everyone feel welcomed. They introduce themselves as the Forum Management Team, composed entirely of young talents.

**This alone sends a powerful message:**

Dr. Talal Abu-Ghazaleh places great trust in youth. What is the Talal Abu-Ghazaleh Knowledge Forum?

The idea for the forum originated from royal directives during Dr. Talal Abu-Ghazaleh’s meetings with King Abdullah II.

**It was created as a national platform to:**

- Serve as a hub for intellectual dialogue on national issues.
- Provide a space for policy discussions and economic research at

- local, regional, and global levels.
- Act as a safe space for young people to engage in discussions, education, and community-building.
  - Promote entrepreneurship, helping young professionals launch businesses and enter the job market.

### **Recent Key Events at the Forum**

The Forum hosts discussions, workshops, and events on topics of national and global importance. Some recent ones include:

- Cybersecurity awareness campaigns.
- Drug prevention initiatives.
- Support programs for people with disabilities.
- Business incubators for young entrepreneurs.

Additionally, the forum has planned upcoming discussions on national industry development, bringing together experts and policymakers.

This reflects the forum's core philosophy-it is a "meeting point" for diverse ideas and solutions.

Before leaving the forum, visitors often notice a special exhibit labeled "TAGTech"-a technological initiative that will be the focus of our next episode.



## TAGTech – Talal Abu-Ghazaleh for Technology

Continuing our journey through the «Keys to Talal Abu-Ghazaleh, the Human» series, we now arrive at TAGTech-Talal Abu-Ghazaleh for Technology.

### What is TAGTech?

TAGTech is a pioneering Arab technology company-the first of its kind. It designs and manufactures high-quality technological products including:

- Laptops.
- Smartphones.
- Tablets.



TAGTech represents a breakthrough for Arab innovation-a step toward global leadership in technology.

The company collaborates with the Arab Organization for Industrialization in Egypt, which Dr. Talal Abu-Ghazaleh has praised as one of the best partnerships his group has ever engaged in.

## Why is TAGTech Unique?

### 1. Competitive Quality:

- TAGTech products rival those of leading global brands-and, in some cases, surpass them.

### 2. Affordable Prices:

- TAGTech offers special discounts and installment plans, ensuring accessibility for students, businesses, and individuals.

### 3. Educational Focus:

- Dr. Talal Abu-Ghazaleh is personally committed to educational technology, offering specialized devices for students-including a child-friendly tablet called «Grandpa Talal’s Tablet.»

### 4. Elegant Design & Innovation:

- TAGTech products feature sleek, distinctive designs that set them apart from competitors.

### 5. Global Availability:

- Devices are available in Jordan, several Arab countries, and can be shipped worldwide for free.

King Abdullah II himself praised TAGTech’s technological advancements, describing them as a source of national and Arab pride.



A figure like Talal Abu-Ghazaleh, who has reached global recognition, is widely known as a self-made man. He was born in Jaffa, Palestine, and has rightfully earned his place as one of the most influential contemporary Palestinian figures on the international stage.



His Palestinian identity is just as important to him as his Jordanian nationality, and this has profoundly shaped his lifelong struggle for the Palestinian cause in all global forums.

However, what many people do not know is Talal Abu-Ghazaleh's Egyptian roots.

Whenever he meets an Egyptian person, his eyes light up with a special sense of nostalgia.

**When asked about this, he responds:**

«Egypt holds a special place in my heart-I am of Egyptian origin, and my roots are Egyptian.»

### **His Egyptian Ancestry**

His Egyptian heritage dates back to Ibrahim Pasha's military campaign from Egypt to Palestine. Among the Egyptian soldiers was a man from the Abu-Ghazaleh family who decided not to return to Egypt but instead settled in Palestine, becoming the great-grandfather of the Abu-Ghazaleh family in the region.

### **His Professional Connection to Egypt**

Talal Abu-Ghazaleh's admiration for Egypt wasn't just sentimental-it became an integral part of his professional ambitions.

For years, he dreamed of establishing a business presence in Egypt, but a law at the time prohibited non-Egyptians from opening accounting firms.

Then, in an extraordinary turn of events, he received a direct summons from Egyptian President Anwar Sadat.

President Sadat referred to him as «The Octopus» and instructed the Prime Minister to allow him to establish an office in Egypt.

Despite strong opposition from the Egyptian Accountants' Syndicate, President Sadat insisted:

«We need this man for the sake of our economy.»

When Talal Abu-Ghazaleh received the official call from Egypt, his response was:

«I will come on my hands and knees if I have to.»

The headline of Egypt's Al-Ahram newspaper read:

«Abu-Ghazaleh welcomes Abu-Ghazaleh.»

The title confused many readers, but it referred to Field Marshal Abdel Halim Abu- Ghazaleh, then Egypt's Minister of Defense, who personally welcomed Talal Abu- Ghazaleh to Egypt.

### **His Deep Ties with Egypt**

Over the years, Talal Abu-Ghazaleh developed strong relationships with many Egyptian intellectuals and leaders, including the legendary journalist Mohamed Hassanein Heikal, with whom he formed a lifelong friendship.

### **His business ventures in Egypt flourished through partnerships with leading institutions, such as:**

- Al-Ahram Press Agency.
- The Egyptian Coordination for Young Political Parties.
- The General Authority for Investment and Free Zones.

His company also signed a historic agreement with the Egyptian Ministry of Education to promote digital transformation and AI-driven education.

One of his most groundbreaking collaborations was with the Arab Organization for Industrialization in Egypt, where they successfully launched the first-ever fully Arab- manufactured tech products under TAGTech.

### **When asked about his collaboration with Egypt, Talal Abu-Ghazaleh stated:**

«Egypt is the backbone of the Arab world. Supporting Egypt is supporting the future of the region.»

### **He often says proudly:**

«I am Egyptian by blood and Egyptian by love.»



## UMM TALAL (TALAL'S MOTHER)

A few days ago, the world celebrated Mother's Day and International Women's Day.

On this occasion, Dr. Talal Abu-Ghazaleh honored Arab female journalists who risked their lives covering the events in Gaza under the title «Knights of Truth.»

During the event, I felt a spiritual connection drawing me toward the most influential woman in his life-his mother.

Thus, this episode focuses on the role of Talal Abu-Ghazaleh's mother in shaping his journey.

### **Scene One: The Journey into Exile**

At 10 years old, Talal was forced to flee Palestine with his family, escaping the Zionist invasion.

As they boarded a cargo ship heading to Lebanon, his father whispered to him: «I left you an important document with your mother.» When Talal asked his mother about it, she handed him a land deed for 70 square meters, given to him by his father.

### **She told him:**

«You won't understand its value now, but one day you will.» This was the first imprint his mother left on his journey-strength and perseverance in the face of loss.

### **Scene Two: The Jacket of Dignity**

As a refugee student at UNRWA schools, Talal and his classmates were given blankets for warmth.

One winter, he had no coat to protect him from the freezing cold while walking to school. His mother, who had no tailoring skills, cut and sewed the blanket into a jacket for him. When he wore it to school, his classmates mocked him.

### **Instead of feeling ashamed, he responded with confidence:**

*«This jacket keeps me warmer than all of you. Maybe one day, your mothers will learn to make jackets like mine.»*

### **Scene Three: His Mother's Final Days**

As a young man, Talal visited his family in Beirut, always seeking his parents' blessings.

One day, he noticed his mother struggling to speak-her words slurred and incomprehensible.

His family dismissed it as a cold, but Talal felt something was wrong. He immediately called the American University Hospital and demanded an ambulance. During the ride, his mother fell into a coma.

At the hospital, doctors told him to leave her room, but he refused.

He insisted on staying by her door, sitting on a chair for 14 consecutive days while she remained unconscious.

Even in her unconscious state, she felt his presence.

Talal later described those two weeks of sleepless nights as:  
**«Some of the best days of my life.»**

His relationship with his mother was not just that of a son and mother, but one of deep emotional connection.

Her strength and resilience shaped his entire personality-teaching him not to surrender, to persevere through hardship, and to always seek success.

Later, when Talal learned that his mother was originally Syrian, he realized that his deep sense of Arab nationalism came from his multicultural roots-Egyptian ancestry, born in Palestine, raised in Lebanon, and working in Jordan and the Gulf.

**He often says:**

**«I am the embodiment of Arab unity.»**

If his mother were alive today, I would kiss her hands in gratitude for raising such an extraordinary man.

**But all I can do now is pray for her soul and say:**

**«Rest assured, Talal is doing well. Your love and blessings have been the key to all his success.»**



## KNOWLEDGE WORKER

A few days ago, the world celebrated International Workers' Day on May 1st, a day typically marked by official holidays in many countries.

However, Talal Abu-Ghazaleh celebrates labor in a different way-not by resting, but by working harder and finding ways to create jobs for others.

This is a reflection of his personal journey and the hardships he faced growing up.

### **The Child Who Became a Worker**

As a child, Talal Abu-Ghazaleh and his family were forced to flee their home in Jaffa, Palestine, after Israeli forces seized all their property.

They escaped by ship, facing storms and rough seas until they arrived at the Port of Sidon, Lebanon, where they had nowhere to go and no means of survival.

With his father overwhelmed by despair, young Talal had no choice but to work-not just for his education but also to help support his family. His first job was picking figs on his way to school.

### **He later worked as:**

- A cashier in a vegetable market.
- An ice cream seller.
- A music record vendor.

His earnings allowed him to continue his education-eventually leading him to graduate from the American University of Beirut.

After graduation, his struggles to find employment continued-he applied for over 1,000 jobs, facing rejection after rejection.

Eventually, he found an opportunity in Kuwait, where he worked his way up until he could start his own accounting firm.

### **The Businessman Who Creates Jobs**

His first office was his car, where he worked tirelessly to build his business empire. But he never forgot his humble beginnings.

This is why, throughout his career, Talal Abu-Ghazaleh prioritized creating jobs for others.

His company, Talal Abu-Ghazaleh Global, now operates in over 100 countries-employing thousands of people and helping countless others build their careers.

For this reason, he has been recognized as «The Knowledge Worker»-a title given to him by international organizations that admire his relentless dedication to work and innovation.

### **A Lesson from His Journey**

Talal Abu-Ghazaleh's struggles as a child laborer and his thousands of failed job applications shaped his lifelong commitment to ensuring that others do not suffer the same hardships.

### **His belief is simple:**

*«The best way to celebrate labor is by creating jobs.»*

Therefore, one of his greatest humanitarian keys is: WORK.



## TAG TIME (THE VALUE OF TIME)

Anyone who studies the life of Talal Abu-Ghazaleh will notice a common theme-his ability to overcome challenges and reach the pinnacle of success despite the hardships he endured.

### **But what was the secret behind his success?**

One of his greatest keys to success is his mastery of time management.



### **The Child Who Learned Time Discipline**

As a child, he had to walk several kilometers to school, because his family could not afford transportation.

This forced him to wake up early and go to bed early.

This routine became deeply ingrained in his personality and remains his way of life today, even at the age of 86.

### **He still:**

- Wakes up early.
- Starts work at 8 AM.
- Works 7 days a week.
- Spends at least 10 hours a day working.

He believes that there is no such thing as rest, and one of his famous quotes is:

«It is a blessing to be exhausted from hard work.» The Balance Between Work and Family With such an intense work ethic, one might wonder:

**How does he balance his personal life?**

On the first anniversary of his marriage, his wife asked him:

*«How can you raise children without a father being present?»*

His response was:

*«It's not about how much time you spend with them-it's about what you do when you're with them.»*

**He explained that:**

- A father could spend five hours with his children yelling and criticizing them.
- Or, he could spend just 10 minutes teaching them something that shapes their future.

Following this philosophy, he made sure that whenever he was with his children, he taught them how to think independently and make their own decisions.

**A Lesson from His Journey**

Time is one of the most important keys to Talal Abu-Ghazaleh's success.

**He believes that:**

*«Time is the most valuable asset a person has.»*

And he urges people to stop wasting it.

**A famous Arab proverb states:**

*«Time is like a sword-if you don't cut it, it will cut you.»*

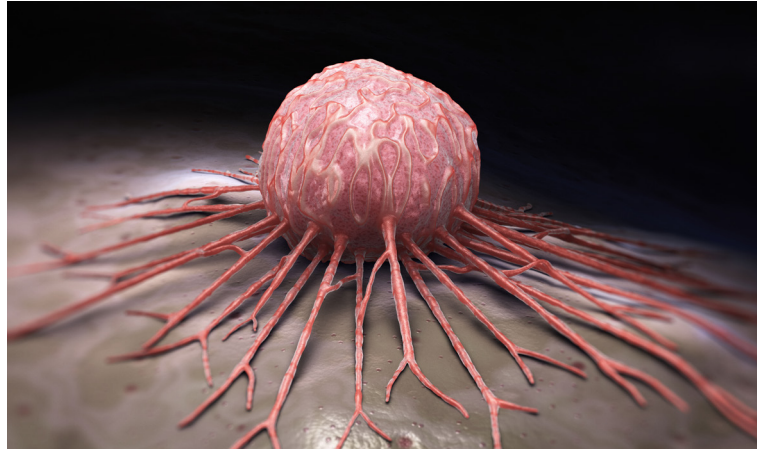
This is the philosophy that has guided his entire life.

## CANCER - A METAPHOR FOR LIFE'S CHALLENGES



When Israel occupied Palestine, it wasn't just a military invasion-it was like a cancerous tumor spreading in the body of the Arab world.

At the time, Talal Abu-Ghazaleh was just 10 years old.



As Zionist militias attacked and seized his family's home, young Talal turned to his father and said:

***«I will defeat this enemy with success.»***

This moment of defiance defined the rest of his life philosophy-resilience, perseverance, and a refusal to surrender.

### Overcoming Obstacles Like a Cancer Survivor

Throughout his life, Talal Abu-Ghazaleh faced many challenges-whether from enemies of success, business competitors, or personal hardships.

But he treated every obstacle like a disease-something to fight and overcome.

**He often told his employees:**

«Every time we face a problem, it is a chance for us to grow stronger.»  
This mindset helped him build one of the most powerful global business empires. His Battle with Leukemia.

One day, he felt unwell and went to get a medical check-up. The doctors wanted a family member present before they gave him the results, but he refused and said:

*«Just tell me directly.»*

The doctor then informed him:

*«You have leukemia.»*

Instead of reacting with fear, his response shocked the doctor-who simply said:

*«Thank you! This is wonderful news!»*

He explained that he had been studying the disease out of curiosity and now had the opportunity to experience it firsthand.

He hid his illness from his family for 13 years-until he had fully defeated the disease. A Lesson from His Journey Talal Abu-Ghazaleh believes that:

Every crisis can be turned into an opportunity.

His battle with leukemia mirrored his battle against Israel-both were aggressors trying to take over something that wasn't theirs. And in both cases, he fought back and won.

This is why CANCER is one of the key lessons from his life-a metaphor for overcoming life's toughest battles.



When I reviewed Dr. Talal Abu-Ghazaleh's life journey, I noticed something extraordinary-his ability to foresee the future.

This skill was not simply a gift, but rather a natural outcome of his experiences, struggles, and insights throughout his life.

It was this visionary mindset that led him to establish Talal Abu-Ghazaleh Global, now ranked among the most influential organizations in the world.

### **His Early Vision of the Digital Revolution**

In the 1960s, Talal Abu-Ghazaleh had an unusual realization-he believed that computers would become the future.

At a time when few people in the Arab world had even heard of computers, he began studying computer science and integrating it into his business.

This made him one of the first Arab pioneers in digital transformation. Predicting the Digital Economy.

In 1997, he attended an international economic conference under the patronage of Prince Hassan bin Talal of Jordan.

**During the conference, he made a bold prediction:**

*«In 15 to 20 years, 80% of global trade will be conducted electronically.»*

At the time, this statement seemed far-fetched-but today, it has become reality. The Rise of Artificial Intelligence and the Internet of Things Years later, Dr. Abu-Ghazaleh predicted that humanity would move beyond the internet into the era of the Internet of Things (IoT).

He foresaw that humans and machines would eventually become interconnected in ways never imagined before.

This belief drove him to establish Talal Abu-Ghazaleh Digital University (TAGIUND)-a fully online university that offers top-tier global education to students anywhere in the world.

### **His Vision for the Arab World**

His vision for the future was not limited to business and technology-he actively worked on digital transformation initiatives across the Arab world:

#### **In Egypt:**

- He signed an agreement with the Egyptian Ministry of Education to launch AI- driven digital learning programs.
- He introduced The Little Programmer Initiative, which teaches programming skills to young schoolchildren.
- His company worked with Egypt's patent office to digitally archive 30,000 patent documents-the largest collection of Arabic-language patents in the world.

#### **In Syria:**

- He engaged with Syrian officials to discuss the digital economy.
- He highlighted that in the future, success would not depend on university degrees, but rather on skills, creativity, and innovation.

#### **In Lebanon:**

- He signed an agreement between TAG University and the Lebanese University to launch digital transformation projects.

- He opened a TAGTech technology factory at the Lebanese University, promoting Arab-made tech products.

### **A Book About His Future Vision**

His ability to foresee the future caught the attention of Dr. Jawad Anani, a former Deputy Prime Minister of Jordan and a renowned economist.

#### **Dr. Anani wrote a book titled:**

*«Talal Abu-Ghazaleh: A Man from the Future»*

The book analyzes Talal Abu-Ghazaleh's economic and technological foresight, examining how his ideas shaped global trends.

The Big Question: What Is the Future of Talal Abu-Ghazaleh Global?

#### **One of the biggest concerns raised in the book is:**

«Since Talal Abu-Ghazaleh Global is deeply tied to its founder's name, what will happen to the company in the future?»

#### **My Answer to This Question:**

- TAG.Global has survived for over 50 years, expanding to over 100 countries.
- The reason? Continuous development and adaptation.
- Talal Abu-Ghazaleh has built an organization focused on innovation, not just on his own personal leadership.
- His company is currently undergoing a massive transformation to ensure its sustainability for future generations.

### **A Lesson from His Journey**

One of the greatest lessons from Talal Abu-Ghazaleh's life is:

*«Success is not about predicting the future-it's about creating it.»*

This is why «The Future» is one of his most important keys to success.

## 12 THE MESSAGE

It has now been one year since I began this journey with you-exploring the life of Talal Abu-Ghazaleh, one key at a time.

Each key unlocked a new lesson from his inspiring personal and professional journey.

Talal Abu-Ghazaleh's world is filled with both triumph and hardship, observed by millions across the Arab and Western worlds.



While some admire him, others criticize him. Some call him humble, while others see him as arrogant.

### **But there is one truth that no one disputes:**

He is undeniably successful. Why I Chose to Write This Series At the start of this journey, I told you that I would use simplicity to present Talal Abu- Ghazaleh's life lessons in a relatable and engaging way.

I wanted this series to feel like a friendly tour, allowing us to explore his world together, step by step.

### **Each episode of this series has opened a new door, revealing a hidden aspect of his journey:**

- We began with «The Human»-because his humanity is the foundation of all his success.
- Then came «Liberation», as we witnessed the destruction of his company's office in Gaza-a reminder of the struggle he has endured since childhood.
- «Return» took us to his Jordanian headquarters, where we found the key to his family's home in Jaffa, Palestine.

«**The Forum**» showed us his Knowledge Center, a platform for thought leadership and entrepreneurship.

«**TAGTech**» introduced us to his pioneering Arab-made technology, proving that the Arab world can lead in global innovation.

«**Egypt**» revealed his deep connection to the country, where he helped transform digital education and industry.

«**Umm Talal**» took us into his most personal story-his love and devotion to his mother.

«**The Knowledge Worker**» highlighted his belief that work is the key to dignity and success.

«**TAG Time**» showed us the importance of time management in his life.

«**Cancer**» reminded us of his resilience in facing both illness and adversity.

«**The Future**» demonstrated his ability to foresee and shape tomorrow.

### **The Final Key: The Message**

Now, after 12 episodes, I leave you with one final key-THE MESSAGE.

**Talal Abu-Ghazaleh's life teaches us that success is not measured by wealth or titles. Rather, success is about:**

- Overcoming obstacles.
- Embracing challenges.
- Using knowledge as a weapon.
- Creating opportunities, not waiting for them.

Talal Abu-Ghazaleh did not just dream-he acted. He refused to be a victim.

And he built a legacy that will last for generations.

### ***My Final Words to You***

I hope that this series has given you insight into his journey-and more importantly, I hope it has inspired you to unlock the keys to your own success.

**Because, as Talal Abu-Ghazaleh himself once said:**

***«The greatest injustice a person can commit... is to waste their own potential.» Thank you for following this journey. Until we meet again.***



To the People of the Arab Nation Everywhere ...  
Follow in the footsteps of your Arab icons and learn from their inspiring journeys how  
to shape your future and the future of your homeland.

Understand that love is the strongest weapon, ensure that you have a purpose, and  
remember that success is a decision, not a choice. This is what I have learned from the  
author of these words, which is why I felt compelled to document them in this series of  
Keys to Humanity.

He is none other than the Arab citizen, Talal Abu-Ghazaleh

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Translated by Karam Shamma

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**Talal Abu-Ghazaleh**

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