

## Public Figures Join UPF Moscow, Russia for World Interfaith Harmony Week

Dmitry Samko  
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**Moscow, Russia** – As part of the World Interfaith Harmony week, UPF-Russia conducted interviews with public figures who promote moral, spiritual and faith-based approaches to life, in addition to appointing several new ambassadors for peace.



On February 5, 2024, rapper **Isaac Calem Cobbinah** was appointed as a youth ambassador for peace. The young performer, actor and blogger from Ghana has been living in Russia for more than five years. He records modern videos on the themes of friendship between peoples, peace, and love for Russia and Africa. He has received awards from the parliaments of Russia and Armenia. Mr. Cobbinah sees his role as a youth peace ambassador as another opportunity to convey traditional family values and a culture of peace and good neighborliness in a vibrant and modern way.

The same day, **Mr. Dmitry Samko**, director of UPF-Moscow, interviewed **Dr. Sergey Dvoryanov**, a Russian public figure, philosopher, writer and president of the International Diplomatic Club Amicability. The club was created as an instrument of public diplomacy to share Russian culture. It draws international attention to Russian achievements in the arts, promotes cultural exchanges with foreign countries, and initiates non-governmental contacts in the economic, social and cultural spheres.



In the interview, the two discussed the need for a spiritual approach in resolving conflicts, the ability to look with the heart and eyes of the Almighty, for whom all people are His children, who are still wandering like orphans without their parent. They also discussed the relevance of the Year of the Family declared in Russia and the popularization of traditional family values.



On the following day, Dr. Dvoryanov moderated a meeting at the UPF Peace Embassy in Moscow, where participants deliberated on the pivotal role of arts, business, and science in the establishment of global peace. **Mr. Konstantin Krylov**, president of UPF-Eastern Europe, hosted the assembly. He also presented ambassador for peace certificates to Mr. Gennady Bichev of Russia and Mr. Salem Almazini of the United Arab Emirates, recognizing their outstanding contributions to interethnic and interreligious peace initiatives.

**Mr. Gennady Bichev**, the visionary founder of the People's Choice of Russia movement in 2020, is deeply involved in scientific and socio-political activities. He is the author or co-author of more than 20 publications, and a member of several advisory councils. He has addressed such gatherings as the World Forum of Spiritual Culture in Astana (2010) and the Moscow Economic Forum (2013). He also has received recognition from the Russian Orthodox Church for his role in building temples in Uzbekistan.

**Mr. Salem Almazini** is an enterprising entrepreneur, renowned for successfully launching startups from conception to delivery, with a reputation for forward-thinking leadership and market expertise. He is the founder and chairman of Equity International General Trading in Dubai, UAE, and the founder of Rosar Consultancy Company. Mr. Almazini's commitment to fostering constructive relationships with stakeholders and customers, and his dedication to continual innovation, position him as a valuable addition to UPF's ambassador for peace network.

Finally, on February 7, **Ms. Maria Levina**, head of Woman is the Heritage of the Nation, was appointed as an ambassador for peace at the Peace Embassy. In an interview with Mr. Dmitry Samko, Ms. Levina spoke about her social work: promoting the spiritual, moral and cultural development of women; strengthening family values; reviving universal human values; and educating young people. One of her projects is the International Beauty and Dignity Contest: The White Queen. She plans to partner with UPF for additional projects in the future.