

Workshop track on Creative and cultural industries

19 November 2024

1.00–4.00 p.m. | Al Rayyan Room

Introduction

Creative and cultural industries (CCIs) are increasingly recognized as a key driver of economic and social development in the Arab region. Encompassing a diverse range of activities such as arts, design, media, entertainment and cultural heritage, these industries play a crucial role in fostering innovation, creating jobs, and promoting cultural exchange. They contribute significantly to regional identity, support tourism, and enhance the global cultural presence of the Arab region.

According to recent data, CCIs in the Arab region generate approximately \$58 billion, accounting for 3.5 per cent of the region's gross domestic product (GDP). Despite this substantial impact, there remains significant untapped potential for further growth.

In recent years, Governments and organizations across the Arab region have increasingly recognized the economic potential of CCIs, leading to strategic investments in this sector. Initiatives such as the creation of cultural hubs, the funding of programmes, and the establishment of international collaborations have solidified the role of CCIs in driving economic diversification and enhancing resilience in the region.

Topics to be covered

The workshop will provide a platform to explore and discuss the following topics:

- **Session 1: Exploring trends and opportunities**

This session will offer insights into the latest trends and strategies shaping the creative economy, featuring key findings from the Creative Economy Outlook 2024 report, with a focus on the Arab region. Topics will include workforce development initiatives, alignment of skills with market needs in emerging technologies, and the role of social media in amplifying cultural identity. The session will also highlight a community platform that supports creative entrepreneurs with e-commerce training, and a regional network that fosters collaboration, visibility and economic growth for creatives.

- **Session 2: Key strategies for scaling creative SMEs – case study**

In this session, Scale7 will present a case study on successful creative SMEs, highlighting their strategies for scaling and achieving growth. The case study will cover innovative business models, effective market expansion tactics, and best practices. Participants will gain valuable lessons and practical insights into scaling their own creative enterprises.

- **Session 3: Do's and Don'ts of crowdfunding creative projects in the Arab region – case study**

This session will equip participants with essential guidelines and practical insights for launching and managing successful crowdfunding campaigns for creative projects in the Arab region. Attendees will discover how to effectively engage their target audience, utilize regional platforms, craft compelling narratives, and offer culturally relevant rewards. The session will also address critical pitfalls to avoid, including overlooking cultural sensitivities, setting unrealistic goals, and failing to maintain post-campaign engagement.



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Navigating Digital Horizons

Agenda

1:00-2:00 p.m.

Trends and opportunities in the creative economy

Presenters

Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy, UN Trade and Development (UNCTAD)

Imane Hamdi, Director of Labour Market Intermediation, National Agency for the Promotion of Employment and Skills (ANAPEC)

Khalifa Al Haroon, Social Media Influencer, ILOVEQATAR

Saoussen Ben Romdhane, Business Development Officer for MENA Countries, International Trade Centre (ITC)

Moderator

Shereen Aljarrah, Coordinator of the Arab Creative Market (ACM), ESCWA Technology Centre

2:00-3:00 p.m.

Key strategies for scaling creative SMEs – case study

Presenters

Johanne Medina, Co-Founder and Chief Technology Officer, Pronto

Nada Khamis Al-Sulaiti, Founding Partner and Creative Director, Hairaat Jewelry

Moderator

Aysha Khalifa Al Romaihi, Senior Manager, Creative and Cultural Industries Hub (Scale7 Qatar)

3:00-4:00 p.m.

Do's and Don'ts of crowdfunding creative projects in the Arab region – case study

Presenters

Goran Buvac, Partner, Silicon Foundry

Aysha Khalifa Al Romaihi, Senior Manager, Creative and Cultural Industries Hub (Scale7 Qatar)