



المؤتمر العالمي
للاقتصاد الإبداعي
World Conference
on Creative Economy

Organized by



وزارة الثقافة والشباب
MINISTRY OF CULTURE & YOUTH

PROGRAMME SCHEDULE

ديسمبر 7 — 9
DEC 2021

مركز دبي للمعارض
Dubai Exhibition Centre
إكسبو 2020 EXPO



السنة الدولية
للاقتصاد الإبداعي
من أجل التنمية المستدامة
International Year
of Creative Economy for
Sustainable Development
2021

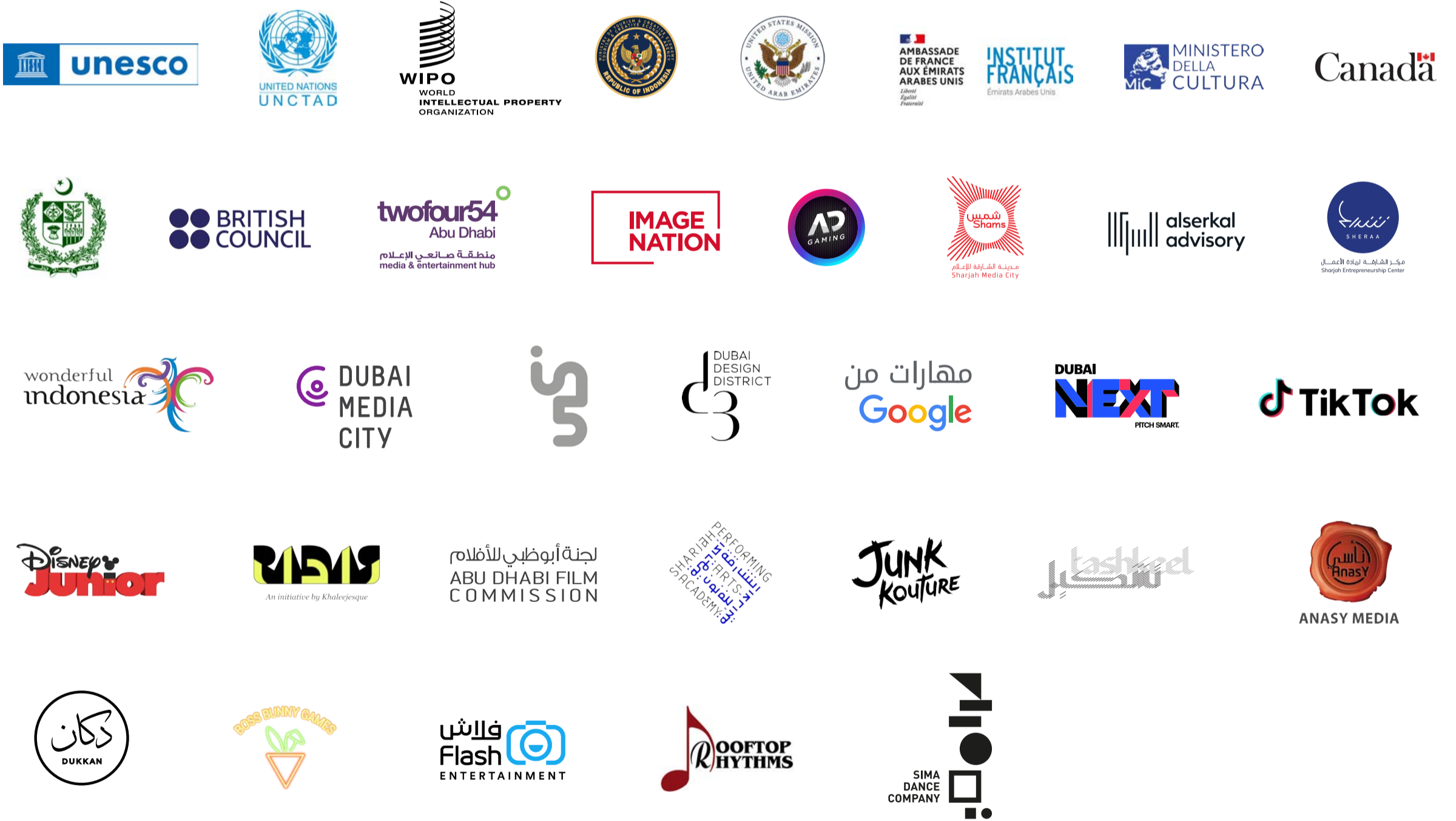
إبداع متكاملا

INCLUSIVELY CREATIVE

يصنع المستقبل

CULTIVATING THE FUTURE

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This year, the UAE hosts the second World Conference on Creative Economy (WCCE) 2021 with the world's thought leaders, aspiring creatives and innovators at EXPO 2020 Dubai.

Over three days, a large global community of entrepreneurs, creatives and policymakers will come together in person and virtually, where they will be joined by world-leading speakers, thinkers and doers. This is the place to collaboratively and practically engage with the future of the creative economy, helping to build it on inclusive, responsible, and human-first foundations.

The WCCE 2021 programme will be organised around six broad themes that will collectively define the future of the global creative economy.

—
Future Sustainable

—
Reworking Work

—
Technology
Transformation

—
Inclusivity & Diversity

—
Education Unleashed

—
Elevating Media &
Communications
Landscape

Running in parallel to WCCE
main programming:

ديسمبر
Dec 7

11:50-18:20

The 'Friends of Creative Economy' Meeting brings together policy makers and creatives from around the world to discuss policies, ideas, and solutions for sustainable creative economy development.

Note: This session is by invite and is open to virtual participation only.

ديسمبر
Dec 9


11:00-13:00

The Ministerial Meeting, aims to be a platform to share best practices and solutions implemented by global ministers for developing their nations' creative economy.

DAY ONE: 7 DECEMBER 2021

10:00-11:00
REGISTRATION

11:00-11:20 **OPENING CEREMONY**

11:20-11:50  **The Pivotal role of the Creative Economy**

High-level stakeholders will open WCCE 2021 and introduce their shared ambition to explore the potential of the creative economy for a collective, cohesive and thriving society.

HE Audrey Azoulay, Director General, UNESCO
HE Noura Bint Mohammed Al Kaabi, Minister of Culture & Youth, UAE
HE Sandiaga Salahuddin, Minister of Tourism and Creative Economy, Republic of Indonesia

Vision stage

 Session: **Opening remarks: Friends of Creative Economy Meeting at WCCE 2021** **11:50-12:00**


Kickstarting the Friends of Creative Economy Meeting by introducing the key WCCE 2021 theme of 'Inclusively Creative', we will hear how taking a human-centric approach to the development of the creative economy is essential to building and sustaining a thriving future that serves all members of the CCI ecosystem.

HE Mubarak Al Nakhi, Undersecretary of Ministry of Culture and Youth, UAE
HE Angela H. Tanoesoedibjo, Vice Minister, Ministry of Tourism and Creative Economy of the Republic of Indonesia

 Session: **IP and the Creative Economy** **12:05-12:15**

Statement from World Intellectual Property Organization (WIPO)'s Director General around the emerging needs related to IP protection against the shifting landscape of the creative economy.

Daren Tang, Director General of WIPO

 Session: **Uniting the World Through Culture: Key Learnings from G20** **12:20-12:35**

The Italian experience: G20 Culture and the path of creative enterprise
Italy has decided to place culture at the center of its Presidency, with G20 being an opportunity to discuss how it represents a crucial engine for sustainable, balanced and inclusive growth. We'll hear an overview of the key themes which arose, grounded in three fundamental pillars: People, Planet, and Prosperity.

Paolo Toschi, Diplomatic Advisor of the Italian Minister of Culture

 Session: **Now & Next: The Evolution of the Creative Economy** **12:40-13:10**

Presenting three perspectives on the advancement of the cultural and creative industries (CCI) as a formalised economy, with snapshots of the local and global impact of the creative economy and views at its vast future potential. We will capture the key elements needed for sustainable growth of CCI for generations to come.

HE Rebeca Grynspan, Secretary-General, UNCTAD
Sylvie Forbin, Deputy Director General, Copyright and Creative Industries Sector, WIPO
HE Ernesto Ottone Ramirez, Assistant Director-General for Culture, UNESCO
Moderator: HE Sheikh Salem Khaled Al Qassimi, UAE Permanent Delegate to UNESCO

 Session: **Building Global Creative Cities** **13:15-14:00**

The cultural and creative recipe for thriving urban ecosystems
Exploring how cities can be developed to support blended cultural realms and social prosperity, the panel will discuss the importance of facilitating creative clusters and entrepreneurial ecosystems through the right policies and infrastructure.

HE Hala Badri, Director General, Dubai Culture and Arts Authority
Mr. Albara Alauhali, JAX District of Diriyah
Thierry Mandon, CEO of Cité du Design Saint Etienne
Andrea Dempster Chung, Co-founder and Executive Director of Kingston Cultural District in Kingston, Jamaica
Moderator: Belize Tecirli, Senior Sustainability and ESG Advisor, Aramco


Connection stage

 Session: **Sustainable Cultural Tourism** **11:50-12:05**
Theme: **Future Sustainable**

Means to achieving sustainable tourism for environmental, social, cultural and economic prosperity.

Discussion around H.E. Sheikha Mai's vision for sustainable tourism across Bahrain, learning how this is a means to drive socio-cultural progress beyond the pandemic for long-term success. Additionally, delegates will hear practical take outs around key means to achieving sustainable tourism.

H.E. Sheikha Mai Bint Mohammed Al-Khalifa, President of the Bahrain Authority for Culture and Antiquities

 Session: **The role of the Creative Economy in Cultivating and Catalysing Inclusivity** **12:15-13:00**
Theme: **Inclusivity & Diversity**

What factors ensure an environment where creativity flourishes and access to the creative economy is truly inclusive? We will hear how investment into the creative economy is needed to unlock value chains for global society on multiple levels – from sustainable development to financial, social and cultural prosperity.


Laura Zucker, Director, Center for Business & Management of the Arts, Claremont Graduate University
Caroline Norbury, Chief Executive, Creative UK
Paul Owens, Chair, BOP Consulting; Director, World Cities Culture Forum
Dr. Pradeep Sharma, Director of Arts, Culture and Heritage at the Salama bint Hamdan Al Nahyan Foundation
Moderator: Sheikh Sultan Sooud Al-Qassemi, Founder of the Barjeel Art Foundation

 Session: **Adapt and Understand** **13:05-13:35**
Theme: **Inclusivity & Diversity**

Storytelling for sustainable impact

Exploring the potential for content creation to tell stories about sustainability; stories that shine a light on problems and solutions, educating and inspiring people and governments to act in a more sustainable manner. The conversation will be focused on Dr. Kahumbu's experience working as a conversationist with National Geographic, and Lisa Russell's filmmaking experience and curation for the UN.

Dr Paula Kahumbu, National Geographic Explorer, Wildlife conservationist and Chief Executive Officer, WildlifeDirect
Lisa Russell, Emmy-winning filmmaker and Founder of Create 2030


 Session: **The Market Opportunity** **13.40 - 14.00**
Theme: **Technology Transformation**

Meeting new needs through digital assets

As we witness the rapidly changing and growing market for digital assets, we hear about the driving forces that initiate it, where it may be going and how it will touch all our lives in the future.


Eric Harvey, Design Director, Cactus

14:00-15:00
LUNCH BREAK

 Session: **CCI Global Agenda: 11 Key Actions** **15:00-15:45**

A Global Agenda for the Cultural and Creative Industries
Witness the official launch of an action-focused CCI agenda and associated panel discussion with representatives from the UK's Policy & Evidence Centre's International Advisory Council, in partnership with the British Council. This marks the first time that an international group of CCI leaders has pooled its diverse experience to set out an agenda for the immediate future, presenting 11 action points to optimise the potential of the creative sector to help solve critical challenges of the moment.


Led by the British Council – Policy and Evidence Centre (PEC)
Eliza Easton (UK)
Tita Larasati (Indonesia)
George Gachara (Kenya)
Laura Callanan (USA)
Moderator: John Newbiggin (UK)

 Session: **NFTs: Driving Inclusivity** **15:00-15:45**
Theme: **Technology Transformation**

The inclusive potential of NFTs in the creative world

The art world has traditionally been quite exclusive and complex to navigate, whether as an artist or as a collector. We dive into how NFTs are challenging traditional views of art and how they have the potential (and have already started) to disrupt the art world. From emerging artists defining 'art' in an NFT era to what this means for collectors, the panel will discuss how this new approach will challenge and enable CCI.

Dr. Jeremy Williams, globally recognised NFT expert & NFTech Podcast Host
Estelle Ohayon, NFT Art Curator & CEO, NFT BAZL
Amina Debbiche, Co-founder The Open Crate & Ghaf.nft
Raoul Milhado, Co-Founder, Elitium
Moderator: Reem Hameed, CEO and cofounder, Collective and Partner, Dukkan Media

 Session: **Case Studies** **15:50-16:10**
Urban planning and placemaking for the cultural and creative sector

Sharing insights around creative placemaking to support social development and flourishing local communities. We will hear case studies from Dr. Barbara Romer, a futurist who specialises in the development of cultural visions for cities.

Dr. Barbara Romer, Art Curator, Strategy Consultant

 Session: **NFTs for a Fairer Music Industry** **15:50-16:10**
Theme: **Technology Transformation**

NFTs reshape the music industry

Just as the world starts to understand the power and potential of NFTs, there are transformations and new applications that are showing just how influential and agile NFTs will be for the music industry. A leading music distribution platform takes us on a journey of how NFTs have potential to reshape the industry, delivering fairer returns to those at the heart of the system; the artists themselves. We'll hear insight around how NFTs hold the power to promote authenticity and copyright protection, as well as equitable sales models.

Albert Carter, CEO, AudioSwim



16:15-16:30
LIVE PERFORMANCE by Sima Dance Company

DAY ONE: 7 DECEMBER 2021

16:30-16:45
BREAK

Vision stage

Connection stage



Session: **Creative Resilience**

16:45-17:15

The impact and resilience of creatives within their countries

Here we get to listen to creatives who navigated the challenges of the pandemic, with ingenuity and purpose. We will hear how the pandemic affected their practices and shaped their creative output

Manar Al Hinai, Co-founder and Storyteller-in-Chief of Sekka Magazine and Creative platform
Sharifah Al Hinai, Co-founder and Director of the Khaleeji Art Museum
Victor Sitali, Artist
Almira Fikrani, Designer, Co-founder Plépah, Footloose Initiative
Gamia Dewanggamanik, Design Researcher



Session: **Lessons for a New Inclusively Creative World**

17:20-17:40

Driving positive change in the post-pandemic creative economy

The global pandemic fundamentally changed the way we live – some changes were short-lived but others are here to stay. We will unpack these changes and address how we have successfully or unsuccessfully adapted in the short term, as they hold the key to how we must harvest the true lessons of the pandemic for the future of the world's cultural and creative industries.

Anthony Sargent CBE, International Cultural Advisor, Leader and Communicator



Session: **FCE 2021 Closing remarks**

17:45-18:00

We will wrap up the Friends of the Creative Economy session and look ahead to the two upcoming days of WCCE 2021.

Marisa Henderson, Creative Economy Programme Chief, UNCTAD
HE Sheikha Alia Khalid Al Qassimi, Assistant Undersecretary for the Cultural and Creative Industries Sector, Ministry of Culture & Youth, UAE



Session: **Tools for transformation** Theme: **Technology transformation**

16:45-17:05

Building and activating the metaverse

Connecting developments in the metaverse with the work Kalamint, with a focus on the impact on the NFT community. We will speak to the growing ecosystem of digital artists and private-sector innovators, offering practical insights to support access to these new, burgeoning markets.

Rob Janoff, Designer of the Apple logo (Intro)
Chris Deschenes, Chief Executive Officer at Kalamint



Session: **Ambition Unlimited** Theme: **Inclusivity & Diversity**

17:10-17:30

Telling stories through art to develop collective wellbeing

Art can be used as a powerful tool to spread messages of peace and unity, underlining the commonalities of human existence. We will learn about the importance of preserving heritage to promote a healthy and sustainable future.

El Seed, Calligrafitti Artist



Session: **Inside MoMA's Digital Strategy** Theme: **Reworking Work**

17:40-18:00

Glenn Lowry is the long-serving Director of the Museum of Modern Art in New York, and a strong supporter of contemporary artists. Having led 25 years of constant change, he has had to steer MoMA through the pandemic. Here he outlines its impact and how a shift to digital has transformed and expanded the depth, breadth and participative nature of the MoMA visitor experience.

Glenn Lowry, Director of the Museum of Modern Art (MoMA) in New York City

18:00-18:20

LIVE PERFORMANCE by Rooftop Rhythms - Salem Attas, Nabihah Nahyan, Jaysus Zain



DAY TWO: 8 DECEMBER 2021

09:00-10:00
REGISTRATION

10:00-10:15



Session: **Opening WCCE 2021 | Day 2**
Theme: **Igniting Creativity and Collaboration**

We will set the stage for day two of WCCE 2021 and address the creative economy's essential role in global prosperity and the very human foundations required for CCI.

HE Mohamed Khalifa Al Mubarak, Chairman, Department of Culture and Tourism Abu Dhabi

10:20-11:05



Session: **Bouncing Back**
Theme: **Reworking Work**

Rebuilding Economies with Imagination

Perspective of the effect of the pandemic on the creative economy across various global markets: Canada, Morocco and UK. We will hear key points around the impact made and the resulting implications, sharing predictions on how this is set to shape the creative economy into the future.

Christopher Deacon, President and Chief Executive Officer, National Arts Center
Taoufik Aboudia, CEO, Emerging Business Factory
Anthony Sargent, CBE, International Cultural Advisor

Moderator: **Laura Zucker**, Director, Center for Business & Management of the Arts, Claremont Graduate University

Vision stage

Connection stage

Perspective stage



Session: **Partnering for Talent**
Theme: **Elevating the Media and Communications Landscape**

11:10-11:55

Supporting regional talent in filmmaking industries

The partnership between National Creative Industries Group (NCIG) and Netflix aims to support local talent that will spawn a series of projects by regional writers. We will learn the motivations behind the partnership, as well as the opportunities and challenges it intends to address.

HE Sheikha Al-Zain Al-Sabah, Chairperson and CEO of National Creative Industries Group KSCC

Moderator: **Rami Yasin**, Writer, Director, Producer,



Session: **Discussion on the Launch of UAE's National CCI Strategy**

12:00-12:45

2021 marks a landmark moment for the Cultural and Creative Industries (CCI) in the UAE with the launch of the Ministry of Culture and Youth's 10-year National CCI Strategy. The panel will invite two leading Ministers to share their insights in a discussion on the importance of the creative economy and supporting SMEs.

HE Noura bint Mohammed Al Kaabi, Minister of Culture & Youth, UAE
HE Abdulla Bin Touq Al Marri, Minister of Economy, UAE
HE Dr. Ahmad bin Abdullah Humaid Belhou Al Falasi, Minister of State for Entrepreneurship and SMEs, UAE

Moderator: **Mina Al Orabi**, Editor in Chief, The National



Session: **Thinking Local**
Theme: **Inclusivity & Diversity**

11:10-11:55

Protecting heritage & the handmade

The importance of promoting and preserving local crafts to support cultural diversity and social impact is under appreciated. We will hear how the handicrafts industry is essential to the creative economy, learning how value can be unlocked through local handicrafts and discussing their vast and diverse community impact.

HE Reem Abdel Rahim bin Karam, Director, NAMA Women Advancement Establishment
Salama Al Shamsi, Qasr Al Hosn and Historic Sites Director
Farshied Jabarkhyl, Managing Director, Fatima Bint Mohamed Initiative (FBMI)
Caroline Courret, Director, Creative Tourism Network

Moderator: **Dr. Michele Bambling**, Creative Director of the Lest We Forget Initiative, and Visiting Associate Professor at NYU Abu Dhabi



Session: **Who's Creating & Consuming What?**
Theme: **Elevating the Media and Communication Landscape**

11:10-11:55

Shifts in post-pandemic content consumption

Exploring the immediate impact of the pandemic on key gamechangers involved in content creation. We will learn about the immediate impact on various components - from ideation, to production and distribution - as well as gaining an understanding of the trends that are here to stay.

Elie Abou Saleh, Vice President - GCC Anghami
Annie Arsane, Head of platform strategy, Global Business Marketing, METAP
Mohammad Sweidan, Creator partnership manager & TikTok influencer

Moderator: **Big Hass**, Founder of Revolt Magazine, Radio Show Host, Founder of The Beat DXB



Session: **Culinary Creativity for Success**
Theme: **Reworking Work**

12:00-12:30

A recipe to thrive as a culinary entrepreneur

Looking at the necessary ingredients to differentiate and thrive as a culinary entrepreneur, we will look at driving social and economic success through the experience of a successful culinary entrepreneur, with a particular focus on the restaurant sector in the Middle East.

Chef **Izu Ani**, Dubai's homegrown award-winning celebrity chef



12:45-13:00
LIVE PERFORMANCE

13:00-14:00
LUNCH BREAK



Session: **Artificial is Real**
Theme: **Technology Transformation**

14:00-14:20

Delivering change through AI

As the impact of AI on the creative industries gains momentum, we will explore the opportunities and the challenges in this growing creative field and learn how the UAE's AI Strategy has been designed to future-proof the nation and the opportunities for the creative economy.

HE Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications



Session: **Intelligence Squared**
Theme: **Reworking Work**

14:25-14:45

Human + AI = transformation

A media artist and pioneer in the aesthetics of machine intelligence for public art, data sculpture and paintings, taking us into the dynamic realm of decentralised art and the use of open data to transform spaces.

Refik Anadol, Media Artist and Director at Refik Anadol Studio



Session: **AI Painting Project Performance**

14:50-15:10

Watch an AI painting performance and hear from the masterminds behind it, after which we will learn about the technology and methodology of utilizing AI for paintings, the arts and the creative process.

Yiru Lai, AI Painting Project
Takumi Hongo, AI Painting Project



Session: **Platforms and Channels**
Theme: **Elevating the Media and Communications Landscape**

14:25-15:10

Developing new ways to communicate

Design plays a fundamental role in the communications landscape, which is continuously being disrupted and evolving. We will hear about the key trends that are shaping the future of branding and communications, and explore how design can support creatives in successfully navigating this uncertain future.

Tarek Atrissi, Founder, Tarek Atrissi Design
Moderator: **Alanood Bukhammas**, Graphic Design Instructor - College of Arts and Creative Enterprises at Zayed University



Session: **We've Interviewed 200+ Creatives & This Is What We've Learnt**

15:15-15:35

The Dukkan Show is a leading Society and Culture podcast in the UAE, hosted by Omar Tom, Mohamad Akkaoui and Reem.

In this poignant and "forever-evolving" talk, they will share epiphanies, truths and anecdotal insight from interviewing and collaborating with over 200 creatives on their podcast "The Dukkan Show", in their live installations and through their cultural consultancy work.

"It's an honest look at who we are, from our corner of the creative economy."

Reem Hameed, CEO and cofounder, Collective and Partner, Dukkan Media
Omar Tom, Managing Partner, Dukkan Media



Session: **Green Fashion**
Theme: **Future Sustainable**

14:00-14:30

Enabling creative youth expression through environmental sustainability

Junk Kouture challenges and showcases aspiring school-age designers to create wearable fashion, based on the golden rule that everything used must be 100% recycled. We will explore why it is so important to provide creative outlets that go hand in hand with protecting the environment.

Troy Armour, CEO, Junk Kouture
Katie Brill, Vice President PR & Communications, Junk Kouture



Session: **Law for the Arts**
Theme: **Reworking Work**

14:35-15:15

Legal foundations supporting the arts

Focusing on the connection between the legal sector and the creative industries, we will delve into where they intersect and hear personal accounts from artists who encountered legal issues and learn how they were resolved, and hear advice on how to stay legally protected in creative practices.

Maha Bin Hendi, Managing Partner, Maha Bin Hendi Law Firm
Zeinab Al Hashemi, Conceptual Artist
Mouza Al Zaabi, Artist
Mohamed Abd Al Moniem, Senior Associate of Maha Bin Hendi Law Firm



Session: **The Value of Mapping Creativity**
Theme: **Future Sustainable**

15:20-15:35

Launching Radar: Regional Creative Mapping Project

For the majority of 2021, KhaleejEsque mapped more than 200 organisations in the regional CCI landscape, conducted research sessions with leading institutions and sector specialists. This led to the launch of the Radar Regional Creative Mapping Project, the first resource of its kind to highlight cultural happenings and support creatives in and from the GCC. We will hear the insights and challenges that emerged from this unique initiative.

Sheikha Fouz Al-Sabah, Founder and Managing Director, Crowd Creative House

DAY TWO: 8 DECEMBER 2021

Vision stage

Connection stage

Perspective stage

 Session: **Intelligence Squared**
Theme: **Reworking Work** **15:15-16:00**

Human + AI = transformation

As AI continues to improve and touch various aspects of our lives, we discuss if it now or ever will have the potential to match human creativity, what are the implications for the creative industries, and the power of possibility when the two work collaboratively and harmoniously.

Yiru Lai, AI painting project
Refik Anadol, Artist and Designer
Moderator: **Mariam Al Muhairi**, Dubai Future Foundation

 Session: **Protecting Ideas**
Theme: **Future Sustainable** **15:35-15:55**

The imminent impact of blockchain on the global creative economy
Blockchain technology is already disrupting industries and is set to have considerable impact on the future creative economy, establishing new modes of value exchange and enhancing digital IP protection. We will focus on how blockchain has the power to herald an entirely new way for creatives to retain their IP, create efficient and dynamic pricing and payment models, and potentially create a fairer system for all, across the global creative industries.

Wakim Zeidan, Co-founder of Silverline Community

16:00-16:15
LIVE PERFORMANCE by Alaa Wardi

 Session: **Accessible Creativity**
Theme: **Inclusivity & Diversity** **16:15-17:00**

The regions creative potential growth and opportunities for collaboration
We will hear how greater accessibility into the creative economy can be achieved, locally and regionally – with a perspective on why seeking careers within creative economy is beneficial.

HH Sheikhha Latifa bint Mohammed bin Rashid Al Maktoum

Moderator: **Becky Anderson**
Managing Editor of CNN Abu Dhabi and Host of CNN's Emmy award-winning "Connect the World".

 Session: **The World, Multiplied**
Theme: **Elevating the Media and Communications Landscape** **16:40-17:00**

Enabling new realities through digital design

Putting into perspective the huge market potential for digital assets, as the demand for hybrid and digital experiences and products grows.

Eloi Beauchamp, Founder, L'ÉLOI

 Session: **Radical Revolution**
Theme: **Reworking Work** **16:50-17:10**

Human-centred digital transformation

Among the key ingredients to successful digital transformation is effective human collaboration. We will focus on how entities who are looking to overhaul or implement technological advancements in their private or public sector organisations can drive and manage change, while minimising turbulence and the potential for failure.

Alexis Wichowski, Deputy Chief Technology Officer for Innovation for the City of New York

 Session: **Localising Sustainability**
Theme: **Future Sustainable** **17:05-17:35**

Sustainable practices in architecture and engineering

Exploration of Santiago Calatrava's approach to ensuring sustainability through the application of localised factors relevant to each region and context. Through case studies, we will learn about technological advancements in the area of sustainable and innovative architectural practice, while also gaining practical insights into the process of achieving 'platinum standard' sustainability for engineers and architects.

Dr. Santiago Calatrava, Principle-in-Charge & Creative Director, Santiago Calatrava Architects & Engineers

 Session: **TikTok, Clubhouse, and The New Rules of Audio Marketing**
Theme: **Elevating the Media & Communications Landscape** **17:15-17:35**

This presentation examines the rise of audio marketing on platforms like TikTok, Clubhouse, Twitter Spaces, and podcasting more generally-- giving a practical guide to how organizations can design effective audio strategies. As a personal work example, Eytan will present a recent campaign they built to promote the Netflix show Big Mouth on TikTok that led to 100 viral videos, each with over 1 million views using the same audio clip.

Eytan Oren, CEO, Block Party

 Session: **Make it Better**
Theme: **Future Sustainable** **17:40-18:25**

Rethinking materials and supply chains

Explore how creators and manufacturers are rethinking materials and supply chains, from a product design perspective. This panel will discuss innovative and pioneering processes set to reform industrial design and manufacture, guided by the motivation to ensure global sustainability.

Noorjehan Bilgrami, Multi-Disciplinary Artist, Curator, and Educationist
Khalid Shafar, Design Entrepreneur
Carla Camilla Hjort, Founder and Chairman, Space10

Moderator: **Laila Binbrek**, Coordinating Director, National Pavilion UAE

 Session: **Picturing Tomorrow**
Theme: **Elevating the Media and Communication Landscape** **17:40-18:10**

Exploring key movements across regional filmmaking

A conversation with filmmakers across the local film industry drawn from the region debate burning issues, major challenges and creative opportunities enabled by new social, political, economic and technological realities.

Abdulla al Kaabi, Film Director
Nayla Al Khaja, Film Director
Moderator: **Talal Al Asmani**, Senior Development Executive, Image Nation

 Session: **Catalysing Community Impact** **18:15 - 18:30**

Youth Circles: Developing solutions for a more sustainable creative media industry

Youth Circles is an initiative governed by Emirates Youth Council and launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE, and Ruler of Dubai. We'll hear how Youth Circles inspires youth-centric dialogue, innovating solutions to global challenges surrounding the creative media industries, with the ambition to drive long-term sustainability across the sector.

Alma Almubarak, Manager of Public Diplomacy at Image Nation Abu Dhabi
Omar Al Dhaheri, Head of business development in Abu Dhabi film commission

18:30-19:00

LIVE PERFORMANCE - by Dominique Fils-Aimé



DAY THREE: 9 DECEMBER 2021

09:00-10:00
REGISTRATION

Vision stage

Connection stage

Perspective stage

10:00-10:20



Session: **Opening WCCE 2021: Day Three**
Theme: **Inclusivity and Diversity**

Embracing humanity through books
We'll explore the role of books as a creative medium in reinforcing human interconnectedness and creating a more inclusive and diverse public space where all voices are heard and accepted.

Sheikha Bodour bint Sultan Al Qasimi, IPA President, Founder and CEO of Kalimat Group

10:20-10:35

Announcement of Winners of Access Sharjah Challenge: Creative Economy powered by Sheraa and in Partnership with Ministry of Culture and Youth

10:40-10:50



Session: **Keynote speech**
Theme: **Education Unleashed**

Future skills for future roles
Sharing insight into the need and path to stimulate young minds in the arts, we will explore how to strengthen the creative economy of the future through the next generation.

HE Jameela Al Muhairi, Cabinet Member and Minister of State for Public Education, UAE



Session: **From STEM to STEAM**
Theme: **Education Unleashed**

10:55-11:40

Bringing together the arts & sciences
As awareness and understanding grows about the importance of fostering skills across the arts as much as those of science, technology, engineering and math, to ensure that creativity is at the heart of education. We will explore how the education system can prepare itself for future opportunities and challenges related to the creative economy.

Paul Collard, Chief Executive Officer, Creativity, Culture & Education
Amine Kharchach, Interpretation & Mediation Manager, Children's Museum Louvre Abu Dhabi
Dr. Hani Asfour, Dean in Dubai Institute of Design and Innovation (DIDI)
Moderator: Dahlia Mahmood, Academic Consultant



Session: **Wider Perspectives**
Theme: **Reworking Work**

11:45-12:05

Unlocking the future of working across disciplines
Releasing the full power of the creative economy demands collaboration. Here we explore how to work across sectors, to seize new opportunities and release untapped potential.

John Howkins, Global Strategist and Author



Session: **Celebrating heritage in film**
Theme: **Elevating the media & communications landscape**

Exploring the factors behind Al Kameen's record-breaking success
Al Kameen smashed the record for the biggest opening for an Emirati film and an Arabic language film in the UAE. We'll hear of the factors which lead to this result - from creative development to casting and production and the value of telling authentic stories which resonate with audiences.



Session: **Entrepreneurs Energised**
Theme: **Reworking Work**

10:55-11:35

Securing finance for cultural products and creative start-ups
There are many potential channels to help accelerate the progress of creative individuals and organisations. Shining a spotlight on the journey and needs of creative entrepreneurs, we will highlight the funding options available to them and how best to access them.

Alice Loy, CEO & Co-founder, Creative Startups
Najla Al Midfa, Chief Executive Officer, Sharjah Entrepreneurship Center (Sheraa)
Moderator: Saeed Al Nofeli, Director, In5



Session: **Content Forward**
Theme: **Elevating the Media and Communications Landscape**

11:40-12:25

Who makes the gaming and entertainment content of the future?
Jumping into Abu Dhabi's gaming strategy to understanding how content creation feeds into this massive industry, we learn about the key players and how the strategy is coming to life.

Geraint "G" Bungay, Co-Founder & Board Member, Boss Bunny
Karim Ibrahim, CEO of Robocom VR
James Binns, Executive Chairman Network N
Haya Al Qadi, Global Marketing Manager, Galaxy Racer
Moderator - Micheal Garin, TwoFour54, CEO



Session: **Enabling the Creative Sector**
Theme: **Reworking Work**

12:30-12:45

Supporting social impact through financial endowments
Grant giving plays a key role in enabling the cultural sector to flourish. We will look at how investment into cultural non-profit entities translates into community impact and present tangible steps for social and cultural entrepreneurs to secure investment.

Laura Callanan, Founding Partner, Upstart Co-lab
Ouafa Belgacem, CEO of Culture Funding Watch



Disney Screening

10:00-10:20



Session: **Storytelling with Disney**
Theme: **Elevating the media and communication landscape**

10:20-11:20

A storytelling masterclass highlighting the importance of collaboration, representation and authenticity when creating a fictional world.

Featuring the first South Asian protagonist in a Disney Junior show, the masterclass will be a celebration of South Asia, its culture, and its people. With a focus on the roles that research, consultants, and personal experiences play in the creation of an animated series.

The Walt Disney Company:
Sascha Paladino, Executive Producer
Shagorika Ghosh Perkins, Consulting Producer and Cultural Consultant
Amritha Vaz, Composer
Rhonda Ragab, Cultural Consultant



Session: **Heritage and Art Collaborations**
Theme: **Future Sustainable**

11:25-12:10

Exploring the relevance of Culture and Heritage in CCI
The MENA region has always been a treasure trove of art, culture and heritage, and is now emerging on the world stage as a critical hub for the future of the global creative economy. We will reflect on the past to discover and define what lies ahead, from 'undiscovered' UNESCO heritage sites that play host to some of the most prominent new artists, to bringing the past, present and future of creativity together like never before.

Omar Albraik, Arts & Culture Partnerships Manager, ALUla
Nadine Ghaffar, Founder & General Manager, Art D'Egypte
Moderator: Sabih Ahmed, Associate Director and Curator, Ishara Art Foundation



Session: **Purposeful Partnerships**
Theme: **Reworking Work**

12:15-12:35

Strategic partnerships driving growth and catalysing the UAE Creative Economy
Uncovering the success of Tashkeel and its networks, we will contextualise the current status of the professional art and design sectors, and delve into the fundamental necessity for effective partnerships to achieve sustainable impact. It will also highlight the creative sector's potential using the partnership model, covering funding mechanisms, capacity building, income generation and retail/trade market engagement, with emphasis on sustainability both in terms of environmental responsibility and fiscal self-sufficiency.

Lisa Ball-Lechgar, Deputy Director, Tashkeel



12:45-13:00
LIVE PERFORMANCE by Sima Dance

13:00-14:00
LUNCH BREAK



Session: **Urban Unity**
Theme: **Reworking Work**

14:00-14:45

Blending cities & cultures
Insights shared around promoting cultural vibrancy in cities, particularly the role of creative ecosystems & clusters. We will hear about the factors which are essential to promoting a healthy environment that enables local creative sectors to flourish, as well as a depiction of what this ideal state entails.

Dr. Barbara Romer, Founder, Studio Römer
Tita Larasati, Lecturer and Researcher at Industrial Design Program, FSRD ITB, Indonesia
Stephen Hobbs, South Africa
Vilma Jurkute, Alserkal Executive Director
Alessandro Melis, Architect
Moderator: Belize Tecirli, Senior Sustainability and ESG Advisor, Aramco



Session: **Storytelling at the cutting-edge**
Theme: **Elevating the media and communications landscape**

14:50-15:35

Application of emerging technologies to filmmaking
Exploration into innovative applications of emerging technology to the film industry. Delegates will hear how cutting-edge mediums, such as mixed and virtual reality, are enhancing our capabilities for telling stories. We'll hear case studies from Geffen's career as a global pioneer in film around how these technologies have changed the game for his projects, as well as a prediction on the potential to come.

Anthony Geffen, World leading documentary film maker



Session: **Entrepreneurs in Action**
Theme: **Fair & Equal**

14:00-14:20

Enhancing opportunities for all
Exploring the journey of a young entrepreneur, and the act of balancing business goals with a mission to help other rising entrepreneurs to achieve their ambitions.

Ibrahim Kamara, Digital Entrepreneur and Co-Founder, GUAP



Session: **Pitching for Success**
Theme: **Reworking Work**

14:25-15:10

Supporting SMEs & new ventures in gaming and entertainment
With numerous channels for creative entrepreneurs to seek funding for their projects and organisations, how should they approach and navigate this complex environment. From the perspective of an expert in clusters, we will gain insight around best practices when pitching for investment, with an emphasis on the gaming and entertainment sector.

Jason Della Rocca, Game Industry Entrepreneur, Funding Advisor & Cluster Expert



Boss Bunny Hackathon Prize Giving

14:00-14:20



Session: **Global Center of Excellence for International Cooperation and Creative Economy (G-CINC) - Creative Ecosystem for Inclusive Development and Global Collaboration**

14:25-15:10

Hugh Moffat, Country Director of British Council Indonesia
Andrew Ong, Director for Asia and the Pacific Division, World Intellectual Property Organization (WIPO)
Sonny Rustiadi PhD (GCINC)
Moderator: Dr. Dina Delyana, Director, Thegreaterhub Business Incubator SBM ITB

15:35-15:45

DAY THREE: 9 DECEMBER 2021

15:45-16:00
BREAK

Vision stage

Connection stage

Perspective stage

16:00-16:45



Session: **Ambition Unlimited**
Theme: **Inclusivity & Diversity**
The power of purpose and passion for independent creatives

What factors are fundamental to a meaningful and sustainable career as an independent creative? We will explore the qualities, skills and behaviors needed to launch and sustain a successful creative career, and learn how purpose, passion and continuous learning make us more productive and resilient, paving way to a more fulfilling and creative life.

Malcolm Gladwell, Journalist, Author & Public Speaker/Podcaster

16:55-17:40



Session: **Shared Perspectives**
WCCE 2021 wrap-up session

Two driving forces behind creative economy development and strategies will come together to reflect on everything they saw, heard and felt during WCCE 2021, and draw lessons for the future of our global Cultural and Creative Industries.

John Howkins, Global Strategist and Author
John Newbigin, OBE, founder and first Chairman of Creative England

17:45-18:00



Session: **Closing Ceremony of WCCE 2021**

Closing remarks from a prominent figure who is leading the development and steering the future direction of the region's flourishing creative economy.

HE Angela H. Tanoesoedibjo, Vice Minister, Ministry of Tourism and Creative Economy of the Republic of Indonesia
HE Noura bint Mohammed Al Kaabi, Minister of Culture & Youth, UAE



18:00-18:30

CLOSING PERFORMANCE by Rashid Al Nuaimi & Abri