

كونغرس العربية  
والصناعات الإبداعية  
Congress of Arabic &  
Creative Industries



# Congress of Arabic & Creative Industries

Etihad Arena: 14 - 15 SEPT 2025



دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM



مركز أبوظبي  
للغة العربية  
Abu Dhabi Arabic  
Language Centre



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# Congress ACI

## Congress of Arabic & Creative Industries 2025

The Congress of Arabic and Creative Industries (Congress ACI) is the leading global platform championing Arabic and its cultural expressions in the creative industries. The annual forum is organized by the Abu Dhabi Arabic Language Centre at the Department of Culture and Tourism aiming to showcase Arabic creativity and expression to global audiences, to support building a thriving ecosystem for the Arab cultural and creative industries in line with UAE's efforts to promote Arabic language. Ushering in its 4th year, under the theme "Arabic Creativity Reimagined: Innovation in Storytelling and Audience Engagement" the Congress is dedicated to sparking innovation, bringing together regional and international voices to inspire, connect, and advance the future of Arabic content.

### The Congress rich program features:

- Discussions and conversations that bring together an elite group of creative economy experts, business leaders, technology pioneers, content creators, creative talents and entrepreneurs from a variety of cultural and creative domains.
- Specialized workshops and masterclasses presented by experts from leading organizations, aiming to enhance professional skillsets of students and young professionals
- An annual exhibition of new technologies and digital innovations in cultural and creative industries presented by leading global and regional brands and startups.

# Congress Agenda

كونغرس العربية  
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Congress of Arabic &  
Creative Industries



## DAY 1 - 14 SEPTEMBER 2025

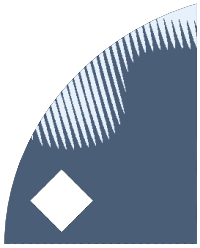
9:00 AM	9:45 AM	REGISTRATION & REFRESHMENTS	
10:05 AM	10:10 AM	OPENING REMARKS <b>HE Dr Ali Bin Tamim</b> , Chairman of Abu Dhabi Arabic Language Centre	
10:10 AM	11:00 AM	KEYNOTE DISCUSSION Arabic Creativity Redefining Global Cultural Dialogue	
		<b>Moderator</b> <b>Lubna Bouza</b> Head of Business / Business Presenter Sky News Arabia	<b>Speaker</b> <b>HE Mohamed Khalifa Al Mubarak</b> , Chairman, Department of Culture and Tourism - Abu Dhabi
11:00 AM	11:15 AM	REFRESHMENTS BREAK / NETWORKING	
11:15 AM	12:15 PM	CONSCIOUS CONVERSATION Her Narrative: Women Reimagining Arabic Creativity	
		<b>Moderator</b> <b>Sarah Dundarawy</b> Media professional, Al Arabiya News Channel	<b>Panelists</b> <b>Hend Sabry</b> , Actress and producer <b>Tima Shomali</b> , Director, producer, and showrunner <b>Butheina Kazim</b> , Founder and managing director, Cinema Akil
12:15 PM	1:15 PM	CONSCIOUS CONVERSATION Whose Story Is It?	
		<b>Moderator</b> <b>Mansoor Al Yabhouni Al Dhaheri</b> Media Advisor, Film Director & Producer, CEO at Film Gate Productions & Al Kahlema Productions	<b>Panelists</b> <b>Mariam Naoum</b> , Screenwriter; Founder & CEO, Sard <b>Rami Koussa</b> , Scriptwriter, Author and Poet <b>Rolla Karam</b> , SVP, Content Acquisition & Arabic Channels Programming, OSN
1:15 PM	2:15 PM	LUNCH	



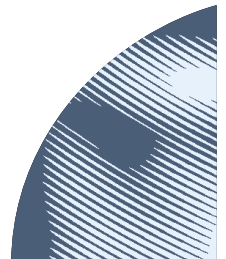
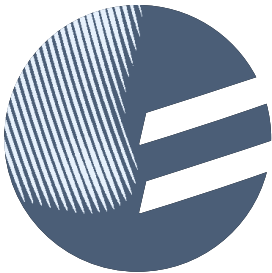
2:15 PM    3:00 PM	<b>FIRESIDE DISCUSSION</b> The Power of Personal Narrative in the age of AI	
	<b>Featuring</b> <b>Mo Amer</b> , Award winning actor, writer, producer, director and stand-up comedian  <b>Interviewed by</b> <b>Mo Gawdat</b> , AI Expert; Bestselling Author and Former Chief Business Officer, Google X	
3:00 PM    3:45 PM	<b>CONSCIOUS CONVERSATION</b> The Role of Creativity in Preserving Arabic Identity	
	<b>Moderator</b> <b>Caroline Faraj</b> , Vice-President and Editor-in-Chief, CNN Arabic	<b>Panelists</b> <b>Rasha Khalifa Al Mubarak</b> , Chairwoman of Music Nation and Music City UAE <b>Nadine Labaki</b> , Director and actress
3:45 PM	<b>End of Day 1</b>	

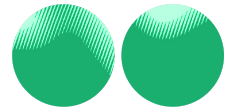
<b>DAY 2 - 15 SEPTEMBER 2025</b>		
9:00 AM    9:45 AM	<b>REGISTRATION &amp; REFRESHMENTS</b>	
10:00 AM    11:00 AM	<b>CONSCIOUS CONVERSATION</b> Creators, Capital, and Control: Who Wins in the New Economy?	
	<b>Moderator</b> <b>Mazen Hayek</b> , Consultant; Media Advisor; former MBC Group's Official Spokesman and Group Director	<b>Panelists</b> <b>Hussein Freijeh</b> , Vice President and General Manager MENA, at Snap Inc. <b>Basel Anabtawi</b> , Head of Content Operations at TikTok Middle East and North Africa <b>Moon Baz</b> , Director of Global Partnerships, Middle East, Africa & Turkey, Meta
11:00 AM    12:00 PM	<b>CONSCIOUS CONVERSATION</b> Arabic LLM: Can AI Adapt to the Wilds of Language?	
	<b>Moderator</b> <b>Zeina Soufan</b> Senior Anchor, Asharq Business with Bloomberg	<b>Panelists</b> <b>Iyad Ahmad</b> , Chief Technical Officer at Tarjama <b>Dr. Hakim Hacid</b> , Chief Researcher at the Technology Innovation Institute (TII) <b>Neha Sengupta</b> , Director, Research and Development Inception (a G42 company)
12:00 PM    1:00 PM	<b>LUNCH</b>	

1:00 PM    2:00 PM	<div data-bbox="357 152 1045 224"> <b>CONSCIOUS CONVERSATION</b>  Unlocking MENA's Audiobook Potential </div> <div data-bbox="357 233 1045 466"> <div> <b>Moderator</b>  <b>Carlo Carrenho</b>,  Publishing Consultant  and Audiobook  Ambassador at  Frankfurt Book Fair </div> <div> <b>Panelists</b>  <b>Iria Alvarez</b>, Vice President, Global Strategy  &amp; Corporate Development at Penguin  Random House  <b>Paulo Lemgruber</b>, Head of Regional Content  for LATAM and Rest of World, at Audible  <b>Ammar Mardawi</b>, Co-founder and General  Manager of Rufoof, Arabic-focused platform  for eBooks &amp; Audiobooks </div> </div>
2:00 PM    2:45 PM	<div data-bbox="357 482 1045 553"> <b>CONSCIOUS CONVERSATION</b>  Arabic Language and the Coming Shift </div> <div data-bbox="357 563 1045 769"> <div> <b>Moderator</b>  <b>Raya Rammal</b>,  Senior Presenter,  Dubai Media Inc. </div> <div> <b>Panelists</b>  <b>Dr Ali Bin Tamim</b>, Chairman, Abu Dhabi  Arabic Language Centre  <b>Dr Hanada Taha Thomure</b>, Endowed Chair  Professor of Arabic Language at Zayed  University  <b>Marwa Khost</b>, Communication Manager  Google MENA; Forbes 30U30 </div> </div>
2:45 PM    3:00 PM	<div data-bbox="357 786 1045 818"> <b>REFRESHMENTS BREAK / NETWORKING</b> </div>
3:00 PM    3:30 PM	<div data-bbox="357 834 1045 922"> <b>DEBATE</b>  Bestsellers vs. Gatekeepers: Rethinking Literary Value in Arabic  Fiction </div> <div data-bbox="357 932 1045 1066"> <b>Panelists</b>  <b>Dr Abdullah Al-Ghathami</b>, Prominent Arab Critic and Scholar;  Professor of Criticism and Theory at King Saud University in Riyadh  <b>Dr Raeda Al-Ameri</b>, Professor of Literary Criticism at University of  Babylon </div>
3:30 PM    4:15 PM	<div data-bbox="357 1083 1045 1167"> <b>3-WAY DISCUSSION</b>  Digitally Reframing the Past: Creative Explorations of Manuscript  History </div>
	<div data-bbox="357 1185 1045 1351"> <b>Panelists</b>  <b>Dr Peter Magee</b>, Director of Zayed National Museum  <b>Dr Bilal Orfali</b>, Sheikh Zayed Chair for Arabic and Islamic Studies at  the American University of Beirut  <b>Dr Esra Alhamal</b>, Managing Director of the School of Calligraphy and  Ornamentation in Fujairah, UAE </div>
4:15 PM	<div data-bbox="357 1367 1045 1399"> <b>End of Day 2</b> </div>



# CONGRESS PROGRAM





**DAY 1**  
**14 SEPTEMBER**

## KEYNOTE DISCUSSION

### Arabic Creativity Redefining Global Cultural Dialogue

This session will illuminate the burgeoning global demand for Arabic content and narratives, positioning Arabic creativity as a powerful force for cross-cultural understanding and enrichment. H.E. Mohamed Khalifa Al Mubarak will articulate how DCT Abu Dhabi is strategically enabling this phenomenon, empowering Arab storytellers to bridge cultural divides and introduce fresh perspectives into the global creative discourse, fostering a more interconnected and empathetic world.



**HE Mohamed Khalifa Al Mubarak**

Chairman, Department of Culture and Tourism - Abu Dhabi



**Lubna Bouza**

Head of Business / Business  
Presenter-Sky News Arabia



## CONSCIOUS CONVERSATION

### Her Narrative: Women Reimagining Arabic Creativity

The panel celebrates the transformative role of Arab women in reshaping cultural and creative narratives across TV, film, and digital platforms. Featuring award-winning and game-changing female creators, the session will highlight their innovative approaches to storytelling, the challenges they've overcome, and their impact on the future of Arabic creative expression.



**Hend Sabry**

Actress and producer



**Tima Shomali**

Director, producer, and showrunner



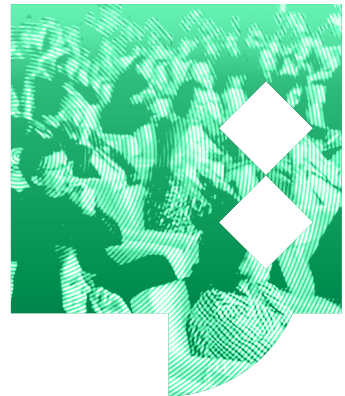
**Butheina Kazim**

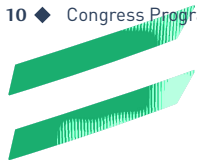
Founder and managing director, Cinema Akil



**Sarah Dunderawy**

Media professional, Al Arabiya News Channel





## CONSCIOUS CONVERSATION

### Whose Story Is It?

The panel confronts the challenge of balancing adaptation and originality in the Arabic television industry. It investigates whether localized remakes enrich the creative landscape or stifle the development of authentic Arabic narratives. Featuring insights from award-winning scriptwriters of original and Arabized content and perspectives from major streaming platforms, this session explores the crucial question of cultural identity and creative ownership in a globalized media market.



**Mariam Naoum**

Screenwriter;  
Founder & CEO, Sard



**Rami Koussa**

Scriptwriter, Author and  
Poet



**Rolla Karam**

SVP, Content Acquisition  
& Arabic Channels  
Programming, OSN



**Mansoor Al Yabhouni  
Al Dhaheri**

Media Advisor, Film Director  
& Producer, CEO at Film Gate  
Productions & Al Kahlema  
Productions



## FIRESIDE DISCUSSION

### The Power of Personal Narrative in the Age of AI

The session aims to explore how storytelling serves as a powerful bridge between cultures, and how personal narratives shape the stories we tell. The discussion will delve into the role of comedy in breaking down barriers, how stories can preserve and elevate culturally rooted narratives in an era increasingly shaped by artificial intelligence, raising valid questions on prioritizing authenticity, diversity, and historical context in storytelling as opposed to accelerating technologies.



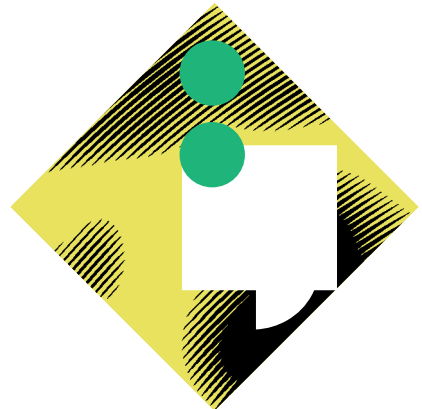
#### Mo Amer

Award winning actor, writer, producer, director and stand-up comedian



#### Mo Gawdat

AI Expert; Bestselling Author and Former Chief Business Officer, Google X



## CONSCIOUS CONVERSATION

### The Role of Creativity in Preserving Arabic Identity

This panel delves into how creativity plays a pivotal role in preserving and reimagining Arabic identity in a rapidly evolving world. The discussion will explore how investing in and exporting Arabic creative output can strengthen cultural presence globally, while fostering a resilient and thriving ecosystem for the region's creative sectors. The discussion will also highlight the importance of supporting local talent and narratives to ensure the continuity and relevance of Arab identity across generations and borders.



**Rasha Khalifa Al Mubarak**

Chairwoman of Music Nation and Music City UAE



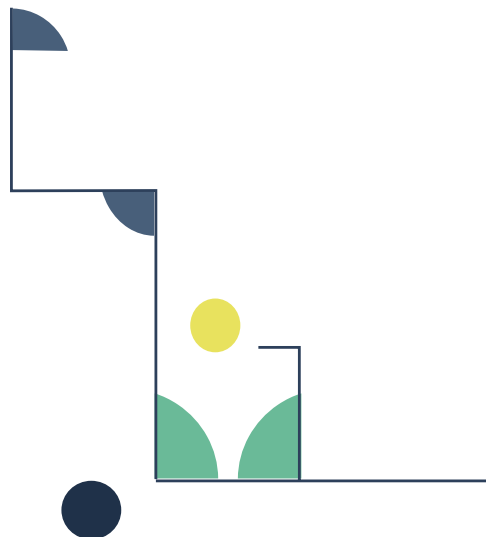
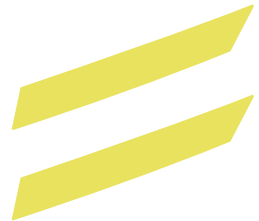
**Nadine Labaki**

Director and actress



**Caroline Faraj**

Vice-President and Editor-in-Chief, CNN Arabic





**DAY 2**  
15 SEPTEMBER

## CONSCIOUS CONVERSATION

### Creators, Capital, and Control: Who Wins in the New Economy?

This dynamic panel explores the shifting power dynamics in today's rapidly evolving economic landscape, where creators, investors, and platforms intersect. As digital content, intellectual property, and personal brands become major drivers of value, who truly holds the power—those who create, those who fund, or those who control distribution? Join leading voices from the creative industries, venture capital, and technology to unpack the opportunities, tensions, and future of ownership in the new economy.



**Hussein Freijeh**

Vice President and General Manager MENA, at Snap Inc.



**Basel Anabtawi**

Head of Content Operations at TikTok Middle East and North Africa



**Moon Baz**

Director of Global Partnerships, Middle East, Africa & Turkey, Meta



**Mazen Hayek**

Consultant; Media Advisor; former MBC Group's Official Spokesman and Group Director



## CONSCIOUS CONVERSATION

### Arabic LLM: Can AI Adapt to the Wilds of Language?

This high-level discussion will spotlight breakthroughs in Arabic large language models (LLMs). Panellists will explore how AI is reshaping content production in Arabic, the linguistic intricacies that challenge machine learning, and if human expertise remains crucial for ensuring culturally accurate and nuanced outputs. We'll also delve into the future potential of Arabic LLMs and how regional innovators are contributing to global AI frontiers.



**Iyad Ahmad**

Chief Technical Officer at  
Tarjama



**Dr. Hakim Hacid**

Chief Researcher at the  
Technology Innovation  
Institute (TII)



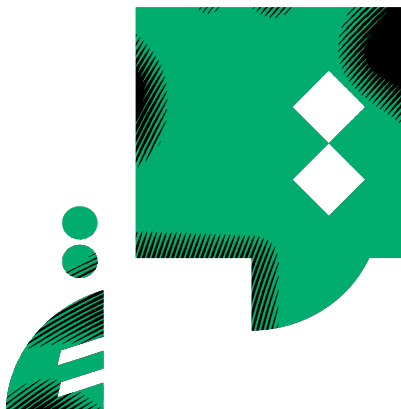
**Neha Sengupta**

Director, Research and  
Development Inception (a G42  
company)



**Zeina Soufan**

Senior Anchor, Asharq  
Business with Bloomberg



## CONSCIOUS CONVERSATION

### Unlocking MENA's Audiobook Potential

The audiobook market is booming globally, offering new avenues for accessing stories and knowledge. Deriving from global trends and learnings, this panel will discuss the key trends to drive the growth for Arabic audiobooks. We will examine the increasing diversity of genres, the role of mobile platforms and accessibility features, the power of voice and performance, and the unique opportunities and challenges in reaching Arabic-speaking audiences globally.



**Iria Alvarez**

Vice President, Global Strategy & Corporate Development at Penguin Random House



**Paulo Lemgruber**

Head of Regional Content for LATAM and Rest of World, at Audible



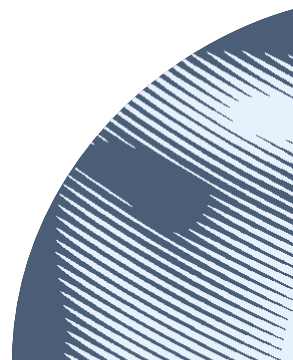
**Ammar Mardawi**

Co-founder and General Manager of Rufoof, Arabic-focused platform for eBooks & Audiobooks



**Carlo Carrenho**

Publishing Consultant and Audiobook Ambassador at Frankfurt Book Fair



## CONSCIOUS CONVERSATION

### Arabic Language and the Coming Shift

This panel explores the rapid shifts occurring between Modern Standard Arabic and local dialects in the context of accelerating societal change. It examines the opportunities and challenges presented by this linguistic transformation and reflects on its impact on creative expression, cultural identity, and communication across the Arab world.



**Dr Ali Bin Tamim**

Chairman, Abu Dhabi  
Arabic Language Centre



**Dr Hanada Taha Thomure**

Endowed Chair Professor of  
Arabic Language at Zayed  
University



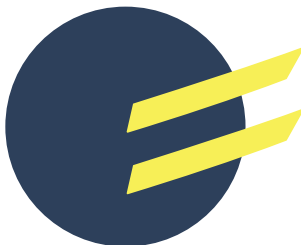
**Marwa Khost**

Communication Manager  
Google MENA; Forbes 30U30



**Raya Rammal**

Senior Presenter, Dubai  
Media Inc.



## DEBATE

### Bestsellers vs. Gatekeepers: Rethinking Literary Value in Arabic Fiction

The panel discusses the ongoing controversy between audience demand and the critical establishment in Arabic literary genres, taking the Musallam controversy as a starting point. It investigates the influence of popular tastes on the development of Arabic literature and the way these challenges conventional critical approaches.



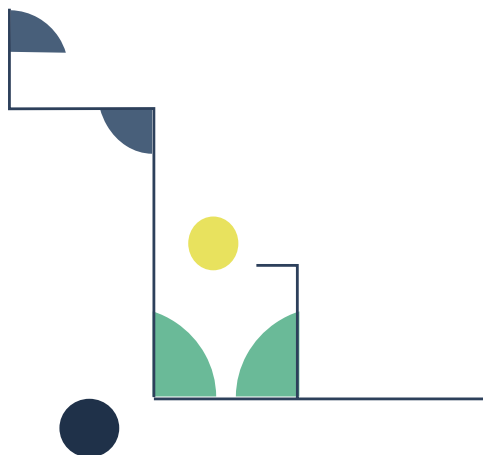
**Dr Abdullah Al-Ghathami**

Prominent Arab Critic and Scholar; Professor of Criticism and Theory at King Saud University in Riyadh



**Dr Raeda Al-Ameri**

Professor of Literary Criticism at University of Babylon



## 3-WAY DISCUSSION

### Digitally Reframing the Past: Creative Explorations of Manuscript History

This panel recasts our understanding of the history of civilization through manuscripts as powerful, material testaments to human imagination and knowledge. It explores how the material evidence in these ancient texts – from calligraphy and illuminations to marginalia and binding – offers important clues about ancient societies, beliefs, and inventions. The speakers will also critique the special worth and inherent bias of these primary sources, finally discovering how these creative works continue to shape and test our perception of history and tell the story of civilization.



**Dr Peter Magee**

Director of Zayed National Museum



**Dr Bilal Orfali**

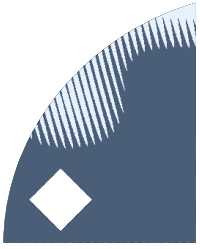
Sheikh Zayed Chair for Arabic and Islamic Studies at the American University of Beirut



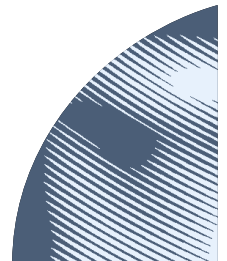
**Dr Esra Alhamal**

Managing Director of the School of Calligraphy and Ornamentation in Fujairah, UAE





# Tracks for Professional Capacity Building



# Tracks for Professional Capacity Building

Congress ACI offers a series of interactive sessions, masterclasses, and workshops led by experts from regional and global entities, including TikTok; Snap Inc.; Google; Amazon Web Services (AWS); Sard's Founder & CEO Mariam Naoum; Gaming Creative Director and Author Fawzi Mesmar; Lema Collective; and Adobe x Grapheast. The sessions are designed to enhance the professional and technical skills of a wide range of target groups, including university students, young professionals, content creators, aspiring writers, educators, design and gaming enthusiasts, publishers, and creative industry professionals.

**The Tracks cover a wide spectrum of focus areas and topics, including:**

## **Digital Content Creation & Platforms**

- TikTok strategies and best practices
- Snap School's content creation tools
- Snap Inc. Augmented Reality (AR) for creative storytelling
- Adobe Express for Arabic calligraphy and design

## **Generative AI & Arabic Content**

- Google's Gemini and NotebookLM in Arabic
- AWS AI tools for Arabic content creation
- AWS AI-powered innovations in Arabic education

## **Creativity, Writing & Storytelling**

- Screenwriting inspiration and idea development
- Originality and creativity in game development

## **Future of Media & Business Models**

- Evolving content strategies and digital business innovation



In addition, the program will feature presentations of innovative project concepts and ideas by participants in the Congress X Youth Awards aimed to foster a lasting passion for the Arabic language. Participants will present to a panel of industry leaders in a live interactive session and will conclude with an awarding ceremony honoring the most promising youth-driven initiatives.









# Schedule

## DAY 1 – 14 SEPTEMBER

2:30 PM 5:30 PM	<b>Workshop</b> <b>Finding the Spark: Sources of Ideas for Screenwriting</b> By <b>Mariam Naoum</b> , Screenwriter; Founder & CEO of Sard		Arabic
3:30 PM 4:30 PM	<b>Training and discussion session</b> <b>Mastering TikTok: From Basics to Breakthroughs</b> By <b>Donia Abi Nassif</b> , Regional Programs & Education Lead		Arabic
3:30 PM 4:30 PM	<b>Workshop</b> <b>Generative AI Tools for Arabic Content Creation</b> By <b>Rafik Soliman</b> , AI/ML Sales Specialist Lead – UAE Enterprise and Gulf		Arabic
4:30 PM 5:30 PM	<b>Workshop</b> <b>Snap School for Content Creation</b> By <b>Aya Kalouti</b> , Talent Partnerships Manager for MENA		English
4:30 PM 5:30 PM	<b>Workshop</b> <b>Arabic Education: From Traditional Learning to AI-Powered Classrooms</b> By <b>Mohamed Ezzat</b> , Head of AI/ML Sales - Public Sector		Arabic

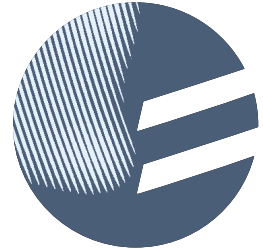
## DAY 2 – 15 SEPTEMBER

3:30 PM 4:30 PM	<b>Workshop</b> <b>Google Gen AI tools in Arabic: Gemini and NotebookLM</b> By <b>Marwa Khost Jarkas</b> , Communications & Public Affairs Manager, MENA		Arabic
3:30 PM 4:30 PM	<b>Workshop</b> <b>Arabic Calligraphy Meets Digital Design with Adobe Express</b> By <b>Andrei Koziakov</b> and <b>Mohammed Ghareb</b>		Arabic / English
3:30 PM 4:30 PM	<b>Masterclass</b> <b>Demystifying Creativity: Originality in Game Development</b> By <b>Fawzi Mesmar</b> , Gaming Creative Director and Author		English
4:30 PM 5:30 PM	<b>Masterclass</b> <b>Snap AR: Transform Your Creativity into Opportunity</b> By <b>Mohammed Bouarib</b> , Regional Creative Strategy Lead MENA		English
4:30 PM 5:30 PM	<b>Masterclass</b> <b>Reimagining Content and Business Models for the Digital Age</b> By <b>Ani Attamian</b> , Business Advisor guiding organizations to turn disruptive innovation into sustainable growth		English
4:30 PM 6:30 PM	<b>Presentation and Awarding Session</b> <b>Congress X Youth Awards - Projects Pitches &amp; Awarding Ceremony</b>		Arabic / English

# Detailed Program

## DAY 1

14 SEPTEMBER



### TRACK ONE - 2:30 PM – 5:30 PM

#### Finding the Spark: Sources of Ideas for Screenwriting

Inspired by the socially grounded and emotionally rich storytelling of Mariam Naoum, this 3-hour intensive and interactive workshop explores how writers can find authentic and powerful ideas for screenwriting. Participants will examine everyday life, social realities, memory, novels, and personal experiences as key sources for storytelling. Through tailored introduction/session and open discussion, the workshop helps participants identify and shape initial ideas that reflect their voice and vision in their future writings.



<b>Format</b>	Workshop
<b>Instructor</b>	Mariam Naoum, Screenwriter; Founder & CEO of Sard
<b>Language</b>	Arabic
<b>Who is it for</b>	Beginner writers, emerging storytellers, and creatives interested in film and drama

Presented by



### TRACK TWO - 3:30 PM – 4:30 PM

#### Mastering TikTok: From Basics to Breakthroughs

This multi-format session combines two main elements to maximize engagement and knowledge. It will start with a hands-on training workshop, offering both practical tips, best practices and inspiring insights to help you master TikTok for content creation and growth. The session will wrap up with an engaging panel discussion, that puts the training into a real-life setting, joining Shehab Al Hashimi, TikTok's 2025 Gold Award winner for "Best Educational Content Creator", and Dia Haykal, Director of Brand and Partnerships at Majarra, the leading Arabic digital content publisher.



<b>Format</b>	Training and discussion session
<b>Instructor</b>	Donia Abi Nassif, Regional Programs & Education Lead
<b>Language</b>	Arabic
<b>Who is it for</b>	Content creators and publishers

Presented by





**TRACK THREE - 3:30 PM – 4:30 PM**  
**Generative AI Tools for Arabic Content**

This session offers a comprehensive look at the generative AI landscape for Arabic content. It begins with an overview of current advancements, followed by a focus on prompt engineering tailored to Arabic language models. A live demonstration will showcase AWS-powered tools designed for Arabic storytelling and publishing. Key focus areas include AI-assisted Arabic creative writing, automated translation and localization of Arabic content, and optimizing publishing workflows through AWS services to support efficient and high-quality content production.



<b>Format</b>	Workshop
<b>Instructor</b>	Rafik Soliman, AI/ML Sales Specialist Lead – UAE Enterprise and Gulf
<b>Language</b>	Arabic
<b>Who is it for</b>	Tech professionals, Business professionals, University students, Content creators, media professionals, creative industry professionals

Presented by



**TRACK FOUR - 4:30 PM – 5:30 PM**  
**Snap School for Content Creation**

This workshop is an exclusive Snap School session for you to learn Snap’s latest best practices around content creation, to discover how to grow your audience, build your business, and turn your creativity into a career.



<b>Format</b>	Workshop
<b>Instructor</b>	Aya Kalouti, Talent Partnerships Manager for MENA
<b>Language</b>	English
<b>Who is it for</b>	Students, content creators and young professionals

Presented by





TRACK FIVE - 4:30 PM – 5:30 PM

Arabic Education: From Traditional Learning to AI-Powered Classrooms

Explore how technology is reshaping Arabic language learning—from intelligent content generation to cloud-powered personalization. This session features an interactive demo using AWS AI services, along with a real-world case study on how institutions are building secure, scalable, and adaptive Arabic learning platforms with tools like Amazon Bedrock.



Format	Workshop
Instructor	Mohamed Ezzat, Head of AI/ML Sales - Public Sector
Language	Arabic
Who is it for	Educators, university students, EdTech professionals, cultural institutions

Presented by



DAY 2  
15 SEPTEMBER

TRACK SIX - 3:30 PM – 4:30 PM

Google Gen AI tools in Arabic: Gemini and NotebookLM

Step into the future of content creation with this hands-on workshop exploring Google’s groundbreaking generative AI tools—Gemini and NotebookLM. Discover how to unlock smarter source discovery, effortlessly analyze Arabic and English texts, and turn written words into visually striking AI-generated videos and images. Whether you’re a student or a creative professional, this session reveals the powerful potential of GenAI to elevate your Arabic content like never before.



Format	Workshop
Instructor	Marwa Khost Jarkas, Communications & Public Affairs Manager, MENA
Language	Arabic
Who is it for	Students and young professionals

Presented by



**TRACK SEVEN - 3:30 PM – 4:30 PM**  
**Arabic Calligraphy Meets Digital Design with Adobe Express**

This workshop explores how traditional Arabic calligraphy can be creatively reimaged through modern digital tools developed by Adobe. Tailored to anyone who wants to learn more about design, the session will feature a live demonstration on how to use Adobe Express and discover Adobe Firefly’s Arabic-language generative AI capabilities, to produce culturally rich, modern compositions for social media, education, and more.



<b>Format</b>	Workshop
<b>Instructor</b>	Andrei Koziakov and Mohammed Ghareb
<b>Language</b>	Arabic and English
<b>Who is it for</b>	Students and young professionals; aspiring designers

Presented by



**TRACK EIGHT - 3:30 PM – 4:30 PM**  
**Demystifying Creativity: Originality in Game Development**

Marking the launch of the Arabic edition of his best-selling book “Demystifying Creativity: Originality in Game Development”, translated and published by Abu Dhabi Arabic Language Centre, the renowned Creative Director and Author Fawzi Mesmar will lead an interactive session exploring the practical and philosophical dimensions of creativity in game design. Drawing from his extensive experience in the global gaming industry, Mesmar will guide participants through frameworks and strategies for cultivating original ideas, overcoming creative blocks, and building culturally resonant content.

Participants will also get the chance to get a free signed copy of the Arabic edition.



<b>Format</b>	Masterclass
<b>Instructor</b>	Fawzi Mesmar, Gaming Creative Director and Author
<b>Language</b>	English
<b>Who is it for</b>	Game developers; gaming enthusiasts; students and young professionals





**TRACK NINE - 4:30 PM – 5:30 PM**

**Snap AR: Transform Your Creativity into Opportunity**

Join Snap’s AR team for an inspiring masterclass on augmented reality. Discover how AR can transform storytelling, unleash your creativity, and open new career opportunities. Walk away with practical strategies to thrive within the Snap AR community.



<b>Format</b>	Masterclass
<b>Instructor</b>	Mohammed Bouarib, Regional Creative Strategy Lead MENA
<b>Language</b>	English
<b>Who is it for</b>	Students, content creators and young professionals

Presented by



**TRACK TEN - 4:30 PM – 5:30 PM**

**Reimagining Content and Business Models for the Digital Age**

This session explores how cultural heritage can be preserved and reimagined for contemporary audiences. Through discussions on modern storytelling formats, immersive technologies, and future-facing business strategies, it highlights practical approaches to engaging new generations while maintaining cultural authenticity and integrity.



<b>Format</b>	Masterclass
<b>Instructor</b>	Ani Attamian, Business Advisor guiding organizations to turn disruptive innovation into sustainable growth
<b>Language</b>	English
<b>Who is it for</b>	Content creators and publishers

Presented by

LEMA<sup>®</sup> COLLECTIVE  
LIMITED

4:30 PM – 6:30 PM

**Congress X Youth Awards: Projects Pitches & Awarding Ceremony**

Congress ACI tracks will conclude with the Youth Awards, where youth have been invited to create innovative solutions on how we can leverage creativity and technology to inspire Arabic students to learn more. The most innovative solutions will be shortlisted, with the top entries invited to pitch on stage for awards and prizes.



<b>Format</b>	Presentation and Awarding Session
<b>Language</b>	Arabic & English
<b>Who is it for</b>	Students and Youth

Presented by



## EVENT PARTNER



## KNOWLEDGE PARTNER



## STRATEGIC MEDIA PARTNERS



## MEDIA PARTNERS



## PROFESSIONAL CAPACITY BUILDING TRACKS IN COLLABORATION WITH



## CONGRESS EXPO PARTNERS





كونغرس العربية  
والصناعات الإبداعية  
Congress of Arabic &  
Creative Industries



# WHAT INSPIRES US



دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM



مركز أبوظبي  
للغة العربية  
Abu Dhabi Arabic  
Language Centre

