



CONGRESS PCI

International Congress of Arabic
Publishing and Creative Industries

28 April 2024



دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



مركز أبوظبي
للغة العربية
Abu Dhabi Arabic
Language Centre



المؤتمر الدولي
للنشر العربي
والصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries



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CONGRESS PCI

International Congress of Arabic Publishing and Creative Industries

The International Congress of Arabic Publishing and Creative Industries (Congress PCI) is an annual forum organized by the Abu Dhabi Arabic Language Centre at the Department of Culture and Tourism which showcases the latest trends in publishing through crucial cross-disciplinary conversations. Since the inaugural edition in 2022, the Congress has aimed to establish a knowledge-sharing hub for regional and global publishing and creative content developers in the Arab market.

Ushering in its third year, Congress PCI provides a platform to explore opportunities across regional and international levels, between public and private sectors. The third edition will be held over the course of one day, featuring discussions and conversations that bring together an elite group of creative economy experts, business leaders, publishing pioneers, content creators, and creative talents from a variety of creative domains. The program also includes specialized workshops and masterclasses presented by experts in the field of publishing and creative industries, aiming to enhance professional skillsets of publishers, authors, content creators and students from various local and international universities UAE.

The Congress also hosts an exhibition of new technologies and digital innovations in publishing and creative industries presented by leading global and regional brands.

2024 Main Themes

- Cultural and Creative Industries as a Driver for Economy
- The Dynamic Relationship Between Literature and Film Adaptations
- Evolving Consumer Tastes & Consumption in the Era of Multi-Platform Content Creation
- Creative Economy and Public & Private Collaboration
- Cross-Border Storytelling through Game Adaptations
- Beyond Bytes: Impact of Generative AI on Humanity
- Fostering a Love for Reading in the Next Gen



Congress Agenda



9:00 AM	9:45 AM	REGISTRATION & REFRESHMENTS	
10:05 AM	10:15 AM	OPENING REMARKS HE Dr Ali Bin Tamim , Chairman of Abu Dhabi Arabic Language Centre	
10:15 AM	11:00 AM	KEYNOTE DISCUSSION Foresight for Growth: Cultural and Creative Industries as a Driver for Economy	
		Moderator Caroline Faraj Vice-President and Editor-in-Chief, CNN Arabic	Speakers H.E. Mohamed Khalifa Al Mubarak Chairman, Department of Culture and Tourism - Abu Dhabi Mohamed El-Erian Internationally acclaimed economist; President of Queens' College, the University of Cambridge
11:00 AM	11:30 AM	REFRESHMENTS BREAK / NETWORKING	
11:30 AM	12:15 PM	CONSCIOUS CONVERSATION 1 Filmmaking Alchemy: The Dynamic Relationship Between Literature and Film Adaptations	
		Moderator Eisa Al Marzooqi Presenter and Multimedia Journalist, Sky News Arabia	Panelists Karim Abdel Aziz , Egyptian actor Marwan Hamed , Egyptian film director Ahmed Mourad , Egyptian Author and Screenwriter
12:15 PM	1:00 PM	CONSCIOUS CONVERSATION 2 Evolving Consumer Tastes & Consumption in the Era of Multi-Platform Content Creation	
		Moderator Zeina Soufan Senior business news anchor with 'Asharq Business with Bloomberg'	Panelists Mazen Hayek , Consultant; Media Advisor; former MBC Group's Official Spokesman and Group Director Maaz Sheikh , Co-Founder and CEO, STARZ PLAY Ashley Rite , VP of Marketing and Growth, OSN
1:00 PM	2:00 PM	LUNCH	

2:00 PM	2:45 PM	CONSCIOUS CONVERSATION 3 Creative Economy and Public & Private Collaboration	
		Moderator Lynn Madi Business reporter, CNN business Arabic	Panelists Rehana Mughal , Director of Creative Economy at the British Council; member of Creative Industries Council, UK Muna Al Suwaidi , Programs and Projects Advisor, Culture and Creative Industries Sector at UAE Ministry of Culture and Youth Park Young Il , Director of Korea Creative Content Agency
2:45 PM	3:30 PM	CONSCIOUS CONVERSATION 4 Cross-Border Storytelling through Game Adaptations	
		Moderator Edward Nawotka Consultant in the global publishing and content industries; Bookselling and International Editor, Publishers Weekly	Panelists Fawzi Mesmar , VP Global Creative, Ubisoft Essam Bukhary , CEO of Manga Productions Lisa Hanson , CEO, Niko Partners
3:30 PM	3:45 PM	REFRESHMENTS BREAK / NETWORKING	
3:45 PM	4:30 PM	CONSCIOUS CONVERSATION 5 Beyond Bytes: Impact of Generative AI on Humanity	
		Moderator Aliah Yacoub AI and Philosophy Researcher and Head of techQualia, Synapse Analytics	Panelists Nadim Sadek , Founder and CEO, Shimmr AI Preslav Nakov , Professor at Mohamed bin Zayed University of Artificial Intelligence Hoda Al Khzaimi , Director, Centre of Cyber Security at NYU Abu Dhabi
4:30 PM	5:15 PM	CONSCIOUS CONVERSATION 6 New Readership: Fostering a Love for Reading in the Next Gen	
		Moderator Georgia Tolley Presenter and Radio Host, Dubai Eye 103.8FM	Panelists Luis González , Director General, GSR Foundation, Spain Isobel Abulhoul , Co-founder, Magrudy's Bookshop Chain; Founder, Advisor and Trustee, Emirates Literature Foundation Mohamad Al Baghdadi , President and Chief Executive Officer, Al Manhal Arabic Electronic Information Platform
5:15 PM	5:30 PM	Closing Remarks	
6:00 PM	8:00 PM	Business Dinner	



CONGRESS PROGRAM

KEYNOTE DISCUSSION

Foresight for Growth: Cultural and Creative Industries as a Driver for Economy

This headliner talk aims to reveal how the cultural and creative sector adds resilience and growth capacity to the economy, within the context of real-life examples of initiatives led by Abu Dhabi, driving its development as a cultural and creative hub, such as creating cultural districts, supporting local talent, and hosting global cultural events. The conversation explores the benefits of combining proven economic strategies with local cultural policies to drive sustainable development and economic diversification.



Speakers



**HE Mohamed Khalifa
Al Mubarak**

Chairman, Department
of Culture and Tourism -
Abu Dhabi



Mohamed El-Erian

Internationally
acclaimed economist;
President of Queens'
College, the University
of Cambridge

Moderator



Caroline Faraj

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



CONSCIOUS CONVERSATION 1

Filmmaking Alchemy: The Dynamic Relationship Between Literature and Film Adaptations

When a novel undergoes film adaptation, it becomes a universal translation of the author's vision. This intricate process involves a myriad of talents, from the scriptwriters and directors to actors, cinematographers, sound teams, and music composers. Join us to unravel the secrets of navigating the multifaceted interplay of literature, cinematic collaborations, and avenues for showcasing and profiting from your film work. Speakers will shed light on a myriad of book to screen adaptations, among which is 'The Blue Elephant', director Marwan Hamed, actor Karim Abdel Aziz, and the author and screenwriter Ahmed Mourad.



Panelists



Karim Abdel Aziz
Actor and Director



Marwan Hamed
Film Director

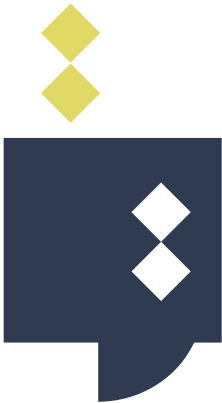


Ahmed Mourad
Author and Screenwriter

Moderator



Eisa Al Marzooqi
Presenter and
Multimedia Journalist,
Sky News Arabia





CONSCIOUS CONVERSATION 2

Evolving Consumer Tastes and Consumption in the Era of Multi-Platform Content Creation

This panel will explore the evolving landscape of content consumption as providers expand across multiple platforms often utilising recycled content from one major source. Delve into consumer preferences, questioning whether consumers are inclined to pay for broader access to various platforms or whether their primary demand is for increased content variety.



Panelists



Mazen Hayek

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



Maaz Sheikh

Co-Founder and CEO, STARZ PLAY



Ashley Rite

VP of Marketing and Growth, OSN

Moderator



Zeina Soufan

Senior business news anchor with 'Asharq Business with Bloomberg'



CONSCIOUS CONVERSATION 3

Creative Economy and Public and Private Collaboration

This panel will explore the value of the creator economy to the local economy and how to boost the creator economy by leveraging new value-creation opportunities through cross-sector and geographic collaborations and partnerships.



Panelists



Rehana Mughal

Director of Creative Economy at the British Council; member of Creative Industries Council, UK



Muna Al Suwaidi

Programs and Projects Advisor, Culture and Creative Industries Sector at UAE Ministry of Culture and Youth



Park Young Il

Director of Korea Creative Content Agency

Moderator



Lynn Madi

Business reporter, CNN business Arabic



CONSCIOUS CONVERSATION 4

Cross-Border Storytelling through Game Adaptations

This panel explores how storytelling can be translated into interactive gaming experiences by examining the creative processes involved in adapting stories from diverse cultures into cross-border games. We will explore the dynamic intersection of storytelling and gaming, and the exportation and sharing of local cultures through compelling and stimulating games that reach global and universal audiences.



Panelists



Fawzi Mesmar

VP Global Creative,
Ubisoft



Essam Bukhary

CEO of Manga
Productions



Lisa Hanson

CEO, Niko Partners

Moderator



Edward Nawotka

Consultant in the global
publishing and content
industries; Bookselling
and International Editor,
Publishers Weekly



CONSCIOUS CONVERSATION 5

Beyond Bytes: Impact of Generative AI on Humanity

This panel goes beyond exploring the latest technological advancements in publishing, and delves into their profound societal impact as we explore the intersection of technology and society. Experts in the field will provide insights into how these advancements not only shape the creative processes and future of publishing but also influence our collective experience, addressing the broader implications of technology on human connection and well-being.



Panelists



Nadim Sadek

Founder and
CEO, Shimmr AI



Preslav Nakov

Professor at Mohamed
bin Zayed University of
Artificial Intelligence



Hoda Al Khzaimi

Director, Centre of
Cyber Security at NYU
Abu Dhabi

Moderator



Aliah Yacoub

AI and Philosophy
Researcher and Head
of techQualia, Synapse
Analytics



CONSCIOUS CONVERSATION 6
New Readership: Fostering a Love for Reading in the Next Gen

Explore creative and immersive strategies for fostering love for reading in the next generation using a panel that focuses on engaging content in Arabic. Join experts and thought leaders as they discuss transformative approaches to ignite passion for literature among young readers and to enhance the cultural significance of Arabic storytelling.



Panelists



Luis González
Director General, GSR
Foundation, Spain



Isobel Abulhoul
Co-founder, Magrudy's
Bookshop Chain;
Founder, Advisor and
Trustee, Emirates
Literature Foundation



Mohamad Al Baghdadi
President and Chief
Executive Officer,
Al Manhal Arabic
Electronic Information
Platform

Moderator



Georgia Tolley
Presenter and Radio
Host, Dubai Eye
103.8FM





Tracks for Professional Capacity Building

Tracks for Professional Capacity Building

The Congress offers a series of interactive discussions, masterclasses, and workshops led by experts from regional and global entities, including Google, Manga Productions, Roya Academy, Nielsen BookData, Shorooq Partners, SWOT, Majarra/Fortune Arabia, Unipreneur, and Author Ahmed Mourad. The sessions are designed to enhance the professional and technical skills of young talents, publishers, media professionals content creators.

The Tracks cover a wide spectrum of topics, including:

- Digital journalism skills development
- Arabic screenwriting techniques
- Social media content creation
- Extended Reality (XR) in storytelling
- Audio, podcasting and home studios
- Exploring anime, comics and visual novels



Schedule



9:00 AM 9:45 AM	REGISTRATION & REFRESHMENTS	
10:00 AM 11:00 AM	PRESENTATION & Q&A Decoding Character Expressions in Anime Art By Manga Productions	Arabic
	INTERACTIVE WORKSHOP Anatomy of Storytelling: Story Making in Film, Animation, and Games By Manga Productions	Arabic
11:00 AM 12:00 PM	INTERACTIVE WORKSHOP Unveiling the Secrets to Producing Epic Content for Social Media By Roya Academy for Media Training	Arabic
	PRESENTATION & Q&A Ink to XR: Exploring the Next Chapter in Storytelling By Shorooq Partners	Ar + En
12:00 PM 1:00 PM	PRESENTATION & Q&A Book Statistics: Unveiling Key Data in Publishing By Nielsen BookData	English
	CASE STUDY & Q&A Soundscapes of Tomorrow: The Potential of Audio Publishing and Podcasting By SOWT Studios	Ar + En
1:00 PM 2:00 PM	PRESENTATION & Q&A Funding Opportunities for Publishers By Abu Dhabi Arabic Language Centre	Arabic
	INTERACTIVE WORKSHOP Elevate Your Content with a Professional Home Studio Setup By Roya Academy for Media Training	Arabic
	TRAINING WORKSHOP Developing digital journalism skills By Google News Initiative	Arabic
2:00 PM 3:00 PM	PRESENTATION & Q&A Fact-checking in the Age of AI By Majarra, and Editor in Chief of Fortune Arabia	Arabic
	INTERACTIVE CONVERSATION Youth Circle: Future Leaders of Arabic Language and Creative Industries By Unipreneur	Ar + En
	TRAINING WORKSHOP Exploring New Forms of Storytelling By Google News Initiative	Arabic
3:00 PM 6:00 PM	MASTERCLASS Screenwriting By Ahmed Murad	Arabic
6:00 PM 7:00 PM	PITCH COMPETITION Youth Pitch Competition Awards By Unipreneur	Ar + En



Detailed Program

10:00 AM – 11:00 AM

TRACK ONE

Decoding Character Expressions in Anime Art

This session highlights the art of drawing characters in inspiring stories through innovative interactive channels and transforming written content into captivating animation. Participants will learn from animation experts how to develop content that is consistent with marketing objectives, thus contributing to the promotion of Arabic content.



Format	Presentation & Q&A
Instructor	Jude Ganag, Artist
Language	Arabic
Who is it for	Target audience: students, professionals in creative industries, and illustrators

Presented by



TRACK TWO

Anatomy of Storytelling: Story Making in Film, Animation, and Games

This session will delve into the world of visual storytelling, exploring the impact of comics on Arabic language promotion. The discussion will navigate the intricate blend of art and narrative in comics, shedding light on how this dynamic medium becomes a catalyst for promoting and preserving the richness of the Arabic language. We will unravel the unique ability of comics to transcend linguistic barriers and engage diverse audiences.



Format	Interactive Workshop
Instructor	Hatim Alamri, Writer
Language	Arabic
Who is it for	University Students; Comic Artists and gaming industry specialists and enthusiasts

Presented by



11:00 AM – 12:00 PM

TRACK THREE

Unveiling the Secrets to Producing Epic Content for Social Media

This immersive experience unveils strategies and insider insights to craft compelling content tailored to platforms, audiences, and brand identity. Participants will delve into content strategy mastery, visual storytelling, audience connection, platform-specific optimization, effective copywriting, and analytics interpretation. This game-changing masterclass is a must for social media managers, content creators, digital marketers, and publishers aiming to master the art of creating engaging and impactful content for the digital age.



Format	Interactive Workshop
Instructor	Dr. Ramzi Karmi, General Manager
Language	Arabic
Who is it for	Students, Content Creators, Digital Marketers & Media Professionals

Presented by



TRACK FOUR

Ink to XR: Exploring the Next Chapter in Storytelling

This session will explore the evolution of storytelling and how content is going to be consumed across games, music, film and immersive technologies, featuring current case studies/companies disrupting this space and that of content publishing.

The session will also cover how successful IP moves across from books, films, games, through to immersive technologies such as VR, AR, MR, and XR.



Format	Presentation & Q&A
Instructor	Sali Elagab, Senior Investment Professional
Language	Arabic & English
Who is it for	Students in Technology, Business, Media Professionals, Startups

Presented by



12:00 PM – 1:00 PM

TRACK FIVE

Book Statistics: Unveiling Key Data in Publishing

In this session, we will share key data on publishing and retail trends, with a focus on book markets around the world and trends we see in those markets, and how this correlates to local trends and predictions in key areas of growth. The insights provided aim to assist publishers and retailers in learning from industry trends, including market demands, consumer behaviour, and emerging technologies to effectively grow their sales.



Format	Presentation & Q&A
Instructor	Andre Breedt, Managing Director
Language	English
Who is it for	Students, Publishers & Retailers

Presented by

**Nielsen
BookData**

TRACK SIX

Soundscapes of Tomorrow: The Potential of Audio Publishing and Podcasting

Dive into the dynamic realm of audio publishing and podcasting as this panel unravels the transformative impact of sound in storytelling. Explore the evolving landscape of digital audio content, the growing influence of podcasts, and how creators leverage this medium to captivate audiences, ushering in a new era of narrative consumption.



Format	Presentation & Q&A
Instructor	Ahmad Zakaria, Senior Producer and Writer
Language	Arabic & English
Who is it for	Students, Publishers and Academics

Presented by



1:00 PM – 2:00 PM**TRACK SEVEN****Funding Opportunities for Publishers –
“Spotlight on Rights” Grants**

This is a unique opportunity to learn more about the funding opportunities provided by the Abu Dhabi Language Centre. As academics and publishers, you can discover how these grants can support your creative and academic endeavours and elevate your writing and publishing to the next level.



Format	Presentation & Q&A
Instructor	Nour Diar Bakerli, Acting Publishing Programmes Section Head
Language	Arabic
Who is it for	Academics and Publishers

Presented by**TRACK EIGHT****Elevate Your Content with
a Professional Home Studio Setup**

This workshop will guide you through the essentials of creating your own home studio tailored for podcasters, social media content creators, video makers, animators, and more. Discover the key elements necessary to set up a functional and professional space, including equipment recommendations, soundproofing techniques, and lighting setups. Our experts will share insights on optimizing your home studio and empowering you to produce high-quality content from the comfort of your own space.



Format	Interactive Workshop
Instructor	Dr. Ramzi Karmi, General Manager
Language	Arabic
Who is it for	Content Creators, Students, Media Professionals

Presented by

1:00 PM – 2:00 PM

TRACK NINE

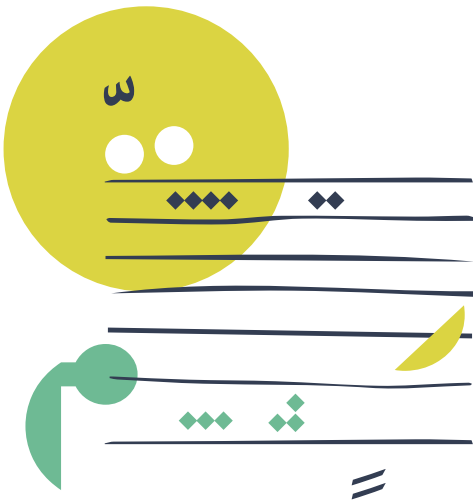
Developing digital journalism skills

This training session will provide you with unmatched guidance on how to develop your digital reporting skills using Google tools and resources , such as “Pinpoint”, the search tool that facilitates exploring and analysing thousands of documents, and in addition to learning advanced techniques on familiar tools like Google Maps and Google Trends. Stay ahead of the curve with valuable knowledge on how to identify, verify and tell engaging stories, faster.



Format	Training Workshop
Instructor	Pamela Kesrouani, Teaching fellow, MENA region
Language	Arabic
Who is it for	Content Creators, Students, Journalists, Media Professionals

Presented by

2:00 PM – 3:00 PM**Track Ten****Fact-checking in the Age of AI**

A dynamic and informative session designed to explore the intersection of artificial intelligence and the crucial task of fact-checking in contemporary media landscape.



Format	Presentation & Q&A
Instructor	Hamoud Almahmoud, Chief Content Officer and Editor in Chief
Language	Arabic
Who is it for	Publishers, Authors, Media and PR Students and Professionals

Presented by**Track Eleven****Youth Circle: Future Leaders of Arabic Language and Creative Industries**

This youth circle, hosted by Unipreneur, will feature guest speakers from the Federal Youth Authority who will facilitate an interactive discussion with Arab youth to help them harvest key learnings from the Congress. The Federal Youth Authority will share their methodology in investing in youth to serve the UAE and build the future, while also listening to youth ideas on promoting the Arabic language and their aspirations to be active citizens in shaping this promising future. The aim of this session is to promote youth to share their ideas and their creativity around how we can promote the Arabic language through emerging and immersive forms, and what they feel they can do to contribute to this vision and what they need to make their visions a reality.



Format	Interactive Conversation
Instructor	Reem AlMusabbah and Mohammed Mukhtar, Co-founders
Language	Arabic & English
Who is it for	Students and Youth in the communication, language and creative industries

Presented by

UNIPRENEUR INC.
Igniting sparks. Creating leaders

2:00 PM – 3:00 PM

Track Twelve
Exploring New Forms of Storytelling

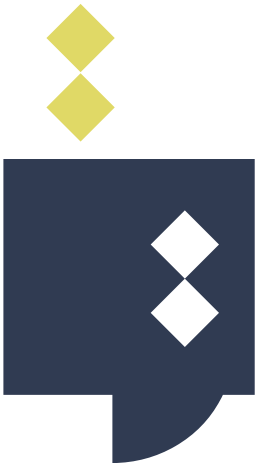
Experiment with new ways to visualize stories using new content formats, data, and more. This training session will guide you on how to utilize Google tools to tell stories digitally, such as maximizing the benefits from using YouTube and YouTube shorts; using YouTube Podcast facilities; and visualizing data comparisons using Google Data GIF Maker; in addition to creating fascinating videos using Google Earth Studio.



Format	Training Workshop
Instructor	Pamela Kesrouani, Teaching fellow, MENA region
Language	Arabic
Who is it for	Content Creators, Students, Journalists, Media Professionals

Presented by

Google News Initiative



3:00 PM – 6:00 PM

Track Thirteen
Screenwriting with Ahmed Murad

Ahmed Murad, the brilliant storyteller behind the script of the iconic film “Blue Elephant 1&2,” invites you into the inner workings of his creative process, sharing invaluable insights on the art of screenwriting for cinema. Delve into the intricacies of crafting compelling characters, building immersive worlds, and developing captivating narratives that resonate with audiences. Learn the secrets of translating ideas from the mind to the screen, explore the nuances of storytelling techniques, and understand the unique challenges and triumphs of the film industry. Whether you’re an aspiring screenwriter, filmmaker, or simply passionate about the magic of storytelling, this masterclass is your opportunity to gain first-hand knowledge from a maestro in cinematic scriptwriting



Format	Masterclass
Instructor	Ahmed Murad
Language	Arabic
Who is it for	Students, Creative writing enthusiasts, Authors

Presented by



6:00 PM – 7:00 PM

Pitch Competition
Youth Awards

The PCI 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 10 invited to pitch on stage for awards and prizes, along with the opportunity to develop their solution and present at next year’s Congress.



Language	Arabic & English
Who is it for	Students and Youth

In partnership with

UNIPRENEUR INC.
Igniting sparks. Creating leaders







INK TO REEL

Creative Content Matchmaking sessions

INK TO REEL**Creative Content Matchmaking Sessions****IN PARTNERSHIP WITH BEARS
FACTOR LITERARY AGENCY**

Parallel to main program and curated tracks for professional capacity building, the Congress facilitates targeted matchmaking sessions, in partnership with Bears Factor Literary Agency, between UAE and Arab publishers and international literary/creative agents from USA, UK, Italy, France, Japan, China, Greece, and South Korea, and more.

The sessions aim to enhance the drive towards transformation of Arabic written works into multiple creative formats and languages. This initiative seeks to promote collaboration across global content creation and IP exchange markets, providing participants with a platform to expand their networks and develop their businesses towards growing the reach of Arabic creative content.

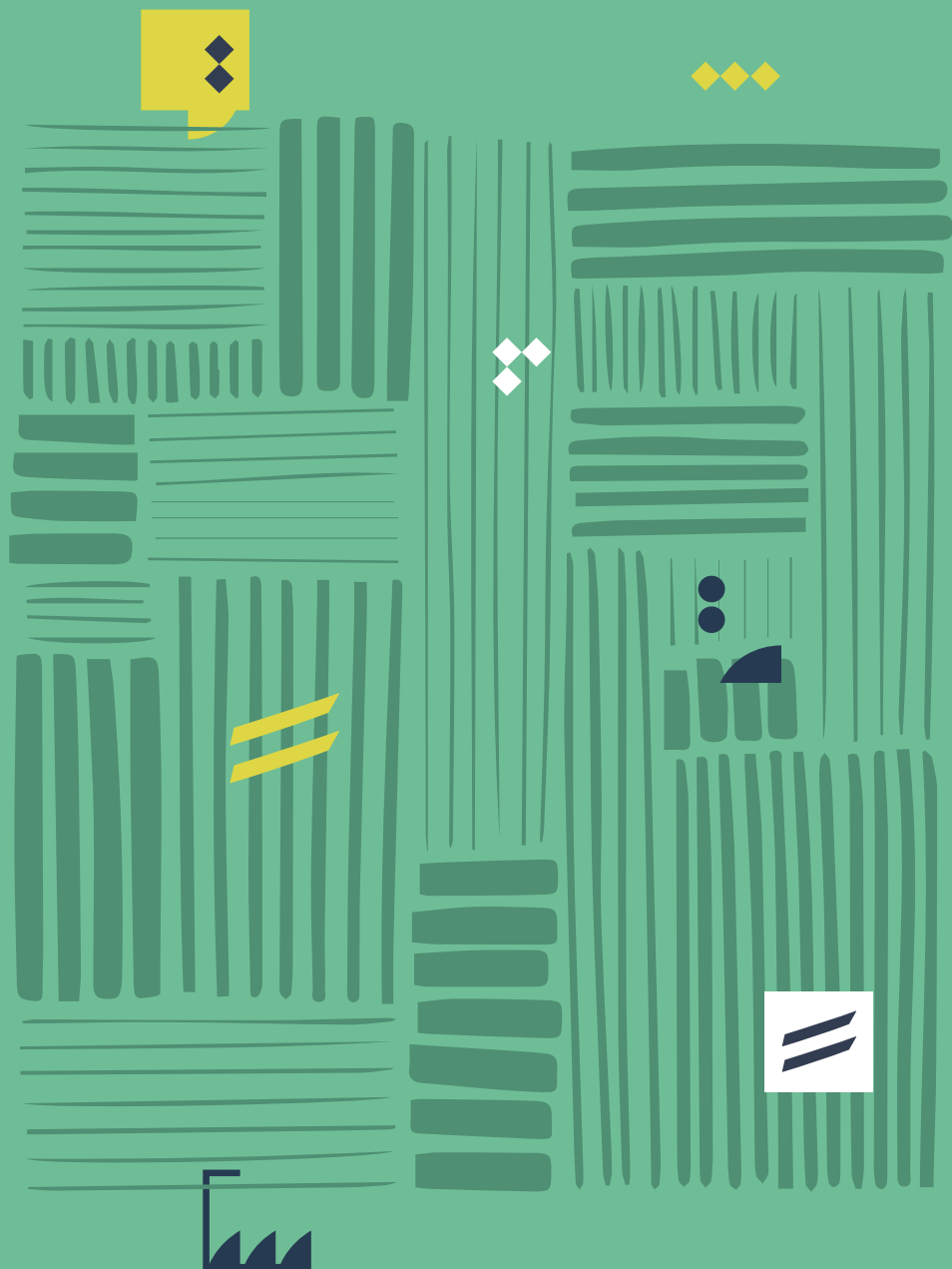


B L O O M S B U R Y



Agencia Literaria
A.C.E.R.

Grandi & Associati



Congress PCI 2024

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