



The opening address of His Excellency
Ambassador Ahmed Rashid Khattabi,
Assistant Secretary-General,
Head of the Media and Communication Sector

Preliminary event for the First Arab Drama
Conference

Media Production City
6 May 2025

In the Name of God, the Most Gracious, the Most Merciful,

Dear Brother Dr. Ibrahim Abu Zekry,
President of the Arab Producers Union,
Notable Ladies and Gentlemen,
Distinguished Students of Universities and Higher Institutes,

It is a distinct honour to participate in this gathering at this grand media institution, in the presence of a distinguished group of intellectuals, media professionals, creatives, artists, and experts in the fields of production, directing, and scriptwriting. I extend my sincere appreciation to Dr. Ibrahim Abu Zekry for his tireless dedication and commendable efforts in advancing Arab media, particularly in the realm of production.

I also warmly greet the Egyptian university students present here today, a gesture that clearly reflects the Arab Producers Union's commitment to fostering cooperation, integration, and partnership with the new generations of creatives and aspiring content creators. This initiative encourages their valuable contributions in Egypt—a country whose pioneering historical role in art and drama we deeply cherish.

Dear attendees,

The upcoming conference on Arab drama, to be held in the State of Qatar from 24 to 27 May 2025, is an integral part of implementing the objectives of the Arab media strategy. It aspires to elevate our cultural identity, rich in its diversity and depth, to project a positive image of the Arab world, and to counter attempts aimed at distorting Arab civilisation—a civilisation that has offered some of the most remarkable models of creativity and coexistence across cultures.

I would like to recall that the Council of Arab Information Ministers, during its 52nd session held in Cairo on 22 September 2022, welcomed the initiative proposed by the Arab Producers Union to organise a conference on Arab

drama across three sessions, engaging producers, writers, and directors, out of its belief in the pivotal role of drama in safeguarding the constants of our identity, spiritual values, and the authenticity of our societal traditions.

In alignment with this vision, we hope that the forthcoming conference, convened under the auspices of the League of Arab States in Qatar, will serve as a vital platform for meaningful dialogue among professionals and creators. It will explore the future of Arab drama within the evolving media and digital landscape, especially in the context of the expanding influence of artificial intelligence, which now permeates all sectors.

Beyond its aesthetic and entertainment dimensions, this first-of-its-kind conference at the League of Arab States level aims to consolidate the role of drama in promoting a culture of citizenship and social awareness, reinforcing the pillars of belonging and national cohesion, addressing existential and social concerns, and contributing to sustainable development goals. Moreover, it seeks to combat the spread of extremism, violence, and bullying, while enhancing the portrayal of women in drama—inspiring, serious, and ambitious drama.

May the peace and mercy of God be upon you.