

Under the Patronage of  
**H.E. Shaikh Rashid bin Khalifa Al Khalifa**  
Chairman, National Council for Arts



“Unlocking the Potential  
of Creative Industries”

**Go Orange**  
Creative Forum 2024  
المنتدى البرتقالي للإبداع

**Sunday 28 April 2024**  
@Safeya Ali Kanoo Hub for Arts

&

**Monday 29 April 2024**  
@Bahrain National Museum

Organizer

Media  
Partners

Supported by

Expressions



مؤسسة راشد بن خليفة للفنون  
RAK ART FOUNDATION

تمكين  
TAMKEEN

الجامعة  
الأمريكية  
بالبحرين

AMERICAN  
UNIVERSITY  
OF BAHRAIN

دعوات  
Alumini  
for the world

مؤسسة بحريني لرياست  
Bahrain Trust Foundation



السلطنة  
بahrain  
Oman's  
Ambassador

وزارة الشؤون  
الاجتماعية  
Ministry of Youth Affairs

وزارة الصناعة  
والتجارة  
Ministry of Industry  
and Commerce

وزارة السياحة  
Ministry of Tourism



# About Go Orange Creative Forum 2024

Welcome to the **Go Orange Creative Forum 2024** – a dynamic gathering that explores the future of creative industries in the region.

In a world constantly evolving, the orange economy represents the fusion of culture, creativity, and commerce, propelling diverse sectors such as arts, design, media, and entertainment into a new era of economic significance.

The **Go Orange Creative Forum 2024** is organized under the patronage of H.E. Shaikh Rashid bin Khalifa Al Khalifa, Chairman of The National Council of Arts, on **Sunday 28 April 2024 at Safeya Ali Kanoo Hub for Arts**, and on **Monday 29 April 2024 at Bahrain National Museum**.

This innovative event will discuss the sustainability of art and culture, and serves as a pivotal platform where visionaries, industry leaders, and creative minds meet to explore the boundless possibilities of creative industries.

The Forum will promote Bahraini talents, bring in regional collaborations, and discuss the transformation of creative entrepreneurship. The event is widely supported by leading art and culture institutions to develop the creative sector in the Kingdom of Bahrain.

Through engaging panel discussions, insightful keynote speeches, and interactive workshops, participants will gain profound insights into the transformative power of the orange economy.

## What is Orange Economy?

The **Orange Economy** refers to the creative industries that produce and distribute cultural goods and services, such as visual art, music, film, fashion, and advertising. It is not limited to the traditional industries but also includes emerging sectors such as video gaming, digital content creation, and virtual reality experiences.

The Orange Economy is a significant contributor to the global economy, with a value of \$2.2 trillion in 2019, and an annual growth rate of 5%. It is also a way to preserve and promote cultural heritage by creating opportunities for the dissemination of cultural knowledge and creativity.

## Types of Creative Industries

### 1- Art

- **visual arts** such as painting, sculpture, architecture, photography and video art
- **Performing arts:** theater, dance and shows
- **Music** including orchestras, operas and concerts, recorded music, and radio

### 2- Communications

- **New media and content software:** video games, digital platforms, software creation and applications
- **Graphics** such as animation, graphic arts and illustration, interactive audiovisual content
- **Advertising**
- **Jewelry and fashion**

### 3- Culture

- **Cultural industries** like handicrafts and traditional products
- **Publishing industry** like books, newspapers, magazines and literature
- **Gastronomy** which is food and culinary arts
- **Tourism and ecotourism**

## Areas of Focus

|                |                  |
|----------------|------------------|
| Sustainability | Creativity       |
| Innovation     | Entrepreneurship |
| Export         | Empowerment      |

## Objectives

# 1

To highlight the significance of developing creative economies.

# 2

To transform talents into marketable goods and services.

# 3

To promote creative businesses and allow them to grow and go global.

# 4

Bring models of successful creative businesses in Bahrain and internationally.

# 5

To encourage youth to be more creative and inspiring.

# 6

To explore the possibilities to sustain art.

# Go Orange Creative Forum Agenda

## Day 1 : Sunday 28 April 2024 Safeya Ali Kanoo Hub for Arts

09:30 - 10:00 Registration and networking

10:00 - 10:15 Welcome Address

10:15 - 11:00 **Session 1: “Transforming creative processes through advanced technologies”**  
by Dr. Khaled Alhasan, Lecturer of Multimedia Design & Studios Manager - American University of Bahrain

11:00 - 11:30 **The Opening Ceremony**

- Arrival of the Patron
- Opening Speech
- Awarding and Group Photo

11:30 - 12:30 **Session 2: Ministerial Panel: “The future of creative entrepreneurship in Bahrain”**

- H.E. Mrs. Fatima bint Jaffer Al Sairafi, Minister of Tourism
- H.E. Mrs. Rawan bint Najeeb Tawfiqi, Minister of Youth
- H.E. Mrs. Maha Abdulhameed Mofeez, CEO of Tamkeen
- H.E. Dr. Fatima Mohamed Albaloooshi, Chairwoman, Bahrain Trust Foundation and Former Minister of Social Development

Moderated by Ms. Aseel Al Mohandis, Forum Chairwoman and Founder of Expressions Media

12:30 - 13:00 Prayer and networking break

13:00 - 13:45 **Session 3: Spotlight session: “From passion to profession: navigating the creative economy”**

- Mrs. Mai Salama, Founding Partner, Creative Industry Summit, Arab Republic of Egypt
- Ms. Lamia Kamel, Consultant in Creative Industries, Arab Republic of Egypt

Moderated by Shaikha Latifa Al Khalifa, Director of Education Programs, RAK Art Foundation

13:45 - 14:30 **Session 4: Panel Discussion: “Pioneering initiatives to develop and sustain creative industries in Bahrain”**

- Miss Shaikha Al Fadhel, Director of SME’s Development, Ministry of Industry and Commerce
- Mrs. Aysha Al Sada, Head of Awareness and Cultural Programs, Bahrain Authority for Culture and Antiquities

Moderated by Mrs. Amal Almarzooq, Head of Media, Ministry of Finance and National Economy

14:30 Conclusion and Lunch

## Day 2 : Monday 29 April 2024 Bahrain National Museum

09:30 - 10:00 Arrival and Networking

10:00 - 10:45 **Visit to the Bahrain Annual Fines Art Exhibition**  
by Mrs. Farah Mattar, Director Culture and Arts, Bahrain Authority for Culture and Antiquities

10:45 - 11:00 Coffee Break

10:30 - 12:00 **Creative entrepreneurship roundtable - Museum Library**

- Mr. Esam Hammad, Executive Director - Marketing and Customer Experience, Tamkeen
- Mr. Faisal Alarayadh, Head of Creative Sectors, Tamkeen
- Mrs. Areej Rajab, Artist and Painter
- Mrs. Enas Yacoub, Film Director, Founder of Baby ClayCompany
- Mr. Duajj Khalifa, Headshot and Portrait Photographer, Founder of Albon Studio

# Go Orange Creative Forum Speakers



**H.E. Mrs. Fatima bint Jaffer Al Sairafi**  
Minister of Tourism



**H.E. Mrs. Rawan bint Najeeb Tawfiqi**  
Minister of Youth Affairs



**H.E. Mrs. Maha Abdulhameed Mofeez**  
CEO, Tamkeen



**H.E. Dr. Fatima Mohamed Albaloooshi**  
Chairwoman, Bahrain Trust Foundation



**Ms. Aseel AlMohandis**,  
Forum Chairwoman and Founder of Expressions Media



**Dr. Khaled Alhasan**  
Lecturer of Multimedia Design & Studios Manager, American University of Bahrain



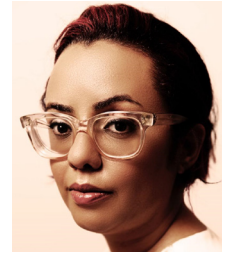
**Mr. Esam Hammad**,  
Executive Director - Marketing and Customer Experience, Tamkeen



**Mrs. Farah Mattar**  
Director Culture and Arts, Bahrain Authority for Culture and Antiquities



**Miss Shaikha Al Fadhel**  
Director of SME's Development, Ministry of Industry and Commerce



**Shaikha Latifa Al-Khalifa**,  
Director of Education Programs, RAK Art Foundation



**Mrs. Mai Salama**  
Founding Partner, Creative Industry Summit (Egypt)



**Ms. Lamia Kamel**,  
Consultant in Creative Industries (Egypt)



**Mr. Faisal Alarayadh**,  
Head of Creative Sectors, Tamkeen



**Mrs. Aysha Al Sada**  
Head of Awareness and Cultural Programs, Bahrain Authority for Culture and Antiquities



**Mrs. Areej Rajab**  
Artist and Painter



**Mrs. Amal Almarzooq**,  
Head of Media, Ministry of Finance and National Economy



**Mrs. Enas Yacoub**,  
Film Director, Founder of Baby Clay Company



**Mr. Duaij Khalifa**,  
Headshot and Portrait Photographer, Founder of Albon Studio

@expressionsbh  
expressionsbahrain.com

## About Expressions Media

Founded early 2007, Expressions Media started as a holistic marketing and events services agency, that evolved to become one of the leading events planning agencies in the region. With over 15 years of experience, "Expressions" leads the market with unique corporate events experience.

Expressions Media served over 150 different companies around the MENA region, executed over 1000 projects and organized over 40 regional corporate events. Inspired by the market trends, "Expressions" strives to innovate event and marketing solutions for corporate clients to reach their goals.