

-  المجتمع الإبداعي COMMUNITY HUB
-  المجلس الإبداعي CREATIVE MAJLIS
-  ورش عمل WORKSHOPS
-  القاعة الرئيسية PLENARY HALL

DAY 1 PROGRAMME

10 DECEMBER

برنامج اليوم الأول

10 ديسمبر

ورش عمل

9.15 – 10.15 AM
WH46

10.15 – 9.15 صباحا
المستودع 46

IT'S PERSONAL. BUT IT'S NOT PERSONAL
HOSTED BY BANA SALAH
Creative Director from Publicis ME
ALIZA SIDDIQI
Associate Creative Director from Publicis ME

إنه شخصي، لكنه ليس شخصياً
تستضيف الورشة بنا صلاح المدير الإبداعية عاليزة صدقي المديرة الإبداعية المساعدة من بوليبسيس ام اي

Equip yourself with a practical toolkit to navigate feedback, setbacks, and uncertainty with resilience, empowering your creative and professional growth.

زود نفسك بأدوات عملية للتعامل مع التغذية الراجعة، والتحديات، وحالات عدم اليقين بمرونة، مما يعزز نموك الإبداعي والمهني

9.30 – 10AM
CONCRETE

10 – 9.30 صباحا
كونكرت

OPENING REMARKS

الكلمة الرئيسية

10 – 10.30AM
CONCRETE

10.30 – 10 صباحا
كونكرت

FROM PASSION TO PURPOSE: BUILDING BUSINESSES WITH IMPACT
ANAS BUKHASH
Founder of Bukhash Brothers

من الشغف إلى الهدف:
بناء أعمال ذات تأثير
أنس بوخش
مؤسس شركة بوخاش براذرز

10 – 11AM
MEETING POINT AT CONCRETE

11 – 10 صباحا
نقطة الالتقاء: كونكرت

ENTREPRENEUR TOUR: WALKING TOUR OF AL QUOZ

Each tour will guide forum attendees through various cultural and creative businesses in Al Quoz, offering an opportunity to explore their concepts and connect with their founders.

جولة رواد الأعمال:
جولة مشي في القوز
سأخذ كل جولة المشاركين في المنتدى عبر مجموعة متنوعة من الأعمال الثقافية والإبداعية في القوز، مما يتيح لهم فرصة استكشاف أفكارها والتعرف على مؤسسيها

10.30 – 11AM
CONCRETE

11 – 10.30 صباحا
كونكرت

SIMPLIFYING THE BUSINESS SIDE OF CREATIVITY BY ZOHU
HOSTED BY RAJESH RENGANATHAN
Regional Manager of Business Solutions MEA at Zoho

تبسيط الجانب التجاري للإبداع من زوهو
يستضيف الورشة رايش رانجانان المدير الإقليمي لحلول الأعمال لمنطقة الشرق الأوسط وأمريقيا في زوهو

This workshop will teach you how to leverage Zoho's innovative tools to simplify creative business operations, optimise workflows, and drive sustainable growth.

ستعلمك هذه الورشة كيفية الاستفادة من أدوات زوهو المبتكرة لتبسيط العمليات التجارية الإبداعية، وتحسين سير العمل، ودفع النمو المستدام

10.40 – 11.40AM
CONCRETE

11.40 – 10.40 صباحا
كونكرت

NETWORKS FOR SUCCESS: BUILDING COMMUNITIES THAT EMPOWER
MODERATED BY HAMZA KHAN
Co-Founder, LetsWork

شبكات من أجل النجاح:
بناء شبكات تمكينية
بتقديم حمزة خان الشريك المؤسس، لنتس وورك

SPEAKERS
SULTAN BIN RASHED ALDARMAKI
CEO & Co-Founder of 1833
RHEA PATEL
Co-founder, The Bureau
POLEN GOKBUGET
Engagement & Partnership Lead, Atolve

المتحدثون
سلطان بن راشد الدرهمكي الرئيس التنفيذي والشريك المؤسس لـ 1833
ريا باتيل الشريكة المؤسسة، ذا بيورو
بولين غوكبوجيت قائد المشاركة والشراكات، أتوليه

10.30 – 11.30AM
WH46

11.30 – 10.30 صباحا
المستودع 46

PERSONAL BRANDING FOR CREATIVE ENTREPRENEURS PT 1
GAUTAM GOENKA
Artistic Director & Co-Founder - The Junction

تصميم هويتك - الجزء الأول
غوتام غوينكا
المدير الفني والشريك المؤسس - ذا جنكشن

This two-part workshop guides you in building a standout personal brand by focusing on the four pillars—Competency, Image, Network, and Purpose—equipping you with actionable strategies to enhance your impact and align your brand with your aspirations.

توجهك هذه الورشة المكونة من جزئين نحو بناء علامة شخصية مميزة من خلال التركيز على أربعة ركائز أساسية: الكفاءة، الصورة، الشبكة، والهدف، مما يزودك باستراتيجيات عملية لتعزيز تأثيرك ومواءمة علامتك مع تطلعاتك

11AM – 12PM
CONCRETE

11 صباحا – 12 ظهرا
كونكرت

SPEED NETWORKING
HOSTED BY KELLY LUNDBERG
Multi-award-winning serial entrepreneur, personal brand strategist, and speaker

التواصل المهني السريع
تستضيف الجلسة كيلي لنديبرج رائدة أعمال حاصلة على العديد من الجوائز، واستراتيجية في بناء العلامات الشخصية، ومتحدثة

Participants connect in quick, engaging 5-minute sessions before rotating, creating dynamic opportunities to build meaningful relationships.

يتيح هذا النشاط للمشاركين فرصة للتواصل السريع من خلال جلسات مدتها 5 دقائق مع كل شخص قبل الانتقال إلى الشخص التالي، مما يخلق فرصاً ديناميكية لبناء علاقات مثمرة

11.45AM – 12.45PM
WH46

12.45 – 11.45 صباحا
المستودع 46

ESSENTIAL BUSINESS PLAYBOOK
HOSTED BY THE TEAM AT THINKMEDIALABS

الدليل الأساسي للأعمال
يستضيف الورشة فريق think ميديا لابرز

This workshop empowers creative entrepreneurs with practical tools and strategies to build a successful, passion-driven business, focusing on customer retention, digital presence, order management, and support.

تقدم هذه الورشة لطلاب المشاريع الإبداعية أدوات ومناهج تعاونية للإرشاد المتبادل والتشجيع المشترك، حيث يتبادل المشاركون الموارد والرؤى والأفكار تتجاوز الحواجز الإبداعية

12 – 1PM
CONCRETE

1 – 12 ظهرا
كونكرت

LIGHTNING TALKS: SESSION 1

محاضرات مختصرة: الجلسة الأولى

FORGING RESILIENCE: CREATIVE POSSIBILITIES IN THE HEART OF AL QUOZ
SYAFIQ HERTOG
Managing Partner of La Nena

المرونة والإبداع في القوز
شفيق هرتوغ
الشريك الإداري في لا نينا

THE ALCHEMY OF CULTURE: TURNING ORGANISATIONAL VALUES INTO BUSINESS GOLD
LUCY D'ABO
Founder & CEO of Together

تحويل قيم المؤسسات إلى نجاح تجاري
لوسي دي أبو
مؤسسة ومديرة تنفيذية لشركة توgether

THE ENTREPRENEURIAL EDGE: HOW I CREATED MY LEADERSHIP VOICE
NIMI MEHTA
TV Host & Founder of SPKR

الحافة الريادية: كيف صنعت صوتي القيادي
نيمي ميھتا
مقدمة تلفزيونية ومؤسسة إس بي كي آر

CREATIVE LAB: UNLOCKING POTENTIAL FUTURES
KHALIFA ALQAMRA
Director of Dubai Future Labs

استكشاف إمكانات المستقبل
خليفة القامة
مدير مختبر دبي للمستقبل

12 – 1PM
CONCRETE

12 ظهرا
كونكرت

UNSTUCK-ATHON
HOSTED BY RANIA JISHI
Artist

نشاط الإبداع المنطلق
تستضيف الورشة رانيا جشي فنانة

Unstuckathon is a drop-in series of activities designed to inspire participation and provide guidance. It offers a collaborative space for peer mentorship and mutual encouragement, where participants exchange resources, insights, and ideas to break through creative barriers.

سلسلة من الأنشطة التي يمكن الانضمام إليها في أي وقت تهدف إلى إلهام المشاركة وتقديم التوجيه. توفر مساحة تعاونية للإرشاد المتبادل والتشجيع المشترك، حيث يتبادل المشاركون الموارد والرؤى والأفكار تتجاوز الحواجز الإبداعية

1.15 – 1.45PM

1.45 – 1.15 ظهرا

CREATIVE BREAK: BAND PERFORMANCE BY ELIJAH SEMINE

فواصل إبداعية: عرض موسيقي من أداء إيليا سيمين

1.30 – 2.30PM
WH46

2.30 – 1.30 ظهرا
المستودع 46

THE POWER OF FOUNDER-LED BRANDS
HOSTED BY ANDIRA RASLAN
Business Director from MSL ME
SOPHIA BOUDJEMAA
Business Director - Strategy & Insights from MSL ME

قوة العلامات التجارية بقيادة المؤسسين
تستضيف الورشة أندرا-كاميليا كلينتان مديرة أعمال من إم إس إل إم إي

Discover how founder-led branding fosters trust and customer loyalty. Learn to define your brand archetype, master authentic storytelling, and leverage your personality to drive business growth.

اكتشف كيف يعزز بناء العلامة التجارية بقيادة المؤسس المشاركين كيفية منح الرموز الثقافية والألوان والقوام شكلي أصيل، وإيصال سرد القصص بطريقة أصيلة، واستثمار شخصيتك لتحقيق نمو الأعمال

2 – 2.30PM
CONCRETE

2.30 – 2 ظهرا
كونكرت

DABBAGH ARCHITECTS: CONSTRUCTING A NEW NARRATIVE
SUMAYA DABBAGH
Principal at Dabbagh Architects

دباغ أركيكتس:
بناء سرد جديد
سمية الدباغ
المديرة الرئيسية في دباغ أركيكتس

2.30 – 3.30PM
CONCRETE

3.30 – 2.30 ظهرا
كونكرت

BUSINESS SCALING: FROM CONCEPT TO GLOBAL SHELVES
MODERATED BY NEZ GEBREEL
Luxury and Creative Industries Strategist

توسيع نطاق الأعمال: من الفكرة إلى الرفوف العالمية
بتقديم نيز جبريل مستشارة الصناعات الفاخرة والإبداعية

SPEAKERS
DIMIA AYAD
Creative Director of Dimia Ayad
NEHA MISHRA
Chef & Founder of Kinoya
AHMED AL-ALI
Executive Chairman of X-Architects

المتحدثون
ديما أباد المديرة الإبداعية لـ ديما أباد
نيهاء ميشرا شيف ومؤسسة كينويا
أحمد العلي الرئيس التنفيذي لـ إكس أركيكتس

2.45 – 3.45PM
WH46

3.45 – 2.45 ظهرا
المستودع 46

STORYTELLING IN DESIGN: CREATING NARRATIVES THROUGH CULTURAL ELEMENTS
HOSTED BY ANDRA-CAMELIA CLITAN
Assistant Professor at Dubai Institute of Design and Innovation

السر في التصميم: إنشاء روايات من خلال العناصر الثقافية
تستضيف الورشة أندرا-كاميليا كلينتان أستاذة مساعدة في معهد دبي للتصميم والابتكار

This workshop explores storytelling in design, teaching participants to incorporate cultural symbols, colours, and textures authentically, transforming their work into a platform for meaningful and respectful cultural narratives.

تستكشف هذه الورشة في السر في التصميم، حيث تعلم المشاركين كيفية دمج الرموز الثقافية والألوان والقوام شكلي أصيل، وإيصال سرد قصصهم إلى منصة لسرد ثقافي ذو معنى واحترام

3 – 4PM
CONCRETE

4 – 3 ظهرا
كونكرت

SPEED NETWORKING
HOSTED BY KELLY LUNDBERG
Multi-award-winning serial entrepreneur, personal brand strategist, and speaker

التواصل المهني السريع
تستضيف الجلسة كيلي لنديبرج رائدة أعمال حاصلة على العديد من الجوائز، واستراتيجية في بناء العلامات الشخصية، ومتحدثة

Participants connect in quick, engaging 5-minute sessions before rotating, creating dynamic opportunities to build meaningful relationships.

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3.45 – 4.45PM
CONCRETE

4.45 – 3.45 ظهرا
كونكرت

CO-FOUNDERS: A SHARED VISION BEYOND BUSINESS
MODERATED BY BASMAH EL BITTAR
Director of Community Relations at Alserkal Avenue

المؤسسون المشاركون: رؤية مشتركة تتجاوز نطاق الأعمال
بتقديم بسمة البيطار مديرة العلاقات المجتمعية في السركال أفنيو

SPEAKERS
YAHYA MOHAMMED SALEH
Co-Founder & CEO of BOKSHA
ALIA HUSSAIN LOOTAH
Co-founder of Medaf Studio
SHAQAYED ARABI
Art Director at the Courtyard

المتحدثون
يحي محمد صالح الشريك المؤسس والرئيس التنفيذي لـ بقشة
علياء حسين لوداف الشريك المؤسس لـ موداف ستوديو
شقایق عربي المديرة الفنية في ذا كورت يارد

4 – 5PM
MEETING POINT AT CONCRETE

5 – 4 ظهرا
نقطة الالتقاء: كونكرت

ENTREPRENEUR TOUR: WALKING TOUR OF AL QUOZ

Each tour will guide forum attendees through various cultural and creative businesses in Al Quoz, offering an opportunity to explore their concepts and connect with their founders.

جولة رواد الأعمال:
جولة مشي في القوز
سأخذ كل جولة المشاركين في المنتدى عبر مجموعة متنوعة من الأعمال الثقافية والإبداعية في القوز، مما يتيح لهم فرصة استكشاف أفكارها والتعرف على مؤسسيها

4 – 5PM
WH46

5 – 4 ظهرا
المستودع 46

CRAFTING YOUR CREATIVE MVP: TURNING IDEAS INTO IMPACT
HOSTED BY RANA TAHER
Lead at C3

تصميم الحد الأدنى من المنتج الإبداعي الخاص بك: تحويل الأفكار إلى تأثير
تستضيف الورشة رنا طاه قائدة في سي 3

This workshop empowers creative services entrepreneurs to transform ideas into actionable, market-ready offerings by mastering MVP development, from concept design and prototyping to pitching and resource allocation.

تمنح هذه الورشة رواد الأعمال في الخدمات الإبداعية الأدوات اللازمة لتحويل أفكارهم من الجوانب للنضيق وحاجتهم للسوق، من خلال إتقان تطوير المنتج الأولي إم في بي، بدءاً من تصميم المفاهيم والنماذج الأولية وصولاً إلى عرض الأفكار وتبنيها



المجتمع الإبداعي
COMMUNITY HUB



المجلس الإبداعي
CREATIVE MAJLIS



ورش عمل
WORKSHOPS



القاعة الرئيسية
PLENARY HALL

DAY 2 PROGRAMME 11 DECEMBER

برنامج اليوم ثاني 11 ديسمبر



WORKSHOPS

9.15 – 10.15 AM
WH46

PERSONAL BRANDING FOR CREATIVE ENTREPRENEURS PT 2

HOSTED BY GAUTAM GOENKA

Artistic Director & Co-Founder at The Junction

This two-part workshop guides you in building a standout personal brand by focusing on the four pillars—Competency, Image, Network, and Purpose—equipping you with actionable strategies to enhance your impact and align your brand with your aspirations.



KEYNOTE

9.30 – 10AM
CONCRETE

RECIPE FOR SUCCESS: Q&A WITH NATASHA SIDERSIS

CEO & Founder of Tashas Group

MODERATED BY SAMANTHA WOOD

Foodiva, The Restaurant Whisperer



CREATIVE MAJLIS

10 – 10.30AM
CONCRETE

SUPERCHARGE YOUR MARKETING STRATEGY WITH ZOHO TOOLS

HOSTED BY AHMAD HASSAN DEEB

Business Solutions Lead at Zoho

Enhance your marketing strategy with Zoho tools to streamline campaigns, maximise reach, and drive impactful results.



COMMUNITY HUB

10 – 11AM
MEETING POINT AT CONCRETE

ENTREPRENEUR TOUR: WALKING TOUR OF AL QUOZ

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COMPETITION

10.30AM – 12.30PM
CONCRETE

FINAL PITCH: AL QUOZ CREATIVE ENTREPRENEURSHIP COMPETITION

The final pitch of the Al Quoz Creative Entrepreneurship Competition marks the moment when the final 6 shortlisted entrepreneurs pitch their ideas live to a panel of judges, for the chance to secure a grant and bring their creative visions to life.



WORKSHOPS

10.30 – 11.30AM
WH46

UNLOCKING CONSUMER TRUTHS TO DRIVE BUSINESS GROWTH

HOSTED BY GEMMA SHERIDAN

Business Director – Strategy & Insights from Leo Burnett ME

Gain insights into identifying and leveraging consumer truths to foster a culture of consumer-centricity and drive sustainable business growth.



CREATIVE MAJLIS

11AM – 12PM
CONCRETE

REVERSE MENTORSHIP

HOSTED BY NOONA NAFOUSI

Founder of Neo Noor, and Master NLP certified trainer and corporate coach and leading authority in human behaviour

Small groups collaborate as one participant shares a challenge or concern, with the group providing insights and solutions in focused 15-minute cycles.



WORKSHOPS

11.45AM – 12.45PM
WH46

DESIGN THINKING THROUGH PLAY: UNNECESSARY INVENTIONS

HOSTED BY AMIR ZEID

Dean at Dubai Institute of Design and Innovation

Offering a playful and interactive introduction to design thinking through the engaging card game "Unnecessary Inventions", this workshop helps participants collaborate, brainstorm, and develop critical thinking skills while exploring creative solutions to unconventional challenges.



CREATIVE MAJLIS

12.30 – 2.30PM
CONCRETE

UNSTUCK-ATHON

HOSTED BY RANIA JISHI

Artist

Unstuckathon is a drop-in series of activities designed to inspire participation and provide guidance. It offers a collaborative space for peer mentorship and mutual encouragement, where participants exchange resources, insights, and ideas to break through creative barriers.



COMMUNITY HUB

1.15 – 1.45PM

CREATIVE BREAK: BAND PERFORMANCE BY ELIJAH SEMINE



WORKSHOPS

1.30 – 2.30PM
WH46

DISRUPTING CREATIVITY WITH AI

HOSTED BY ALEXANDRE RODRIGUES

Creative Director from Saatchi & Saatchi ME

MEGAN FOWKES

Senior Art Director from Saatchi & Saatchi ME

SHERIF MOHAMED

Art Director from Saatchi & Saatchi ME

Discover how AI tools can enhance the creative process—from writing and generating visuals to creating music and voiceovers—while exploring the deeper role of human ingenuity in unlocking true creativity.



LIGHTNING TALKS

2 – 3PM
CONCRETE

LIGHTNING TALKS: SESSION 2

MATERIALS AND INNOVATION: TRANSFORMING THE UAE'S DESIGN LANDSCAPE

RICHARD WILSON

Managing Partner of La Nena

FROM PASSION TO PERSEVERANCE: CRAFTING A MEDIA LEGACY

HASSAN ALNAJJAR

Founder & CEO of together

HOW TO LAUNCH A SCALABLE MVP IN 7 STEPS

LAMA OSMAN

Artistic Director & Co-Founder - The Junction



WORKSHOPS

2.45 – 3.45PM
WH46

FINANCIAL PLANNING

HOSTED BY THE TEAM AT THINKMEDIALABS

This workshop simplifies financial management for creative professionals, teaching practical methods to track income and expenses, manage cash flow, and build a profitable business without requiring prior finance knowledge.



COMPETITION

3 – 3.30PM
CONCRETE

AWARD: AL QUOZ CREATIVE ENTREPRENEURSHIP COMPETITION



CREATIVE MAJLIS

3 – 4PM
CONCRETE

REVERSE MENTORSHIP

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PANEL

4 – 5PM
CONCRETE

DISRUPTING THE MARKET: CARVING OUT YOUR NICHE

MODERATED BY

GAUTAM GOENKA

Artistic Director and Co-Founder of The Junction

SPEAKERS

PETER AHN

Teible, FRAME & YUI

NUHAYR ZEN

Founder of Leukeather

DR. AHMAD ALATTAR

Founder of REALITY

WORKSHOPS

4 – 5PM
WH46

PITCH PERFECT: MASTERING THE ART OF PERSUASION FOR CREATIVE ENTREPRENEURS

HOSTED BY RANA TAHER

Lead at C3

This workshop equips creative entrepreneurs with practical tools and insights to build a thriving business, focusing on customer retention, digital presence, order management, and support, while preserving their creativity and passion.



COMMUNITY HUB

4 – 5 PM
MEETING POINT AT CONCRETE

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COMMUNITY HUB

1.15 – 1.45PM

CREATIVE BREAK: BAND PERFORMANCE BY ELIJAH SEMINE



WORKSHOPS

1.30 – 2.30PM
WH46

DISRUPTING CREATIVITY WITH AI

HOSTED BY ALEXANDRE RODRIGUES

Creative Director from Saatchi & Saatchi ME

MEGAN FOWKES

Senior Art Director from Saatchi & Saatchi ME

SHERIF MOHAMED

Art Director from Saatchi & Saatchi ME

Discover how AI tools can enhance the creative process—from writing and generating visuals to creating music and voiceovers—while exploring the deeper role of human ingenuity in unlocking true creativity.



LIGHTNING TALKS

2 – 3PM
CONCRETE

LIGHTNING TALKS: SESSION 2

MATERIALS AND INNOVATION: TRANSFORMING THE UAE'S DESIGN LANDSCAPE

RICHARD WILSON

Managing Partner of La Nena

FROM PASSION TO PERSEVERANCE: CRAFTING A MEDIA LEGACY

HASSAN ALNAJJAR

Founder & CEO of together

HOW TO LAUNCH A SCALABLE MVP IN 7 STEPS

LAMA OSMAN

Artistic Director & Co-Founder - The Junction



WORKSHOPS

2.45 – 3.45PM
WH46

FINANCIAL PLANNING

HOSTED BY THE TEAM AT THINKMEDIALABS

This workshop simplifies financial management for creative professionals, teaching practical methods to track income and expenses, manage cash flow, and build a profitable business without requiring prior finance knowledge.



COMPETITION

3 – 3.30PM
CONCRETE

AWARD: AL QUOZ CREATIVE ENTREPRENEURSHIP COMPETITION

CREATIVE MAJLIS

3 – 4PM
CONCRETE

REVERSE MENTORSHIP

HOSTED BY NOONA NAFOUSI

Founder of Neo Noor, and Master NLP certified trainer and corporate coach and leading authority in human behaviour

Small groups collaborate as one participant shares a challenge or concern, with the group providing insights and solutions in focused 15-minute cycles.

PANEL

4 – 5PM
CONCRETE

DISRUPTING THE MARKET: CARVING OUT YOUR NICHE

MODERATED BY

GAUTAM GOENKA

Artistic Director and Co-Founder of The Junction

SPEAKERS

PETER AHN

Teible, FRAME & YUI

NUHAYR ZEN

Founder of Leukeather

DR. AHMAD ALATTAR