

Creative Industry Summit hosts the 14th edition under the theme “Creative Economy”

The 14th edition of Creative Industry Summit (C-S) is convening for the duration of 3 days from 27-29 September 2022 at Cairo Business Park, New Cairo, under the theme “Creative Economy”. Launched in 2014, Creative Industry Summit (C-S) grew to become the only and main creative-based network that diffuses infotainment content to levitate creativity in Egypt and the MENA Region. Over the past 8 years, C-S hosted more than 14,000 attendees, 1,600 speakers, 55 exhibitors. The summit also featured over 420 talks, 84 panel discussions, and 10 workshops. This year, C-S will be the first platform in the region to discuss “Creative Economy”, celebrating the achievements in this discipline in the region with the participation of hundreds of specialists in the field of the creative industries, including leaders, businessmen and innovators.

The summit is expected to host a selection of international, regional, and local experts in their respective fields, including Amr El Kady, CEO of Egyptian Tourism Authority, Nora Toma, Deputy CEO of Education for Employment and Global Speaker Mark Adams, SVP Global Head of Innovation, Vice, Media; as well as other renowned entrepreneurs and leaders from different industries. The sessions will discuss key topics within the realm of the Creative Economy with more than 25 tracks including but not limited to WEB3, NFTs, Startups & Entrepreneurship, Innovation, E-Commerce, Media, Film, Food Innovation, Art, Tech & AI, Sustainability, Fashion, Advertising, and Content Creation.

Mai Salama, Founding Partner of Creative Industry Summit, said, "We are proud of being the first integrated platform for celebrating creativity, and we continue our role in pioneering the creative industry. This year, a new concept will be presented for the first time in Egypt and the Middle East; Creative Economy, to celebrate the role of innovation and creativity in various industries."

Salama added, "The 14th edition will present a number of high-profile impactful sessions and workshops that will cover paramount topics with local, regional and international experts in more than 25 tracks. The summit will also highlight exceptional success stories in different creative industries, and create an open platform for the public to learn from inspiring projects and creative ideas and creating a network with peers in any industry, with the aim of advancing the industry in Egypt."

It is worth mentioning that Creative Industry Summit was launched in 2014 and for more than 8 years, the summit enriched the creative aspect of participants and provided experiences to young people to create eligible calibers with creative minds who are capable of advancing their industries and keeping pace with the developments and breakthroughs in creative industries.

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