



Arab Media Congress - 2nd Edition

📅 13 - 14 JANUARY 2023 📍 Tunis

"Visionary approach to Global Digital Supremacy"

Arab Media Congress - 2nd Edition

“Visionary approach to Global Digital Supremacy”

Tunis, January 13-14, 2023



Rapporteurs:

- **Eng. Hasan R. Sayed Hasan**, Managing Director, Master Media, Lebanon
- **Mr. Giacomo Mazzone**, Media expert, Italy.

Friday, 13, January 2023

09:00 - 09:45

Opening session

- **Eng. Abdelrahim Suleiman**, Director General, ASBU (Welcome speech)
- **Dr. Hayet Ketat-Guermazi**, Minister of Cultural Affairs, Tunisia
- **Mr. Mohammed Bin Fahad Alharthi**, President , ASBU/CEO, Saudi Broadcasting Authority (General introduction).

09:45 - 10:00 Break

10:00 - 10:45

Topic 1: Challenges Facing the Arab World

Moderator:

Dr. Fathia Saïdi, Sociologist, Tunisia

- **Culture, society and media**

Prof. Fathi Triki, Owner of UNESCO chair of philosophy for the Arab World

- **Personal data protection**

Mr. chawki Gaddes, Chairman, National Authority for the Protection of Personal Data, Tunisia

- **Cybersecurity**

Eng. Mohamed Ben Amor, Secretary-General, Arab ICT Organization

10.45 - 11.00

Debate

11:00 - 12:15

Topic 2: Arab efforts

Moderator:

Dr. Riadh Kamel Najm, Media Expert, Saudi Arabia

• **Arab States Broadcasting Union**

Eng. Abdelrahim Suleiman, Director General, ASBU.

• **Arab States**

The Jordanian experience

Dr. Alaa Alzyoud, Media advisor at the Jordanian Embassy in Cairo and Jordan's delegation to the League of Arab States, Jordan.

• **The Iraqi experience**

Dr. Khalil Abdul Rahman Al-Tayar, Member of the Board of Trustees of the Media and Communications Authority / previously CMC, Iraq.

• **The Egyptian experience**

Mr. Saleh El-Salehy, Journalist and writer, Undersecretary of the Supreme Council for Media Regulation, Egypt .

• **The Lebanese experience**

Dr. Hassan Mohammad Falha, General Director of Lebanon's Ministry of Information.

12:15 - 12:30

Debate

16:30 - 17:45

Topic 3: Global Experiences and Global Digital Tech Companies' inputs.

Moderator:

Dr. Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

• Europe

Mr. Giacomo Mazzone, Media expert, Italy

Mr. Wouter Quartier, Head of Digital, Transformation and Platforms, EBU (Online)

• Asia

Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

• UNESCO

Mr. George Awad, Programme Officer Communication & Information Sector, UNESCO Regional Bureau.

• Global Digital Tech Companies

Prof. Andrea Stazi

Regulatory Affairs Lead South Europe & Academic Outreach Europe, Google (Online).

Debate

17.45 - 18.00

Saturday, 14, January 2023

09:30 - 11:15

Topic 4: Proposed Action Plan and Strategy for the Arab Region
Challenges related to content.

Moderator:

Mr. Mohammed Bin Fahad Alharthi, President , ASBU/CEO, Saudi Broadcasting Authority

• Developing Arab digital content

Dr. Amany Reda, Professor of Media and Communication, Faculty of Mass Communication-Cairo University

Dr. Ibrahim Abu Zekry, head of the Arab Producers Union, Egypt

Eng. Ines Jebali, Chief Engineer, Head of Production Technology and New Media Department , ASBU

- **Protecting children and individual privacy**

Mr. Giuseppe Solinas, journalist, Radio Televisione Italiana, Italy, (RAI)

- **Combating hate speech and racism**

Prof. Karim Belkaci, Professor of Media Sciences,
Faculty of communication and information sciences, Algeria

- **Fighting fake news, particularly on social media**

Mr. Wassim Nasr, Journalist France24, France

- **Training of Arab media professionals on the use of social media and new digital techniques**

Dr. Ridha Najjar, ASBU Academy Manager

11.15 - 11.30

Debate

11.30 -13.00

Topic 5: Proposed Action Plan and Strategy for the Arab Region
Technological and legislative challenges

Moderator:

Minister Ahmed Assaf,

General Supervisor of the Palestinian official media, Palestine

- **Regulating OTT Platforms**

Eng. Mohsen Malek Ghommam, head of the radio and television
transmission department, ASBU

- **legislation relating to information and digital economy**

Mr. Christophe Leclercq, Media expert, Euroactiv Media Network & Europe's
MediaLab

- **Levying digital taxes**

Mr. Ahmed EL ATTARI, Head of Media Economics & Market Monitoring
Pole, the Moroccan Audiovisual High Authority, Morocco

• **Safeguarding data and information security**

Mr. Sami Hichri, Advisor of the Secretary-General ,Arab Interior Ministers Council

Dr. Abdulrazaq Almorjan, Executive Director Cybercrimes and Digital Forensics; NAUSS

• **Creating an Arab Audiovisual Observatory**

Eng. Bassil Zoubi, Director of Technology & Development, ASBU

• **Towards Establishing one or more Arab platforms as a safe option for the Arab region in the preservation of its shared values**

Dr. Riadh Kamel Najm, Media Expert, Saudi Arabia

13.00 - 13.15

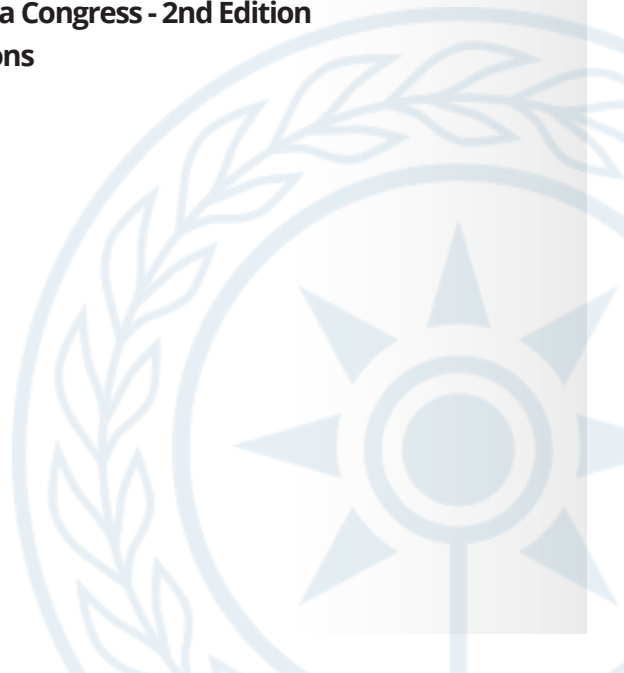
Debate

13:15 - 13:30

Break

13:30 -14:00

**Announcement of the Arab Media Congress - 2nd Edition
Declaration and Recommendations**





Arab Media Congress - 2nd Edition

 13 - 14 JANUARY 2023  Tunis

"Visionary approach to Global Digital Supremacy"