



## **Fact sheet: Ithra's Participation at the Cultural Investment Conference**

### **The Cultural Investment Conference**

The Cultural Investment Conference is a global platform that brings together investors, policymakers, cultural leaders and creatives, with the aim of presenting culture as an attractive investment opportunity. Organized by the Ministry of Culture in its inaugural edition, the conference will showcase pioneering financing models, strategic partnerships and the growing role of cultural capital in stimulating economic growth, consolidating national identity and enhancing global influence. The conference will be held at the King Fahd Cultural Center in Riyadh, Saudi Arabia, over two days, September 29 – 30, 2025.

The conference will address various topics related to cultural investment within the Kingdom, including: Opening new investment opportunities, returns on cultural investment, enabling developmental work, highlighting the role of private wealth in supporting the growth of the cultural sector, financing the future of culture, reducing cultural investment risks, creative entrepreneurship, global cultural investment funds, developing new public financing mechanisms, cultural diplomacy and an inclusive economy.

Ithra's objectives for participating at the Cultural Investment Conference:

- The King Abdulaziz Center for World Culture (Ithra) is a strategic partner.
- To strengthen Ithra's position on the local and global stage as a cultural and creative leader in the region.
- To showcase the Center's initiatives and programs regionally and globally, as they demonstrate the positive economic and societal outcomes of investing in the cultural sector.
- To attract further investment and partnerships to expand the scope of existing impactful initiatives and create a climate for launching new initiatives and programs.
- To enhance Ithra's presence among international entities and increase awareness of the Center and its activities, thus attracting and encouraging future visits to the Center.
- Ithra's mission and vision align with the outlook and premise advocated by the Cultural Investment Conference, which call for enhancing the position of investment in cultural sectors as a strong driver of the economy and building a knowledge-based economy.
- Ithra possesses the facilities and intellectual foundations that enable the nurturing of talents and the development of their capabilities to serve knowledge.

- Ithra has a rich track record of knowledge and cultural programs as well as initiatives and impactful experiences that can be shared with participants during the conference, providing a firsthand look at the Center's approach to advancing the Kingdom's aspirations in this sector.
- Ithra's role as a catalyst for cultural diplomacy and a window between diverse cultures around the world, through hosting international exhibitions and workshops and exchanging visions and perspectives on culture, art and knowledge.
- Ithra, as a concept, is a cultural investment initiated by the Kingdom, and society has begun to reap its benefits through results and reports that have contributed to the development of youth and communities in general.
- Since its inception, Ithra has instilled a spirit of charitable work through volunteer initiatives that enhance volunteers' skills with theoretical and practical training, ultimately serving society and providing tangible returns on its cultural investment.
- A fundamental part of Ithra's mission is to foster creativity, through creative initiatives that preserve the economy and society and contribute to creating an environment conducive to talent development and exploration.
- Ithra's conviction that the culture of the past is part of the present has motivated it to launch programs dedicated to reviving and revitalizing cultural heritage, such as crafts, embodying this by celebrating 2025 as the Year of Handicrafts.
- To participate in enriching the cultural landscape through partnerships with Saudi and regional civil society organizations.
- Among Ithra's most prominent facilities is its library, which houses hundreds of thousands of books, and other programs that focus on reading and creativity, based on the belief that enlightened minds, honed with knowledge, will inevitably lead to tangible progress on the social, economic and innovative levels.
- Ithra's interest in the impact of these investments in culture and knowledge enhances the Kingdom's global competitiveness, attracting minds, expertise and competencies to serve society.