

# GCC joint productions to be broadcast through Platform 51

Move aims to activate GCC's 'soft power' as part of plan to distribute content to global platforms



Abdulaziz Yaqub Al-Babtain



Saad Nafel Al-Azmi



Sheikh Mubarak Fahad Al-Jaber Al-Sabah



KUWAIT: Abdulaziz Al-Babtain, Saad Al-Azmi and Sheikh Mubarak Al-Sabah interact at an event held to showcase a new collaboration between the Joint Program Production Institution for the Gulf Cooperation Council and the Kuwaiti streaming platform 'Platform 51'.

By Passant Hisham and Christine Susan Shine

**KUWAIT:** The Joint Program Production Institution for the Gulf Cooperation Council (GCCJPP) announced Saturday that it will broadcast its previous productions and launch new content through Platform 51, in collaboration with Kuwait's Ministry of Information and Ooredoo Kuwait. The announcement was made Saturday during an event held to showcase the institution's collaboration with the Kuwaiti streaming platform and its plans to produce new Arabic-language content. Sheikh Mubarak Fahad Al-Jaber Al-Sabah, Director General of GCCJPP, emphasized that this step reflects a new phase for the institution as it aims

to activate the 'soft power' of GCCJPP, drawing inspiration from the region's rich cultural heritage. It's part of a plan to distribute the institution's productions through Gulf platforms in a first phase, followed by global digital platforms.

The institution is building on its legacy, embodied in cherished productions such as *Iftah Ya Simsim*, the first international co-production of the American children's television series *Sesame Street*. Other GCCJPP programs like *Salamatak* and *Zaatoor* were widely enjoyed by children across the Gulf between the 1970s and 1990s.

Sheikh Mubarak said the collaboration with Platform 51 aims to address urgent challenges, particularly the declining presence of the Arabic language in chil-

dren's media amid the overwhelming influence of foreign platforms and rapidly shifting social media trends.

He confirmed that the institution has already begun producing new programs that foster awareness, uphold cultural authenticity, promote shared values, and highlight the impressive achievements of the GCC countries across various fields.

Speaking on behalf of the Ministry of Information, Saad Nafel Al-Azmi, Assistant Undersecretary for Media Services and New Media and head of the Platform 51 Coordinating Committee, said the platform is a cornerstone of the ministry's 2022–2026 strategy. This strategy is dedicated to building a sustainable, influential, and inclusive media sector based on strong public-private partner-

ships, placing the citizen at the heart of the media process.

Al-Azmi explained how the ministry has worked to develop both the platform's interface and content, creating a family-friendly digital space that nurtures creativity, delivers meaningful storytelling, reflects Kuwaiti society's values and culture, and speaks to future generations.

In today's fast-evolving digital land-

scape, Abdulaziz Yaqub Al-Babtain, CEO of Ooredoo Kuwait, stressed the importance of high-quality partnerships between the public and private sectors as the real foundation for building a culturally cohesive and sustainable society. He noted with pride that the initiative is being led by talented Kuwaiti youths who prioritize innovation, showcasing the country's ambitious capabilities.



BEIJING: Kuwait's Assistant Foreign Minister Ambassador Sameeh Hayat and China's Assistant Foreign Minister Ambassador Chen Weiqing shake hands at the fifth round of political consultations between China and Kuwait held in Beijing on Friday April 25, 2025. — KUNA

## Burgan Bank takes part in AUK's annual career fair

**KUWAIT:** Burgan Bank recently took part in the annual career fair hosted by the American University of Kuwait (AUK) alongside Kuwait's top recruiters across numerous sectors and industries. As part of its robust human capital development strategy and steadfast efforts to advance Kuwait's national calibers, Burgan representatives engaged with the event's visitors in various conversations around the bank's employment and internship opportunities, while also promoting financial literacy and inclusion.

"AUK's annual Career Growth Fair is an excellent opportunity for our team to connect with and potentially recruit Kuwait's young and talented individuals who aspire to build a career in banking and finance," commented Abdulwahab Jamal Abdulraheem, Executive Manager for Talent Acquisition at Burgan Bank. "Our renewed participation in this valuable event allowed us to be present among our community members, drawing us closer to them and enabling us to remain in tune with the market's pulse and professional aspirations. This in-person proximity and rapport continue to fuel our efforts to develop our work



Abdulwahab Jamal Abdulraheem



KUWAIT: Officials pose for a photo in front of the Burgan Bank booth at the annual career fair hosted by the American University of Kuwait.

environment and employment journey in a way that responds to talents' evolving needs."

Among the defining features of Burgan Bank's forward-looking and professional environment, which is certified as a "Great Place to Work", is its dynamic learning and development (L&D) strategy, which caters to employees' diverse needs, interests, and preferred learning styles. This includes the flagship L&D program *Ro'ya*, which invests in the bank's future leaders, as well as *Entelaqah*, designed to smoothly transition fresh graduates from the university experience to the dynamic professional world. This is in addition to a wide range of bespoke L&D programs and schemes.

Besides introducing candidates to Burgan's work experience and professional opportunities, the bank's representatives shared vital banking awareness and financial literacy information with the event's visitors, in line with its continued support of the "Let's Be Aware" (Diraya) campaign launched by the Central Bank of Kuwait (CBK) and Kuwait Banking Association (KBA), with support from local banks. Burgan Bank remains committed to its mission of becoming an employer of choice and stands among the leading institutions exerting dedicated efforts to realize the New Kuwait Vision 2035 goal of investing in national human capital and preparing Kuwaiti youth to become competitive and productive members of society.

## Green energy, labor housing in focus at Kuwait-China talks

**BEIJING:** Kuwait and China reviewed progress on major development projects and cooperation agreements during the fifth round of political consultations held Friday in Beijing between the two countries' foreign ministries. The Kuwaiti delegation was led by Assistant Foreign Minister for Asian Affairs Ambassador Sameeh Hayat, while the Chinese side was headed by Assistant Foreign Minister for West Asia and North Africa Affairs Ambassador Chen Weiqing. The talks focused on monitoring the implementation of agreements and memoranda of understanding signed between the two governments. Particular emphasis was placed on key infrastructure and energy projects in Kuwait, including the Mubarak Al-Kabeer Port Project, the Shagaya and Al-Abdaliyah renewable energy initiatives, wastewater treatment plants, labor and housing city projects, and the establishment of a low-carbon green system for waste recycling. Discussions also touched on cooperation in developing economic and free zones.

Ambassador Hayat said the consultations took place in a positive and open atmosphere, reflecting the depth of the strategic partnership between Kuwait and China. He emphasized that the meetings are part of directives from Kuwait's leadership to strengthen ties with China across political, economic, and developmental fields. On the sidelines of the consultations, Ambassador Hayat, who also serves as rapporteur and member of the Kuwaiti ministerial committee tasked with following up on bilateral agreements, met with senior Chinese officials from the Communist Party's International Department and the National Development and Reform Commission. Discussions reinforced the commitment of both sides to maintain momentum following the 2023 state visit of His Highness the Amir of Kuwait Sheikh Meshal Al-Ahmad Al-Jaber Al-Sabah to China.

Both sides agreed to continue regular political consultations, with the next session to be hosted by Kuwait at a date to be determined through diplomatic channels. The meetings were attended by Kuwait's Ambassador to China Jassim Al-Najim, Counsellor Abdulaziz Al-Dakhil, members of the Kuwaiti Embassy in Beijing, and diplomatic attachés Ajeeb Al-Ahmad and Mubarak Al-Qamis from the Asia Department at the Ministry of Foreign Affairs. — KUNA

## Kuwait eyes adapting Egypt's successful digital education model

**KUWAIT:** Kuwait is exploring ways to adapt aspects of Egypt's Knowledge Bank (EKB) platform to support its educational and research development, following talks held this week between the two countries' ministers of higher education. Kuwait's Minister of Higher Education and Scientific Research Dr Nader Al-Jallal, met with his Egyptian counterpart Dr Ayman Ashour, to discuss enhancing bilateral cooperation in higher education and scientific research. The discussions focused on exchanging expertise, with particular attention to Egypt's experience in building digital academic infrastructure.

Established in 2016, the EKB has become a key pillar of Egypt's education system, providing free



KUWAIT: Kuwait's Minister of Higher Education and Scientific Research Dr Nader Al-Jallal meets with his Egyptian counterpart Dr Ayman Ashour. — KUNA

access to a vast digital library of academic content, research materials, and educational tools for citizens across the country. It has been recognized as a model for leveraging technology to expand ac-

cess to knowledge and support lifelong learning. The EKB has also received international praise, particularly from UNESCO and UNICEF. In May 2024, both organizations organized a study visit to the project, bringing delegations from 21 countries to examine the factors behind its success. A strategic agreement was signed on January 19, 2025, between the EKB, the Association of Arab Universities, and the Association of Arab Scientific Research Councils, aiming to expand the platform's services regionally under the new name "Egyptian Knowledge Bank – International."

Al-Jallal and Ashour said Kuwait is studying elements of the EKB's design and implementation to inform its own digital transformation efforts in the education sector. The two sides agreed to continue technical coordination to explore areas where the Egyptian experience could be adapted to Kuwaiti needs. The talks reflect Kuwait's broader efforts to modernize its education system in line with its national development goals, including the drive to expand digital resources and foster innovation in teaching and learning. — Agencies

## Kuwait Fund signs \$2m grant to provide clean water for Gaza, Sudan

**WASHINGTON:** The Kuwait Fund for Arab Economic Development (KFAED) signed a \$2 million grant agreement on Friday, to support an emergency project aimed at providing clean drinking water to the Gaza Strip in the occupied Palestinian territories. According to a press release from the fund, the agreement was signed on the sidelines of the 2025 Spring Meetings of the World Bank Group and the International Monetary Fund in Washington. The grant agreement was signed on behalf of KFAED by Acting Director General Waleed Al-Bahar and on behalf of the United Nations Development Program (UNDP) by Abdallah Al-Dardari, Director of the UNDP Regional Bureau for Arab States. The statement explained that the project seeks to alleviate humanitarian suffering and improve living conditions for civilians affected by conflict in Gaza. It aims to

provide clean and safe drinking water, especially in light of disruptions to primary water sources and the population's reliance on contaminated alternatives that contribute to the spread of disease. The project involves the supply and installation of mobile solar-powered desalination units, which will ensure a sustainable water supply while reducing dependency on traditional fuel sources for water production.

The number of direct beneficiaries from the project is estimated at approximately 250,000 residents of the Gaza Strip, the majority of whom are women and children. The fund also signed a \$2 million grant with UNDP to support a project aimed at enhancing access to drinking water infrastructure for displaced persons, refugees and host communities in Sudan. The project aims to increase access to safe and reliable water for approximately 500,000 individuals, including internally displaced persons (IDPs), refugees, returnees, and residents of 24 host communities that house the highest concentration of IDPs. The project also aims to ensure the availability of environmentally friendly water infrastructure, promote equitable, fair, and peaceful access to water for all, and strengthen local capacities for sustainable service delivery.



WASHINGTON: KFAED's Acting Director General Waleed Al-Bahar and Director of the UNDP Regional Bureau for Arab States Abdallah Al-Dardari sign agreements to provide clean water to Gaza and Sudan on Friday April 25, 2025. — KUNA

The grants mark the fifth and sixth collaborations of their kind between the two institutions in the field of urgent relief aid and humanitarian and development support. Since 2013, the Kuwait Fund has provided approximately \$12.6 million to the UNDP to finance five humanitarian projects. — KUNA