

Media City Qatar Joins as the Strategic Partner for Innovation by Design Summit 2025



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Doha, Qatar – 31 August 2025: Msheireb Properties is pleased to announce that Media City Qatar

has joined as a strategic partner for the Innovation by Design Summit 2025, powered by Doha

Design District. The summit, presented by Msheireb Properties in collaboration with Fast

Company Middle East, returns to Doha on 24 September following its well-received 2024 debut,

and will bring together regional and international experts to discuss how design intersects with business and innovation.

The summit, themed “Inspiring the Future of Design,” will take place at the Mandarin Oriental Doha in Msheireb Downtown Doha and will feature 15 panel discussions and sessions on topics such as AI infrastructure, product innovation, immersive media, sustainable architecture, and the future of the creator economy.

Media City Qatar’s cutting-edge ecosystem, combined with Msheireb Properties’ sustainable urban development and Fast Company Middle East’s editorial leadership, helps establish Qatar as a place where next-generation solutions are shaped. The summit shows how this collaboration creates conditions for pioneering ideas to take root and develop into practical, scalable outcomes.

Engineer Ali Al Kuwari, CEO of Msheireb Properties, said: “We are delighted to welcome Media City Qatar as our strategic partner. Msheireb Downtown Doha exemplifies how design harmonises heritage, sustainability, and community. As a hub for institutions like Media City Qatar, we’ve witnessed firsthand how intentional design leads innovation ecosystems. This partnership will ignite collaborations that redefine urban living and regional connectivity.”

Engineer Jassim Mohamed Al-Khori, CEO of Media City Qatar, said: "Media City Qatar is proud to partner with Msheireb Properties and Fast Company Middle East for this summit. Design is now central to how we tell stories, build systems, and connect with the world. At Media City Qatar, we enable media and tech innovators to build solutions that resonate globally. This partnership accelerates our mission to advance Qatar as a nexus where talent, technology, and purposeful design converge, driving economic diversification in line with the Third Qatar National Development Strategy."

Ravi Raman, Publisher of Fast Company Middle East, added: "We welcome Media City Qatar's partnership in this initiative. Innovation without design is incomplete. We are proud to help bring this important conversation to the region, where local creativity is meeting global ambition. This summit brings together the thinkers and makers influencing how design delivers progress."

It can be noted that over 60 entries have been submitted for the Innovation in Design Awards, spanning architecture, sustainable design, and emerging creators. Raman added: "This year's submissions prove Middle Eastern designers are world-class innovators. Design transcends aesthetics, it's about solving real human problems."

The Innovation by Design Summit features discussions such as "How is Design Saving the World?," "Designing the Future of Tourism," and "Creative Intelligence: How Design is Driving

Innovation.” Through these conversations, the event will highlight how design is increasingly central to how we build trust, scale ideas, and solve real problems.

Meanwhile, sessions like “Designing for Harmony” will dissect design’s capacity to address climate resilience, equitable architecture, and resource efficiency, and “Beyond the Screen: The Rise of Immersive Media in the Digital Age” will discuss NFTs, AI-generated environments, and the \$480 billion MENA creator economy by 2027.

Delve deeper into the design-thinking process and global design trends, encompassing urban planning, immersive technologies, and more, at the Innovation by Design Summit in Doha on 24 September. Attendance at the Innovation by Design Summit is by invitation only. Delegates can register [here](#) to receive their exclusive invite.