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## Qatar Museums and UK Partners Agree on Joint Advancement of Creative Industries as Part of Ongoing Years of Culture Collaboration



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**11 December 2025 – Doha, Qatar:** Qatar Museums (QM) signed a Memorandum of Understanding (MoU) with the United Kingdom’s Department for Business and Trade and the British Council, marking an important milestone in the long-standing cultural relationship nurtured through the Qatar-UK 2013 Year of Culture and subsequent programming. The

agreement promotes deep collaboration across creative industries, reinforcing a shared commitment to knowledge exchange and cultural dialogue.

At the heart of the MoU is a shared belief in the value of creativity as a driver of economic growth, cultural understanding, and community engagement. Under the agreement, both sides will work together to support artists, designers, filmmakers, musicians, and other creative professionals through residencies, training programmes, and mentorship. The partnership will also help build networks and provide access to professional platforms, enabling emerging and established talent to expand their skills and reach wider audiences.

CEO of Qatar Museums Mohammed Saad Al Rumaihi highlighted the significance of the partnership and its link to the Years of Culture initiative. “This MoU is a natural extension of our ongoing collaboration under the Qatar-UK 2013 Years of Culture, which has created lasting creative partnerships. Together, Qatar and the UK will expand opportunities for cultural and economic exchange, enhance international visibility for creative voices, and build infrastructure that supports the creative sectors in both nations.”

The MoU places special emphasis on museum and heritage cooperation, reflecting the importance of exhibitions and cultural programming in strengthening public engagement. Joint exhibitions, research exchange, and shared initiatives will help build institutional capacity while promoting dialogue between creative experts from both countries.

Rupert Daniels, Director of Services at the UK's Department for Business and Trade reflected, "Today's forum has united cultural leaders, policymakers, entrepreneurs, and creatives from Qatar and the UK to harness the transformative power of the creative industries in shaping inclusive and sustainable growth. This MoU reflects the UK's commitment to supporting Qatar's creative ambitions and our shared vision for a vibrant future. Together, we will spark innovation and create the storytellers of the future."

Director of the British Council in Qatar is Dr. Waseem Kotoub emphasised the importance of the Years of Culture legacy in shaping the new partnership. "The Years of Culture collaboration has demonstrated the power of sustained cultural engagement to build trust, drive innovation, and strengthen the creative sector in both the UK and Qatar. This MoU reflects our commitment to deepen that partnership through practical cooperation, knowledge exchange, and institutional collaboration."

Innovation and entrepreneurship are also key pillars of the agreement. Both nations will share best practices to support startups and small creative businesses, particularly in sectors such as fashion, media, design, photography, and music. Through programmes and incubation opportunities, the agreement seeks to empower independent creatives and build a successful, sustainable creative ecosystem.

Beyond institutional cooperation, the MoU highlights public engagement as an essential goal.

Community-focused art projects, cultural initiatives, youth competitions, and public space installations will encourage deeper cultural awareness and bring creativity directly to communities.

Looking ahead, the MoU is expected to support cultural and economic development in the creative industries of both nations. It aligns with QM's strategic efforts to position Qatar as a dynamic hub for creativity and cultural innovation and exemplifies the ultimate of the Years of Culture initiative. By strengthening ties that began as part of the Qatar–UK 2013 Year of Culture, this latest initiative reinforces the legacy of the programme and its role as a catalyst for international cultural cooperation.