



Culture:

The True Brand of a Nation

A talk by HE Noura Al Kaabi,
UAE Minister of Culture and Knowledge Development

Country & Nation Branding:

What is it and why is it important?



The UAE's brand and how it came to be:

Our Founding Father

—
Wisdom


—
Respect and tolerance

—
Sustainability

—
Human Development

—
Unity





**Culture is at the
core of the UAE's
national identity**

The background image shows two men in traditional white Emirati clothing (ghummas and ghutras) walking from left to right. They are positioned in the foreground, with the man on the left slightly ahead. The background features a complex, modern architectural ceiling with a repeating geometric pattern of white, angular structures. The lighting is soft and even, highlighting the men's attire and the architectural details. A semi-transparent white rectangular box is overlaid on the right side of the image, containing the title text.

The Leadership's Role in Preserving Culture and Identity



**We are all cultural citizens
of the world, who learn,
share, and understand.**

