

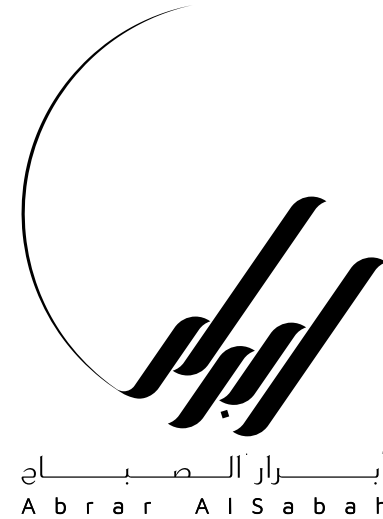


HER EXCELLENCY
Sheikha Abrar Al Sabah

- OFFICIAL PROFILE -

www.abraralsabah.com





In a new era of digitalized media platforms, Arab content creators and filmmakers have a golden opportunity to transform years of misrepresentations of our culture on global motions and voice our untold stories to the world.

HE SHEIKHA ABRAR AL SABAH
MEDIA ENTREPRENEUR

FOUNDER OF ABBEY'S PRODUCTIONS &
BARWA PRODUCTIONS SERVICES

Being recognised by renowned international platforms as a Kuwaiti royal who has forged media entrepreneurship in the region, Sheikha Abrar Al Sabah entered the production field to elevate the cinematic and new media content in the region.

She kicked off her entrepreneurial journey during the pandemic to introduce Kuwait to the economic game of media and entertainment and boost its non-oil economic sectors.

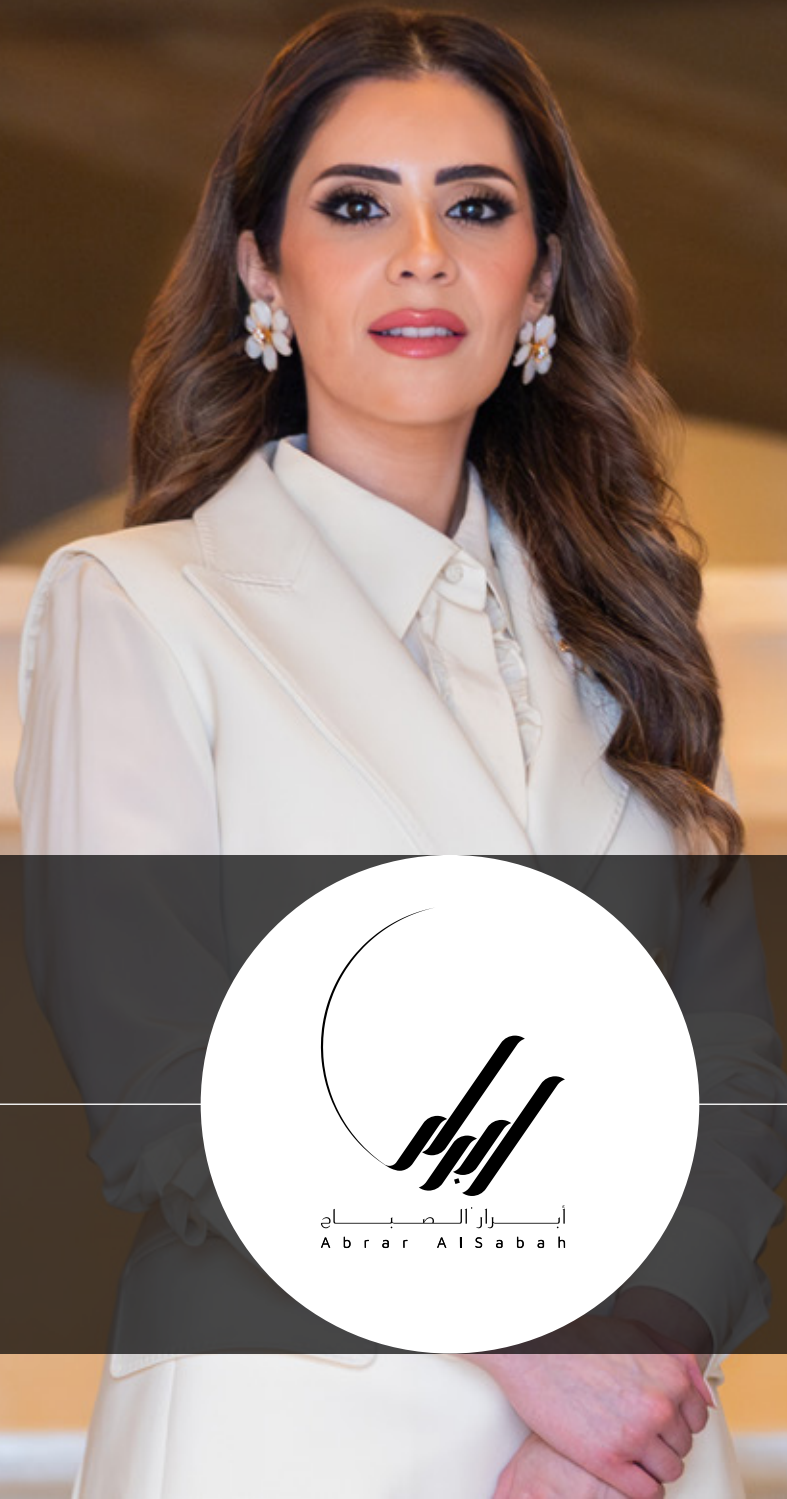
Discerning the investment opportunities offered by this industry, Sheikha Abrar founded Abbey's Productions in 2019 to produce content that depicts an accurate representation of Kuwait and the region to the global audience, and Barwa in 2022 to provide a creative and professional space for film-makers and TV specialists to turn their ideas into reality.

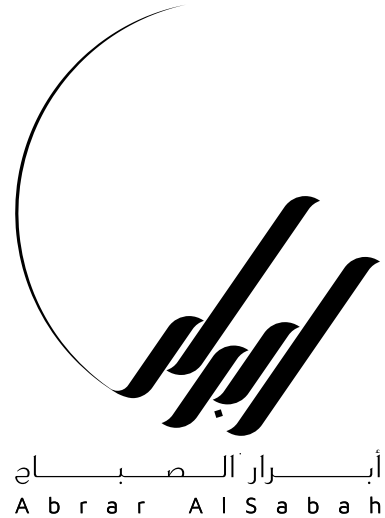
HE SHEIKHA ABRAR KHALED AL SABAH
MEDIA ENTREPRENEUR

HE Sheikha Abrar Al Sabah's

mission is to...

- Highlight the thriving investment opportunity that the media and entertainment industry offers in Kuwait as a potential non-oil economic sector.
- Show the world an authentic image of our region through raw stories and elevated content that would align with the current standards of the international production market.
- Originate an inclusive 'Khaleeji-wood' that would fairly represent our region and people to the world.





“It is now the time to pave the way for young Arab women to equally lead the media entrepreneurship scene and have the confidence to showcase their authentic power.”

HE SHEIKHA ABRAR AL SABAH
MEDIA ENTREPRENEUR

FOUNDER OF ABBEY'S PRODUCTIONS &
BARWA PRODUCTIONS SERVICES



AN INSPIRING JOURNEY OF A YOUNG ARAB FEMALE ENTREPRENEUR FROM THE ROYAL FAMILY OF KUWAIT...

In the midst of a global pandemic, Sheikha Abrar Al Sabah understood the impact of new-wave digital streaming platforms and the opportunities they can provide for Arab content creators as well as TV and film makers to change the depiction of Arabs in global media productions.

Therefore, despite her young age and career journey, Sheikha Abrar trusted her entrepreneurial instinct and established Abbey's Productions in 2019. The Kuwait-based production house started-off on a small-scale offering services such as redrafting scripts and providing production support. In less than three years, the company was able to allocate large investments in the latest high-tech cinematography equipment and tools and managed to successfully produce various TV dramas that were selected by renowned streaming platforms and broadcast channels. They were ranked as the number one viewed series on Pan Arab platforms such as Shahid.net MBC, Dubai TV, and other prominent channels in the UAE and Saudi Arabia.

The produced series were signified by the elevated filmmaking methods, high-tech equipment used, and unique well-written stories. The production house is also being appreciated by media professionals as it provides the space for young Arab talents to work with prominent figures in the field.

In 2022, Sheikha Abrar founded Barwa Productions Services. Barwa is a comprehensive full-house production agency that provides an advanced creative space for producers, directors, and film-makers to turn their ideas into reality through its technical services.

AREAS OF WORK



**Media
Production**



**Gender balance
in the media field**



**Leadership and
entrepreneurship**



Our IMPACT

NUMBER OF PRODUCTIONS

20

12 Drama series 3
Theater shows 4
Video clips
1 Cultural Festival

COUNTRIES WE'VE REACHED

Kuwait, Saudi Arabia, UAE, Oman, Bahrain
and other countries based on IG stats.

NUMBER OF BROADCASTED CHANNELS



PRODUCTIONS LOGOS





MEDIA RECOGNITIONS

yahoo!
finance

 **UK TIMES**

WASHINGTON
DAILY NEWS

Enterprise
CHANNELS ME
ENTERPRISE SOLUTIONS AND KNOWLEDGE FOR CHANNEL PARTNERS

MarketWatch



Her Excellency
Sheikha Abrar Al Sabah
at the Gouna Film Festival ”
7th Edition

Fostering Kuwait's global position in the media and entertainment industry has always been my ultimate goal. I was thrilled to witness the GFF's team acknowledgment of Kuwait's valuable position in the industry and their keenness in involving Kuwait on many levels in their upcoming initiatives.

HE SHEIKHA ABRAR AL SABAH
MEDIA ENTREPRENEUR

FOUNDER OF ABBEY'S PRODUCTIONS &
BARWA PRODUCTIONS SERVICES

The Gouna Film Festival

7th Edition

13

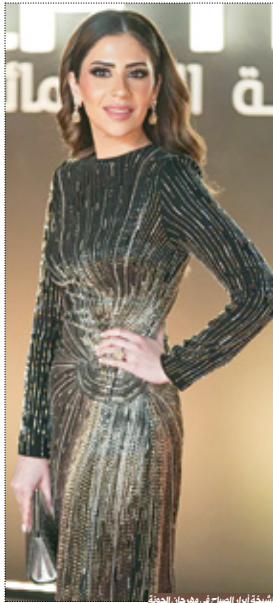


النهار

الثنين 25 ربيع الآخر 1446هـ
28 أكتوبر 2024م - العدد 5331

احتفاءً بالكويت في مهرجان الجونة السينمائي بمصر في دورته السابعة

أبرار الصباح: تعزيز مكانة الكويت الإعلامية في مبادرات الترفيه بمصر



الشيخة أبرار الصباح في مهرجان الجونة



الشيخة أبرار الصباح ورئيس تنفيذ الجونة محمد عامر



الشيخة أبرار الصباح ومحمد خلفي

مناقشنا الأخيرة مع الشبيخة أبرار على التزامنا بهذه المهمة، وأضاف نحن نؤمن بأن التعاون مع كبار اللاعبين في صناعة الإعلام والترفيه يسهم في تعزيز السبع الفاني المتعلقتا والسماعة في نمو صناعة السينما، لدينا الفرصة لتطوير ورفع مستوى صناعة السينما، جزء من إيماننا بمهرجان الجونة السينمائي «السبع من أجل الإنسانية».

الشيخ الشبيخة أبرار الصباح العديد من اللاعبين الرئيسيين في صناعة السينما مثل مؤسس مبادرة الفيلم المصرية، محمد خلفي، لدعم صناعة الأفلام الكويتيين في دعم المشهد الإعلامي والترفيهي الإقليمي.

وأشارت إلى أن زيارتها جاءت لاستكشاف فرص التعاون المشتركة مع اللاعبين الرئيسيين في صناعة السينما لتعزيز مكانة الكويت في هذا القطاع على المستوى الإقليمي.

وأضافت: «إن وجود الكويت في هذا المجال يجب أن يدفع المسؤولين في أمننا والقطاع الخاص الكويتي من خلال مثل هذه المبادرات ويجب أن تكون هناك دور أكثر أهمية للكويت على المسؤولين الإقليمي والعالمي في هذه الصناعة».

وقالت لديها الكثير من المواهب والكتاب والمخرجين وصناع الأفلام الطموحين الذين يستحقون الاعتراف بهم في مثل هذه الأحداث، وتوجيههم للوصول إلى أسواق خارج الخليج.

أكدت الشبيخة أبرار الصباح أنه: «منذ تأسيس شركة أبير بروكشنز لانتاج الأفلام السينمائية والترفيه مسؤوليتها تعزيز مكانة الكويت في قطاع الإعلام والترفيه تأمل القائمين الإحصائي المريح الذي قد يحدث على أمننا وإن كان الوقت لإجراء أكثر أهمية وإظهار التزامنا تجاه صناعة الإعلام للكويت».

انطلاقاً من مهمتها في تعزيز مكانة الكويت الإقليمية في صناعة الإعلام والترفيه، وصلت مؤسسة شركة أبير بروكشنز لانتاج الأفلام السينمائية والترفيه أبرار الصباح إلى الجونة بمصر 21 الحالي لقاء أسبوع من الاجتماعات مع اللاعبين الإقليميين في صناعة الأفلام وحضور مهرجان الجونة السينمائي في نسخته السابعة، وركزت رحلة الشبيخة أبرار على تعزيز مكانة الكويت الإقليمية في صناعة الإعلام والترفيه العربية من خلال الجهود المشتركة في بناء التعاون مع شركات الصناعة الترفيهية، وهدف المبادرات والالتفاتات الأولية التي عقدت خلال رحلتها إلى تعزيز الطريق للفنانين وصناع الأفلام والمخرجين ومصممي الأزياء الكويتيين لتعزيز حضورهم في المجال الإقليمي.

كما تم عقد جلسة أبرار الصباح لاجتماعات رفيعة المستوى مع كبار المسؤولين التنفيذيين في الجونة وكبار اللاعبين في «الكويت الشرق» وقد حضر اللقاءات التي عقدت مع الجونة الرئيس التنفيذي محمد عامر، والرئيس القطاع التجاري وتطوير الأعمال محمد عامر، والرئيس الإعلام المصري الشهير والمؤسس المشارك والمدير التنفيذي لمهرجان الجونة السينمائي عمرو منسي.

الشيخة أبرار الصباح ناقشت فرص التعاون لإشراك صناع الأفلام والفنانين ومصممي الأزياء الكويتيين في مشاريع الجونة المستقبلية

زيارة الشبيخة أبرار تضمنت محادثات أولية مع منتجين كبار لتسهيل وصول فن الكويت إلى سوق الإعلام والترفيه المصري

شركة أوراسكوم للتنمية ومنظم مهرجان الجونة السينمائي يحرصون على تعزيز التعاون مع الكيانات الكويتية والشخصيات الرئيسية من خلال الشبيخة أبرار الصباح

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Kuwait Media

Sheikha Abrar Al-Sabah to revive Kuwait's position in 'Khaleeji-wood'

KUWAIT: America's prominent news platforms such as Washington Daily, Yahoo Finance, Market Watch, and many other international renowned news platforms such as UK Times have highly praised the journey of Kuwaiti media entrepreneur and producer, Sheikha Abrar Khaled Jaber Al-Ali Al-Sabah, as a Kuwaiti Royal family member who is contributing to the Arab cinema and drama content through her company Abbey's Productions, a Kuwait-based production house that is dedicated to elevate the cinematic and new media content in Kuwait and the region.

"It is an honor to be making headlines and recognized by regional and international reputable news platforms. My goal from the get-go was to set a benchmark to the media content produced by our region and expose our authentic and raw stories to the global audience. I believe that being recognized by such platforms is an initial step towards achieving this goal," stated Sheikha Abrar Al-Sabah.

The coverage report discussed three main impacts of Sheikha Abrar Al-Sabah's production work on the industry: the impact of her work on the representation of Arab women (her special-

ty women in the Gulf), the advancement of the film-making equipment and technicalities used in her work, and her contribution to the concept of media entrepreneurship as a Kuwaiti female.

In the article, she stated: "Female filmmakers in the Gulf are breaking the stereotypical roles of women in our region and they are highly contributing to the industry. However, more women in Kuwait need to explore other fields than acting because we are in need of Kuwaiti female writers, directors, and producers depicting accurate pictures and narrating raw stories of women in our country and the region," explained Sheikha Abrar Al-Sabah. She added that women in the Gulf have the power to eradicate the misrepresentation of the region on global motions, and that Kuwaiti women can reshape the nation's policies and contribute to the country's global position by capitalizing on this wide-open window that will expose the real power of Kuwaiti women in different areas of life.

Kuwait's royal family member affirmed that her goal is to elevate the media content produced in the Gulf to align with the international standard of cinema and television. Accordingly, her production house, Abbey's productions, focuses on the technicalities of the produced content by adopting the most authentic stories and well-written scripts, using latest film-making and production equipment, and producing the highest quality of content.

In her statement, Sheikha Abrar Al-Sabah also highlighted Kuwait's key role in the Gulf's drama and film industry, and stressed on the importance of capitalizing on this untapped non-oil economic opportunity to diversify Kuwait's economy saying: "Kuwait needs to invest in this field and reposition itself in the 'Khaleeji-wood.'"



Sheikha Abrar Al-Sabah

She also explained the importance of nurturing Kuwait's film-makers, storytellers and content creators: noting how Kuwaiti film-makers are currently being acquired by Saudi Arabia and contributing to the Kingdom's emerging film industry. "Kuwaiti film-makers have had their prints in the region's film and drama industry. In addition to so many Khaleeji (Gulf) drama and movies, Al Sattar (2022) on Netflix

is a Saudi film but was directed by the prominent Kuwaiti director, Abdullah Al Arak. Kuwait's TV drama industry is considered to be the largest and most active drama industry in the Gulf.

Our film-makers, actors, and actresses were the first to pave the way for TV drama and film in the region. Our country must capitalize on this opportunity and reposition itself through Kuwaiti media professionals," she added. As for media entrepreneurship, Sheikha Abrar Al-Sabah elucidated the significance of supporting media entrepreneurs and empowering them through prominent and key festivals such as the Red Sea Film Festival and Gona Film Festival.

"We always hear about tech entrepreneurs, startups, social media influencers, and lifestyle businesses. However, media entrepreneurship is rarely tackled in our region despite this field's hulking revenues," she noted. The article also featured the recent outlook conducted by the international company, PricewaterhouseCoopers (PwC), on MENA's cinema revenue and taps onto the large revenues that this industry makes in the region. The outlook report forecasts MENA's cinema revenue to increase by 4% in 2024 compared to the global cinema revenue, which is to decrease by 2.4%.

The report also showed that the revenue of MENA alone constitutes almost 2% of the global cinema revenue (including Asia). "I don't see that there is any contradiction between working in the media and being an Arab woman. I come from a Royal family and I am still committed and dedicated towards my mission and hopes for my country, Kuwait, to be globally positioned through the Global 'wood,'" concluded Sheikha Abrar Al-Sabah.





SELECTED INTERVIEWS AND COVERAGE

Pan Arab

MENAFN

الشيخة أبرار الصباح تُعزز دور الكويت في الإعلام
الترفيهي والمجال الفني الخليجي

PR Newswire®

How Sheikha Abrar Al Sabah, a Kuwaiti royal, is
forging media entrepreneurship in the region

Kuwait Times
Established 1961
The First English Daily in the Arabian Gulf

**Kuwait must harness media's untapped potential like
UAE, Saudi: Sheikha Abrar**

SELECTED INTERVIEWS AND COVERAGE

Global Media

How HE Sheikha Abrar Al Sabah, a Kuwaiti royal, is forging media entrepreneurship in the region

"More women in the Gulf are dominating the media scene and the potential for our region to create its own 'wood' is now becoming greater than ever," Sheikha Abrar Khaled Al Sabah, Founder of Abbey's Productions

- Kuwaiti professionals have a role in contributing to Saudi's evolving film industry as they are currently being acquired by Saudi producers and film-makers

- Sheikha Abrar Al Sabah is elevating the cinematic and drama content of the Gulf to originate an inclusive 'Khaleeji-wood' (a metonym for the Arabian Gulf cinema), and highly position its content on global motions through Abbey's productions

KUWAIT CITY, April 2023 ,5 /PRNewswire/ -- There is no doubt that the appetite for film, drama, and media is rapidly increasing in the MENA region. The film and media industry in the Arab world is exponentially growing and currently being perceived as an untapped and lucrative economic opportunity.



Magazines



الشيخة أبرار الصباح منتجة سينمائية وتلفزيونية من العائلة الكويتية الحاكمة، لحقت بشغفها وامتهنت الإنتاج الفني الهادف ووضعت نصب عينيها هدفاً واحداً: تغيير الصورة النمطية المرسومة عن المرأة العربية والمجتمع الخليجي. حوار خاص مع امرأة استثنائية تنشد التغيير الإيجابي من خلال الفن.



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