



REPUBLIC OF ESTONIA  
MINISTRY OF CULTURE

H. E. Mubarak Al Nakhi  
Ministry of Culture  
of the United Arab Emirates

01.03.2024 No 9-10/273-1

**Your Excellency,**

It was a great honor to meet you on 15 February at the Abu Dhabi National Exhibition Centre at the signing ceremony of the cultural cooperation agreement between our two countries. The signed agreement is an important step in the relations between Estonia and the United Arab Emirates, creating an opportunity for versatile cooperation. Recent years, several Estonian musicians and conductors have performed in the UAE, and Estonian fashion designers have successfully entered the UAE market with their creations. In the future, this cultural exchange will be even more active, hopefully in both directions.

I am very grateful for our very informative and open conversation after the signing ceremony. It was a pleasure to realize that Estonia and the United Arab Emirates have similar priorities in the field of culture – for example, cultural education of young people, better access to culture, digitization of culture, and especially the unlimited potential of the creative economy and cultural and creative industries. Our cooperation will certainly help to speed up development in these areas.

Estonia has a vibrant creative and startup sector, and I would very much like to introduce it to you and your colleagues. This would provide material for further discussions and brainstorming on what collaborative projects we could undertake in the future. Here is a selection of unique and internationally recognized events in Estonia that might be of interest to you:

**Tallinn Music Week (TMW)** (3-7 April 2024) is one of the most acclaimed new music and city culture festivals and key networking events for music and creative industry professionals in the North-East region. The festival consists of three parts: music festival, conference and city festival.

**The music festival** presents multi-genre acts from all over Europe and beyond in Tallinn's best concert venues. **The city festival** events introduce diverse neighborhoods and atmospheres across Tallinn, covering free city stage concerts in unexpected locations and presenting art, public talks, youth and kids programmes and various urban space activities that introduce the city through the lens of creativity. **The conference** looks into the impact of arts as an engine for the economy, while offering both inspiration, practical activities and networking opportunities to music professionals, artists, entrepreneurs and policymakers from different areas.

**Latitude59** (22-24 May 2024) is the flagship startup and tech event of Estonia, the world's first digital society. The mission of the event is to employ the tools, talent and know-how of startup and tech community to tackle the crises the world faces today.

What to expect:

Suur-Karja 23 / 15076 Tallinn, Estonia / + 372 628 2222 / min@kul.ee / www.kul.ee / Registration No 70000941

**Expert Talks:** Engage with leading industry experts, exploring the latest tech trends and strategies. Innovation takes center stage, offering insights that reshape your digital understanding. **Networking:** Connect with like-minded peers and potential collaborators. Latitude59 is the place to expand your network, forging connections that can take your ideas to the next level. **Workshops:** Immerse yourself in hands-on workshops led by industry professionals, acquiring the skills needed to thrive in the digital age. **Startup Showcase:** Witness the future as innovative startups pitch groundbreaking ideas. It's an opportunity to discover the next big thing in tech. **Local Impact:** Latitude59 fosters connections within the local tech community, making a significant impact. This event champions sustainability, benefiting both attendees and the region.

**sTARTUp Day** (29-31 January 2025) is a three-day business festival with a marvelous stage program, effective matchmaking, hands-on seminars, a demo area full of innovation, and vibrant side events. The inspirational-educational program consists of various topics – from mental health to surviving tough economic conditions, marketing & brand development to professional founder stories and pivots. It's a community-organized festival by the city of Tartu, the University of Tartu, Tartu Science Park, Tartu Biotechnology Park, Tartu Business Advisory Services, Tartu Centre for Creative Industries, and Swedbank.

These are all annual events, so you can plan your visit further in advance if you wish. If you are interested in some more specific areas, we would be more than happy to introduce other suitable events and organize a specific visit program for you.

I am looking forward to hearing from you and I assure you that from our side we are ready to develop the cultural ties between our two countries in every way.

Yours sincerely,



Kristiina Alliksaar  
Secretary General

Additional recipients:

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