

## **Al Araby Al Jadeed Publishes Op-Ed by HE Mariam Al Misnad on Qatar's Cultural and Sports Diplomacy**

**21 December 2025 – Doha, Qatar:** *Al Araby Al Jadeed*, one of the Arab world's leading regional media outlets, has published a thought-leadership op-ed by Her Excellency Mariam bint Ali bin Nasser Al Misnad, Minister of State for International Cooperation at the Ministry of Foreign Affairs, examining how culture and sport have become central pillars of Qatar's modern diplomatic engagement.

Titled **"When the Goal and the Brushstroke Converge: Qatar's Cultural Dialogue Through Sport and the Arts,"** the piece explores how shared cultural experience and global sport are reshaping international cooperation, trust, and mutual understanding. Drawing on Qatar's experience hosting the FIFA World Cup Qatar 2022™ and the long-standing Years of Culture initiative, the Minister outlines how diplomacy today extends beyond formal agreements to lived, people-centred exchange.

In the op-ed, HE Al Misnad emphasises that culture is not peripheral to foreign policy, but one of its most powerful instruments. She argues that cultural expression offers a universal language that transcends borders and builds lasting relationships.

The article also highlights the symbolic and strategic convergence of sport and culture ahead of the Qatar Canada and Mexico 2026 Year of Culture, which coincides with the FIFA World Cup 2026™, co-hosted by Canada and Mexico. This parallel, the Minister notes, reinforces Qatar's commitment to sustained global engagement through both creative exchange and shared sporting experience.

HE Al Misnad further underscores the importance of inclusivity and ethical stewardship in cultural diplomacy, pointing to the role of local communities, Indigenous traditions, youth, and underrepresented voices in shaping equitable and resilient partnerships.

The authored article reflects Qatar's continued investment in people-to-people diplomacy and its belief that meaningful international relations are built through shared experience, curiosity, and dialogue.

**-ENDS-**

### **About Years of Culture**

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. At its heart, Years of Culture celebrates the power of cultural exchange, which enriches Qatar's ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries' cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country with a focus on cultural heritage, creative industries, social and economic development, and innovation.

# YEARS OF CULTURE الأعوام الثقافية

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, Qatar-Indonesia 2023, and Qatar-Morocco 2024.

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