

# Press release: Britain and Saudi Arabia to strengthen cultural links and boost trade

A new deal to pave the way for Britain's world-leading culture and entertainment industries to land lucrative new business in Saudi Arabia has been agreed.

With an economy worth £545 billion and half of its 30 million population aged under 24, the agreement opens up huge opportunities for the UK's sports, cultural and creative industries to export. These industries combine soft-power with economic might and the combined value of their global exports in goods and services is more than £39 billion, up 43 per cent since 2010.

A memorandum of understanding (MoU) on entertainment and leisure made by UK Digital and Culture Secretary Matt Hancock and his Saudi counterpart Ahmed Al Khateeb is a world first for the Gulf state. The three-year agreement will play an important role in delivering the Saudi Crown Prince's long-term vision to open up the country's economy and culture. The countries also agreed an MoU on cultural cooperation.

The Kingdom's entertainments industry is in its infancy but one of its earliest international deals was signed last month with UK-based cinema chain VUE International. Alongside Abdulmohsin Al Hokair Holding Group, it will launch 30 multiplex cinemas across the country over the next three years to help return the big screen to the Gulf state.

Supporting our world-leading tech and creative industries is a central part of the UK's Industrial Strategy and the government's upcoming Creative Industries Sector Deal will create new opportunities for joint-collaboration and potential Saudi Arabian investment in this sector.

The Crown Prince is due to meet representatives of the UK's world-leading creative technology industries including Improbable as part of his visit to the UK. The British technology company closed a \$502m investment round led by SoftBank, the largest of its kind in Europe, last year. Improbable will show examples of how its large-scale simulation and virtual world-building technology can be used to transform fields as diverse as video games and real-world planning.

Digital and Culture Secretary Matt Hancock said:

This agreement is an historic moment for change and reform in Saudi Arabia, and marks a new chapter in relations between the Kingdom and Britain. Arts, sports and the creative industries give people the freedom to express themselves, provide enjoyment and entertainment, and can be many people's first introduction to a

nation's culture. We are a world leader in this area. By sharing our success we can encourage Saudi Arabia on its new path and strengthen our strong relationship.

The agreement commits the countries to deepening cooperation in the arts, architecture, film, creative industries, sport and recreation, heritage management, archeology, social clubs, NGOs, volunteering, entertainment and event management. It supports the Crown Prince's Vision 2030 to catalyse and open up the country's economy over the next 15 years.

The UK Government can today also confirm:

- An exhibition fund set up to help UK cultural institutions bring major shows from leading museums and new work from other British galleries will aim to take a four major exhibitions to venues in the Gulf between 2018 and 2020. The exhibitions will offer inspiration and high quality educational opportunities for the region's youth. The new initiative will showcase the best of UK art, culture, science and sport. It will also create new opportunities for UK and Gulf institutions to foster long-term cultural and educational relationships.
- Leading British artists and designers will use digital technologies to create site specific art in Riyadh linking with the ambitions set out in Vision 2030 and British excellence in filmmaking will be showcased as part of the first Gulf digital film festival.
- A joint Saudi/UK working group on leisure and entertainment will be established by the end of March to implement the memorandum.

Michael Ellis, Minister for Arts, Heritage and Tourism, is due to visit Riyadh in April. He will be accompanied by a business delegation from the UK leisure and entertainment sectors, which will meet prospective business partners endorsed by the Saudi Government. The Minister will sign an MoU on heritage and tourism with his Saudi counterpart during this visit.

Between July and December 2018, the countries will cooperate on further political and commercial agreements to create skilled jobs in both economies, stimulate the growth of the Saudi leisure, entertainment and tourism sectors, and engage young people.

The Gulf Culture and Sport Programme, which aims to share the UK's values through culture and sport, including women's participation and leadership, will establish training courses to support new and established festival directors in the Gulf and promote collaborations with the UK. The programme has been allocated more than £6m over four financial years.

The British Council will partner with existing volunteering organisations in the Gulf to support young Gulf nationals to volunteer at culture and sports

events that are part of the culture and sports programme. This will build on British excellence in volunteering.

The Youth Sport Trust (YST) will develop a programme to improve the quality of sports coaching and teaching across the Gulf. It will work with local schools, colleges and community groups to develop a network of young sports leaders to promote participation in sport and competition through the Gulf Festivals of Sport.

Tim Richards, chief executive of Vue International, said:

This is a significant time for UK businesses in Saudi Arabia. The Kingdom is the largest economy in the Arab world, and home to a young, dynamic and fast-growing population. Combined with the country's plans for reform, this makes it an attractive high-growth market for Vue and other global firms.

We are delighted to have been chosen to deliver a world-class cinema experience for Saudi people across the Kingdom, in what is a huge moment in the history of the international cinema industry. Our experience working in the country has been extremely positive, there are some incredible plans in place across sectors, and we are excited about what lies ahead.

Ian Blatchford, Director of the Science Museum Group, said:

Science is a truly international endeavour and Britain's cultural expertise is recognised around the globe. The group has a major role to play in sparking the curiosity of young people everywhere and inspiring them to improve our world through science, technology, engineering and mathematics. We look forward to partnering with Saudi Arabia for their Vision 2030.

Notes to editors:

Media enquiries – please contact the DCMS News and Communications team on 020 7211 2210 or out of hours on 07699 751153.

The memorandum of understanding on entertainment and leisure includes agreements on:

- Arts – to participate in each others' festivals, theatre and dance productions;
- Architecture, heritage management and archeology – to share knowledge through expert visits and coordinate efforts to protect sites of national and international importance;

- Film industry – to exchange experience and facilitate visits by actors, directors, producers;
- Creative industries – to promote visits and the exchange of products such as fashion and crafts;
- Sport and recreation – to share ideas and knowledge, including through visits by athletes;
- Social and hobby clubs – to share expertise in regulation, promotion, activities and structure;
- NGOs and volunteering – to exchange experience and expertise
- Entertainment and event management – promote visit, training programmes and seminars Implement joint plans to carry out international activities

Crown Prince HRH Mohammed bin Salman is visiting the UK for the first time since his appointment in June 2017. He has embarked on a major programme of domestic reforms, including a commitment to lift the ban on women driving and opening up attendance at major sporting events to women.

Saudi Arabia has set out a roadmap – Vision 2030 – to catalyse and open up the country's economy over the next 15 years. This will provide opportunities for British businesses to help support delivery in areas where they have expertise.

The UK's Industrial Strategy sets out a long term plan to boost the productivity and earning power of people throughout the country. It sets out how we are building a Britain fit for the future – how we will help businesses create better, higher-paying jobs in every part of the UK with investment in skills, industries and infrastructure.

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## **News story: It's a wrap for National Apprenticeship Week 2018**

Today brings to a close the most successful National Apprenticeship Week yet; with unprecedented support received for the week from the apprenticeships community, in the number of events delivered and coverage achieved, both on-line and in social media.

Whatsmore, the ambition of delivering a 10,000 talks movement – #10kTalks – to inspire the next generation of apprentices in schools across the country has been exceeded, reaching over 33,500 people. Over 300 schools joined the 10,000 talks movement and a further 130 schools also hosted teacher-to-teacher talks – reaching an additional 2,300 individuals. The Big Assembly, which took place on Thursday, reached an additional 20,000 people with a live video stream – showcasing apprentices and employers sharing their apprenticeship stories.

The week kicked off on Monday, 5 March with a launch event at the BBC in London with news of a new ground-breaking apprenticeship programme, developed with the Sutton Trust, to support 50 school leavers from socially diverse backgrounds, to apply for apprenticeships.

Secretary of State for Education, Damian Hinds recognised the ambitions of the BBC and Sutton Trust in his address, whilst reaffirming the crucial role apprenticeships play in helping people realise their potential as they learn and earn.

Also on launch day, Minister for Skills and Apprenticeships Anne Milton visited Manchester, where she had breakfast with apprentices from Kelloggs, before attending a 10K Talk at St Ambrose RC High School in Wardley, Manchester. Social media activity saw #NAW2018 and National Apprenticeship Week 2018 trend on social media (Twitter) on launch day – trending top in the UK.

On Tuesday the Minister visited Yorkshire Building Society in Leeds for a Northern PowerHouse event, before a visit to Asda House to meet apprentices. The Minister then moved to Askham Bryan College in York to meet more apprentices from the college. Meanwhile Sue Husband, Director of the National Apprenticeship Service took time to work shadow some apprentices and spent time with Fathima Alim and Christina Janse Van Rensburg, Level 3 business administration apprentices in the Policy Curriculum division at the Department for Education.

Wednesday saw the Apprenticeship Diversity Champions Network (ADCN) celebrate its first year with an event dedicated to recognising the achievements of its 50 members – who are all committed to championing apprenticeships and diversity amongst employers. New members, including Channel 4, Buckinghamshire Fire and Rescue Service, and ITV were welcomed to the network by Minister for Skills and Apprenticeships Anne Milton and Helen Grant, MP and Chair of the network, who acknowledged members commitment to ensuring that their workforce includes apprentices, from all backgrounds.

International Women's Day on Thursday was a fantastic opportunity to celebrate how 'Apprenticeships Work for Women' and highlighted and celebrated the positive impact of female apprentices in workplaces across the country.

The event, taking place on the penultimate day of National Apprenticeship Week 2018, saw Minister for Skills and Apprenticeships Anne Milton and high profile names in business, politics and society address an audience of teachers, apprentices and female business leaders at the National Gallery,

London, whilst leading art historian introduced some of the artwork created by women and on show in the Gallery's collection.

A fitting end to National Apprenticeship Week 2018 involved 250 apprentices – from across a variety of sectors and job roles – in 'Class of 2018' graduation ceremonies, taking place in six prestigious venues across England. Apprentices that have completed their apprenticeship in the last 12 months were recognised and celebrated; whilst showcasing why more people should choose an apprenticeship as a pathway to a great career.

A video thank you message from Minister for Skills and Apprenticeships Anne Milton and for everyone involved in the week:

[Thank you message from Minister for Skills and Apprenticeships Anne Milton](#)

Sue Husband, Director of the National Apprenticeship Service said:

The 11th annual National Apprenticeship Week has shown me how apprenticeships continue to be seen as a brilliant career path for individuals and also a great opportunity for employers to shape the workforce they need to deliver.

I have attended many events over the course of the Week and the message I get is that apprenticeships work. From celebrating the new apprenticeship programme with the BBC, to meeting inspiring employers committed to diversity whilst seeing so many apprentices receive the recognition they deserve at class of 2018 graduation ceremonies I am satisfied that the whole apprenticeships community values the opportunities apprenticeships present.

We need to build on this momentum, to encourage individuals – regardless of age or background – to find an apprenticeship and get on the path to a brilliant future. National Apprenticeship Week wouldn't happen if it wasn't for all the supporters of apprenticeships so I thank them all for their dedication to National Apprenticeship Week and to apprenticeships and the difference they are making to the lives of individuals.

You can find images from all the events that have happened during National Apprenticeship Week 2018 on the [National Apprenticeships Service Flickr page](#).

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## [Government response: Statement on](#)

## former Ofcom board member

In the summer of 2016, Bill Emmott stepped down as chair of Ofcom's Content Board and as a non-executive director on the main Board, posts to which he had been appointed in December 2015. The parties were unable to agree the terms of Mr Emmott's departure.

Appointments to Ofcom are the responsibility of the Secretary of State for the Department for Digital, Culture, Media & Sport (DCMS). Mr Emmott subsequently brought judicial review proceedings in the High Court against the Secretary of State, challenging the decision as to how his appointment should be formally brought to an end.

During the time that he was in post, Mr Emmott, a distinguished former Editor of the Economist, brought substantial editorial and leadership experience to both the Content Board and main Board.

The parties now recognise that his departure from the post reflected changed circumstances since his recruitment and have agreed formal terms to resolve the dispute between them.

The DCMS is grateful to Mr Emmott for his significant contribution and commitment to Ofcom.

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## Press release: UK and Saudi Arabia sign memorandum of understanding on clean energy

- UK and Saudi Arabia pledge to share technical knowledge and expertise on clean energy
- both nations pledge to collaborate closely to develop world-leading renewable energy technologies
- UK-Saudi Energy and Industry Dialogue to be held every year

The Business Secretary Greg Clark has signed a Memorandum of Understanding (MoU) on Clean Energy with Saudi Arabia's Minister of Energy, Industry and Mineral Resources Khalid A Al-Falih.

The MoU, signed at the Cabinet Office on Wednesday (7 March), commits the UK and Saudi Arabia to work closer than ever before on developing technologies that will reduce harmful carbon emissions while growing their respective economies.

As part of the agreement, the 2 countries will share technical knowledge and expertise on clean energy, including smart grids, electric vehicles and Carbon Capture Usage and Storage – a technique that traps, stores and use carbon emissions as feedstock.

Business Secretary Greg Clark said:

Our Industrial Strategy sets out a long-term plan to build a Britain fit for the future. This means equipping our economy to take advantage of new opportunities and build resilience to new risks.

The global shift to clean growth is one of the most foreseeable and significant global economic trends and will transform many sectors of the economy, including power, transport, construction, energy-intensive industries and agriculture.

This Memorandum of Understanding will help both the UK and Saudi Arabia make the most of this shift.

Saudi Arabia's Minister for Energy, Industry and Mineral Resources, Khalid A Al-Falih said:

Through our Vision 2030, Saudi Arabia has a blueprint to guide its future development through diversifying our energy mix, expanding on key industries and mining opportunities, as well as investing on science and innovation to meet current challenges.

The UK is a world leader in cutting carbon emissions to combat climate change while driving economic growth. Since 1990, the UK's carbon emissions have fallen by more than a third while the economy has grown by two-thirds.

As the government's [Industrial Strategy](#) sets out, the UK aims to pioneer the development, creation and use of clean technologies, systems and service that cost less than the high carbon alternatives.

Saudi Arabia's blueprint for its future, [Vision 2030](#), also outlines plans to grow the country's renewable technologies sector, improve its energy efficiency and diversify its energy mix. Both countries' ambitious plans are best achieved by working closely together.

On industry, Saudi Arabia is expanding and localising in key industries, such as defence, automotive and pharmaceuticals, as part of its strategy.

Business Secretary Greg Clark hosted Saudi Energy Minister Khalid A Al-Falih for an exchange of views on the UK's Industrial Strategy and Saudi Arabia's Vision 2030 on Wednesday.

The 2 countries have agreed to have an annual Energy and Industry Dialogue to



identify future areas of collaboration, with further collaboration between the UK and Saudi Arabia on energy matters later this year when Business Secretary Greg Clark visits Riyadh.

The ministers discussed opportunities to work together on some of the Grand Challenges of the Industrial Strategy:

- Artificial Intelligence and the data revolution
- the global shift to clean growth
- the future of mobility

The UK will be inviting government ministers from across the world to its global Zero Emission Vehicle Summit in the autumn.

1. Today's Memorandum of Understanding is one of several being signed as part of the UK-Saudi Strategic Partnership Council.
2. The government's ambitious, modern [Industrial Strategy](#) sets out a long term plan to boost the productivity and earning power of people throughout the UK.
3. The government's [Clean Growth Strategy](#) is an ambitious blueprint for a low carbon future.
4. Find out more about [Saudi Arabia's Vision 2030](#).

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