

Delegation of Cuban journalists present at Global Media Congress



Global Media Congress

Abu Dhabi, November 15 (RHC)-- A delegation of Cuban journalists will participate in the first edition of the Global Media Congress in the capital of the United Arab Emirates, which begins today with the presence of some 1,200 executives, editors and reporters from more than 300 media outlets from around the world.

The delegation, made up of executives and young professionals from leading institutions in the island's information scene, will take part in the extensive program of workshops, conferences, cooperation dialogues, exhibitions and other activities scheduled until November 17.

Valued as a learning opportunity, the event, organized by the Adnec business group and the United Arab Emirates News Agency (WAM), will provide tools and opportunities for alliances that will boost the positioning of the Cuban press in the international scenario, whose dynamics are currently governed by technological development.

The group from the largest of the Antilles includes directors Edda Diz Garcés, from the Cuban News Agency; Randy Alonso, from the Cubadebate web portal; Yuzaima Cardona, from Radio Cubana; and Luis Enrique González, President of Prensa Latina.

Also part of the Caribbean nation's delegation are information chiefs Rosy Amaro, from Cubavisión Internacional channel, Lázaro Manuel Alonso, from Sistema Informativo de la Televisión Cubana, and journalists Guillermo Rodríguez (Radio Rebelde) and Liz Arianna Bobadilla (Prensa Latina).

Professionals from the island will share experiences on the functioning of the Cuban media system, its incursions into the era of artificial intelligence, digital platforms and content management, while learning about scientific advances and the challenges of the sector in the face of constant changes in the modes of consumption.

To this end, journalists will join the actions of spaces such as the Media Lab of the Future, the Innovation Platform, the Youth Empowerment Program in the Media, the Live Entertainment Platform and the initiative aimed at promoting new ventures.

The specialized conference and exhibition, whose first day will be dedicated to the new generations in the sector, will bring together media professionals and companies from 29 countries to share the latest international technologies and promote the equitable dissemination of knowledge.

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