

UAE introduces golden visa for content creators

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UAE : Dubai is providing content creators with the ultimate launchpad, offering a seamless environment to live, work, and create without the hassle of relocation, workspace arrangements, or long-term residency requirements.

The newly launched Creators HQ serves as an incubation hub, tailored to help creatives broaden their global reach. This groundbreaking initiative is designed to empower creators, allowing them to elevate their impact and establish sustainable paths to success in the rapidly expanding creator economy.

The programme targets diverse talent, including social media influencers, digital content creators, podcasters, and visual artists. It also aims to attract key players in the creative industries, such as advertising and marketing firms, media and music producers, animation studios, and fashion and lifestyle brands.

"Our main aim is for global content creators to gather in the UAE, where they will find support and connect to funding and investors so they can innovate and expand their reach," Mohammad Al Gergawi, Minister of Cabinet Affairs, said during the launch.

"It's a step forward in professionalising the creator economy in Dubai and the region," said Dubai-based content creator Anil Lobo, calling the HQ a "much-needed platform" for regional creators.

"It's not just a space for collaboration but also a system that supports creators' growth in a more structured way. Access to resources, mentorship, and connections will allow creators to generate engagement, build a reliable income stream, and, in many cases, aim for a sustainable career in content creation without needing to rely on other jobs," said the 32-year-old award-winning creator.

Launched in May 2019, the UAE Golden Visa programme aims to attract investors, entrepreneurs, specialised talent, and outstanding students. Over time, it has been expanded to include various categories of professionals who can contribute to the country's economy.

The UAE Golden Visa is designed for content creators, offering them the freedom to live and work in the UAE for up to 10 years without needing a sponsor or any complicated paperwork. Whether a filmmaker, social media influencer, or digital storyteller, this visa allows them to elevate their career in a country that actively supports and celebrates creativity.

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