



2025 BRIDGE Summit

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战略汽车合作伙伴

Strategic Automotive Partner



中国品牌合作独家授权代理

Exclusive Authorized Agent
for Brand Cooperation in China

BRIDGE是什么? What is BRIDGE?

BRIDGE Summit 2025

是中东规格最高、资源最密集的科技跨界盛会，由阿联酋国家媒体部部长领衔主理。

它不仅是一场行业大会，更是一场关于内容、科技与文化未来的全球对话；以“高峰论坛 + 国际展陈”的双重形态，打造覆盖科技全产业链的首个超级平台。

A global ecosystem and summit led by the UAE Minister of State for Media Affairs, bringing together leaders who are shaping the future of media, technology, governance, and society.

Unlock global networks and open doors to opportunities you never knew existed

BRIDGE的使命 BRIDGE's Mission

连接全球影响力、重塑内容未来 To Amplify the Voices of Media's Future

通过一个全球性峰会与生态平台，聚集 60,000+ 与会者、400+ 国际演讲嘉宾、部长级政策制定者与行业领袖、300+ 参展商，共同重建媒体信任，并推动全球叙事权的协调与共识。

BRIDGE unites 60,000+ participants, 400+ global speakers, and 300+ exhibitors through its summit and ecosystem to rebuild media trust and drive industry-wide collaboration.

全球与会者
ATTENDEES

60K

国际演讲嘉宾
SPEAKERS

400+

参展商
EXHIBITORS

300+





他的愿景 HIS VISION:

通过BRIDGE，我们致力于通过开创性的合作、尖端创新以及对构建更具包容性的全球媒体生态系统的坚定承诺，彻底革新全球媒体格局。

“Through BRIDGE, our goal is to revolutionize global media — driving pioneering collaboration, fostering cutting-edge innovation, and building a more inclusive global media ecosystem.”

His Excellency Sheikh Abdulla Bin Mohamed Bin Butti Al Hamed.

阿联酋国家媒体办公室主任兼BRIDGE联盟主席

Chairman of the National Media Office, UAE & Chairman, BRIDGE Alliance

H.E. Sheikh Abdulla Bin Mohamed Bin Butti Al Hamed 是一位备受尊敬的公共服务官员及领导者，拥有数十年横跨媒体、医疗、外交与投资领域的高级管理经验。

他现任阿联酋国家媒体委员会与阿联酋通讯社（WAM）主席、Modon Holding 副主席、ADQ 董事会成员。

阿卜杜拉阁下曾在美国接受教育，并先后于哈佛大学、牛津大学及新加坡公共服务学院深造，具备全球化视野与深厚的机构治理经验。

H.E. Sheikh Abdulla Bin Mohamed Bin Butti Al Hamed is a highly respected public servant and Chairman of the **BRIDGE Alliance**, with decades of senior leadership experience spanning **media, healthcare, foreign affairs, and investment**.

He currently serves as **Chairman of the UAE Media Council** and the **Emirates News Agency (WAM)**, **Vice Chairman of Modon Holding**, and **Board Member of ADQ**.

Educated in the **United States**, and trained at **Harvard University**, **Oxford University**, and **Singapore's Civil Service College**, Sheikh Abdulla brings a **globally informed perspective** and **deep institutional expertise** to all his endeavors.

BRIDGE峰会亮点 Highlights of the BRIDGE Summit

世界级影响力人物聚集BRIDGE峰会
A gathering of global influence and leadership

企业家 + 品牌领袖 + 政策制定者 + 投资人 + 国际巨星 Entrepreneur + Brand Leader + Policymaker + Investor + International Superstar

参会嘉宾包括各国部长及政府代表、全球企业高管与《财富500强》CEO、人工智能与科技领域的创新者、文化领袖与国际知名艺术家、创意机构与制片公司代表、投资机构/风投基金/资产管理者、慈善基金会与非政府组织（NGO）负责人，以及来自学术机构、智库与政策研究领域的专家学者

Attendees include ministers and government officials, **Fortune 500 CEOs and corporate executives**, **AI and technology innovators**, **renowned cultural and artistic figures**, **leaders from creative agencies and production companies**, **investors and asset managers**, **heads of philanthropic foundations and NGOs**, as well as **distinguished experts from academia and think tanks**.



埃隆马斯克受邀参加BRIDGE峰会

Elon Musk has been invited to attend the BRIDGE Summit



400多名全球知名演讲者及领袖 400+ Globally renowned speakers and leaders



UAE
Omar Sultan Al Olama
Minister of State for AI, Digital
Economy, and Remote Work, UAE



Mubadala Investment Company
Khaldoon Al Mubarak
CEO



Rotana Media Group
**H.R.H. PRINCESS LAMIABINT
MAJED SAUD ALSAUD**
SECRETARY GENERAL & MEMBER
OF THE BOARD OF TRUSTEES,
ALWALEED PHILANTHROPIES; CEO



TIME
JESSICA SIBLEY
CEO



IBM
Sarah Meron
CHIEF CORPORATE AFFAIRS
& BRAND OFFICER



GOOGLE
Erin Relford
SENIOR PRIVACY ENGINEER



S4 Capital
SIR MARTIN SORRELL
FOUNDER & EXECUTIVE
CHAIRMAN



LionTree
ARYEH B. BOURKOFF
CHAIRMAN & CEO



THE DAILY BEAST
JOANNA COLES
CHIEF CREATIVE &
CONTENT OFFICER



BBC
Ahmed Hussain
Head of Asian Network



VaynerMedia
GARY VAYNERCHUK
CEO



Semafor
JUSTIN SMITH
CO-FOUNDER & CEO

BRIDGING THE FUTURE OF
MEDIA

三天洞见，拆解媒体行业的未来

Three Days of Insights into the Future of Media

日程 Schedule

12.8 10am - 6pm

行业格局 Landscape

媒体与娱乐产业现状何在？

Where does the media and entertainment
industry stand today?

12.9 9am – 6pm

未来愿景 Vision

媒体生态如何被重新定义？

How is the media ecosystem being
redefined?

12.10 9am – 6pm

未来蓝图 Blueprint

哪些战略与路径将引领下一轮媒体时代？

What strategies and directions will lead the
next media era?

Cartea是BRIDGE峰会的战略汽车合作伙伴，与BRIDGE共建平台影响力，赋能汽车行业发展
Cartea — BRIDGE Summit's Strategic Automotive Partner, Working with BRIDGE to amplify influence and empower the automotive industry.



峰会共建者 Summit Co-Builder

从资源到执行支持并协同BRIDGE运营峰会，帮助峰会顺利落地
Provide operational and resource support to ensure seamless summit execution.



叙事共创者 Narrative Co-creator

从资源到执行支持并协同BRIDGE运营峰会，帮助峰会顺利落地
Collaborate with BRIDGE to shape the global narrative around mobility and technology.



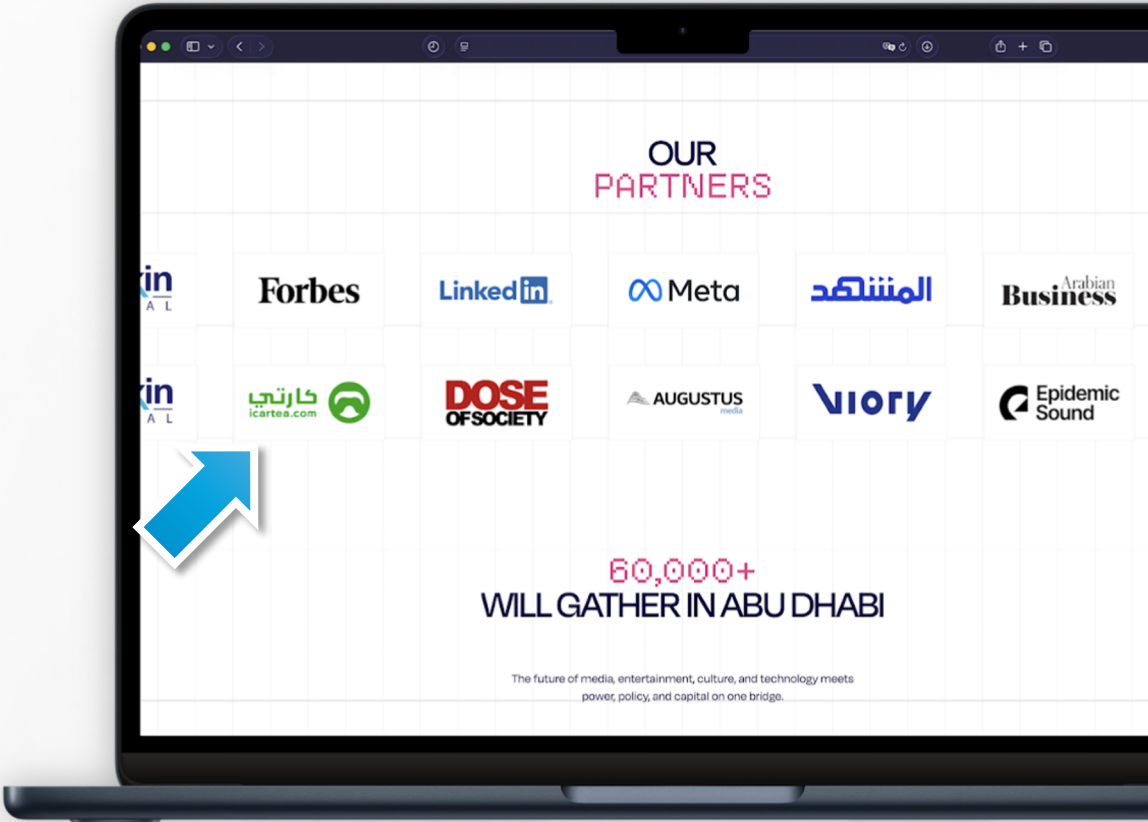
行业连接者 Industry Connector

链接汽车行业领袖与生态伙伴，促进跨界对话与合作
Link automotive leaders, innovators, and ecosystem partners for cross-sector collaboration.



社会传播者 Social Amplifier

通过Cartea平台资源放大社会影响力，让更多公众了解峰会、参与峰会话题
Leverage Cartea's multi-channel media reach to expand public engagement and awareness.





互动展览

体验Cartea最新产品

Interactive Exhibition

Experience Cartea's new products



主题演讲

代表汽车媒体发表行业洞见

Keynote Speech

Representing automotive media to share industry insights



领袖访谈

与行业领袖/企业家交流洞见

Leader Interview

Exchange insights with industry leaders/entrepreneurs

实况直播

连续3天直播峰会精彩内容

Livestreaming

3-Day Live Summit Highlights

专题报道

分享峰会现场最新资讯

Special Coverage

Share the latest updates from the summit venue

行业白皮书

联合BRIDGE共创行业白皮书

Industry White Paper

Jointly create industry white papers with BRIDGE



Cartea展位
Cartea Booth

C23

日期 Date

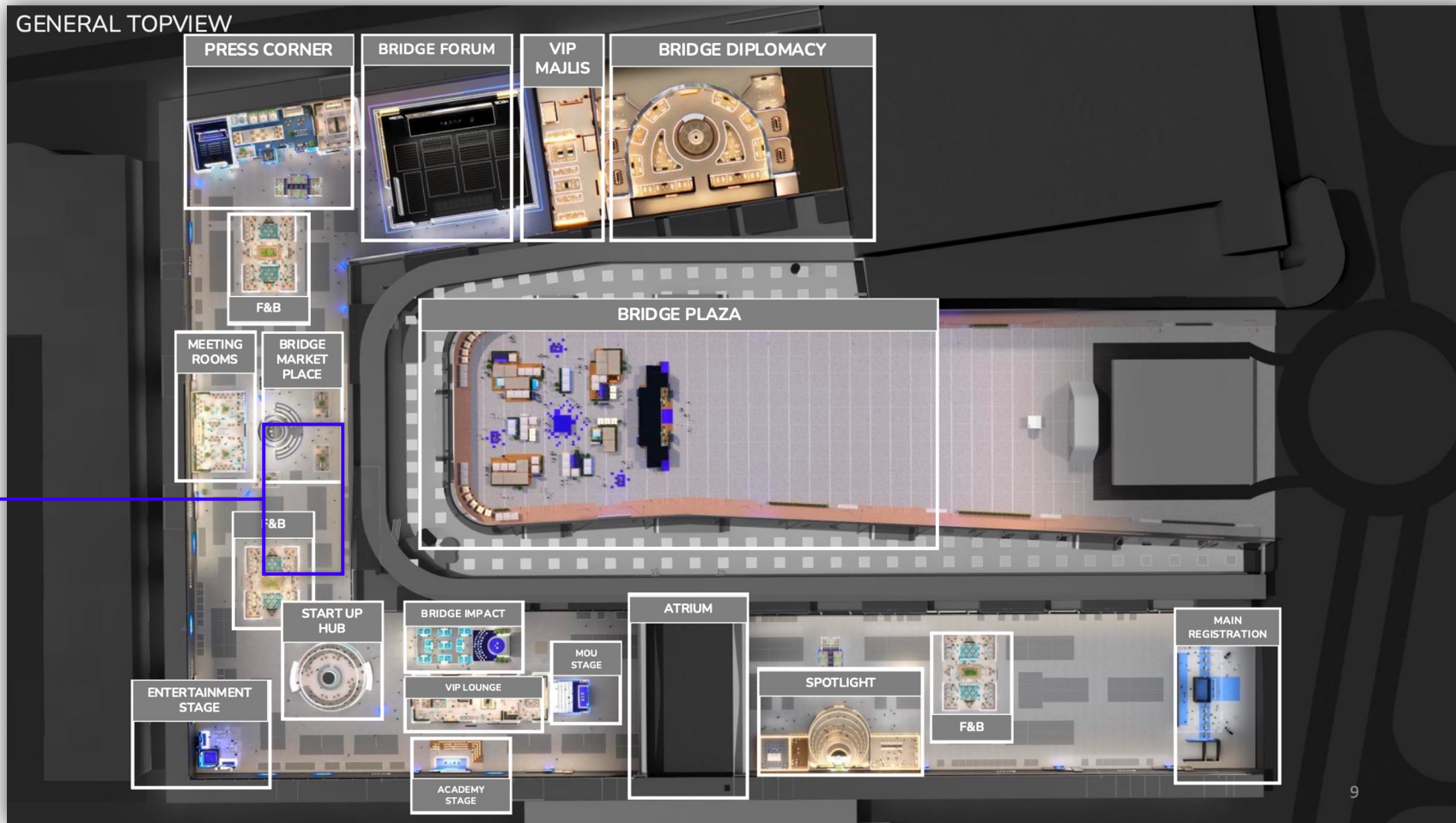
December 8-10, 2025

地址 Location

ADNEC Centre, Abu Dhabi, UAE

主题 Theme

“Bridging the New Global Media Ecosystem”



Cartea:定位于“中东北非汽车生活服务平台” An Integrated Auto Lifestyle Service Platform for the MENA Region

通过「车媒体」「车交易」「车服务」三大板块，打通“看、选、买、用”全周期汽车需求

Through the three major sections of “Car Media,” “Car Transactions,” and “Car services,” we connect the entire cycle of automotive demand, from viewing and selecting to purchasing and using.

车媒体 看车 | 选车

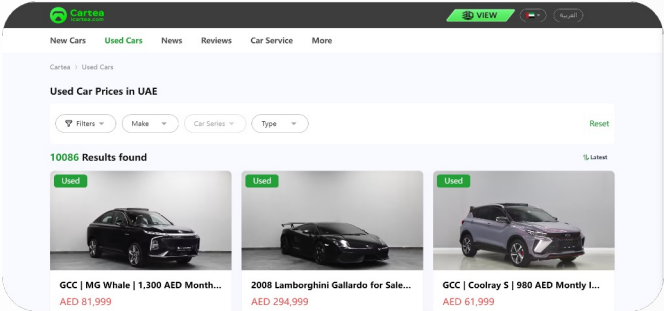
Car Media Browse Cars | Choose Cars

- 新车内容
New Cars Content

 - Social Media Content
 - Professional Content
- 产品库
Product Library

 - Images & Videos
 - Specifications & Configuration
- 用户互动
User INTERACTION

 - Forums & Communities
 - Vehicle Reviews



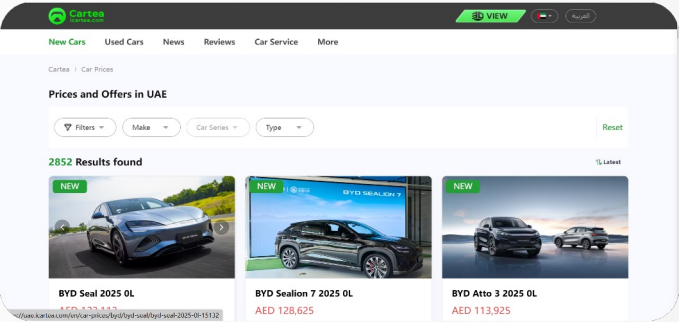
车交易 买车

Car Transactions Car buying

- 新车交易
New Car Transactions

 - Price Inquiry & Comparison
 - Car Purchase Deals
- 二手车
Used Cars

 - Extensive Vehicle Listings
 - High Quality Vehicle Conditions

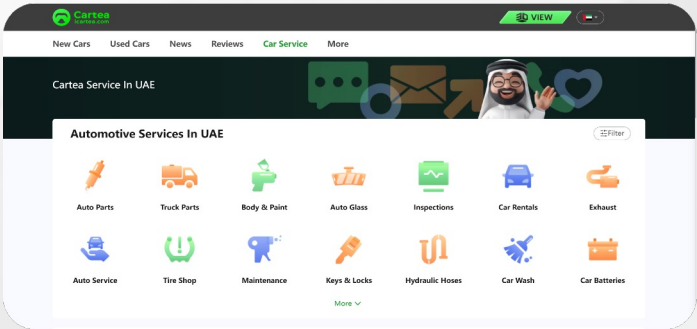


车服务 用车

Car Services

- 用车服务体验
Car Usage Service Experience

 - Maintenance
 - Repair
 - Refueling
 - Car Wash
 - Charging Services
 - Tire Replacement
 - Car Rental
 -



Cartea 影响力覆盖各大社交媒体平台 Our influence extends to major social media platforms

内容

Content

700k

平台月活用户数量
Monthly Active Users on the Platform

20M

月均触达用户数量
Average Monthly User Reach

3M

全媒体矩阵账号粉丝
Followers across Omnichannel Media Accounts

唯一 Unique Positioning

聚焦新车的汽车互联网平台
An internet platform focused on new cars

交易

Transactions

90+

车型库品牌收录数量
Number of Brands in Vehicle Database

50

新车品牌代理合作
New Car Brand Agency Partnerships

100

二手车商合作
Used Car Dealer Partnerships

生活

Car Services

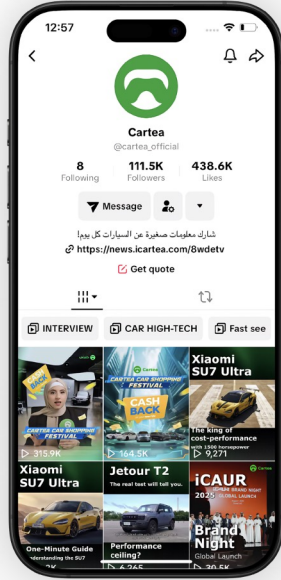
3000+

车后行业商家合作
After Sale Industry Partnerships

丰富资源 Abundant resources

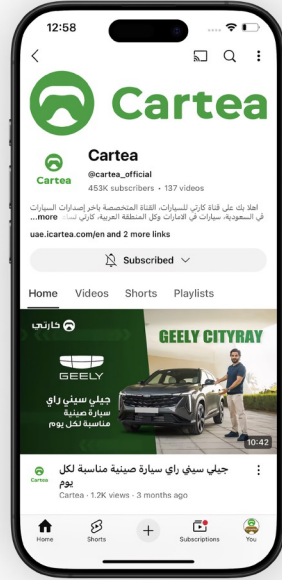
本地资源，链接中东代理公司、车友俱乐部
Local Resources, Connecting with Middle Eastern dealerships and car enthusiast clubs

社媒矩阵
Social Media Matrix



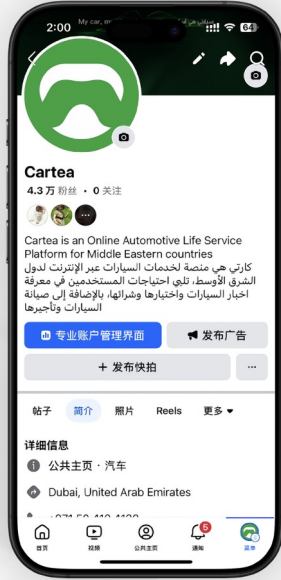
TikTok

112K Followers



YouTube

453K Followers



Facebook

43K Followers



@cartea.autoworld
275K



@cartea_carology
116K



@cartea_drivepick
100K



@cartea_ev
203k





期待与您在BRIDGE Summit 2025相聚

We look forward to meeting you at BRIDGE Summit 2025

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WhatsApp: +971 52 760 5266



战略汽车合作伙伴
Strategic Automotive Partner



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