

62nd ABU General Assembly and Associated Meetings
11 - 15 September 2025, Ulaanbaatar, Mongolia**ROLE OF MEDIA IN SAFEGUARDING NATIONAL &
CULTURAL HERITAGE**

19 June 2025

Dear Colleagues,

Greetings from the ABU Secretariat.

On behalf of the ABU President, Prof. Mehmet Zahid Sobaci, it gives me immense pleasure to invite you and your delegation to join us in Ulaanbaatar, Mongolia in September, for our Annual General Assembly and Associated meetings. The meetings are hosted by our member Mongolian National Broadcaster (MNB).

Date: 11th – 15th September 2025**Venue: Ulaanbaatar Hotel, Mongolia**

This year, we warmly invite you and your delegation to join us for an engaging gathering centred around the theme “*The Role of Media in Safeguarding National & Cultural Heritage*”.

In a time of rapid globalisation and digital transformation, the role of media goes far beyond delivering information. As storytellers, educators and record-keepers, broadcasters across the Asia-Pacific region are in a unique position to help preserve the languages, traditions and cultural narratives that shape the identity of our communities. Together, we will reflect on how media can serve both as a guardian of heritage and a bridge to innovation, ensuring that our rich legacies are not only remembered but also revitalised for generations to come.

Set against the backdrop of Mongolia’s proud nomadic traditions and vibrant cultural heritage, the 2025 General Assembly promises thoughtful discussions, fresh perspectives and meaningful connections. As part of the programme, our host MNB has also prepared a special cultural excursion to showcase some of Mongolia’s most iconic historical and natural landmarks, offering delegates an unforgettable experience of the country’s living heritage.

We would be truly honoured by your presence in Ulaanbaatar as we come together to explore how media can continue to inspire, protect and connect.

We are happy to announce that the registration for the meetings is now open online. Please register your delegation at the earliest possible to avail the discounted hotel rates secured by MNB. To register and get updated information about the venue and programme, please visit:

www.abu.org.my/ga2025ulaanbaatar

For any additional inquiries and assistance, please contact ABU GA2025 team via ga@abu.org.my

We look forward to welcoming you and your delegation to Ulaanbaatar.

Sincerely,

**Ahmed Nadeem**
Secretary-General, ABU