

Minister: Iran to reshape cultural governance through reform, structural upgrade

Arts & Culture Desk

Iran's Minister of Cultural Heritage, Tourism and Handicrafts Reza Salehi-Amiri on Sunday stressed the need to reinforce transformation-driven approaches, update institutional structures and better leverage human capital to improve performance in the new year, as the ministry advances a broad reform agenda, according to remarks carried by state media.

Speaking at a meeting with senior officials from the ministry's development and resources division, he said the roadmap for the year ahead centers on agile governance, coordinated management and more efficient service delivery across heritage, tourism and handicrafts.

Salehi-Amiri praised staff for sustaining operations through a "challenging" year, citing cohe-

sion, expertise and institutional capacity as key factors enabling the ministry to fulfill its mandates. He said the reform push focuses on streamlining procedures, modernizing frameworks and aligning structures with evolving needs to boost productivity. Plans are also in place to strengthen technical infrastructure, standardize processes and sharpen planning to improve execution and service quality.

Multi-tier platform to project nat'l identity

Separately, the minister on Saturday outlined a cultural policy reset anchored in an "Iran-centric" approach, describing it as the backbone of artistic and cultural programming. He said the ministry is drafting a multi-layered platform to amplify national narratives across film, performing arts and public



Iran's Minister of Cultural Heritage, Tourism and Handicrafts Reza Salehi-Amiri (c) on April 26, 2026 speaks at a meeting with senior officials from the ministry's development and resources department. ● CHTN

cultural spaces, with coordinated outreach at both domestic and international levels. The strategy will mobilize cultural, artistic and media capacities to present a cohesive national narrative, backed by integrated planning and cross-sector coordination. He highlighted "consensus" as a key policy driver to strengthen social cohesion and institutional alignment. Salehi-Amiri stressed the role of human capital, calling it the ministry's "primary asset," and said programs are being designed to upgrade skills, boost motivation and ensure more effective use of



expertise. The participants also reviewed plans to expand cultural diploma-

cy, including joint initiatives with countries marking Nowruz and engagement with international

organizations to deepen cooperation in cultural and tourism sectors.

Iqbal's school can dynamize global peace dialogue

Arts & Culture Desk

Iran's Labour Minister Ahmad Meydari said on Sunday that the thought of Muhammad Iqbal can help "shape" a global dialogue toward lasting peace, as Iranian and Pakistani scholars gathered in Tehran to revisit the philosopher's legacy.

Meydari told reporters on the sidelines of a forum on East-West interaction in Iqbal's work that Iran and Pakistan, drawing on shared cultural and intellectual ties, could convene broader exchanges among world thinkers to seek durable peace, IRNA reported.

He framed conflict as rooted not only in politics and security but also in deeper cultural and philosophical imbalances, echoing Iqbal's view that wars stem from humanity's neglect of spirituality and the breakdown of balance between reason and emotion. He added that cultural affinities can underpin economic cooperation, saying his ministry is expanding contacts with ambassadors and business actors



Iran's Labour Minister Ahmad Meydari (4th L) attends a forum on East-West interaction in Iqbal's work in Tehran on April 26, 2026. ● ILNA

to boost exchanges, while expressing hope for stability and peace in the region.

At the same event, Hassan Fartoosi, secretary-general of Iran's National Commission for UNESCO, described Iqbal as a bridge between civilizations, blending "Western reason" with "Eastern love."

He warned that science without ethics could turn into a "cold knife," stressing that material progress must be pursued alongside moral responsibility and human dignity. Such an approach, he said, enables countries to engage constructively with the world and secure a role in international institutions beyond conventional economic indicators.

Ahmad Masjed Jamei, deputy head of the Center for the Great Islamic Encyclopedia, said Iqbal's thinking was shaped by Persian culture, socialist ideas and debates over legitimacy, adding that his writings addressed democracy, economic life and women's rights while remaining grounded in tradition. He noted Iqbal's deliberate use of Persian as a cultural choice that distanced his work from colonial influence and reinforced a shared civilizational sphere linking Iran with South Asia. Masjed Jamei added that historical exchanges between Iran and the Indian subcontinent run deep and called for wider publication of Iqbal's works in Iran, describing them as relevant to contemporary intellectual and social debates.

Iran's profile rises in China, boosting tourism potential

Arts & Culture Desk

Chinese public interest in Iran has climbed sharply in the wake of recent regional developments, with Iran trending across Chinese media and social platforms, drawing widespread curiosity about the country's history, culture and tourism potential, Iranian tourism activist Hossein Khalifi said in remarks published by ISNA.

Khalifi, an Iran-based tourism promoter living in Shanghai, said recent events have reshaped how many ordinary Chinese perceive Iran, turning what was once a vague or mistaken understanding into what he described as "deep empathy" and growing cultural fascination.

"In past years, many ordinary Chinese did not clearly distinguish between Iran and Iraq," Khalifi wrote in an article titled "Iran in China's New View: From Vague Similarity to Deep Empathy." "But



recent developments have brought Iran's name into Chinese media more than ever before."

That heightened exposure has translated into strong online engagement. A short tourism video showcasing Iran's attractions on Douyin drew more than 1mn views in less than 24 hours, Khalifi said, alongside over 8,000 comments, with more than 99% described as positive and supportive.

The surge in attention appears to be spilling beyond social media. Khalifi cited reports of grassroots donations in China for the Iranian people, including one case in which a Chinese laborer in Shanghai reportedly donated

20,000 yuan, nearly \$3,000 and roughly equivalent to three months of wages, to the Iranian consulate.

Such gestures show what Khalifi called an emerging "emotional bond" between the two nations, one that could pave the way for stronger people-to-people ties and broader cultural exchanges.

He said many Chinese citizens are now seeking more information about Iran's geography, history and traditions, with some expressing interest in traveling to the country, potentially opening new opportunities for Iran's tourism sector.

Khalifi also pointed to a rise in Chinese media and artistic productions centered on Iran, including animated content reflecting public engagement with regional developments. The changing perception, he said, presents an opportunity to deepen cultural, social and even economic ties between Iran and China.

Over 11,000 sports trademarks registered as IP drive expands national innovation efforts



Participants attend a World Intellectual Property Day ceremony in Tehran on April 26, 2026. ● IRNA

Social Desk

Iran has registered 248 sports-related inventions, 136 industrial

designs and more than 11,180 athletic trademarks, the head of the country's Intellectual Property Center said on Saturday at a

World Intellectual Property Day ceremony in Tehran, highlighting robust innovation capacity in the sector.

The April 26 event, held in line with the 2026 global theme linking intellectual property to sports, underscored the role of legal protection in advancing innovation, competitiveness and knowledge-based growth across health and athletics industries, IRNA reported.

Hassan Babaei, head of the State Organization for Registration of Deeds and Properties, said Iran's IP authority has expanded its footprint in recent years under national legislation, reporting 10,996 domestic patent filings and

188 international patent registrations in the past year. He added that 26,140 domestic trademarks were registered alongside 5,448 industrial design filings, signaling steady activity across key IP segments.

"Iran is consistently recognized among leading countries in intellectual property," Babaei said, noting accession to 11 international conventions, including the Strasbourg Agreement on patents. He said further alignment with global frameworks remains on the agenda.

Babaei called for streamlining procedures to narrow the gap between patent applications and final approvals, describing it as a

"critical" bottleneck. He also urged innovators to leverage trademarks and industrial designs alongside patents to accelerate commercialization and job creation.

Siamak Eslami, head of the Intellectual Property Center, said intangible assets now account for a rising share of global output, citing estimates that IP-linked assets exceed 11% of global GDP, or about \$7.6 trillion. He stressed that legal protection transforms ideas into economic value, but "registration alone is not enough." Iran ranks second globally in trademark registrations and 14th in patents and industrial designs on a per capita basis, Eslami said, adding that a new industrial prop-

erty law adopted in 2024 is set for full implementation in 2027 to ease procedures and strengthen commercialization pathways.

Fariba Mohammadi, head of the Research Institute of Physical Education and Sport Sciences, said global sports-related inventions grew by 7.6% in 2025, outpacing overall invention growth of about 4%. She noted that while Iran's innovation has focused largely on physical equipment, future gains hinge on data-driven technologies, smart systems and advanced materials.

The ceremony also honored inventors, including teenagers aged 13 to 18, for contributions to sports innovation.