



Darine el Khatib

FAO Special Goodwill Ambassador for Zero Hunger

Ms. Darine el Khatib is an accomplished Lebanese media professional, based in Dubai, United Arab Emirates. With over 10 years of media management experience, she has been holding various television and broadcasting positions.

She is currently the Senior Director for Creative Strategy and Brand Development, MENA and Turkey at Turner Broadcasting (A Time Warner Company).

Prior to joining Turner, Ms. el Khatib was most recently the Channel Director at Discovery Networks Middle East and North Africa, where she was responsible for driving Discovery's programming, creative, marketing and digital strategy for the region.

She joined Takhayal Entertainment in 2006, which was acquired by Discovery Networks in 2012, where she held several positions, including Film Division Manager, Head of Production & Creative Services and Head of Channel for Fatafeat, the first channel specialized in food and cooking in the Middle East, before taking up the role of Channel Director in 2012.

Ms. el Khatib's broadcasting career includes writing, directing, producing and presenting shows such as food travelogue 'My World to You', 'Soups & Snacks' and the culinary competition series 'Star Chef'. In 2016, she was awarded the 'National Treasure Award' by the Dubai Chamber for her contribution to the media industry. Also in 2016, Fatafeat ICCA a digital project she had led was awarded 'The Best Innovative Digital Award' by Broadcast Pro Middle East.

Ms. el Khatib is a dedicated advocate of Zero Hunger. During her work at Fatafeat Channel has launched a campaign against hunger. The campaign included field visits to distribute food aids in the poor areas of Middle East region, schools awareness campaign and a social media campaign. The campaign also encouraged people to minimize food waste, donate for the needy or donate a meal per day. Through the campaign, the channel also promoted ways of preparing healthy meals with low cost.

Ms. el Khatib was appointed as FAO Special Goodwill Ambassador for the Near East and North Africa in 2017. Since then she has been working closely with FAO to raise awareness on issues related to food security and nutrition. Her work included several field visits to FAO projects in Lebanon and Egypt. She also took part in several high-level events and activities advocating for FAO work to reach Zero Hunger and launched a social media campaign around nutrition and food waste.