

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:
Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية
ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي
28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

The workshop is intended as a tool for debate and support to the ongoing process of regeneration of Historic Cairo, bringing international experiences from which to learn from their successes and failures. Examples from the cities of Mexico and Fez will be showcase. The experience of JICA on crafts and tourism will be presented.

The proposed workshop participation format is a hybrid on line/presential, where international experts will join mostly online. The workshop will at all time align with COVID prevention requirements.

The 4 key elements where this workshop will focus on:

- Management and land tenure
- Private participation on historical center revitalization
- Small enterprises and crafts revitalization
- Creating a cultural destination

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:
Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية
ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي
28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

Program

Day 0 (28-3-2021) SETTING UP OBJECTIVES FOR THE WORKSHOP

Inauguration by Authorities. Participation of His Excellencies the European Union Ambassador and the Spanish Ambassador.

9.00 – 9.30 Inauguration. Presentation of ILUCIDARE. Inauguration by authorities.

Presented by **Pablo F. Longoria** (venue)

9.30 – 9.35 Japan Society for the Promotion of Science

Presented by **Naoko Fukami**

9.40 – 10.00 Introduction and objectives for the Workshop

Presentation by Dr. **Alaa El Habashi** and **Pablo Longoria**, directors of the event (venue)

10.00 – 11.00 Issues and Prospects in the Planning of the Historic City of Cairo

Presentation by Dr **Alaa El Habashi**, Dr **Ahmed Ouf**

11.00 – 12.00 Integrated Approaches for the Conservation and Management of Historic Cairo

Presented by **Ahmed Mansour** (venue)

12.00 – 12.30 coffee break

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:
Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية
ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي
28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

12.30-1.15 People and Places: The importance of Social fabric and intangible Heritage

On the Social Fabric: The Value of Intangible Heritage

Presentation by Dr. Dina K. Shehayeb (venue)

1.15-2.00 Debate Q&A

- Dr. Dalila Ekkerdany (venue)
- Dr. May Al-Ibrashi (venue)
- Dr. Ahmed Mansour (venue)

Day 1 (29-3-2021) CITY MANAGEMENT AND PROPERTY TENURE

9.00 _9.45 CITY MANAGEMENT AND PROPERTY TENURE

Moderated by Dr. Dalila ElKerdany (venue)

9.45 – 10.30 Presentation of Case Study for Fez

Presentation by Dr Hassan Addoine (online)

10.30 – 11.45 Legal, Technical and Financial Aspects of Urban Renewal

Presentation by Karim Ibrahim (venue)

11.45– 12.10 Coffee Break

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:
Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية
ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي
28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

12.10 – 1.00 International Case studies: Legal framework for the establishment of the office for regeneration of a WH Historic City Land Tenure and management.

1.00-2.00 Debate Q&A Round table with active participation

- Dr. Ahmed Ouf (venue)
- Dr. Mohamed El Khatib (venue)
- Dr. Heba El Masri (online)
- Dr. Riham Arram (venue)

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:

Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية

ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي

28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

PUBLIC PRIVATE COLLABORATION AND THE ROLE OF NGO DAY 2 (30-3-2021)

PUBLIC PRIVATE COLLABORATION AND THE ROLE OF NGO

9.00 -10.00 Bahrain Authority for Archeology and Culture.

Noura Al Sayeh (online)

10.00 – 11.00 Revive Program Tourism of Portugal

Presented by Susana Macedo (online)

11.00 – 12.00 Development by Private sector in Historic Cairo

Egyptian development companies to present and debate

12.00 – 12.30 Coffee Break

12.30 – 1.30 Private Public initiatives and Funding

Presented by Presented by **Bonnie Burnham**. President Emeritus WMF
(online)

1.30 – 2.30 Case Study for Mexico City

Presentation by **Dr. Adrian Pental** (online)

2.30 – 3.30 Q&A Debate

- Bonnie Burnham (online)
- Karim Ibrahim (venue)
- Dr. May Al-Ibrashi (venue)

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:
Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية
ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي
28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

DAY 3 (31-3-2021) REGENERATING THE ECONOMY

REGENERATING THE ECONOMY

9.00 – 9.45 The Economic Dimension of Cultural Heritage

Presented by Dr Christian Ost (online)

9.45 – 10.30 Islamic Development Bank

BankIdrissa DIA Strategic Coordinator, Vice-Presidency for Country Programs
/ Operations, Jeddah. Sister May Babiker Regional Office Manager

10.30 – 11.00 Q&A Debate

REGENERATION OF CRAFTS AS AN ECONOMIC TOOL

11.00 – 11.45 Urban Regeneration utilizing various historic values (from JICA's project experience in Sri Lanka and Laos)

Presented by Mr Hitoshi Ara, JICA (online)

11.45 – 12.30 Tourism development in Ecomuseum concept through International Cooperation : The case of As-Salt City of Jordan.

Presented by Dr Kayo Murakami, MEXT (online)

12.30 – 1.00 Coffee Break

1.00– 1.45 Dr Heba El-Masri Dean. Faculty of Tourism and Urban Regeneration. Oman

1.45-2.30 Creativity in the making of tourist destination

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:

Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية

ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي

28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

Presented by Dr **Greg Richards** (online)

DAY 4 (1-4-2021) SITE VISIT TOUR

Wrap up session: visit to the neighborhood and debate

- Takiyyatt Al Gulshani
- Tent Makers
- EU Project at Historic Cairo
- Beyt Yakan

List of proposed experts

Egyptian experts

1. Dr. Alaa El Habashi Coordinador
2. Dr. May al-Ibrashi
3. Dr. Dina K. Shehayeb
4. Dr. Ahmed Ouf
5. Dr. Dalila Elkerdany: Professor of Architecture and Urban Design, Cairo University
6. Dr. Salah Zaki
7. Dr. Mohamed El Khatib
8. Dr. Ahmed Mansour
9. Dr. Heba El Masri
10. Ingy Waked
11. Dr Nairi Hampikian
12. Dr Dina Bakhoum

International experts

1. **Pablo F. Longoria** Architect and Urban Planner. Director WMF Spain. Coordinator
2. **Bonnie Burnham**: President Emeritus WMF
3. **Christian Ost**: La dimension économique du patrimoine culturel, Docteur en Economie, 1994, Diplôme d'Etudes Européennes Genève, 1979, Licence et Maîtrise en Sciences Economiques, 1978, Master of Arts in Economics Georgetown university USA,
4. **Susana Macedo**. REVIVE Portugal

URBAN REGENERATION FOR HISTORIC CAIRO

Urban Regeneration for Historic Cairo:

Workshop on management, Public-Private partnering, economy revitalization, and cultural authentication.

التجديد الحضري للقاهرة التاريخية

ورشة عمل حول الإدارة، الشراكة بين القطاعين العام والخاص وتنشيط الاقتصاد والتأصيل الثقافي

28-31 March 2021. Al Guhry. April 1 visit to Historic Cairo and wrap up Session at Beyt Yakan

5. **Dr. Adrian Pental** (Mexico)
6. **Greg Richards:** is Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands.
7. **Dr. Hassan Radoine** (Fez)
8. **Jeff Allen World Monuments Fund**
9. **Mr. Ara** (JICA)
10. **Dr. Murakami** (MEXT)
11. **Dr Nicholas Warner**
12. **Dr Agnieszka Dobrovski**
13. **Law Expert (EU) to be determined**

14. **ARUP** (Workshop)
15. **SYSTEMATICA** Workshop

INSTITUTIONAL STAKEHOLDERS

Ministry of Tourism and Antiquities, Cairo Governorate, Informal Fund, Ministry of Industry, Ministry of Housing, Department of Urban Harmony