

## 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 the Spanish Ambassador and the Japan Ambassador.

**Inauguration. Presentation of ILUCIDARE. Inauguration by Authorities.**

Presented by Pablo F. Longoria (venue)

### GMT20210328

31.00 Issues and Prospects in the Planning of the Historic City of Cairo (Arab)

Presentation by Dr Alaa El Habashi,

1:29 Issues and Prospects in the Planning of Historic Cairo (Arab/English)

Presentation by Dr Ahmed Ouf

2:15 Integrated Approaches for the Conservation and Management of Historic Cairo

Presented by Ahmed Mansour (venue)

3:08 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)

3:52.30 Debate Q&A

## 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

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

## GMT20210329

### 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)

0.00-27:40 Galal Abada

0:32.00 Legal, Technical and Financial Aspects of Urban Renewal

Presentation by Karim Ibrahim (venue)

1:28.00 Presentation of Case Study for Fez

Presentation by Dr Hassan Raddoine (online)

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.

Michal Wosinski, Hassan Raddoine

Debate Q&A Round table with active participation

- Dr. Ahmed Ouf (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

- 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

GMT20210330

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

#### PUBLIC PRIVATE COLLABORATION AND THE ROLE OF NGO

0:00 Bahrain Authority for Archeology and Culture.

Noura Al Sayeh (online)

58.00 Revive Program Tourism of Portugal

Presented by Susana Macedo (online)

1:49.00 Development by Private sector in Historic Cairo  
Egyptian development companies to present and debate  
Shehira Mehrez  
Kari Shafei  
Sheriff

12.00 – 12.30 Coffee Break

03:00 Private Public initiatives and Funding

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

3:50.00 Case Study for Mexico City  
Presentation by Dr. Adrian Pandal (online)

2.30 – 3.30 Q&A Debate

## 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

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

## GMT20210331

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

#### REGENERATING THE ECONOMY

Heritage economics. Revisiting the paradigm of urban conservation

Presented by Dr Christian Ost (online)

0:54.00 Islamic Development Bank

Bankldrissa 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

2:24.00 Urban Regeneration utilizing various historic values (from JICA's project experience)

Presented by Dr Ara JICA (online)

11.45 – 12.30 Tourism development in concept through International Cooperation.

Presented by Dr Murakami, JICA (online)

## 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

4:12.00 Dr Heba Aziz. Faculty of sustainable and Cultural. Faculty of Business  
Economics. German University of Technology. Oman

5:09.00 Creativity in the making of tourist destination

Presented by Dr Greg Richards (online)

### 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 Bakhom
13. Dr Karim El Shafey

### 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. **Dr. Ara** (JICA)
10. **Dr. Murakami** (JICA)
11. **Dr Nicholas Warner**
12. **Dr Agnieszka Dobrovski**
13. **Law Expert (EU) to be determined**
14. **Sister May Babiker**
15. **Bankldrissa DIA**