

## 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. Qobet Al Guhry. (111 Azahar street, El Darb El-Ahmar)  
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 online/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

ZOOM CONNECTION FOR THE EVENT:

To join, please fill the date and time you are interested in assisting

<https://wmf-org.zoom.us/meeting/register/tZ0vdOqgpzMqE9wfvrmGQUlfg3RScOcc0pTu>

You will receive a confirmation email with information on how to link the workshop.

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## Program

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

Moderated by **Pablo F. Longoria**, World Monuments Fund/ILUCIDARE.

**9.30 – 10.30** Inauguration by Minister of Tourism and Antiquities. Participation of His Excellencies the European Union Ambassador the Spanish Ambassador and the Portuguese Ambassador. (venue)

**10.30 – 10.35** Japan Society for the Promotion of Science  
Naoko Fukami (venue)

**9.40 – 10.20** Introduction and Objectives for the Workshop  
Alaa El Habashi and Pablo Longoria, directors of the event (venue)

**10.20 – 11.10** Issues and Prospects in the Planning of the Historic City of Cairo  
Ahmed Ouf (venue)

**11.10 – 12.00** Integrated Approaches for the Conservation and Management of Historic Cairo  
Ahmed Mansour (venue)

**12.00 – 12.30** coffee break

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12.30-1.20 People and Places: The importance of Social Fabric and Intangible Heritage  
on the Social Fabric: The Value of Intangible Heritage

Dina K. Shehayeb (venue)

1.20-2.00 Debate Q&A

- Dalila Ekkerdany (venue)
- Ahmad Ouf (venue)
- May Al-Ibrashi (venue)
- Ahmed Mansour (venue)

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

Moderated by Dr. Dalila El Kerdany (venue)

9.00 \_9.45 Towards Creative Governance: Managing Heritage Conservation and Urban  
Change in Historic Cairo

Galal Abada (venue)

9.45 – 10.30 Legal, Technical and Financial Aspects of Urban Renewal

Karim Ibrahim (venue)

10.30 – 11.15 Presentation of Case Study for Fez

Hassan Radoine (online)

11.15– 12.00 Debate

12.00– 12.30 Coffee Break

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12.30 – 1.15 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 Radoine

1.15-2.00 Debate Q&A Round table with active participation

- Dalila El Kerdany (venue)
- Riham Arram (venue)
- Mohamed El Khatib (venue)
- Heba Aziz (online)

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### 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 Muharraq and the Bahrain Authority for Culture and Archeology  
Noura Al Sayeh (online)
- 10.00 – 11.00 Revive Program Tourism of Portugal  
Susana Macedo (online)
- 11.00 – 12.00 Development by Private sector in Historic Cairo  
Egyptian development companies to present and debate  
Shahira Mehrez, Sherif Abdel Meguid, Karim El Shafey, Mohamed Saafan
- 12.00 – 12.30 Coffee Break
- 12.30 – 1.30 Private Public initiatives and Funding  
Bonnie Burnham. President Emeritus WMF (online)
- 1.30 – 2.30 Case Study for Mexico City  
Adrian Pandal (online)
- 2.30 – 3.30 Q&A Debate
- Bonnie Burnham (online)
  - Karim Ibrahim (venue)
  - Dr. May Al-Ibrashi (venue)

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

#### REGENERATING THE ECONOMY

9.00 – 9.45 Heritage economics. Revisiting the paradigm of urban conservation

Christian Ost (online)

9.45 – 10.30 Islamic Development Bank

Idrissa DIA Strategic Coordinator, Vice-Presidency for Country Programs /  
Operations, Jeddah & 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)

Hitoshi Ara JICA (online)

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

Kayoko Murakami, JICA (online)

12.30 – 1.00 Coffee Break

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1.00– 1.45 Cultural Tourism

Heba Aziz. Faculty of Tourism, German University of Technology, Oman

1.45-2.30 Creativity in the making of tourist destination

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
- Bayt Yakan

### List of proposed experts

#### Egyptian experts

1. Alaa El Habashi                      Coordinador
2. Salah Zaki
3. Dalila Elkerdany
4. Shahira Mehrez
5. Ahmed Ouf
6. May al-Ibrashi
7. Dina K. Shehayeb
8. Mohamed El Khatib
9. Ahmed Mansour

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10. Heba Aziz
11. Nairi Hampikian
12. Dina Bakhoum
13. Karim El Shafey
14. Galal Abada
15. Heidi Shalabi
16. Sherif Abdel Meguid
17. Karim El Shafey
18. Mohamed Saafan

### 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
5. **Dr. Adrian Pandal** (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. **Idrissa DIA** (Islamic Development Bank, IDB)
  
16. **ARUP** (Workshop)
17. **SYSTEMATICA** Workshop





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### INSTITUTIONAL STAKEHOLDERS

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

