



**Creative Industries
Policy and
Evidence Centre**
Led by  Newcastle
University with  RSA

Creative Initiatives and Cultural Policies

Cairo Forum
2 November 2023

مبادرات
وابتكرات

ملتقى القاهرة
2 نوفمبر 2023



Programme

Thursday 2 November

- 09.00 – 09.30 Arrival and Registration at [Grand Egyptian Museum](#)
- 09.30 – 09.50 **Welcome Notes**
**Simultaneous translation in English and Arabic, and English sign language translation will be available.*
- **Forum Moderator: Aya Dowara**, film producer and cultural advisor
 - **Gareth Bayley**, The British Ambassador to Egypt
 - **Hisham Azmi**, Secretary General, Supreme Council for Culture, Ministry of Culture
 - **Amir Ramzan**, Regional Director MENA, British Council
- 09.50 – 10.00 **Creative Economy Overview**
- Rehana Mughal, Global Director of Creative Economy, British Council (UK)
 - **John Newbiggin OBE**, Chair, Global Creative Economy Council (UK)
- 10.00 – 10.15 **Introducing ‘Uzbekistan Fourth World Conference on Creative Economy’**
the Fourth World Conference on Creative Economy will be held in Uzbekistan in October 2024, organized by the Art and Culture Development Foundation under the Cabinet of Ministers of the Republic of Uzbekistan.
- Speaker:**
- Viktoriya Tsoy, Project Manager, Art and Culture Development Foundation (Uzbekistan)
- 10.15 – 11.00 **Session 1. Egypt’s Creative Scene**
A panel discussion to position Egypt as a country with a unique creative, cultural and heritage sector with new models and a new generation of creatives and entrepreneurs facing great opportunities and challenges.
- Speakers:**
- Chaymaa Ramzi, Executive Director of Shelter Art Space (Egypt)
 - Hisham Azmi, Secretary General, Supreme Council for Culture, Ministry of Culture (Egypt)
 - Lamia Kamel, CC plus & Narrative Summit Founder (Egypt)
 - Moderator: Rehana Mughal, Global Director of Creative Economy, British Council (UK)

11.00 – 11.45

Session 2 Observations from African and North Africa

Speakers:

- Ahmed Amine, Managing Director, Pencils Consulting (Tunisia)
- Ben Lowton, Deputy Director Iraq, British Council (Iraq)
- George Gachara, Social entrepreneur, Arts Manager, and Managing Partner at HEVA Fund LLP (Kenya, Rwanda, Uganda, Tanzania, Ethiopia)
- Moderator: John Newbiggin OBE, Chair, Global Creative Economy Council (UK)

11.45 – 12.15

Coffee Break

12.15 – 12.45

Research - **Creative Industries in Egypt** followed by Q&A

Speaker:

- Omar Nagati, Architect, Urban Planner and Co-founder/Director, CLUSTER (Egypt)
- Q&A Moderator: Aya Dowara, film producer and cultural advisor

12.45 – 13.30

Session 3. Stories of success and inspiration

Speakers:

- **Creative hubs in Central Asia:** Daniar Amanaliev, Co-founder and CEO, ololo coworking spaces; Chair of Kyrgyzstan's Creative Industries Association (Kyrgyzstan)
- **Driving Change in Jamaica:** Andrea Dempster Chung, Cofounder and Executive Director (Jamaica)
- **Starting from scratch in Iraq:** Jafar Sadik, CEO, Becorp (Iraq)
- **Community Resilience in Brazil:** Leandro Valiati, Lecturer, Researcher and Programme Director in Cultural and Creative Industries, Institute of Cultural Practices, the University of Manchester (Brazil, France and the UK)

13.30 – 13.45

Q&A Moderator Aya Dowara

13.45 – 14.30

Networking Lunch

14.30 – 14.35

Introduction to Afternoon Sessions

John or Aya Dowara

14.35 – 14.45

10-minute museum introduction

14.45 – 15.30

Session 4. Intermediaries and informality: The GCEC conducted a research project on the positive and negative aspects of informal work in the creative sector during COVID lockdown. The study highlighted the flexibility, adaptability, and vulnerability of informal workers, as well as the growth of intermediaries providing business support and finance.

Speakers:

- Avril Joffe, Head of Cultural Policy and Management Department, Wits School of Arts, University of the Witwatersrand (South Africa)
- Dwinita Larasati, Head of Strategic Partnerships, Indonesia Creative Cities Network (Indonesia)
- Sami Daoud, Performing Arts Consultant, Nahdet El Mahrousa (Egypt)
- Moderator: John Newbiggin OBE, Chair, Global Creative Economy Council (UK)

15.30 – 16.15

Session 5. IP and finance : This session focuses on the IP aspect, highlighting the challenges informal businesses face in protecting and valuing their intellectual property and alternative financing sources.

Speakers:


- Diana Rey, Cultural Statistics Expert at UNDP for Saudi Arabia, Associate Researcher at Lado B (Canada)
- Laura Callanan, Founding Partner of Upstart Co-Lab (USA)
- Moderator: Giorgio Fazio, Research Director of Creative PEC and Chair of Macroeconomics at Newcastle University Business School (UK)

16.15 – 17.00

Session 6. Digital, Skills and Education: The panel featuring GCEC speakers discussing the impact of digital access, the challenges and opportunities presented by it, and the role of education initiatives.

Speakers:

- Edna dos Santos-Duisenberg, Economist, Policy Advisor and Researcher on Creative Economy and Development (Switzerland and Brazil)
- Ebtissam Farid, Head of the School of Design and Media, Coventry University (Egypt)
- Jairaj Mashru, Innovation Executive at Salesforce.com (India)
- Marcel Kraus, Technology and Knowledge Transfer Center - Charles University, Head of Hybernska Campus (Czech Republic)

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- Moderator Rehana Mughal, Global Director of Creative Economy, British Council (UK)

17.00 – 17.20 **Keynote and Closing Remarks**

- John Newbiggin OBE, Chair, Global Creative Economy Council (UK)Rehana Mughal, Global Director of Creative Economy, British Council (UK)

17.20 – 18.00 **Networking Coffee Break**