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Deutscher Akademischer Austauschdienst
الهيئة الألمانية للتبادل العلمي



“CULTURAL HERITAGE BETWEEN DIGITAL TRANSFORMATION AND PANDEMIC”

Friday, NOVEMBER 27th until Sunday, November 29th, 2020

The DAAD Regional Office Cairo

organizes the project “Clusters of Scientific Innovation in the Middle East and North Africa”; abbreviated “**COSIMENA**” and hosts the digital mini-conference within the **CULTURAL HERITAGE-CLUSTER** and in cooperation with The German Archaeological Institute Cairo (DAI).



Agenda of Friday, the 27th of November

Day 1	Duration	Time	Item : Museology
	20 min	13:00 -13:20	Opening & welcoming words
	20 min	13:20-13:40	Main Lecture „Museology: Museums are considered a „safe“ space for sharing knowledge & encounter and dialogue between cultures: What does that mean?“; Ms. Abeer Elgohary (GEM)
	10 min	13:40-13:50	Q & A
	20 min	13:10-14:10	Scientific Talk 1: The Grand Egyptian Museum as a best practice example"; Dr. Alaa Khairy (GEM)
	10 min	14:10-14:20	Q & A
	20 min	14:20-14:40	Scientific Talk 2: „The National Museum of Cherchell“, Dr. Ulla Kreiling (Cherchell/Algeria)
	20 min	14:40-15:00	Coffee Break
	45-60 min	15:00-16:00	Workshop on „How can museums fulfill their roles in the future? How does the future of museums look like? How can museology fulfill the needs and expectations of the public under the „new“ circumstances?“; Dr. Heba Saad (Alexandria University)
	30 min	16:05-16:35	Presentations from the workshop
	15 min	16:35-16:50	Wrap-up & Program 2nd Day





Agenda of Saturday, the 28th of November

Day 2	Duration	Time	Item : Digitalization of Cultural Heritage
	15 min	10:00 -10.15	Greeting words, Flashback & Program
	20 min	10:15-10:35	"Tour de Table": „Digitalization of Cultural Heritage: (Best Practice) Examples from different countries; from Germany & MENA (Dr. Krelinger/Algeria; Ms. Azza Temessek/Tunisia); Ms. Mona Nouman/GEM; Prof. Dr. Hani Hayajneh/Jordan
	10 min	10:35-10:45	Q & A
	20 min	10:45-11:05	Scientific Talk 1: "Cultural Heritage in Cyberspace: preservation, education, and access"; Ms. Hala Ghoname (UMR)
	10 min	11:05-11:15	Q & A
	20 min	11:15-11:35	Scientific Talk 2: "Heritage and Social Media in Egypt: A Descriptive Analysis"; Dr. Monica Hanna (AASTMT)
	15 min	11:35-11:50	Coffee Break
	45-60 min	11:50-12:50	Workshop on: „How can technology help identify, analyse and document cultural heritage for future generations? How can we reach a better dissemination of Cultural Heritage?“
	30 min	13:20-13:50	Presentations from the workshop
	15 min	13:50-14:05	Wrap-up & Program 3rd Day





Agenda of Sunday, the 29th of November

Day 3	Duration	Time	Item : Art & Culture (Heritage) in the Lockdown
	20 min	10:00-10:20	Greeting words, Flashback & Program
	20 min	10:20-10:40	Main Lecture: "Role of art and culture during lockdown"- Recommendations; Ms. Ilke Kiral- Cultural Attachée; German Embassy Cairo
	20 min	10:40-11:00	Scientific Talk 1: "Art & Culture in the lockdown"; Ms. Anne Eberhard; Goethe-Institut Cairo
	10 min	11:10-11:20	Q & A
	80 min	11:20-12:40	Panel Discussion „Opportunities & Challenges of regional and cross-regional cooperation & collaboration“; Ms. Isabell Mering (DAAD); Prof. Dr. Seidlmayer (DAI); Ms. Ilke Kiral (German Embassy); Dr. Monica Hanna (AASTMT/Egypt); Prof. Dr. Hani Hayajneh (Jordan); Prof. Dr.. Boutheina Maraoui (University of Tunis & INP)
	20 min	12:40-13:00	Q & A
	15 min	13:00-13:15	Wrap-up & End of event





Our Speakers:

The event brings academics, researchers, experts, and scholars to share their knowledge and experience in a stimulating and thought-provoking exchange of knowledge.



Ms. Abeer Elgohary

The Grand Egyptian Museum (GEM)

Ms. Abeer Elgohary is the Head of the Heavy Artifacts Department, General Coordinator for The Archaeological Stores Sector at

the Grand Egyptian Museum.

Ms. Abeer Elgohary obtained her Bachelor degree in Egyptology at the Faculty of Archaeology at the Cairo University and is currently obtaining her Masters in Museology Helwan University.



Dr. Alaa Khairy

The Grand Egyptian Museum (GEM)

Dr. Alaa Abdelaziz M. Khairy obtained her Master degree in Islamic Archeology in 2012 with the Subject on Wooden Objects in India and her PhD. in Islamic Archeology. Currently she is part of the Children's Museum Educator at the Grand Egyptian Museum (GEM).



Dr. Ulla Kreilinger

The National Museum of Chertell (MPNC)

Dr. Ulla Kreilinger obtained her university degrees in Classic Archeology at the University of Munich and Heidelberg in Germany.

In the past, she took up different duties at the DAI in Athens and the University of Erlangen.





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Since 2008, Dr. Ulla Kreiling, for the DAI, is engaged at the National Museum at Cherchell in Algeria, a project funded by the Foreign Ministry of Germany.



Dr. Heba Saad
Alexandria University (AU)

Prof. Dr. Heba Mahmoud Saad is currently a professor of Islamic Archeology at the Faculty of Tourism and Hotels- Alexandria University. She was a member of the International project “(Edu-MUST) Education and Capacity

Building in Museum Studies” through which she received intensive training in museum studies at École de Louvre- France, University of Southampton- UK, Democratis University- Greece and the French University- Egypt. Prof. Heba is also a member of an Egyptian- Italian project about cultural heritage.

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Ms. Azza Temessek
University of Carthage
(UCAR)

Ms. Azza Temessek Behi is associate professor at the Institute of Advanced Business Studies- IHEC Carthage (University of Carthage, Tunisia) since 2009. She is currently co-director of the master program in Digital Marketing. Her research interests cover many areas including service interactions, influencer marketing and tourism and she gives lectures on strategic tourism marketing and contemporary issues in marketing. She is a member of a DAAD cooperation project between the Brandenburgische Technische Universität (BTU) Cottbus and the University of Carthage in the field of cultural heritage.





Ms. Mona Nouman

The Grand Egyptian Museum (GEM)

Ms. Mona Taha Nouman graduated from the Faculty of Archaeology, the Egyptology Department at the Cairo University and holds a diploma on History of

Art and a Master degree in Heritage Science.

Currently, Ms. Mona Taha Nouman holds the position as the Exhibition Director of the Grand Egyptian Museum. Since 2010, she is employed with the Grand Egyptian Museum and further she works for the Ministry of Antiquities since 2007.



Prof. Dr. Hani Hayajneh

Yarmouk University (YU)

Specializing in Near Eastern Cultures and Languages, Hani Hayajneh is a professor at the faculty of Archaeology and Anthropology at Yarmouk University in Irbid, Jordan. He

gained his PhD degree in 1998 from the Faculty of Cultural and Historical Studies at the Free University of

Berlin (Germany). He has published a number of research papers, books, articles and reviews on safeguarding cultural heritage and history of the Levant and Arabia.



Ms. Hala Ghoname

Phillips-Universität Marburg
(UMR)

Hala Ghoname, an Egyptian scholar in Art history and Heritage Preservation. She earned a Bachelor of Science

in Historic Preservation and Art History, in 2008, from Roger Williams University, and a Master of Arts in Islamic Art History and Intangible Heritage Preservation, in 2012, from the University of Hawaii at Manoa in the USA.

Since 2018, she has been the coordinator for the Philipps-Universität Marburg-DAAD project "Cultural Heritage in Cyberspace".





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Dr. Monica Hanna

The Arab Academy
for Science,
Technology and
Maritime Transport
(AASTMT)

Dr. Monica Hanna is an international figure in the world of Archaeology. She did her undergraduate studies in Egyptology and Archaeological Chemistry at the American University in Cairo (AUC), 2004. Hanna then pursued an MA TEFL 2006 at AUC as well. She later joined the University of Pisa, Italy to complete her doctorate in archaeology entitled 'Problems of Preservation of Mural Paintings in the Theban Necropolis: A Pilot Study on the Theban Tomb 14 using 3D Scanning Techniques'.

Currently, Hanna is the acting Dean of the College of Archaeology and Cultural Heritage, Arab Academy for Science and Technology and Maritime Transport (AASTMT) in Aswan, Egypt.

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Ms. Ilke Kiral

The German Embassy Cairo

Ms. Ilke Kiral heads the Office for Culture and Education at the Embassy of the Federal Republic of Germany in Cairo. Prior to her current position,

Ms. Kiral served as desk officer in the Federal Foreign Office in Berlin covering Germany's cultural and media relations with Armenia, Azerbaijan, Egypt, Georgia, Tunisia, Turkey, and Yemen.

Ms. Kiral holds a Master's degree in Political science and Islamic studies from Heidelberg University (Germany) as well as a Master's degree in Public Administration from Harvard Kennedy School (United States).





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Ms. Anne Eberhard

Goethe-Institut Cairo

Ms. Anne Eberhard works for the Goethe-Institute for already over 10 years and managed in the mean time the Institutions in Afghanistan and Ghada. Since 2018, Ms. Eberhard is the Head of Cultural Heritage in Cairo.



Prof. Dr.

Boutheina Maraoui

(University of Tunis & INP)

Ms. Boutheina Maraoui Telmini is an archaeologist and Professor in ancient history in the University of Tunis. Currently she holds the position of the Director of research in the INP (National Institute of Heritage) in Tunisia and works mainly on preventive excavations at Carthage.

