



BRITISH  
COUNCIL

Creative Industries  
Policy and  
Evidence Centre

Led by



with



# Creative Initiatives and Cultural Policies

*Cairo Forum*

*2 November 2023*

## مبادرات وابتكارات

ملتقى القاهرة

2 نوفمبر 2023



## Guest Speakers

**Ahmed Amine Azouzi** is an experienced consultant specializing in strategy, management, public policies, and technologies within the media and cultural industries. With extensive experience in Tunisia, France, and internationally, Ahmed has conducted market studies, developed strategic plans, and mentored startups. Notably, he served as an Advisor to the Minister at the Ministry of Cultural Affairs, driving the development of Tunisia's cultural and creative economy. Currently, as the General Manager of QLM Media, Ahmed leads an innovative digital media company



**Andrea Dempster Chung** is the co-founder and executive director of Kingston Creative, an NGO that uses arts to achieve social and economic transformation. She headed the Arts portfolio for the British Council in Jamaica and has held senior roles in the Government of Jamaica and in the private sector. She served on the boards of the Jamaica Social Investment Fund, the National Land Agency and the Public Health Committee and currently serves on the Board of the Jamaica Conservation and Development Trust which manages a UNESCO World Heritage Site. She also serves on the Global Creative Economy Council and the Global Cultural Districts Network. Andrea holds a Master of Science in Structural Engineering and a Bachelor of Science in Civil and Environmental Engineering. She studied Art & Finance at the Sotheby's School of Art and was featured in Forbes Magazine as one of 10 women leading the charge for a sustainable future for Jamaica



**Avril Joffe** is the Post Graduate Coordinator (and former Head) of the Cultural Policy and Management Department at the Wits School of Arts, University of the Witwatersrand in Johannesburg. She is an economic sociologist with experience in the field of cultural policy, culture and development, and the cultural economy. Avril works in the intersection of academia and practice in fields such as culture in urban life, culture, and the cultural economy in realizing just and sustainable development, fairness in international cultural cooperation, decent work, and the rights and status of artists and cultural professionals as well as teaching pedagogy for post-graduate studies in the cultural economy. Avril is an active member of UNESCO's Panel of Experts for Cultural Policy and Governance, the Global Creative Economy Council associated with the UK's Creative Industries Policy and Evidence Centre, the International Cultural Relations Research Alliance as well as International CREATOUR, a creative tourism advisory body. She is on the external international advisory panel for IN SITU - Place-based innovation of cultural and creative industries in non-urban areas coordinated by the Centre for Social Studies at the University of Coimbra, Portugal, funded by the European Commission under the Horizon Europe programme. She is a Guest Lecturer at numerous universities from Antwerp to Serbia. Recent public research related to inequality includes Informality and the Cultural Economy in the Global South published by the British Council, the Not a Toolkit for EUNIC's Fair Collaboration project, and Promoting Decent Work for the African Cultural and Creative Economy for the ILO, e.g. (Live Music in SA)



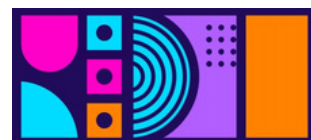
**Ben Lawton** is the Deputy Director British Council Iraq, working with an amazing group of colleagues to ensure that education and culture is at the heart of the UK's efforts to support Iraq's recovery and build a more optimistic future, and overseeing an exciting portfolio of work that prioritises the needs of Iraq's 25m younger citizens to build the resilience and skills they need to be more civically engaged and economically productive.



**Chaymaa Ramzi** An accomplished professional with 17+ years of progressive international experience in designing and delivering programmes across various sectors particularly the creative economy and arts production in the Arab and the Mediterranean regions.

A creative economy entrepreneur and an art manager with proven experience in executive management and strategic planning in the arts. Current focus is on institutions' strategic development in Art and Education by designing diverse programs addressing community engagement and fostering partnerships. Credible history of working with public, private and civil society partners to deliver programmes across the creative sectors, particularly in the Arts, Education and the creative economy research and policies.

An international fellow of Arts Management and Strategic Planning in the Arts with the Devos Institute at the Kennedy Center for Performing Arts and the University of Maryland, Washington DC, USA. Currently, she is the Executive Director of Shelter Art Space (Egypt) and a research expert on Creative Economy Policies with CChub Africa. Her professional career involved consultancies to major cultural institutions in Africa and in Europe. A previous Art Manager at the Anna Lindh Foundation for Intercultural Dialogue and formerly with the Art Center of the Library of Alexandria



**Daniar Amanaliev** Co-founder and band master of the ololo group, Kyrgyzstan. ololo group of companies includes a chain of creative hubs in Bishkek, Osh, and around Lake Issyk-Kul, John Galt business accelerator, Liberterra real estate management company, ololoEvents event agency, ololoMedia digital agency, WelcomeKG public foundation and ololo creative impact fund, which are aimed at developing female entrepreneurship and creative businesses

He is a co-founder and Supervisory Board member of KG Analytics think tank, a co-founder of Creative Central Asia Network, a Chairman of the Teach for KG Public Fund and a co-founder and Chairman of Kyrgyzstan's Creative Industries Association.



**Diana Rey** Political Scientist specialized in Creative Economy and Cultural Rights. Her expertise lies in developing both quantitative and qualitative methodologies to analyze the social and economic impact of culture. Additionally, she has formulated conceptual, legal, and statistical frameworks for numerous countries, including Panama, Honduras, Colombia, and Saudi Arabia. As an independent consultant, she has worked with organizations such as UNESCO, UN Women, and the Inter-American Development Bank.

Co-author of the Iberoamerican Cultural Satellite Account Compilation Guide, several books and papers. Currently, she is a Cultural Statistics Expert at UNDP for Saudi Arabia, and an Associate Researcher at Lado B, the Colombian Leader Consultancy firm in the Creative Economy.

Areas of research: Cultural heritage, Cultural Systems of Information, Editorial sector, Digital Economy, women in the creative ecosystem and Cyberculture.



**Dwinita (Tita) Larasati** studied industrial product design at Institut Teknologi Bandung (ITB), Design Academy Eindhoven, and Delft University of Technology, The Netherlands. She is the Focal Point of Bandung City of Design, UNESCO Creative Cities Network; an Expert Board of Bandung Creative Economy Committee (Create.bdg), and an Advisory Board to the West Java Creative Economy and Innovation Committee (KREASI Jabar). She is an Executive Committee at Indonesia Creative Cities Network (ICCN), a member of the Global Creative Economy Council, UK, and The Indonesian Academy of Sciences (API). She currently works as a lecturer & researcher at ITB, and in her spare time she creates and publishes graphic diary



**Ebtissam Farid**, Professor Ebtissam Farid is the Head of school of Design and Media and the Course Director of Interior Architecture and Design at the Knowledge Hub university, Coventry University UK branch at the New Capital, Egypt. She is also the Co-founder of ENCODE, a multidisciplinary design studio challenging the conventional model of design production in Egypt offering to its clients: Architectural, interior and product design services that investigate various digital and physical computational tools to explore opportunities for innovative designs depending on cutting edge technologies and exploring the potentials of digital design, fabrication techniques to correlate education, profession and design industry. In addition, She is also the recipient of Egypt Entrepreneur Award for the category of Architecture and interior design for 2021 , the Tamayouz Excellence Award's prize for women in Architecture 2018, Rising star category and the winner for the State's Excellence Award for Arts in 2019 for her various achievements in architecture, design and education. She has been selected on the power list of 2019 among the 50 most influential architects from the Middle East according to the Architect ME magazine and recently, she has been assigned as the president of Cairo Design Award 2023



**Edna Dos Santos** is economist and worked for 30 years at the United Nations. Founder and Chief, Creative Economy Programme at the United Nations Conference on Trade and Development, she launched the first UN Creative Economy Reports 2008 and 2010, and the UNCTAD's Global Database on Creative Economy. She articulated intergovernmental policy debates, international projects and partnerships. At present, Edna is Vice-President, International Federation on Multimedia Associations - FIAM. International Council Member at UK's Creative Industries Policy and Evidence Centre. Member of the Global Council on Creative Economy. She provides advisory services to governments and institutions and collaborates with academia in all continents



**Jairaj Mashru** specialises in Innovation and Strategy, working at the intersection of business, technology, and design. As a trusted advisor to business, academia, and government leaders, Jai helps organisations and communities pursue innovation and digital transformation.

Jai has been a strategic advisor, educator, researcher, and startup coach. He serves on the International Advisory Board of the Global Creative Economy Council. He holds an MBA in Global Management from Thunderbird at Arizona State University, USA, and a Price-Babson Certificate in Entrepreneurship Education from Babson College, USA.



**George Gachara** is a creative industry strategist, a fund advisor, and an investor in creative industries in Africa. He is also a senior entrepreneurship fellow and a founder.

George is leading strategic initiatives seeking to accelerate the growth of creative Industries in Africa, ranging from public sector partnership, fund establishment and management, and firm-level business support to research and knowledge management.

Over the last decade, George has had the unique experience of initiating, establishing, and managing catalytic funds and financial facilities such as the pioneer creative industries fund, HEVA Fund LLP, regional grants facility Ignite Fund, the Netflix Creative Equity Scholarship Program (East Africa), and the film development facility DOCA Film Africa Fund, among others. He is also providing strategic support to intermediary institutions such as the Mastercard Foundation (Kenya) and the International Fund for the Promotion of Culture (France). Through these engagements, He is helping increase the availability of aligned growth capital as well as sponsoring responsive financial facilities needed to fuel the growth of dynamic enterprises in the creative industries in the continent.

In addition to these efforts, George continues to lead numerous research and knowledge engagements with the International Advisory Council, of the Policy and Evidence Center, and through his Senior Entrepreneurship Fellowship at the Goldsmiths University of London.





**Giorgio Fazio** is an applied economist with expertise in macroeconomics, trade and investment. He has published several articles in international peer-reviewed journals and chapters in edited books on issues such as exchange rates determination, crises and contagion, growth, and convergence at the national and regional levels, productivity, innovation, trade and FDI, civic and cultural capital, creative industries economics.

He has been a Creative PEC researcher since 2018, leading the work on international trade, investment and migration and contributing to economic research in the creative industries in PEC Discussion papers, blogs and peer reviewed journal articles.

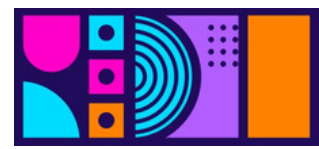
Giorgio is Chair of Macroeconomics at Newcastle University Business School and since 2023 is the Research Director of the Creative Industries Policy Evidence Centre.



**Hicham Abkari** is the Director of Arts at the Ministry of Culture in Morocco. He serves as the president of the Moroccan Underground federation, which has been working since 2003 to promote underground culture and disciplines.

He is also the programmer of the Casablanca Music Festival and the former director of the Mohammed VI Theater in the metropolis. Mr. Abkari holds the position of vice-president of the Federation of Cultural and Creative Industries (FICC) and is a member of the foundation of the CGEM (the General Confederation of Enterprises of Morocco).

As an expert and practitioner in cultural industries, Mr. Abkari is a lecturer, consultant professor in Cultural Engineering at Hassan II University in Casablanca, and a professor of Cultural Management at the School of Information Sciences (ESI) in Rabat.



**Dr Hisham Azmi** has been Secretary General of the Egyptian Supreme Council of Culture since 2019, before that he was the Chairman of the National Library and Archives of Egypt, 2018/2020, Chairman of Dept. of Library and Information Science, at Cairo University 2017/2019. Vice President of Academic Affairs and Provost at Al Jazeera University, Dubai. He also was the Dean of the College of Media and Mass Communication, at American University in the United Emirates from 2011 to 2016, Member of various professional associations such as the Arab Federation of Library and Information, the Egyptian Library Association, CiliP, International Federation of Television Archives, and Editor in Chief of Cybrarians, the first electronic Arabic LIS journal. He was awarded the Pioneers Award from the Arab Federation of Library and Information AFLI in 2017 the Award of Excellence in Research in Social Sciences and Humanities and Islamic Studies, first International Research Forum, Doha in 2010, and the Award of Excellence in Research, Qatar University in 2010.



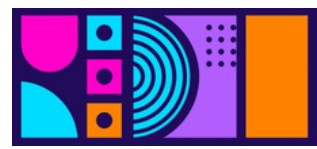
**Jafar Sadik**, co-founder of Becorp inc, a creative agency that aims to reshape Iraq's creative economy. In a context where strategic communication is undervalued, Becorp highlights its power to unearth latent consumer needs and set service standards. This approach not only fills a gap in quality services in Iraq but also paves the way for creatives to assume leadership in both enterprise decision-making and public sector policy formation.



**John Newbiggin OBE** has worked in the film, television and theatre industries. As Special Advisor to the UK Minister for Culture he was at the centre of the team that developed the world's first definition and valuation of the creative industries, adopted by the UK government in 1998. He was co-founder and first Chair of Creative England and for five years was Chair of the British Council's Advisory Board for Arts and Creative Economy. He is a member of the International Steering Committee of the World Conference on Creative Economy and is the Mayor of London's Ambassador for the creative industries. He is a Visiting Fellow at Goldsmiths, University of London



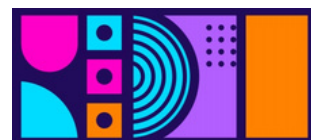
**Lamia Kamel** is the Founder and Managing Director of CC Plus, a leading corporate consultancy firm that applies world-class standards, operating in local and regional markets. A strategic communications executive and a political PR consultant with a proven track record of successful PR campaigns, Lamia helps clients integrate global political, economic, cultural, and communication trends to create innovative, forward-looking strategies and plans. Lamia is one of the pioneers in Political Communication in Egypt. She has been involved as a communications strategist in many of the most highly visible campaigns in Egypt. She was also instrumental to HE Amr Moussa's Presidential Campaign and HE President Abdel Fattah Al Sisi, current president of Egypt, during his electoral campaign.



**Laura Callanan** Founding Partner, Upstart Co-Lab was senior deputy chair of the National Endowment for the Arts before launching Upstart Co-Lab in 2016. Previously Laura was a leader in McKinsey & Company's Social Innovation Practice; executive director of the Prospect Hill Foundation; and associate director of the Rockefeller Foundation where she managed the \$3 billion endowment and co-led impact investing. Laura has been visiting fellow at the Federal Reserve Bank of San Francisco; scholar-in-residence at UC-Berkeley/Haas School of Business; visiting scholar at the American Academy in Rome; recipient of a Rockefeller Foundation Bellagio Fellowship. She is a board member of the GlobalGiving Foundation and Upriver Studios.



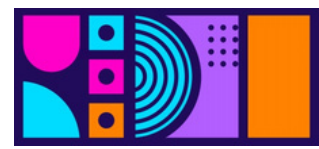
**Leandro Valiati** Researcher, Lecturer and Knowledge Exchange global leader. Worked as an associate professor and researcher in Cultural and Creative Industries at UFRGS (Brazil), University of Valencia (Spain), International University of Catalunya (Spain), Queen Mary University of London (the UK), Labex - ICCA of Paris 13 University - Sorbonne (France). Recognised as Exceptional Talent and Global Leadership in Creative Industries by the British Academic (UK) and awarded with the Newton Advanced Fellowship by the British Academy. Holds positions as the advisory board member of relevant global institutions for Creative Industries (such as Policy and Evidence Centre for Creative Industries – NESTA/AHRC; Global Policy Institute QMUL, and Creative Manchester). Currently based SALC/Institute of Cultural Practices, University of Manchester.



**Lili Geissendorfer** Deputy Director of the Creative PEC, responsible for supporting the team to realise the centre's potential in achieving policy change, long term sustainability and international profile for the Creative Industries at the core of UK economic growth. Previously, she was Director of Jerwood Arts, the leading independent funder, where she channelled £10 million of funding to over 1000 early-career artists, makers, curators and producers between 2018-2023 and significantly grew its reach and partnerships across the UK. With a strong focus on improving socio-economic diversity and inclusion, she created almost 100 year-long jobs through Weston Jerwood Creative Bursaries, and took an innovative approach to funding processes, piloting random selection with the 1:1FUND. Lilli has also worked in theatres and think tanks, including Almeida Theatre, Demos and Arts Council England, where she introduced environmental sustainability reporting for NPOs in 2012. She has been a Clore Emerging Leader, and a Salzburg Global Seminar Next Generation Cultural Fellow.



**Marcel Kraus** leads the Hyb4City department at Charles University's Hybernská Campus, overseeing the university's strategic development within the innovation ecosystem and fostering interdisciplinary collaboration in research and innovation. Since November 2021, he has chaired a working group dedicated to the fields of art, social sciences, and humanities as part of Transfera.cz. Marcel previously served at the Technology Agency of the Czech Republic, where he managed programs supporting applied research in art, humanities, and social sciences. He also contributed to the European project GEECCO, which emphasized gender equality in technology-driven innovations. Marcel actively engages in shaping both national and international policies that promote cultural and creative industries. His prior experience includes working in the Innovative Transfer Systems department at Fraunhofer IMW in Leipzig, Germany

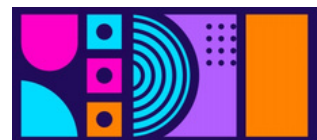


**Omar Nagati** is a practising architect, urban planner, and the co-founder of CLUSTER, an urban design and research platform in downtown Cairo. A graduate of Cairo University, he studied at UBC, Vancouver and UC Berkeley with a specific focus on informal urbanism, and taught at several local and international universities, most recently as a visiting professor at the University of Sheffield, UK. Nagati adopts an interdisciplinary approach to questions of urban history and design and engages in a comparative analysis of urbanization processes in the Global South. His work at CLUSTER has been the recipient of several awards including the Cairo Design Award and Curry Stone Design Prize, representing Egypt in several architecture and urban biennials in Venice, Lisbon, and Seoul



**Sami Daoud** Experienced Program Manager for creative enterprises with a demonstrated history of working in the civic & social organizations. Sami is Skilled in: Program management, Role-play, Interviewing and Recruiting.

Over his career, Sami has managed the accounts of over 100 creative and social enterprises operating across Egypt and in a variety of sectors like performing arts, handicrafts, education and renewable energy, currently Sami is leading a 5 year project “ El Garage project” funded by Drosos and implemented by Nahdet El Mahrousa which aims to revive local identity, culture, history and art using entrepreneurship as a central tool and currently leading the 1st Performing Arts incubator in Egypt



**Viktoriya Tsoy**, originally from and currently residing in Tashkent, Uzbekistan, holds the esteemed position of Project Manager at the Uzbekistan Art and Culture Development Foundation (ACDF). Viktoriya's educational background includes studying in Seoul, South Korea. With her expertise and experience in project management, Viktoriya coordinates the IV World Conference on Creative Economy, a highly regarded event scheduled for October 2024 in Uzbekistan



**Rehana Mughal** leads a globally dispersed team to deliver projects that focus on policy, research, and advocacy, and on leadership development for creative professionals and policymakers. Rehana leads on building strategic collaborations and on ensuring the conditions are in place for creative individuals and organisations to grow, reach their potential and effect relevant, sustainable change. Rehana is a member of the Creative Industries Council, a joint forum between the creative industries and UK government.

Prior to leading the creative economy global portfolio, Rehana held the post of Director Arts, British Council, China, and Cultural Counsellor, at the Cultural and Education Section of the British Embassy in Beijing where she led the strategy for engagement in arts across the county and spearheaded the digital delivery strategy to reach millions of people during the height of the pandemic and created new opportunities for over 300 arts organisations.

Prior to working in China Rehana was based in Abu Dhabi where she established and led a culture and sports programme across the six countries in the Gulf. During her career in the UK Rehana worked at the Southbank Centre as Creative Producer, at Performing Arts Labs as Executive Producer and she held the post of Senior Manager for Cultural Partnerships at Arts Council England where she worked on the UK's most ambitious £300 million creative education programme. She holds an MA in Museum Studies from Leicester University and an MA in Fine Art from the Slade School of Art at University College London.

