

Celebrating Egyptian Achievements in World Audio-visual Heritage and Promoting International Cooperation

11:00 a.m. – 2:00 p.m.(GMT+2), 28 June, 2022,
Egyptian Media Production City, Sixth October, Egypt

Registration Link: https://unesco-org.zoom.us/webinar/register/WN_EGWxw312TxGHjRrw24KlFA

- With Simultaneous Interpretation in Arabic, English, French & Spanish

Focal Points

EMPC

- Dr. Hany Aboul Hassan, aboulhassanhany@empc.com.eg

UNESCO

- Dr. Paul Hector, ACI/CAI, p.hector@unesco.org
- Dr. Akatsuki Takahashi, ACLT/CAI a.takahashi@unesco.org

Abstract

Audiovisual materials enable us to observe events we cannot attend, to hear voices from the past that can no longer speak, and to craft stories that inform and entertain. They thus represent important storehouses of humanity's collective knowledge for current and future generations to build on and an important transgenerational link and a window to our collective past, present and future. In an increasingly globalized work audiovisual content is therefore vital in helping us to understand the world and engage with our fellow human beings.

Egypt's film industry was established *circa* 1908 and is the oldest and most prolific in the Arab world. Film makers have been documenting Egypt's influential transformations since the turn of the 20th century. Egypt has been long known as a center for intellectual, artistic and religious thought, the home of the iconic pyramids and the oldest civilization. Moreover, as a founding member of the United Nations, Egypt has and continues to play a significant role in social, political and economic affairs on the national, regional and global stage.

Concerned by the endangerment and potential loss of Egyptian audio-visual heritage for the Egyptian people and humanity, the Government of Egypt has undertaken a herculean effort to build the technical and human capacity to preserve and share Egypt's film treasures. Also, by enlisting modern digital technologies, this heritage can in turn be re-used to create new works.

This event will provide an opportunity to highlight the influential role of Egypt's audiovisual heritage. The day will also showcase the achievements and experiences of the Egyptian Film Restoration Center, a Presidential initiative hosted in the Egyptian Media Production City (EMPC). By bringing together institutions across Africa, the Arab world, Asia Pacific as well as Latin America and the Caribbean, the event will enhance awareness, knowledge sharing and collaboration. Furthermore, the event will shed light on practical approaches to the national implementation of international standards advocated through UNESCO Memory of the World Program and the Organization's Cultural Conventions. The event will raise awareness of the *UNESCO*

Convention for the Protection and Promotion of the Diversity of Cultural Expressions as well as the Recommendation Concerning the Preservation of, and Access to Documentary Heritage including in Digital Form.

Agenda		
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Time	Segment	Session
20	1. Opening Ceremony	<p>Moderator: Dr. Hany Aboul Hassan, Advisor to the Chairman, Egyptian Media Production City (EMPC)</p> <p>5 minutes - Welcome Remarks: Mr. El Sayed El Absy, Assistant Secretary-General, UNESCO National Commission for Egypt, Cairo</p> <p>5 minutes - Welcome Remarks: Representative of the Bibliotheca Alexandrina, Alexandria (<i>tbc</i>)</p> <p>10 minutes - Dr. Abdulaziz Almuzaini, Regional Director & Representative, UNESCO Regional Bureau for Sciences in the Arab States</p>
Expert Thematic Panels		
20	2. Focus on Egyptian Audiovisual Heritage	<p>Moderator: Dr. Akatsuki Takahashi, Advisor for Culture, UNESCO Regional Bureau for Sciences in the Arab States</p> <p>20 minutes - Keynote Address: H.E Mr. Abdelfattah El-Gibali, Chairman, Egyptian Media Production City (EMPC)</p>
10	Interactive Q&A with audience	
30	3. UNESCO's effort to support documentary heritage including Audiovisual Heritage	<p>Moderator: Dr. Paul Hector, Advisor for Communication & Information, UNESCO Regional Bureau for Sciences in the Arab States</p> <p>10 minutes – Dr. Fackson Banda, Chief, Documentary Heritage Unit, UNESCO, Paris. <i>UNESCO's Memory of the World Program and the Recommendation Concerning the Preservation of, and Access to Documentary Heritage including in Digital Form</i></p> <p>10 minutes - Ms. Dina Youssef, Head of Library Sector, Bibliotheca Alexandrina & Member of UNESCO MOW International Advisory Committee (IAC), <i>UNESCO's Memory of the World Register</i></p> <p>10 minutes - Mr. Adly Thoma, Chairman & CEO, Gemini Africa - <i>Knotting the Past with the Future: The potential of Cinema-Tech start-ups in the preservation and access to documentary heritage</i></p>

10	<i>Interactive Q&A with audience</i>	
40	<p>4. Making a case for the MoW International Register's potential benefits in the Arab States: some global case studies</p>	<p>Moderator: Dr. Fackson Banda, Chief, Documentary Heritage Unit, UNESCO, Paris</p> <p>10 minutes – African Experiences – Mr. Papa Momar Diop, President, ARCMOW (tbc)</p> <p>10 minutes – Experiences from Asia-Pacific: Dr. Ray Edmondson, Former Secretary-General, MOWPAC</p> <p>10 minutes – Experiences from Latin America & the Caribbean: Prof. Fernando Osorio Alarcón, School of Conservation & Curator of the National Cineteca, Mexico</p> <p>10 minutes – Some Perspectives from the MOW International Advisory Committee (IAC): What could be done differently to increase Arab nominations to the MOW International Register? Ms. Dina Youssef, Head of Library Sector, Bibliotheca Alexandrina & Member of UNESCO IAC</p>
10	<i>Interactive Q&A with audience</i>	
15	<i>Mini-Exhibition: Documentary Heritage Preservation at EMPC</i>	
10	<i>Interactive Q&A audience</i>	
5	<i>Session Wrap up by UNESCO & EMPC</i>	