

Opportunities for Heritage II Rethinking Conservation, Communication, and Credibility
Dates: 7 - 9 December 2025

Time	Day 1 : 7 December, 2025
8:00 - 9:00	Registration
	Opening Session
9:00 - 9:10	Mr Salah Khaled: UNESCO Office for GCC and Yemen
9:15 - 9:30	Mr. Mohammad Al Rumaihi, CEO, Qatar Museums
9:35 - 9:50	Mr Salem Al Mansoori, Advisor, Qatar NATCOM
9:55 - 10:10	Key Note: HE Eng. Ibrahim Al Kharousy Undersecertary of the Minister of Heritage and Tourism for Heritage, Sultanate of Oman.
10:15 - 10:30	Prof. Heba Aziz, Conference Chair, Opportunities for Heritage II
	Session I: Conservation as a Dialogue: People, Place and Purpose
10:35 - 10:40	Moderator: Bilel El Chebbi, Programme Manager for Cultural Heritage at the Islamic World Educational, Scientific and Cultural Organization (ICESCO)
10:40 - 10:55	Prof. Alaa El Habashi: Historic Cairo. Heritage and Sustainable Development: the Initiative of Bayt Yakan in Historic Cairo.
11:00 - 11:15	Injee Kim, Project Coordinator for Culture, UNESCO Regional Office for Gulf States and Yemen, Royal Commission of AlUlla. Communicating Heritage: Developing Interpretation Framework for the Hegra Archaeological Site.
11:20 - 11:35	Dr. Mazen Ebrahim Sheikh Al-Masawa, Expert in Mud Architecture and UNESCO Consultant for Heritage Conservation. Conservation as a Platform for Dialogue: A reading of UNESCO's Experience Toward Activating the Participatory Model in Safeguarding Mud Building Heritage in Hadhramaut.
11:40 - 11:55	Batool Faisal Ashour, Programme Manager – National Cultural Platform, and Expert Architect in Heritage Restoration and Cultural Policies, Kuwait. Reframing Conservation in Kuwait: A Dialogic Approach to the Ahmadi Modern Heritage Township.

12:00 - 12:15	Question and Answer Session
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12:30 - 13:30	Lunch - High-level Round Table discussion (by invitation only) Moderator: Prof. Heba Aziz, Holder, UNESCO Chair for World Heritage and Sustainable Tourism Management in the Arab Region
13:35 - 13:55	Success Story: The Revitalization of Historic Esna: Opportunities for Mid Size Historic Cities Eng Karim Ibrahim - Winner of the Agha Khan Award 2025
	Session II: Managing and Financing Heritage; Public and Private Perspectives
14:00 - 14:05	Moderator: Dr. Dawood al Jahwari, Dean of the Faculty of Business and Economics, GUtech, and Member of the UNESCO Chair for World Heritage and Sustainable Tourism in the Arab Region
14:10 - 14:30	Key Note: Dr. Webber Ndoro, Director of the Islamic World Heritage Center. The future of heritage management and conservation in the Islamic World.
14:35 - 14:50	Ambassador Fahd Al Attia, Diplomat and Founder of Caravan Earth Foundation. From Heritage to Tradition.
14:55 - 15:10	Dr. Elie Flouty, Representative of the World Monuments Fund in the Arab Countries. From Vision to Impact: Six Decades of WMF Project Finance
15:15 - 15:30	Ahmed Al Mukhaini, Advisory Board, UNESCO Chair for World Heritage and Sustainable Tourism Management in the Arab Region. Models and Frameworks for Heritage Conservation Finance: Innovation, Governance, and Sustainable Value.
15:35 - 15:50	Ishaq bin Hilal bin Mohammed al-Shariyani, Advisor to the 'Aqr Endowments in Nizwa. Empowering Entrepreneurship through Heritage Investment: The Case of Ḥārat al-'Aqr in Nizwa.
15:55 - 16:10	Heather McLaren, Director, The National Trust in Northern Ireland. For Everyone Forever- how the National Trust manage beauty, nature and cultural heritage for the greatest public benefit.

16:30 - 16:45	Questions and Answers
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Cultural Tour

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	Day 2 :8 December, 2025
	Session III Communicating Heritage: Museums, Memory, and Tourism
9:00 - 9:05	Moderator: Jawida Mohammed, Culture Programme Officer, UNESCO Doha Office
9:10 - 9:30	Key Note Address: Dr Fatima Al Sulaiti, Director of International Cooperation, Qatar Museums. Fifty Years of the National Museum of Qatar: Memory, Identity, and Sustainable Legacy
9:35 - 9:50	Prof Mirella Loda, Professor of Geography and Deputy for International Development Cooperation, University of Florence. Communicating Cultural Landscape: the Case of Bamiyan (Afghanistan)
9:55 - 10:10	Baha Jubeh, Collections and Conservation Manager, Palestinian Museum. Museums at the time of Conflict: the case of the Museum of Palestine
10:15 - 10:30	Malak El Khadem, Communications and Cultural Projects Specialist, National Museum of Egyptian Civilisation. Reviving Heritage through Community Engagement.
10:35 - 10:50	Adele Parrilla, Director of External Relationships of MEMORIST Heritage. Innovation for Heritage Communication.
10:55 - 11:25	Coffee Break
	Parallel Workshops
11:30 - 13:00	Workshop I: Understanding the Preparation of Nomination files for World Heritage Inscription Dr Simone Ricca
13:00 - 14:00	Lunch

14:00 - 15:30	Workshop II: Heritage Impact Assessment: when, why and how to conduct? Prof. Alaa El Habashi
15:30 -16:15	Closing Session
17:30	Arab Youth for Heritage UNESCO WH-STAR Videography and Photography Competition Showcasing winning enteries Reception
	Day 3: 9 December, 2025 - Field Trip
9:00 - 13:00	World Heritage Site Al Zubarah Fort