



The Bibliotheca Alexandrina and the European Union are organizing a workshop on "Building Perceptions and Developing Capacities in the Egyptian Cultural Fields"

November 2014 – within the framework of the program *Support to Cultural Diversity and Creativity in Egypt*, and in collaboration with the European Union, the Bibliotheca Alexandrina organized a workshop on "Building Perceptions and Developing Capacities in the Egyptian Cultural Fields". Cultural operators, from various age groups and from all over Egypt, participated in the event.

The workshop aimed to train workers in the cultural field in creating initiatives, projects, and sophisticated cultural institutions; in terms of structure, goals, vision and mission. The workshop also aimed to train cultural operators in dealing with different cultural environments, as well as in the management, planning and marketing of cultural institutions.

The workshop was held at Horus Hotel, in Minya, between the 15th to the 17th of November, 2014. It was attended by twenty participants from both genders, and from all over Egypt. The training was conducted by Mr. Ahmed Esmat, the executive director of Alex Agenda magazine, and the lecturer at the Faculty of Mass Communication at Pharos University.