

Work-session # 2

Improving design of the stations of Cairo metro and Alexandria Raml tram in order to enhance commercial exploitation (including advertising)

17-19 November 2019

The Ministry of Transport -Cairo-

AGENDA:

Day 1_: field visit, introduction

Schedule	Activities	Participants
Opening session 9h00 – 10h15 Meeting at the Ministry of Transport with all participants	Opening remarks	Mr. Wael Naeem (MOT) Mrs. Ola Elwakil (AFD) Dr. Zoi Christoforou (CODATU) Representatives of: MoT; NAT; ECM; GCTRA; ENR; APTA; M.O.T for I&P; Experts
	Introduction and presentation of the work-session days <i>(Cf. note)</i> Public transport financing and commercial revenue	Mr. Younes Aggoun Dr. Zoi Christoforou
	Introduction to commercial activities and advertising context in Greater Cairo and Alexandria Raml Tram – Discussions <i>(The target is to well define what is expected for the work-sessions / what are the topics to be treated)</i>	Dr. Zoi Christoforou Mr. Younes Aggoun All participant
10h30 – 14h00	Field visit with the participant group Heliopolis metro station Cairo Ramses train station	MoT; ECM; NAT; GCTRA; M.O.T For investment and project; ENR; APTA CODATU ; Experts

Day 2 _: Advertising Work-session

Opening session 9h00-9h15	Opening session: Introduction and presentation of the work-session day	Dr. Zoi Christoforou Mr. Younes Aggoun
Session 1 9h15-9h35	Advertising context and ongoing projects <i>(the target is to well understand and have a glance on problems on advertising operations)</i> At Cairo metro level Example of Heliopolis and Cairo Central station Example of Alexandria tramway (Discussions)	M.O.T for Investment and project
9h35-9h55	Advertising strategy development <i>(the target is to introduce what is done in France – or elsewhere - to enhance the revenue from advertising in metro/train/tram stations)</i> Strategy and examples in France (or elsewhere) (Discussions)	Mr. Wissam Zaatar - JCDecaux -
9h55-10h15	Advertising design <i>(the target is to well understand what is done in France in term of design of advertising in metro/train/tram stations)</i> Strategy and examples in France (or elsewhere) (Discussions)	Mrs. Aurélie Selle - RATP Group -
Session 2 10h15-10h30	Introduction to the collective work session <i>(The target is to produce some deliverable ‘strategy paper’ and ‘hand document’)</i> Identify key element and steps to enhance advertising operations Reviewed planned design of the station for advertising localization	All the participants
10h30-11h15	Advertising collective work-session: Phase I Diagnosis	
11h15-12h50	Break	
12h50-13H20	Advertising Collective work-session: Phase II Solutions and action plan	All the participants
13h20-14h00	(Restitutions and discussions)	
14h00-14h45	Advertising Collective work-session: Phase III Study case (45 minutes)	All the participants
14h45-15h15	<ul style="list-style-type: none"> - Heliopolis metro station - Cairo Central station - Alexandria selected tramway station (Restitutions and discussions)	
15h15 – 16h00	Break	
16h00-16h45	Collective work-session: Restitution and discussions Restitution and discussion	All the participants

Day 3 _ : Shops and commercial utilization Work-session

Opening session 9h00-9h15	Opening session: Introduction and presentation of the work-session day Feedback on yesterday work-session	Dr. Zoi Christoforou Mr. Younes Aggoun
Session 1 9h15-9h35	Shops and commercial utilization context and ongoing projects <i>(the target is to well understand and have a glance on commercial issues at stations level)</i> At Cairo metro level Example of Heliopolis and Cairo Central station (tbc) Example of Alexandria tramway (Discussions)	ECM Word from M.O.T for Investment and project Word from APTA
9h35-9h55	Shops and commercial utilization strategy development – Railway <i>(the target is to introduce what is done in France – or elsewhere - to enhance the commercial revenue in train stations)</i> Strategy and examples in France (or elsewhere) (Discussions)	Mr. Sylvain Jamet - SNCF Gares&Connexions -
9h55-10h15	Shops and commercial utilization strategy development - Metro <i>(the target is to introduce what is done in France – or elsewhere - to enhance the commercial revenue in metro/tram stations)</i> Strategy and examples in France (or elsewhere) (Discussions)	Mr. Baptiste Dautel - RATP Travel Retail -
10h15-10h35	Shops and commercial utilization Design <i>(the target is to well understand what is done in France in term of designing commercial areas in metro/train/tram stations)</i> Strategy and examples in France (or elsewhere) (Discussions)	Mr. Waleed Shaalan - AREP -
Session 2 10h35-10h45 10h45-11h30	Introduction to the collective work session Identify key element and steps to enhance commercial operations Reviewed planned design of the station Shops and commercial utilization Collective work-session: Phase I Diagnosis	All the participants
11h30-12h50	Break	
12h50-13H20 13h20-14h00	Shops and commercial utilization Collective work-session: Phase II Solutions and action plan (Restitutions and discussions)	All the participants
14h00-14h45 14h45-15h15	Shops and commercial utilization Collective work-session: Phase III Study case <ul style="list-style-type: none"> - Heliopolis metro station (tbc) - Cairo Central station - Alexandria selected tramway station (Restitutions and discussions)	All the participants
15h15 – 16h00	Break	
16h00-16h45	Collective work-session: Restitution and discussions Restitution and discussion	All the participants
16h45-17h30	Conclusion of the work-session	Dr. Zoi Christoforou Mr. Younes Aggoun