

" New Product Management" in handicrafts Workshop 2nd -5th of February, 2015

As part of the activities of MEDNETA project " Med Mediterranean Cultural Network to Promote Creativity in the Arts, Crafts and Design for Communities' Regeneration in Historical Cities", the Department of Architectural Engineering at Birzeit University held a training workshop in Hebron about " New Product Management" in handicrafts.

The training workshop was planned and supervised by Dr. Osama Mimi, Director of the Unit for Learning Innovation (ULI) in the Center for Continuing Education at Birzeit University, the workshop was conducted by different local trainers including Eng. Baher Idkediek, Eng. George Khoury, Mr. Ibrahim Najjar and Mr. Suliman Mansour, in addition to international trainers from other partners in the project including Ms. Dolly Boucoyanni and Mr. Prodromos Tsiavos. the workshop activities were coordinated by MEDNETA project team in Birzeit University; the project director Dr. Shadi Ghadban, the Chairman of the Department of Architectural Engineering and the project communication officer Dr. Mohammad Abdelhadi, the coordinator of the project in Hebron Mrs. Andalib Atawneh and the project research assistant Arch. Mohammed Abualrob.

The workshop continued for three days in Hebron city and was attended by 24 craftsmen from different handicrafts sectors and they have been trained for developing their traditional crafts by using modern production and marketing techniques.

The participated craftsmen were satisfied from the attention given by MEDNETA project for developing and promoting their traditional handicrafts, which they inherited for many decades, seeking for preserving and developing their skills and mastering new techniques.

At the end of the workshop Dr. Abdelhadi and Dr. Ghadban distributed certificates on participants who came out with a new ideas for new products , which they will develop during the next stages of the project planned for 2015.



Beneficiary

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