

**HU-BTU Fifth International Conference on Heritage Conservation and Site Management  
"Cultural Heritage and Sustainable Development: A Tourism Perspective"  
Aswan, 8-11 December 2017**

**Professor Elseragy is an International Consultant for the Higher Education Academy HEA in the UK and a Visiting Professor of Sustainable Architecture at Salford University Manchester - UK.**

**On April 2016 Dr Elseragy became the deputy director for the international research and projects centre at the Arab Academy for Science and Technology and Maritime Transport, Egypt.**

**Professor Elseragy is an academic with vast international experience in the higher education sector. Ahmed got his PhD in Sustainable Architecture from the University of Nottingham UK in 2004. Professor Elseragy is an international education specialist, with more than 20 years of international higher education experience and developer and facilitator of bespoke cultural awareness training programmes and cultural exchange programmes with good experience in managing and an effective partnerships between different educational organisations in the UK and worldwide. Prof Elseragy's key focus is in providing bespoke consultancy services to Universities and Colleges interested in international education and transnational education TNE and developing collaborative arrangements between the UK, MENA and GCC educational establishments.**

**Professor Elseragy has an in-depth understanding and awareness of the business, education and social practices in Middle East, North Africa and gulf countries.**

**Professor Elseragy is a creative and versatile trainer, he has the ability to motivate participants and enable them to get the best out of the training workshops and summer school programmes.**

**He is a keen networker and utilise his partnership working skills to develop sustainable relationships.**

**Professor Elseragy provides specialist advice and consultancy services to UK Universities, Colleges and Schools in the areas of international student recruitment, transnational education,**



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student and staff mobility, international partnerships and cultural awareness training and summer schools. My expertise lie primarily in MENA and GCC target markets.

Prof Elseragy successfully identifies and facilitates the development of collaborative partnerships between UK Universities and counterparts in MENA and GCC; he undertakes initial research and ensure compatibility between institutions in order to maximise on potential partnerships.

Utilising his network of contacts, he enables educational establishments to enhance their branding and profile amongst key decision makers' in-country.

His current projects include:

International consultant of the Higher Education Academy in the UK - HEA.

Producing bespoke summer school programmes student recruitment and marketing strategies for universities and Colleges in key target countries, specifically MENA region and Asia.

International student recruitment from South East Asia. Current clients include University of Bradford, Loughborough University, Leeds Beckett University and Brooke House College, UK.

Development and delivery of bespoke cultural awareness programmes for University of Salford, Lincoln, Hull and Leicester.