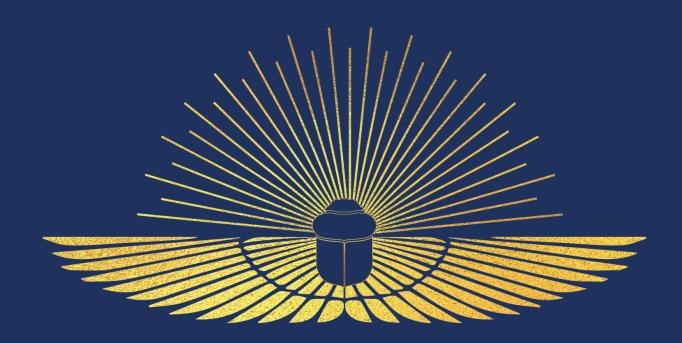


Ministry of Tourism and Antiquities Newsletter



Issue 16 | April 2021





ركب الموميا والت الملكية THE PHARAOHS' GOLDEN PARADE

«Special Edition with this issue on the Pharaohs' Golden Parade»



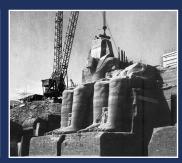
The President Receives the Director General of UNESCO p. 2



Launching A Campaign to Vaccinate Tourism Workers p. 3



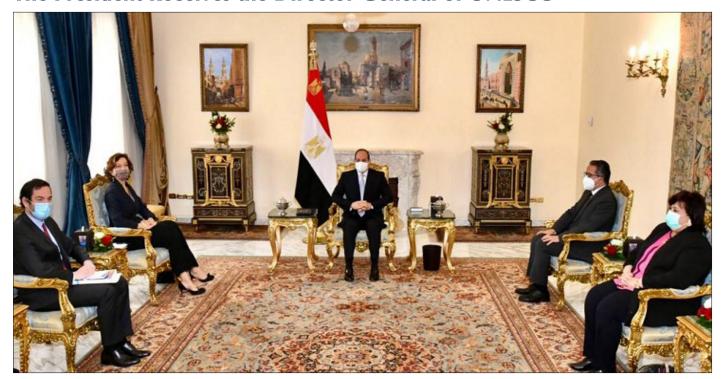
The Ministry Launches A Competition on its Social Media Platforms p.6



The 65th Anniversary of the CDEA

p. 12

The President Receives the Director General of UNESCO



The meeting with HE the President

On 3 April, His Excellency President Abdel Fattah Al-Sisi received the Director General of UNESCO, in the presence of the Minister and the Minister of Culture. The President praised the continuous support provided by UNESCO internationally and regionally to the sectors of education, culture and science, as well as its efforts to promote and protect antiquities and heritage in Egypt and around the world.

He stressed on the importance Egypt gives to strengthening cooperation with UNESCO, as an extension of the decades-long partnership between the two sides. The Director General of UNESCO expressed the organization's aspiration to continuing and developing its cooperation with Egypt. She said that the cooperation between the two sides in the international campaign to save the monuments of Nubia in the 1950s represented a model of cooperation that UNESCO cherishes as a unique experience in the history of the organization's work and activity.

The Prime Minister Meets the Minister to Discuss the Ministry's projects

On 22 April, the Prime Minister met the Minister to discuss a number projects that the Ministry is currently implementing. The Minister presented a number of projects to develop historical and touristic areas in Cairo; including the project to revive the Citadel area, especially Bir Youssef, the Police Museum, and the Citadel itself. The meeting also reviewed the details of the proposal to establish an international restaurant at the Baron Palace. The Minister presented the proposals for organizing the opening some major projects, including the development project of the Sphinx Avenue in Luxor. The preparations for the opening ceremony of the Grand Egyptian Museum, as well as the prepartions to celebrate the 100th anniversary of the discovery of the tomb of King Tutankham, and 200th anniversary of the decipherment of the Rosetta Stone.

... And a Number of Investors in the Tourism Sector

On 22 April, the Prime Minister met with a number of investors in the tourism sector, in the presence of the Minister, Chairman of the Tourism Development Authority and President of the Egyptian Tourism Federation. The investors began the meeting by expressing their sincere thanks for the measures taken by the government over the past period to support the tourism sector in facing the implications of the Coronavirus pandemic. The Prime Minister affirmed that the government will continue to take all measures to support the tourism sector until this crisis is over, and the global tourism movement returns. During the meeting, the Minister presented indicators of inboound tourism from July 2020 until April 2021, referring to the increase in the number of tourists coming to Sharm, Hurghada, Marsa Alam, Burj Al Arab, Luxor and Aswan airports.

Launching a Campaign to Vaccinate Tourism Workers Against Coronavirus

Starting the begining of April, a vaccination campaign for all tourism workers and employees against Coronavirus has been launched in South Sinai and Red Sea governorates, in cooperation ith the Ministry of Health and Population, and the Egyptian Hotel Association.

In a related context, Vice Minister for Tourism Affairs visited the Red Sea governorate to follow up on the progress of vaccination. She inspected a number of temporary vaccination centers located in hotels. During the visit, she also followed up on work in the Office of the Egyptian Tourism Promotion Board, which was allocated as a temporary location to conduct PCR tests to tourists upon arrival and other tests required upon departure.



Vaccination of workers

The Minister Issues a Decree to Set a Minimum Accommodation Price for Hotels

The Minister, issued a decree setting minimum prices for accommodations in hotels, after consulting with the Egyptian Tourism Federation. This decree contributes to improving the quality of services in the Egyptian tourism destination. The decree stipulates that the minimum price for accommodations (of any type) for an individual per night in hotels is subject to the provisions of Law No. 1 of 1973. It is set at USD 40 in five-star hotels, or its equivalent, and USD 28 or its equivalent in four-star hotels. The decree is scheduled to take effect starting 1 November, 2021.

... And Another to Assign a Steering Committee for the Egyptian Hotel Association

In April, the Minister issued a ministerial decree to assign a steering committee to run the Egyptian Hotel Association. This came after the administrative court ruled to dissolve the Association's previous board of directors and invalidate its elections, that were held on 31 October, 2018. The task of the committee is to run work of the association and prepare for the upcoming elections for all board seats. In a related context, the Minister received in April the former Chairman of the Egyptian Hotel Association Board of Directors, and Chairman of the steering Committee. He thanked the former Board of Directors for all their efforts during the previous period and wished success to the steering committee in carrying out its tasks and responsibilities in the coming period.

Director-General of UNESCO Visits Atractions in Cairo, Alexandria and Aswan



The Minister and the Director-General of UNESCO in Philae Temple

As a part of the Director-General of UNESCO visit to Egypt upon the invitation of the Minister to attend the "Pharaohs' Golden Parade", she visited touristic and archaeological places in Cairo, Alexandria and Aswan. In Cairo, the minister received her in the Egyptian museum in Tahir, she visited historic Cairo, Saqqara, and the Pyramids of Giza. The Minister accompanied her to Alexandria, visiting Qaitbay Citadel and the Morsi Abu Allabbas area. On 5 April, they visited Aswan, touring the Philae Temple, the Nubia Museum, and the old market.

The Minister Meets the Secretary-General of the UNWTO

On 3 April, the Minister met with the Secretary-General of the World Tourism Organization (UNWTO) at the National Museum of Egyptian Civilization. The Secretary-General came to Egypt upon an invitation that the from the Minister to attend the "Pharoahs' Golden Parade".

During the meeting, they discussed the resumption of tourism around the world, its status and its future prospects, in light of the Coronavirus pandemic. The meeting also discussed initiatives to encourage rural tourism in a way that contributes to preserving the unique natural and cultural heritage of communities and achieve more sustainable, comprehensive and flexible tourism. The Secretary-General organization Presented the Minister with the



The Minister with the Secretary-General of the UNWTO

Egyptian gastronomy brochures prepared in cooperation between the Ministry and the UNWTO. In a related context, the Secretary-General and his accompanying delegation visited the Pyramids of Giza.

... And With His Greek Counterpart During His Visit to Egypt

The Minister received on April 3, the Greek Minister of Tourism, and the Greek Ambassador in Cairo. The Greek Minister was on a visit to Egypt upon an invitation from the Minister to attend "Pharoahs' Golden Parade". During the meeting, they discussed strengthening means of cooperation between the two countries in the field of tourism and resuming tourism movement between the two countries, as well as the means of strengthening joint cooperation in the field of Sea Cruises. During his visit, the Greek Minister of Tourism visited the Pyramids of Giza.

The Central Bank Continues Its Efforts to Support the Tourism Sector

In light of the directives of President, to maintain positive economic growth rates, and to support the economic sectors, especially tourism, to achieve the target growth rates, especially in the current circumstances and the repercussions of the Coronavirus pandemic, the Minister, held a meeting on 28 April with the Vice Governor of the Central Bank and President of the Egyptian Tourism Federation and heads of a number of banks. The meeting discussed the initiatives launched by the Central Bank to support the tourism sector. As per this initiative an amount of LE 50 billion was allocated to finance the replacement and renovation of hotels, tourism facilities and fleets of tourism transport at a decreasing interest rate of 8 %; and a LE 3 billion worth guarantee was allocated by the Ministry of Finance to the Central Bank and directed to finance salaries, wages and maintenance expenses. The main objective of the meeting was to overcome the obstacles faced by Tourism and travel agencies, tourist and hotel establishments in dealing with banks in order to benefit from the initiative.

The Ministry Takes Measures to Close Down 9 Tourism Establishments **Violating Hygiene Safety Regulations**

Within the framework of the supervisory role of the Ministry and its continuous monitoring of hotels and tourism establishments, the Ministry's department for supervision on hotels and touristic establishments and activities dispatched secret committees to inspect a number of establishments. 9 of the inspected establishments were violating the set hygiene Safety measures and operating regulations. According to the laws regulating tourism establishments, the Ministry will issue decrees to close them down.

Archaeological Dicoveries

Discovering the 'Lost Golden City' in Luxor



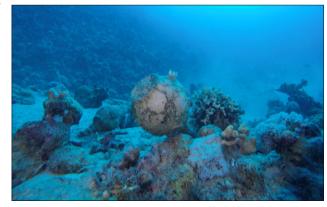
Part of the discovery

The Egyptian mission under the leadership of Dr. Zahi Hawass found the city that was lost under the sands called: The Rise of Aten. The city is 3000 years old, and dates back to the reign of Amenhotep III, and continued to be used by Tutankhamun and Ay. It was the largest administrative and industrial settlement in the era of the Egyptian empire on the western bank of Luxor. The city's streets are flanked by houses, which some of their walls are up to 3 meters high.

Discovering the Front of a Shipwreck by Saadana Island in the Red Sea

Under the supervision of the Supreme Council of Antiquities, the archaeological mission of the Faculty of Arts of Alexandria University succeeded in discovering the front and middle part of a shipwreck by Saadana Island in the Red Sea, parts of which had been found in 1994. In addional to that, hundreds of finds and artifacts that were part of the ship's cargo were discovered.

The studies conducted by the mission indicated that the ship discovered was a merchant ship dating back to the middle of the 18th century AD. it is likely that the cause of the shipwreck is that it collided with the huge steep coral reefs during its voyage from Southeast Asia to Egypt. Part of the discovery



A Discovery of 110 Tombs in Com Al-KhEljan in Daqahliya



Part of the discovery

The archaeological mission working in excavations in Kom al-Khaljan site, Daqahliya governorate, succeeded in discovering 110 tombs dating back to three different civilizations: the civilization of Lower Egypt known as Bhutto 1 and 2, the Civilization of Nagada III, and the second transition era known as the Hyksos period. This discovery is an important historical and archaeological addition to the site. 68 of the discovered tombs date back to the period of the civilization of Lower Egypt, 5 from the era of Nagada III and 37 from the era of Hyksos. The excavations will continue to reveal more secrets from this region.

Miscellaneous News

After 30 Years the Ramadan Cannon Fires Again from the Citadel of Salah Al-Din al-Ayubi in Cairo



On the first day and during the holy month of Ramadan, the Ministry launched the Ramadan cannon after a pause of nearly 30 years, since 1992. The cannon is placed by the Police Museum in the Citadel of Salah Al-Din Al-Ayubi in Cairo, after the Ministry restored it.

The Ministry Launches a Competition on its Social Media Platforms

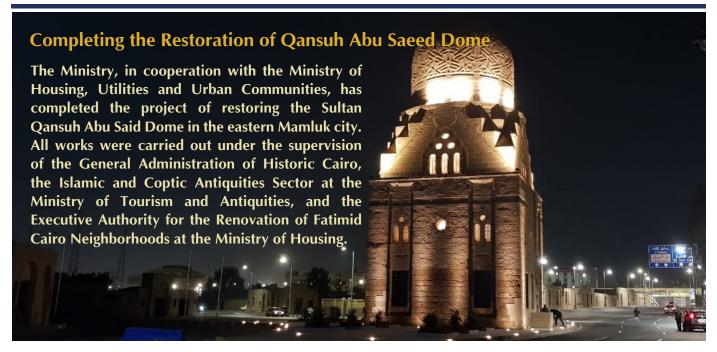
On the occasion of the holy month of Ramadan, the Ministry launched a tourism bounty competition on its social media platforms and those of Egyptian Tourism Promotion Board "Experience Egypt", to promote domestic tourism, and increase tourism and archaeological awareness. The competition was about Egyptian governorates throughout the holy month, with prizes for the winners.



The Egyptian Museum in Tahrir on the Tentative List of World Heritage Sites

The World Heritage Committee of the United Nations Educational, Scientific and Cultural Organization (UNESCO) has included the Egyptian Museum in its tentative list of World Heritage sites. The Ministry applied for this last February, in accordance with the established criteria for registering world heritage sites.

The Ministry was keen, to send to UNESCO highlights of how special the museum is. It is the first national museum in the Middle East that includes the largest and most important archaeological treasures of the ancient Egyptian civilization. It also has a library and archive that contains rare documents and books in the field of Egyptology.



Openings

The Opening of the Dome of Al-Imam Al-Shafei

The Minister, the Minister of Endowments, the Governor of Cairo, the Chairman of the Religious Committee of the Parliament, and the Ambassador of the United States of America in Cairo inaugurated on 18 April the mausoleum dome of Al-Imam al-Shafi'i, after completing the conservation and maintenance project. The restoration project lasted for nearly five years and cost more than LE 22 million. This project is part of the cooperation framework with the "Athar lina" Initiative, with the support of the American Ambassadors Fund for the Preservation of Cultural Heritage. After the Inauguration, hundreds of Egyptian and foreign visitors flocked to the dome with all hygiene safety measures implemented. The dome is one of the most important Islamic monuments in Egypt and one of the most famous During the inauguration of the Dome of Al-Imam Al-Shafei



shrine domes in it, not only for its architecture, but because it is the mausoleum of Imam Abu Abdullah Muhammad ibn Idris al-Shafi'l who was one of the four imams and founder of Al Shafie doctrine.

Repatriated objects

Egypt Repatriates Two Artifacts from Italy





During April, the Ambassador of Egypt to Italy, at the headquarters of the Unit against Cultural Property Crimes of the Italian Gendarmerie (Carpenari) in Rome, received two artifacts from the Greco-Roman era. They were seized in the Genoa region of Italy through the security authorities concerned. This is as part of Egypt's efforts to repatriate Egyptian antiquities smuggled abroad and preserving its heritage, and the role that the Ministry of Tourism and Antiquities in cooperation with the Ministry of Foreign Affairs.

The repatriated artifacts

Meetings

New Decisions of the Board of the Supreme Council of Antiquities

A meeting of the Board of Directors of the Supreme Council of Antiquities, headed the Minister, was held on 27, where a number of decisions were take. One of the most important of them approving the continuation of reduced prices of annual visiting permits for students of schools, universities, and Egyptian and Arab visitors and residents: for Egyptians and Arabs residing at a cost of LE 400 per year; for students of public, private and international schools at all educational levels at a cost of LE 50 per year, and for Egyptian and Arab university students (residing in Egypt) at a cost of LE 125 per year, which allows the holder to visit all museums and archaeological sites open to visitors; except the tombs of Siti I, Tutankhamun and Ramses VI in the Valley of kings and Queen Nefertari's tomb In the Valley of the Queens, Luxor; the Pyramids of Giza from the inside, the National Museum of Egyptian Civilization in Fustat, and the Great Egyptian Museum of Egyptian Civilization (after its opening). The Board approved the sponsorship proposal provided by the National Bank of Egypt to provide and develop services to visitors and tourists in some museums and archaeological sites with a budget of LE 20 million, within the framework of the protocol of cooperation signed between them. To support the tourism sector and its employees and mitigate the economic effects of the Coronavirus, the Board of Directors agreed to continue providing full exemption to bazaar tenants and cafeterias in museums and archaeological sites under the Supreme Council of Antiquities from paying rents in May and June 2021. The board also decided to grant a 50% reduction in the prices of tickets for foreigners visiting archaeological sites and museums open to visitors in Qena, Luxor and Aswan during the month of June, July and August 2021.

The Meeting of the Egyptian Tourism Promotion Board

The Egyptian Tourism Promotion Board, held a meeting on 26 April, headed by the Minister, to discuss several topics that are meant to generate tourism from exporting and promising markets to Egypt. During the meeting, board members were briefed on the latest promotional campaign in the Arab market and discuss the possibility of organizing roadshows in a number of tourism markets exporting tourism to Egypt and purchasing advertising spaces on various social media sites in these markets to promote Egypt. They also discussed 2021 tourism agenda and the possibility of sponsoring some local and international tourism, sports and cultural eventsto promote Egypt.

Meeting with the Committee of Tourism Promotion Experts

The Minister met on 25 April with the Committee of Tourism Promotion Experts, in the presence of the Vice Minister for Tou rism Affairs, the Ceo of the Egyptian Tourism Promotion Board and Chairman of the Committee, along with the President of the Egyptian Tourism Federation, and the heads of the Egyptian Hotel Association and the Egyptian Travel Agents Association. They discussed possibility of organizing tourism roadshows in a number of tourist markets in the coming period, including the Russian market, with the participation of representatives of the government and the private tourism sector, organizing workshops, fam trips and introductory trips from these markets. They discussed using the new logo designed by the Ministry in cooperation with the Egyptian Tourism Federation to distinguish hotels that vaccinate all their employees. In a related context, The Minister also headed the meeting of the Board of Directors of the Tourism Fund, to discuss the financing of some development projects, promotion and events.

Reviewing The Strategy Of Public Relations For Egyptian Tourism

The Minister, met with the head and representatives of the International Public Relations Company (APCO), that ministry contracted with last February, for public relations and crisis management, to mitigate the impact of the Coronavirus pandemic on the tourism sector in Egypt. The meeting discussed the strategy prepared by the company to communicate with tour operators and targeted segments of tourists in the Arab and European markets, through the appropriate channels and sending tailored messages for every market.



The meeting with the International Public Relations Company

Participating in the Ninth Meeting of the International Crisis Committee of the World Tourism Organization

On 8 April, the Minister participated in the ninth meeting of the International Crisis Committee of the World Tourism Organization via video conference, which was held in Riyadh, Saudi Arabia. The meeting was chaired by the Secretary General of the World Tourism Organization, and attended by the Secretary General of ICAO, the Presidents of the International Chambers of Commerce, the Commissioner of Justice of the European Union, a number of tourism ministers, and members of the World Tourism Organization's International Tourism Crisis Committee.

The meeting discussed the the efforts made to recover tourism, the measures that countries and regional and international organizations must take to support this vital sector, and the steps necessary to move forward with concrete plans to ensure the resumption of tourism and restore confidence in tourism and travel. This, in addition to discussing legal procedures, green lanes issues, passenger transport issues, and the health and safety of tourists at airports.

Meeting with a Number of Ambassadors of Countries in Cairo

During the month of April, the Minister met a number of ambassadors of Arab and foreign countries in Cairo. On 25 April he received the ambassador of Russia in Cairo. On 15 April, the minister received the ambassador of the European Union in Cairo. They discussed strengthening means of cooperation between Egypt and the European Union in the field of archaeology and tourism, and the progress of work in the project to revamp the Egyptian Museum carried out in cooperation with the European Union. He also met the ambassador of the United Arab Emirates in Cairo and the permanent representative of the Arab League, where they discussed enhancing the



The Minister with the Ambassador of Rusia

cooperation between the two countries, and the preparations for the Arab Travel Market (ATM), which will be held in Dubai next May.

Participating in the Annual Summit of the Pacific Travel Association for Asia

The Vice Minister for Tourism Affairs, participated on 27 April, via Zoom, in the annual Summit of the Pacific Asia Travel Association (PATA), which from 27 to 29 April, which was attended by more than 3,000 delegations from more than 80 tourist destinations worldwide. The summit addressed the current situation of the travel and tourism industry and the difficulties it faces in light of the Coronavirus pandemic, as well as the future of tourism, which may require careful strategic planning, competitive tourism and the promotion of sustainable economic development.

... And the WTTC's 'Uniting the World for Recovery' Summit



The Vice Minister attending the Summit

The Vice Minister for Tourism Affairs, participated via Zoom, in the Summit organized by the World Travel and Tourism Council (WTTC) in Cancun, Mexico, under the theme 'Uniting the world for recovery'. The summit discussed ways to recover the tourism sector around the world. Hundreds of world-renowned business leaders, government ministers and decision makers from the travel and tourism sector around the world attended the summit.

Training and Awareness

A Training Course for Workers in the Caliph and Sultan Hassan Sites

The Ministry organized a training course for a number of workers in the Caliph and Sultan Hassan site. This training course is part of the Ministry's training program "Tourism Ambassadors". The program aims to provide employees with the skills to deal with visitors in order to improve the visitor's experience.

In a related context, the Cultural Development Department of the Ministry organized a lecture for school students aged 7 and 8, in the French language, via Zoom. it was under the title "Kings and Queens of Egypt", on the occasion of the "Pharoahs' Golden Parade.

... And a Training Program for Workers in Hotels and Owners of Handicrafts Shops Fayoum

The Ministry organized a training program, in coordination with Fayoum Governorate, for workers in hotels, on food hygiene and safety. In addition to that, the Ministry in addition to organizing workshops to train owners of handicrafts and heritage shops on entrepreneurship.



Rational Museum of Egyptian Civilization The National Museum of Egyptian Civilization

Visitors Flock to the Museum After the Inauguration of its Central Exhibition Hall



The Minister taking a photo with the children at the NMEC

After HE the President of the Arab Republic of Egypt inaugurated the central exhibition hall in the Museum and the recceiving the royal mummies, the museum received a large number of Egyptians and tourists. The central exhibition hall contains artifacts from prehistoric times to the present day. The museum also received 400 representatives of local and international news agencies, newspapers and TV channels from America, Germany, France, China, Japan, England and Russia.

In a related context, while visiting the museum, the Minister met with a group of children, and 11 children with special needs, which was organized by the Afro-Asian Business Council and the Egyptian Sports Federation for mental disabilities. The Minister also met another group of 25 people with hearing disabilities during their visit, which was organized by the Department of Cultural and Community Development at the Ministry.

The Minister also met with a number of tourists from the Czech Republic who expressed their amazement with the "Pharoahs' Golden Parade" and the National Museum of Egyptian Civilization.

The Royal Mummies Hall Opens its Doors to the Public on April 18th

To celebrate World Heritage Day, the Royal Mummies Hall received its visitors on 18 april. The museum restorer finished maintaining and preparing 22 mummies and placing them in two display box in the Mummies Hall. Hundreds of visitors flocked to see the mummies in thei display hall on the first day it opened its doors to the public.

A Meeting of the Board of Directors of the Museum

A meeting of the Board of Directors of the Museum, headed by the Minister, was held on 19 April at the museum's headquarters in Fustat. During the meeting, it was agreed that tour guides use headphones to maintain calmness inside the museum. It was also agreed to allow the free pass to visit the museum for eligible groups only during the weekdays from Sunday to Thursday during the official working hours, without weekends and public holidays. It was also agreed to allow the museum entry ticket to be valid for a period of 3 months from the date of its purchase, provided that it is used only once.



The Grand Egyptian Museum

The Prime Minister Witnesses the Ceremony of Contracting with the Winning Coalition to Provide and Operate Services at The Museum

The Prime Minister witnessed on April 28 the signing of the contract for providing and operating services of the Grand Egyptian Museum between the authority of the Grand Egyptian Museum and an international coalition led by Hassan Allam Company for Construction. This coalition includes Egyptian, English, French and Emirati companies with diverse experiences in the fields of business administration, marketing, hospitality, promotion, quality, health and occupational safety.

This coalition was among among five international alliances that applied for providing operating services of the museum. The coalition was chosen



The PM during the signing of the protocol

upon the decision of the expert committee, formed under the Prime Minister's directives.

The Museum Receives the Third Shrine of Tutankhamun

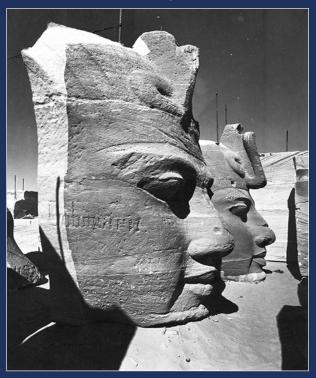
The museum received the third shrine of Toutankhamun. The Shrine arrived from the Egyptian Museum in Tahrir, after one month from receiving and placing the fourth shrine of the Boy King. This shrine underwent a restoration process inside the museum, and the remaining shrines of Tutankhamun will all be transferred, to be displayed according to the set display scenario in the halls dedicated to the King's treasure on an area of about 7200 square meters.



The Shrine of Tutankhamun

The 65th Anniversary of the Center of Studies and Documentation of Egyptian Antiquities

The project to establish the High Dam had many economic and social benefits for Egypt, as well as its negative consequences, represented in the damage that occurred to the group of unique temples that were vulnerable to sinking and extinction under the waters of the lake behind the dam. Therefore, Egypt contacted UNESCO to take its steps towards directing an international call to participate in the project to save this cultural heritage in what was known as the international campaign to salvage the Nubian



temples. In order to preserve this cultural heritage, a specialized scientific center has been established to document these temples before they are transferred from their original place.

The idea of establishing the Center of Studies and Documentation of Egyptian Antiquities came under Law No. 148 of May 1955 ,4; Decree No. 184 of 1956 was issued on April 25 to establish the Center of Studies and Documentation of Egyptian Antiquities which was located behind the Egyptian Museum, and then a new building was constructed. It consists of 6 floors at its current headquarters in the Zamalek neighborhood. The center celebrates its anniversary on April 25 of each vear.

The Center of Studies and Documentation of Egyptian Antiquities is the witness and custodian of documents and information that recorded the most important periods of archaeological work in the past and present century, such as the rescue of the two temples of Abu Simbel, the Temple of Philae Island and the Temple of Kalabsha. As the mission of the center is to document and study Egyptian antiquities, scientific publication of

them, and work to register movable antiquities in addition to fixed antiquities. The center also carried out the work of recording and scientific documentation of many archaeological areas in Egypt, such as documenting the 21 temples of Nubia. Currently the Center digitizes images, and glass and gelatinous (films) negatives, which are contained in the scientific archive of the center, as for the scientific publication, the Center has published many books in the last 5 years. Within the framework of the center's role as a scientific institution, a number of joint missions have been coordinated in cooperation between the center and a number of scientific universities. The Center also carried out the work of eradication, restoration and scientific documentation of the tombs of Ribu TT 416 and Samut TT 417 in Luxor.

Dr Hisham Elleithy, Under Secretary of State for Documentation of Egyptian Antiquities



INERTI/









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