

## **Ministry of Tourism and Antiquities** Newsletter

January 2021 | Issue 13

## "Enjoy Your Winter in Egypt" Initiative Activated 15 January

"Enjoy your winter in Egypt" Initiative launched by the Ministry in coordination with the Ministry of Civil Aviation and the Egyptian Hotel Associtiation was activated on 15 January until 28 February. As part of this initiative, domestic airline round trip ticket prices from Cairo to Luxor, Aswan, Sharm El Sheikh, Hurghada, Taba and Marsa Alam; and from Alexandria to Luxor and Aswan, are set at a flat rate EGP 1500 - EGP 2000 including taxes. Hotels participating in the initiative, in categories of three, four and five stars offered discounted rates for accommodations, including tax and services. As part of this initiative, the Supreme Council of Antiquities granted a 50% reduction on the prices of entry tickets to Egyptians in museums and archaeological sites open to visits in Qena, Luxor and Aswan. All precautionary measures and hygiene safety regulations are strictly implemented. The Minister held coordination meetings with the Minister of Civil Aviation and the Egyptian Hotel Associtiation to set up mechanisms to activate the initiative. On 13 January, the Ministry launched a campaign on social media platforms, on the radio and TV channels in Egypt to promote the initiative.









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#### **Tourism Promotion**

## Fam Trips for Influencers from UK, Ukrain and the Czech Republic

In its efforts to diversify promotional tools and be in line with international marketing trends, the Ministry's Egyptian Tourism Board organized Fam Trips to a group of bloggers and influencers form UK, Ukrain and the Czech Republic during the month of January. They visited the main touristic and archeological attractions in Cairo, Giza, Luxor, Aswan Sharm El-Sheikh and Hurghada. They documented their experience by posting stories, photos and videos on their social media platforms that have hundreds of thousands of followers worldwide.







Influencers in different touristic attractions

## **Handball National Teams Visit the Giza Pyramids**







The famous Congolese player

In January, the Pyramids of Giza received the national teams participating in the Handball World Championship for men 2021, hosted by Egypt from13-31 January. They enjoyed a unique experience with hygiene safety measures implemented. The Ministry organized the visits in coordination with the organizing committee of the championship for the teams of Germany, Japan, France, Switzerland, Iceland, Algeria, Uruguay, Congo, Sweden, Austria, Portugal, Poland and Brazil visited the Pyramids. The Egyptian Tourism Promotion Board sent souvenirs to all the 32 participating teams and members of the international handball federation. On 8 January, the Ministry launched a promotional video for the championship that highlights Egypt's beautiful destinations on social media networks in 10 of the countries participating in the championship that are among the main markets exporting tourism to Egypt, in addition to some TV channels. The ministry coordinated with the Ministry of Civil Aviation and the video played on screens in Cairo International Airport.

## Mena Masoud Visits the Pyramids And the Sphinx





As part of the ongoing coordination between the Ministry and the State Ministry for Immigration and Egyptians Expatriates Affairs to promote Egypt abroad, The Minister, and the Minister of State for Immigration, met, on 13 January, with International Egyptian actor Mena Masoud, star of the famous Disney movie "Aladdin", at the Pyramids of Giza. Massoud took pictures and video clips of his visit and posted them on his social media platforms. He expressed his pride in his Egyptian heritage. Maysara Mahmoud, the 12 year old Egyptian who was named "Person of the year" in Austria also visited the Giza Pyramids this month.

## **Luxor Hosts Egypt's International Marathon**

On 15 January, from the Temple of Hatshepsut in Deir El-Bahari, Egypt's 28th International Marathon, kicked off with the participation of 23 countries under the auspices of the Ministry represented by the Egyptian Tourism Promotion Board, the Ministry of Youth and Sports and the city of Luxor.

#### **CNN: Egypt Among 21 Destinations Recommended for Travel**

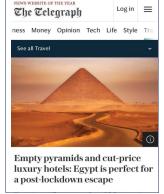
According to a report published this month by CNN Travel, Egypt was among 21 destinations recommended for travel during the new year vacation. Egypt came in fifth place. The report indicated that Egypt holds great and unique antiquities. It also talked about the Grand Egyptian Museum, describing its opening as a very important event.



#### **Egypt...A Post-Lockdown Escape**

On 26 January, The British Telegraph published a report saying that Egypt is the perfect destination for travel as a post-lockdown escape. It indicated that Egypt is one of the countries that achieved a significant decrease in the rates of infection with Coronavirus. The author of the report referred to his unique visit to Egypt, where it was warm and welcoming. He indicated that Egypt is implementing strict hygiene safety measures.





## Alexandria...A Popular Tourist Destination in 2021

Trip Advisor, one of the most important travel platforms in the world, chose Alexandria as one of the most popular tourist destinations in the world for 2021 among travelers "Traveler's choice". The list included 25 destinations worldwide this year, where Alexandria came in at 23. Last year the site chose Cairo and Hurghada as two of the best tourist destinations.

# Archaeological Dicoveries — The First Archaeological Discovery of 2021 Announced from Saqqara





One of the artifacts discovered

The site of the discovery

On 16 January, the Ministry announced the details of the first archaeological discovery of 2021 in Saqqara. The Egyptian archaeological mission in cooperation with Zahi Hawass Center at Bibliotheca Alexandrina discovered the funerary temple of Queen Nearit, the wife of King Teti, part of which was already uncovered in the previous years and dates back the Old Kingdom. In addition to the plan of the temple. Among the most important discoveries of was unveiling 52 burial shafts, with more than 50 wooden coffins dating back to the New Kingdom.



## A New Archaeological Discovery in Alexandria

The Egyptian-Dominican mission of the university of Santo Domingo working at the Taposiris Magna temple in Western Alexandria, succeeded in discovering 16 burials in the rock-cut tombs (burial shafts) that were popular in the greek and roman eras. Within these shafts were a number of mummies in addition to amulets of gold foil.

## Discovering the Remains of a Roman Fort in Aswan

The Egyptian archaeological mission from the Supreme Council of Antiquities, working in the Shiha archaeological site in Aswan, discovered remains of a roman fort with remains of a church from the early Coptic era. Among the findings was the remains of a temple from the ptolemaic period, and an incomplete sandstone panel.



From the discovery in Alexandria

## **Repatriated Artifacts** -

## **Egypt Repatriates 5,000 Artifacts From USA**

As a result of the efforts of the Ministry in cooperation with the Egyptian Ministry of Foreign Affairs and the concerned American authorities since 2016, Egypt Repatriated a large number of Egyptian artifacts that were in the possession of the "Holy Bible" Museum in Washington, USA. They arrived on 27 January at Cairo International Airport. The collection includes nearly 5,000 manuscripts and pieces of papyrus and manuscripts of Christian religious prayers. In addition to a number of cartonnage funerary masks, parts of coffins, heads of stone statues, and a group of portraits. The pieces were smuggled out of Egypt illegally and will be placed in the Coptic Museum.



One of the masks repatriated

#### **Overseas Trips**

#### The 113th Session of the Executive Council of the UNWTO in Madrid





The Minister during the session

..And in the reception hosted by H.E the King of Spain

The Minister participated in the activities of the 113th session of the Executive Council of the World Tourism Organization 19-18 January in Madrid, Spain. The Prime Minister of Spain, ministers and officials of tourism from more than 30 countries and members of the Executive Council of the UNWTO participated in the session. The Minister also participated in the meeting of the Crisis Committee of the UNWTO, where they discussed many issues related to precautionary measures and moving forward with plans to ensure the safe resumption of tourism and ways of coexisting with Coronavirus. The Minister was invited to the reception hosted by King Philip VI of Spain at El Pardo Palace for ministers of tourism and heads of delegations participating in the session. During his official visit, he met with the Prime Minister of Spain, the Minister of State for Tourism, and the Spanish Minister of Industry, Trade and Tourism and Spanish Minister of State for Tourism Affairs. He also visited the National Museum of Archeology where he discussed cooperation between it and Egyptian museums.

## **Tours and Openings Visiting Aswan and Re-opening Isis Temple**

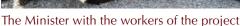


Visiting the market

On January 22, the Minister visited Aswan for two days, where he re-opened Isis Temple after the completion of its restoration project and upgrading its tourism services. During his visit to Aswan, the Minister of Endowment, the Governor and the Secretary-General of the Supreme Council of Antiquities visited the ongoing development projects in various places in the city. He also visited the old market, where he met with a number of bazaar owners, and listened to their problems and the challenges they face. The Minister also met with 30 investors, hotel owners and representatives of the Egyptian Tourism Federation in Aswan, where he listned to their problems and suggestions to promote tourism.

## Opening the 1st Phase of the Restoration of the Rams Statues in Karnak







..And meeting tourists

On January 2<sup>nd</sup>, The Minister, the governor of Luxor, and the Secretary-General of the Supreme Council of Antiquities, visited the first phase of the project to restore 29 of the Rams statues located behind the first pylon in the Temple of Amun Ra in the temples of Karnak in Luxor. The Minister met with tourists from Ukraine, Belarus, Poland and Switzerland who were in Luxor on one day trips from Hurghada. The Minister also visited the market, where he met with a number of workers in bazaars. During his visit to Luxor, the Minister, with the Secretary-General of the Supreme Council of Antiquities re-opened the tomb of Ramses I in the Valley of the Kings after its restoration.

...And the Restoration Project Along the Path of the Holy Family Journey in Gharbeya



Visiting the Church of Our Lady and the Martyr Abanoub

On January 4, the Minister, the Minister of Local Development, the governor of Gharbia and the Bishop of Al-Mahalla Al-Kubra inaugurated the restoration project of the site along the path of the Holy Family Journey in Samanoud. They visited the Church of Our Lady and the Martyr Abanoub in Samannoud, which is considered one of the sites located on the path of the Holy Family, thatwas opened in 2016 after the completion of a comprehensive restoration project.

## **News Highlights**

## **Activating the E-ticketing System in Museums**

In January, the Ministry activated the electronic ticketing system in Sharm El Sheikh, Hurghada museums, in addition to the Egyptian Museum in Tahrir. These are the first museums to activate the digital transformation project for museums and archaeological sites, which the ministry started in cooperation with "E Finance" Group. This project will be implemented in 30 museums and archaeological sites in most of the touristic governorates in Egypt.



#### **Additional Reductions in the Price of Aviation Fuel**

In line with Egypt's efforts to support the tourism sector and stimulate aviation, and as an outcome of the meeting between the Minister, the Minister of Petroleum and Mineral Resources, and the Minister of Civil Aviation early January, additional reductions in the price of aviation fuel upto 15 cents per gallon were applied starting 21 January until the end of this year. This is part of the continuous coordination and cooperation between the three ministries to support these vital sectors.

## **Approving the New Organizational Structure of the Ministry**

In January, the Minister issued a decree to approve the new organizational structure of the Ministry. This includes the organizational structure of the Ministry, the permanent under secretary of the Ministry and three central departments: the Central Administration for Tourism Companies, the Central Administration for Hotel Establishments, Shops and Tourism Activities, and the Central Administration for the Minister's cabinet. In a related context, the Minister issued a ministerial decree to delegate Samia Sami to carry out the duties of the permanent Under Secretary of the Ministry of Tourism and Antiquities.

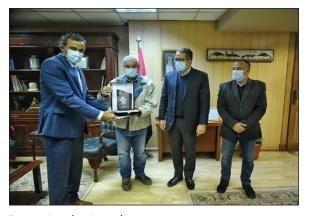
## Approving the establisment of the Egyptian Portal for Umrah

The Tourism and Civil Aviation Committee of the Egyptian Parliament, in its meeting on 24 January, approved the draft law submitted by the government regarding the establishment of the Egyptian Portal for Umrah. It also agreed, in its session held on 17 January on the decree of the President of the Arab Republic of Egypt regarding the approval of exchanged letters between the government and the Spanish Agency for International Cooperation for Development to grant the Egyptian government 200 thousand euros to finance a Project to support establishing a safe work environment that achieves equality for women in the tourism sector.

## **Developing Human Resources With EBRD And UNWTO**

The Ministry and the Ministry of International Cooperation launched a technical support program for the development of human resources in the tourism sector in Egypt, with the European Bank for Reconstruction and Development (EBRD) and the World Tourism Organization (UNWTO). This program aims at building and developing administrative structures for bodies affiliated to the Ministry of Tourism and Antiquities and the private tourism sector. In addition to contributing to developing tourism promotion mechanisms.

## **Awards for the Best Archaeologist and Restorer in 2020**



Presenting the Award

In an annual tradition since 2018, archaeologist and the former Minister of Antiquities, Dr. Zahi Hawass presented the annual award of the Zahi Hawass Center for Egyptology for the Best Archaeologist and Restorer for 2020, in the presence of the Minister and the Secretary General of the Supreme Council of Antiquities. The awards were given to Mr. Salah Al-Masakh, Director of Karnak temple, for excavations in the Ram headed sphinxes at the first pylon, and Mr. Muhammad Wahb Allah, inspector at Tuna Al-Jabal for the excavations of Tuna Al-Jabal. Mr. Saadi Zaki Abdullah El Gamal, head restorer at Karnak Temple for restoration work of the Rams in the temple.

## **Waiving Fees of Filming TV Interviews**

The Board of Directors of the Supreme Council of Antiquities, in its meeting on 26 January chaired by the Minister, took a decision to waive the fees of filming interviews by Egyptian, Arab and foreign TV channels in museums and archaeological sites open for visits, with all precautionary measures implemented. This will be done according to a pre-approved shooting schedule and paying the due amount of the workers' fund for each episode filmed.

#### **Celebrating National Police Day**

On 25 January, Museums celebrated National Police Day. The National Police Museum designated a hall for "Ismailia Battle" showcasing some of the weapons used in this battle in 1952 between Egyptian police and the British occupation forces. It also displayed a diorama of the events that occurred. This day commemorates this battle in appreciation of the sacrifices of the Egyptian police. The Egyptian Museum in Tahrir showcased "The Head of King Senusret III" (the artifact of the month), as he established forts to secure Egyptian borders.

## A Gift to the Egyptian Post Museum

On the occasion of the opening of the Egyptian Post Museum after its restoration, the Ministry gave the Ministry of Communications and Information Technology a carriage that was used for transporting postal material from train stations to small cities. Such carriages were brought from England in the year 1880, where they were intended to carry the luggage and mail of the king in the 20th century. This Carriage was in the Royal Carriages Museum.



The Carriage

## **80 Bazaars Obtained A Tourism License in 2020**

The Ministry is working on making bazaars that sell tourism products obtain a tourism license in order to be able to follow up on them and ensure the quality of service and product provided. 80 bazaars acquired this license in 2020 mostly in the Red Sea governorate. The Ministry conducted awareness campaigns for the bazaar owners in different governorates to educate them on the importance and advantages of this license.

## 711 Hotels Received Hygiene Safety Certificates

The total number of hotels that obtained the Hygiene Safety Certificate approved by the Ministry, the Ministry of Health and Population and the Egyptian Hotel Association reached 711 hotels in 23 governorates until the end of January, in addition to 75 floating hotels; between Luxor and Aswan. Inspection committees of the Ministry continue to inspect hotels, restaurants and bazaars to ensure their commitment to implementing the set regulations and take legal actions against those who violate them.

## **Meetings**

## Meeting The Governor of the Central Bank and the Minister of Finance

The Governor of the Egyptian Central Bank, the Minister of Finance and the Minister met on13 January via video conference. The meeting was attended by the Deputy Governor, bank officials, the Chairman of the Board of Directors of the Egyptian Tourism Federation, and the heads of the boards of directors of the Egyptian Hotel Association, and the Egyptian Tourism and Travel Agents Association, in addition to tourism investors. They discussed mechanisms to support the tourism sector, which is a vital sector to the national economy, to mitigate the effects of the Coronavirus pandemic. The meeting reviewed obstacles facing investors, in getting credit facilities given within the Central Bank's initiative and the Ministry of Finance's EGP 3bn worth guarantee to the Central Bank with 5% interested directed to the payment of salaries and operating expenses, and 8% interest directed to replacement and renewal of hotel and tourism facilities. This in addition to financing salaries and obligations of suppliers. Proposals to solve these problems were discussed.

#### **Discussions to Amend the Law Governing Tourism & Travel Agents**

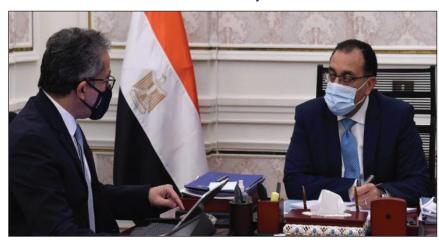
The Minister met with the Chairman of the Egyptian Tourism Federation, the Chairman of the Steering Committee of the Egyptian Tourism and Travel Agents Association, members of the Board of Directors of the Association, the legal advisor to the ministry, and ministry officials. They discussed the draft amendments of the law governing travel agents, which is the law, number 38 of the year 1977, amended by law number 118 of the year 1981. The meeting discussed amending some articles of the law to guarantee the rights of the travel agents, enhance their performance, in addition to including amendments to articles of digitization services, governance assurance, and other amendments that are beneficial to the entire tourism sector.

## The 5th Meeting of the Permanent Committee for Licensing

On January 26, the 5<sup>th</sup> meeting of the permanent committee for licenses for hotel and tourism establishments was held under the chairmanship of the Minister and attended by representatives of ministries and authorities concerned with tourism licenses. They discussed topics related to facilitating procedures for obtaining tourism licenses for fixed and floating hotels with the concerned authorities.

## The PM Reviews the Progress of Work in the Ministry

Prime Minister, Mostafa Madbouly met with the Minister to review the progress of work in the Ministry. The Minister said that as of December, Egypt received 1.4 million tourists since the resumption of tourism last July, bringing the total number of tourists in 2020 to 3.7 million. The Minister presented important legislations issued and updated during the last period. He highlighted efforts done to follow up on the Cabinet's decrees to support the tourism sector. He talked about the



Meeting with the PM

support offered to the tourism sector; like the procedures to obtain credit facilities and to extend support though the Ministry of Social Solidarity to tour guides until the end of December 2020.

## **Meeting of the Board of Directors of the ETPB**

The Board of Directors of the Egyptian Tourism Promotion Board (ETPB) was held on January 25 under the chairmanship of the Minister. During the meeting, many important issues were discussed, including reviewing the progress in contracting a specialized international agency to prepare a media strategy to promote Egyptian tourism in preparation for launching an international campaign for a period of 3 years, starting next July. It was also agreed to proceed with the launch of a promotional campaign to promote tourism in the Arab market, updating ETPB's website, and creating a mobile phone application to promote Egyptian tourism.

### A Joint Meeting between the Ppromotion and Internal Events Committees

The Minister held a joint meeting, with members of the Committees of Promotion, Foreign Exhibitions, and Internal Events. The meeting discussed promoting domestic and international tourism especially with the launch of the "Enjoy Winter in Egypt" Initiative to stimulate domestic tourism, and Arab tourism. This coincides with contracting a specialized international agency to put a media strategy in preparation for launching an international promotional campaign, for the next tourism season. The Minister emphasized the role of the two committees in promoting Egypt internally and externally.

## **Receiving the President for EMEA at Marriott International**

On January 7, the Minister received the President for Europe, Middle East and Africa (EMEA) at Marriott International, to discuss issues related to the tourism and hospitality. The meeting reviewed Mariott's policy regarding establishing hotels in Egypt and its current plan to have three and four-star hotels. He also explained the training program in the field of hospitality, which the company is implementing in Egypt. Marriott International is a diversified American hospitality company that manages a wide range of hotels and resorts. It manages more than 25 hotels in various Egyptian governorates.

#### .. And the Chairman and CEO of Orascom Investment Holding

The Minister received Chairman and CEO of Orascom Investment Holding, to discuss the latest progress in the project to operate and raise the efficiency of tourism services provided to visitors in the Giza Plateau. During the meeting, they agreed on opening another open-air restaurant there before the month of Ramadan, which will be designed in light structure. In addition to the arrival of the environmentally friendly electric buses that will be used during the visit of the archaeological site.

## The Museum of Egyptian Capitals is Getting Ready to Open Soon





During the visit of the museum

The main gallary of the museum

On 12,23 and 27 January, the Minister visited the Museum of Egyptian Capitals in the New Administrative Capital to follow up on the progress of work inside the museum and its display scenario, in preparation for its opening this February. During those visits some adjustments were made to the position of some artifacts to enrich the museum display scenario and make it more attractive and interesting to visitors. In addition to adjusting the content of some labels. In January the Museum received a number of artifacts, from the Egyptian Museum in Tahrir, the museum of Islamic Art, the Coptic and Gayer Anderson Museums.

#### **Final Preparations in the Airport Museum**

Final preparations are underway in the Cairo International Airport Museum in terminal 2. Work is completed in the gallery, and artifacts are placed and distributed inside the display cases according to the display scenario. The museum received archaeological replicas, from the replicas factory to be sold at its gift shop. The gift shop in the museum is one of the most important outlets for selling replicas, especially with its location in the transit hall of the airport. The museum will be an important means of advertising cultural tourism in Egypt and it is getting ready to be open soon.



#### **The National Museum of Egyptian Civilization**

## The Second Meeting of the Board of Directors of the Museums

The Minister chaired the second meeting of the Board of Directors of the Museum on 24 January. The meeting discussed important issues, including the approval of the proposal for the organizational structure of the museum board, and the plan of the board with UNESCO for a period of two years. In another context, the external lighting system of the display cases was installed the Central Gallery, set to be opened soon. During the month of January the museum receivied artifacts from Fustat store.

#### From The Museum's Exhibits



Pectoral of princess Neferu ptah daughter of king Amenemhat III Middle kingdom - Hawara



Inside a conservation lab in the museum



## The First Meeting of the New Board of Directors of the Museum

After the Prime Minister's decree last December to form the Board of Directors of the Museum under the chairmanship of the Minister of Tourism and Antiquities, the first meeting of this Board was held on 11 January. The Board includes experts in the fields of antiquities, tourism, economics, investment and management. During the meeting, they disscused the approval of the museum's budget for the fiscal year 2021/2022, and the approval of hosting Japanese experts in various fields in cooperation with JICA.

## Following up on the Work Progress in the Museum

On 24 January the Minister met with the General Supervisor of the Grand Egyptian Museum and the surrounding area, the Secretary-General of the Supreme Council of Antiquities, and Assistant Minister for Archaeological Affairs at the Museum, to follow up on the progress of work in the display scenario of the galleries of King Tutankhamun and the Grand Staircase. They also discussed displaying heavy artifacts in the second phase of the museum, which includes the main galleries displaing artifacts from prehistoric times until the Greco-Roman era(549 artifacts have been transferred and restored, and 186 others are being installed). This, in addition to discussing the progress in contracting the coalition that will provide and operate the museum's services.

#### **Installing the King Ramses II's Obelisk**

On January 4, the Conservation Center of the Museum and a Team from the Supreme Council of Antiquities completed the archaeological work related to the installation and consolidation of king Ramses II's obelisk. The obelisk is located in front of the main entrance of the museum with a unique elevated design that allows visitors to see rare cartouche bearing the name of King Ramses II

#### **Chair of the African Union Commission** Visits the Museum

The Chair of the African Union Commission visited the Museum on 31 January. He visited the conservation Center, the Atrium where the colossus of King Ramses II, King Merenptah's Column, and two royal statues from the Ptolemaic era reside. He also visited to the Grand Staircase with its huge monuments.



Visiting the conservation center in the museum

## The Nativity Scene

As the emblem of a Major Feast day celebrated in the Egyptian Coptic church on 7 January, the theme of the Nativity is depicted prominently in the liturgical iconography of Coptic church decoration.

The theme of the Nativity has been a very important subject in Christian art from the 4th century to the present time. The Nativity is depicted in many ancient churches and monasteries throughout Egypt; some are in situ like the paintings in Deir al-Surian in Wadi al-Natrun. Other mural paintings were transferred to the Coptic Museum in Old Cairo; like the painting from the Church of Abdala Nirgi in Nubia. The scene follows the descriptions of Christ's birth in the Gospels and Apocrypha (particularly the second chapter of Luke).

The visual focus of a Nativity scene is the Christ-child, with Virgin Mary, St. Joseph, animals, shepherds, and wise men all playing secondary roles. This theme was also sculpted on wooden doors and panels decorating churches in Egypt. The beautiful and unique wooden panel which is found in the Church of Sts. Sergius and Bacchus (Abu Serga), blessed by the Visit of the Holy Family, in Old Cairo is an outstanding example.



The Nativity Scene in the Hanging Church



The Nativity Scene in Deir al-Surian

The earliest versions of the Nativity show the Virgin seated, and the Christ-child, in swaddling clothes, lying in a manger. The two are usually depicted with animals in a barnlike stable. Usually one or two shepherds, and often also the Magi (wise men) from the East, appear in the scene. From the 6th to the 8th centuries, the scene shows the Virgin Mary lying on a mattress, and Christ is again in swaddling clothes in a manger. The stable is located not in a barn but in a cave. with angels usually hover above the cave, and St. Joseph sits outside it. The Magi and the shepherds are often present. As represented on the walls of the Hanging Church in Old Cairo, Deir el-Surian in Wadi el-Natrun and the Red monastery in Sohag. The specific components may vary according to the space available.

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