



# Ministry of Tourism and Antiquities Newsletter

Egypt

November 2021 - Issue 23

## "Luxor ..The Sphinx Avenue" Event



H.E. the President of the Arab Republic of Egypt and the First Lady, witnessed, on November 25<sup>th</sup>, the "Luxor..Sphinx Avenue" event. Millions watched as Egypt dazzled the world once again with a spectacular event in Luxor that was widely covered by local and international media and attended by more than 200 representatives of international news agencies, newspapers and television channels. (Special edition with this issue on "Luxor..Sphinx Avenue" event).



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## The PM Heads the Meeting of the Ministerial Committee for Tourism and Antiquities



On November 16<sup>th</sup>, the Prime Minister headed the meeting of the Ministerial Committee for Tourism and Antiquities. The Minister reviewed hygiene safety regulations within hotels and tourist establishments. He explained that 5 international companies specialized in health and hygiene safety measures started auditing hotels.

He referred to the measures taken to ensure tourists' security and the installation of GPS tracking devices on tourist buses. In addition to the coordination with various authorities to link means of transport for tourists, with the Center for Tracking the Movement of Tourist Vehicles of the Ministry.

Based on presidential directives, airport authorities facilitated and expedited procedures for inbound and outbound tourists at airports; and medical medical staff was increased to avoid overcrowding. The Minister said that a number of major international fashion houses expressed their desire to hold fashion shows in archaeological sites.

### Signing an Executive Cooperation Tourism Program between Egypt and Jordan

On November 9<sup>th</sup>, H.R.H, Crown Prince of the Hashemite Kingdom of Jordan, and the Prime Ministers of Egypt and Jordan witnessed the signing ceremony of an executive program for cooperation in tourism between the Ministries of Tourism and Antiquities in Egypt and Jordan. This agreement was signed by both ministers.

It included cooperation in tourism promotion, training, sustainable tourism, and tourism legislation and regulations.

### The PM Discusses Preparations to Host COP 27 in Sharm El-Sheikh

On November 6<sup>th</sup>, the Prime Minister held a meeting to discuss the necessary preparations for hosting the 27<sup>th</sup> session of the UNFCCC (COP 27), next year in Sharm El-Sheikh.

The status of the tourism development projects in Sharm El-Sheikh, their implementation rates, and the challenges facing a number of projects were all reviewed.

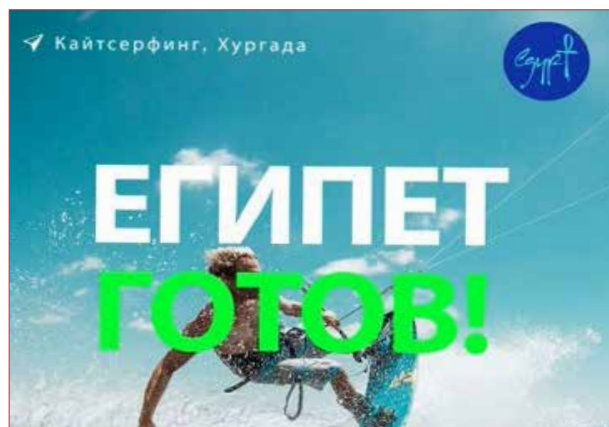
## Following-up on the Restoration Project of Muhammad Ali Palace in Shubra



On November 14<sup>th</sup>, the Prime Minister visited Muhammad Ali Pasha Palace in Shubra to follow up on the progress of the restoration and development work in preparation for its opening. The palace occupies was built in 1808, and the construction process continued until 1821. The palace consists of a one storey building called the “Jabaliya kiosk” with a rectangular shape, and the Fountain Palace building “AL-Fasqiah”. The construction of the palace was supervised by the architect Zulfiqar Katkhuda.

## Egypt Wins Best Digital Promotional Campaign in Russia

Egypt won the best promotional campaign launched on social media platforms in Russia, according to the global Ad colony platform, one of the leading platforms in evaluating electronic advertising campaigns. The Ministry had launched this campaign in Russia to promote the Egyptian tourist destination. Egypt is the only country that received this evaluation this year.



## Egyptian Museum in Tahrir Launches the New Website on its 119<sup>th</sup> Anniversary

On November 17<sup>th</sup>, the Ministry launched a new website for the Egyptian Museum in Tahrir, Cairo, on the occasion of the museum’s 119<sup>th</sup> anniversary. This is part of the museum’s development project that is currently in its second phase (funded by the EU). It is also part of the Ministry’s digital transformation strategy.

The website contains information about the museum, its collections, and services, in addition to the online ticketing service for museum using credit cards.

## 1<sup>st</sup> phase of the E-ticketing System Launched in Karnak and Luxor Temples

On November 24<sup>th</sup>, the Ministry launched the first phase of the e-ticketing system in Luxor and Karnak temples, to substitute the manual ticketing system. Visitors can pay for the tickets, that are read via scanner readers, using credit cards.

### Specialized International Companies and Inspection Committees to Check on Implementation of Hygiene Safety Measures in Hotels



In November, 5 international companies specialized in health and hygiene safety measures, in cooperation with the Ministry, the Egyptian Tourism Federation (ETF) and the Egyptian Hotels Association (EHA) started visiting hotels to review the hygiene safety regulations implemented there.

The Ministry dispatched inspection committees to check on hotels in South Sinai and Red Sea Governorates. This resulted in closing three hotels in South Sinai and others in the Red Sea, in addition to the suspension of kitchens in 9 hotels in Red Sea Governorate.

In a related context, the Minister held a number of meetings to review the precautionary measures and hygiene safety regulations implemented in hotels.

#### **Developing Training System & Service Quality in Hotels and Tourism Establishments**

In November, the Minister in coordination with the Egyptian Tourism Federation (ETF) issued a Ministerial decree to develop the training system and the service quality in all hotel and tourism establishments.

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#### **Amending Some Provisions of a Ministerial Decree for Diving Centers and Marine Activities**

to amend some provisions of the Minister of Tourism's Decree No. 444 of 2011 regarding diving centers, marine activities, yachts and tourist boats, and the conditions and procedures for licensing.

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### Crown Prince of Britain and His Spouse Visit Egypt



Prince Charles, Prince of Wales, the Crown Prince of Britain, accompanied by his spouse Camilla, Duchess of Cornwall, visited Egypt on November 18<sup>th</sup>. H.E. the President of the Republic and the First Lady received them at the Presidential Palace. The Royal couple visited the Pyramids of Giza, Al-Azhar Al-Sharif Mosque, Ezbet Khairallah and Beit Al-Razzaz. The British Royal Palace, Clarence House, tweeted about the visit, describing their visit to the pyramids as "A phenomenal moment at one of Egypt's great sites of rich ancient history".

### The Giza Pyramids Host Vienna Philharmonic Orchestra



In November, the Giza Pyramids hosted the Vienna Philharmonic Orchestra, led by the international maestro Riccardo Moti. This was a part of their visit to Egypt to perform a concert at the inauguration of the Music Hall at the New Cairo Opera House in the City of Arts and Culture in the New Administrative Capital. The Pyramids also hosted players of 17<sup>th</sup> ITHF World Traditional Karate Championship held in Egypt.

### 35 Ambassadors Visit the Tomb of Nefertari in the Valley of the Queens



On November 26<sup>th</sup>, the Valley of the Queens, on the West Bank of Luxor, received 35 ambassadors, where they visited the tomb of Queen Nefertari and expressed their fascination with the splendor of the tomb and its vivid bright colorful scenes.

## International Cooperation

### The Ministry participates in 24<sup>th</sup> session of the General Assembly of UNWTO

The Minister participated in the 114<sup>th</sup> session of the Executive Council of the World Tourism Organization (UNWTO), and the 24<sup>th</sup> session of its General Assembly, in Madrid, Spain from 30 November to 3 December. It was attended by ministers and tourism leaders from all over the world, representatives of international organizations and from across the private sector and members of the Executive Council of the UNWTO. The session reviewed the organization's progress report and its work plan for the year 2022/2023, the status of global tourism in light of the challenges of today, and the opportunities of tomorrow.

### Participating in WTM, London



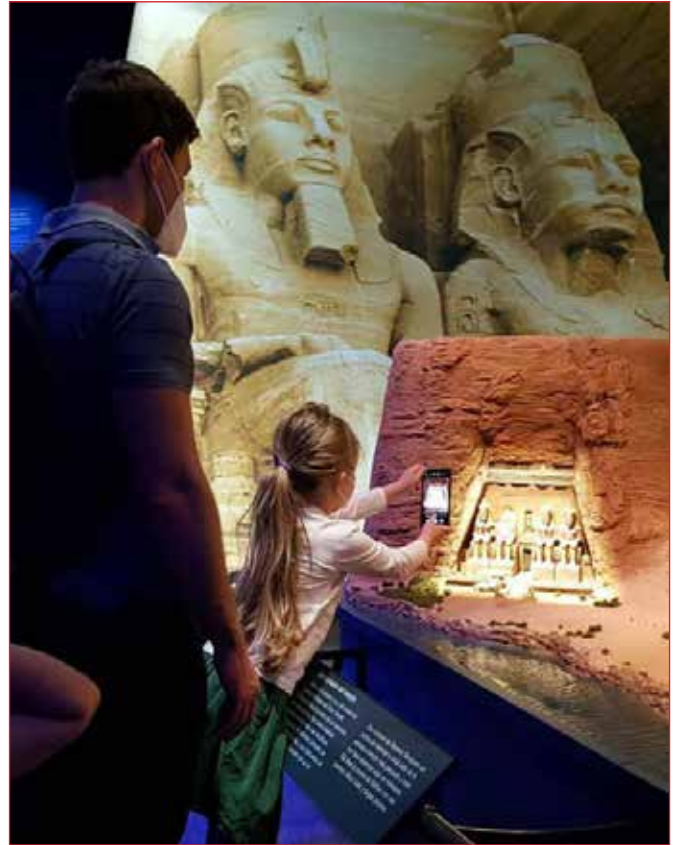
The Ministry participated in World Tourism Market (WTM) in London from 1-3 November. The Minister and the Minister of Civil Aviation inaugurated the Egyptian pavilion participating in the exhibition. During the visit, the Minister held official meetings with the British, the Saudi and the Jordanian Ministers of Tourism. He also held professional meetings with airline companies, British and international tour operators, and the ABTA. He held a press conference attended by more than 50 representatives of British and international news agencies and newspapers.

The Minister also participated as a speaker in the Ministerial Summit organized by the UNWTO in cooperation with the WTTC and London WTM on "Investing for the Future of Sustainable Tourism".

### Participating in the Global Forum of OECD

The Vice Minister for Tourism Affairs participated, via video conference, in the Global Forum of the Organization for Economic Cooperation and Development (OECD), held in Seoul, South Korea, from 3 to 5 November. The forum focused on global efforts done to mitigate the impact of the Covid pandemic on the tourism sector. In a related context, the Supervisor of the Administration of Repatriated Antiquities, participated in the 25<sup>th</sup> session of the Conference on Archeology and Cultural Heritage in the Arab World, organized by the Arab Organization for Education, Culture and Science (ALECSO) in Nouakchott, Mauritania.

## Inauguration of "Ramses and the Gold of Pharaohs" Exhibition in Houston, USA



On November 19<sup>th</sup>, the Secretary General of the Supreme Council of Antiquities inaugurated the temporary exhibition "Ramses and the Gold of Pharaohs" in Houston Museum for Natural Science in USA. The inauguration was attended by the Egyptian Archeologist Dr. Zahi Hawas, former Minister of Tourism and the Egyptian Consul in Houston and a number of Egyptologists, businessmen, politicians and public figures in the US.

In its first few days, the exhibition witnessed a high turnout of visitors ; 8000 tickets were sold in the first few hours of opening. After 5 months, the exhibition will be moved to San Francisco for another 5 months. The exhibition displays 181 priceless archaeological artifacts that date back to the Middle Ages, and Modern Era and the late period.

### Meeting with the Vice President of EBRD

The Minister held a meeting on November 29<sup>th</sup>, with Vice President of the European Bank for Reconstruction and Development EBRD, via videoconference. They discussed the outcome of the Cooperation strategy between Egypt and EBRD, the bank's strategic vision, means to enhance cooperation with Egypt and supporting its reform efforts in the field of tourism and antiquities. They also discussed means of enhancing and developing services provided to visitors at museums and archaeological sites, accessible and sustainable tourism in Egypt. They discussed the strategy for human resources development and cooperation in the field of food and hygiene safety through training programs for workers in this field.

### Discussing the Development Project of Fustat Excavation Site

According to the PM's directives regarding the Project to develop Fustat Gardens and to revive the historic area, the Minister held a meeting to discuss the progress in the development project of Fustat excavation site.

During the meeting, the project's consultants showed a comprehensive vision and plan for developing the area, restoring the area's historical buildings, building visitor's center and transforming the area into an open museum for Islamic Egypt, Islamic architecture, handicrafts and archeological artifacts, to transform the site into an international sustainable tourist destination.

### Meeting the Director of the Egyptology Department at the Louvre



On November 6<sup>th</sup>, the Minister received the Director of the Egyptology Department at the Louvre Museum, Paris to discuss a number of issues related to archaeological and scientific work. They also discussed the progress in the Louvre's contribution, within the EU project, to develop Tahrir Museum.

In November, the Minister also received ambassadors of Indonesia, Russia and Italy. The Minister also met with the ambassador of Armenia in Cairo. They suggested holding a meeting between major tour operators of the two countries during the coming period to increase the number of tourists and flights between both countries.

### Meeting Representatives of Egyptian Travel Agencies Working in USA

The CEO of the ETPB met a number of representatives of Egyptian travel agencies operating in the USA. They discussed the Ministry's participation in the "Association of American Tourist Companies" conference taking place from 7 to 10 December in San Diego, California, USA.



## Discussing the Readiness of Luxor for the Tourism Winter Season



In several meetings during the month, the Minister met with Luxor's Governor, hotel owners and travel agencies in Luxor, to discuss Luxor's readiness for the tourism winter season and welcoming inbound tourism.

## Discussing Tourism Investment Opportunities

In November, the Minister and the Minister of Housing, Utilities and Urban Communities held a meeting with the President of the ETF and a number of tourism investors to discuss some tourism investment projects in New Alamein and the North Coast.

## Reviewing the Hotels and Tourism Establishments Draft Law in the Parliament



On November 29<sup>th</sup>, the Minister reviewed the draft law of the hotel and tourism establishments in a joint meeting with the Tourism and Civil Aviation Committee in the Parliament with the heads of the offices of: the Defence and National Security, the Housing, the Legislative and Constitutional Affairs, Budget and Planning and Local Administration Committees. This law is proposed to facilitate tourism investment procedures and integrate all tourism permits under the Ministry's jurisdiction.

## Opening and Visits

### Inaugurating a Temporary Exhibition at the Egyptian Museum in Tahrir



On November 9<sup>th</sup>, the Minister inaugurated the temporary exhibition "Exalted Spirits: The Veneration of the Dead in Egypt through the Ages" at the Egyptian Museum in Tahrir. This exhibition was in cooperation with the American Research Center in Egypt and the AUC. It continues until February 9<sup>th</sup>, 2022. The exhibition showcases 41 archaeological artifacts selected from various museums to show customs of veneration of ancestors in Egypt through different historical eras.

### Opening the 41<sup>st</sup> International HACE Exhibition

The Vice Minister for Tourism Affairs inaugurated the 41<sup>st</sup> International Hotel and Tourism Establishments Supplies Exhibition (HACE) which was held at Cairo International Convention Center. In November, she also participated, in the Euro-Mediterranean conference, which was organized by the Egyptian-European Business Federation, as part of its implementation of a number of tourism support projects.

### Attending the 24<sup>th</sup> Opening Session of Arab Archaeologists Union

The Assistant to Minister and Chief of Cabinet of the Ministry attended the 24<sup>th</sup> opening session of Arab Archaeologists Union that tackled important issues of the Arab heritage and the efforts exerted in conserving Arab cultural properties.

## Miscellaneous

### Dive Magazine: Egypt is the 2<sup>nd</sup> Best Scuba Diving Destination In The World



For the third year in a row, British "Dive" magazine chose Egypt as the second best scuba diving destination in the world, according to its annual poll. Egypt has won the first, the second and the third place in previous years.

# Archaeological Discoveries

## Discovering Archaeological Blocks in Matareya



The German-Egyptian archaeological mission working in Matareya archaeological site discovered basalt blocks that represent parts of the western and northern facades of the temple of King Nectanebo I (363-380 BC). They also unearthed an extension of the temple from the north, that perhaps used to connect the temple of Nectanebo to the main axis of the temple.

# Repatriated Artefacts

## Authorities Foiled Attempt to Smuggle 16 Ancient Egyptian Artifacts at Safaga port



The archaeological unit at Safaga maritime port foiled an attempt this month to smuggle 16 ancient Egyptian artefacts. They included wood and bronze statues, a funerary cone inscribed with hieroglyphics, remains of cartonnage funerary masks, and amulets made of faience and gilded wood. The archaeological unit in terminal No. 1 at Cairo International Airport, in cooperation with the Cairo AirPort Police, also seized 13 archaeological manuscripts from the 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> centuries, 3 scrolls of papyrus in a poor state of preservation, and a mold of a metal coin with Tughra dating back to the Ottoman era.

### Awareness Trips for Children at the Baron Palace and the Giza Plateau



The Ministry organized 3 awareness trips for children of care homes of the Ministry of Social Solidarity, in order to raise their tourist and archaeological awareness and introduce them to the great civilization of their country.

### Training specialists at CAPMAS to deal with tourists while collecting data

During the month, the Ministry trained specialists to conduct surveys and collect data related to the tourism sector at the Central Agency for Public Mobilization and Statistics (CAMPAS) on how to deal with tourists during the process of collecting data.



## The National Museum of Egyptian Civilization

### The Museum Receives a Delegation of Latin American Ambassadors



During this month, NMEC received important visits, including the visit of a delegation of Latin American ambassadors in Cairo, accompanied by the Deputy Assistant Minister of Foreign Affairs for Latin American Affairs, the French Ambassador and the Vienna Philharmonic Orchestra. The museum also received the family of the International Lebanese designer Elie Saab.

## H.E. the President follows-up on the GEM Project



During the meeting held by H.E. the President on November 14<sup>th</sup> to follow up on the current status of the GEM project, H.E. directed that all museum's equipment meet the highest standards in engineering and archaeological aspects. In addition to using modern technology in securing the museum, using state-of-the-art methods and techniques in the museum display. H.E. the President emphasized the importance of raising the efficiency of buildings and roads surrounding the museum. Moreover, taking advantage of the unique location of the museum with the Pyramids as its backdrop.

## The GEM Recieves 16 Pieces of King Tutankhamun's Treasures



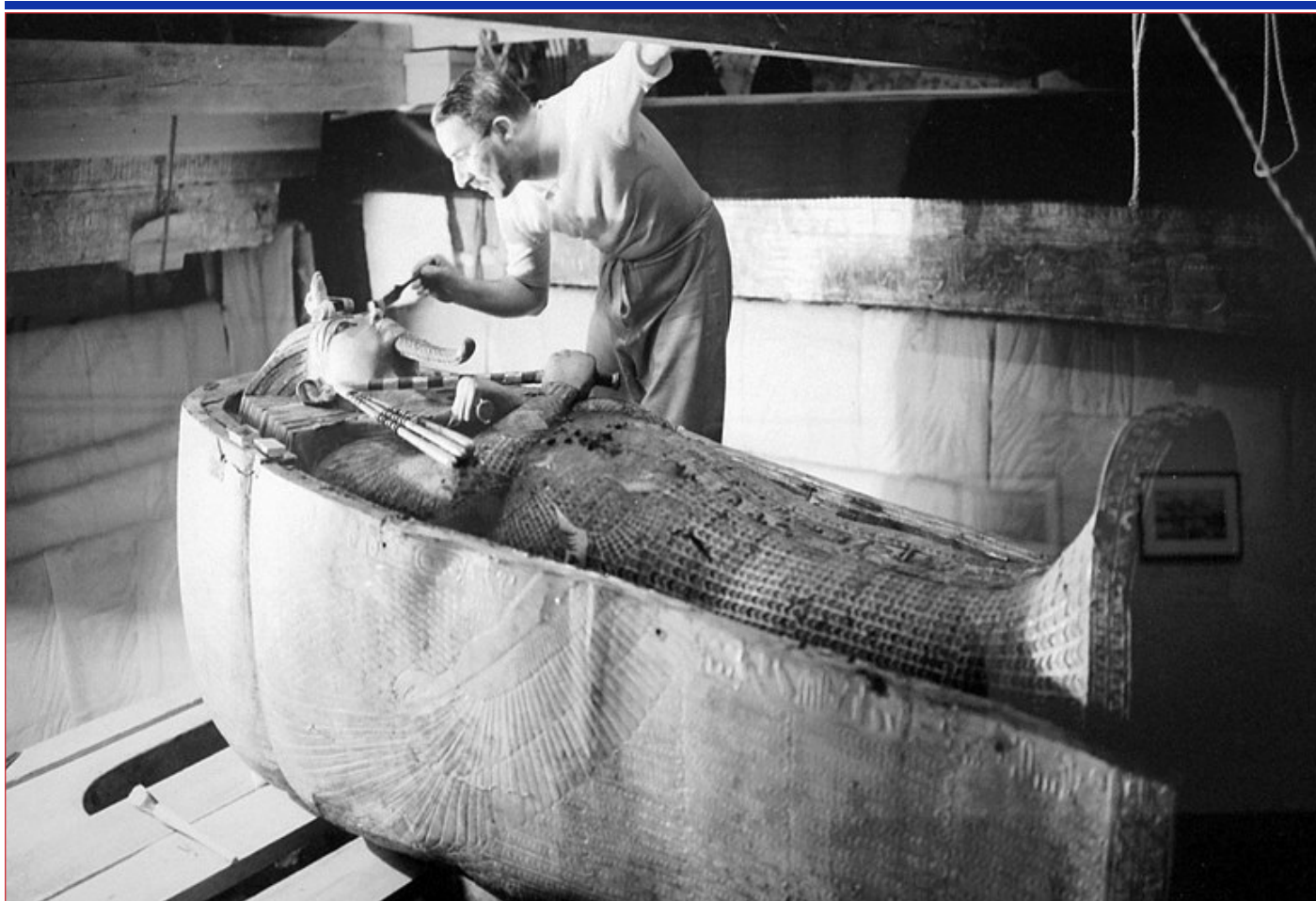
The Grand Egyptian Museum (GEM) received 68 archaeological artefacts including 52 huge objects and 16 pieces from the treasures of the Golden King Tutankhamun, which will be displayed inside the main display halls of the museum.

**99 Years since the Discovery of the Golden Pharaoh Tomb**



On November 4<sup>th</sup>, 1922, British archeologist Howard Carter and his team discovered the stairs leading to the tomb of the Boy King Tutankhamun. Carter and Lord Carnarvon, who funded Carter's excavations, began to break down the sealed tomb door.

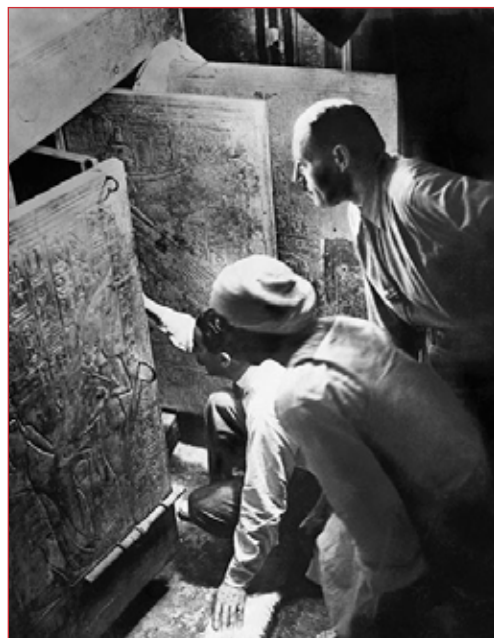




Carter made a small hole in the entrance, he was able to peer in by the light of a candle and see hidden treasures. Carnarvon asked, "Can you see anything?" Carter replied, "Yes, wonderful things!"

The "wonderful things" Carter has seen were the largest group of Egyptian antiquities ever discovered. But this was just the tip of the iceberg, he hadn't known then, whether or not it was a tomb or just a cache, but he saw a closed entrance between two statues. Carter spent many months recording and cataloging the contents of the side room. Finally, on February 16<sup>th</sup>, 1923, Carter was ready to break open the locked door to what he believed to be King Tut's tomb where the pharaoh was found lying in a pure gold coffin. The sarcophagus of King Tutankhamun was protected by a set of four niches of wood covered with gold foil.

*Dr. Hisham Elleithy, Under Secretary of State for Documentation of Egyptian Antiquities (CDEA)*



### 119<sup>th</sup> Anniversary of the Egyptian Museum in Tahrir



The Egyptian Museum in Tahrir is the oldest archaeological museum in the Middle East and holds the largest collection of ancient Egyptian antiquities in the world. It displays a wide range of collections from the pre-dynastic period to the Greco-Roman era.

The idea of a museum for Egyptian antiquities in Egypt goes back to Muhammad Ali Pasha, who in attempt to put an end to the export of antiquities, issued a decree on August 18<sup>th</sup>, 1835 for establishing the first Egyptian museum for antiquities in Cairo near EL-Ezbekia Garden, and the museum's director was Youssef Diaa Effendi. In 1851, the museum's entire collection was transferred to one of the halls in Salah EL-Din Citadel. However, most of the collection was offered to the Prince of Austria, Maximilian. They now represent major part of Egyptian collection in the Art Museum in Vienna. In 1858, Said Pasha assigned the French Egyptologist "Auguste Mariette" as a director of Boulaq museum in Cairo, after the discovery of Queen Ahhotep's jewellerys at Dra' Abu El-Naga in 1859. However, the museum was officially inaugurated by Khedive Ismail in October 18<sup>th</sup>, 1863. The Egyptian government decided to transfer the artefacts to Ismail Pasha Palace in Giza as Boulaq Museum soon became too small to contain all the artefacts that were continuously added to the original collection. The Egyptian government decided to establish the Egyptian Museum in the heart of Cairo and announced an international competition for a design for the Museum. The design of the French Architect "Marcel Dourgnon" was chosen. The museum's construction initially started in April 1897 until 1901. It was inaugurated by Khedive Abbas Helmy II on November 15<sup>th</sup>, 1902. Nowadays, there are several development projects for the Museum through the initiative of "The Revival of the Egyptian Museum" adopted by the EQI company since 2014, aimed at reviving the museum and returning its authentic condition according to the design of "Marcel Dourgnon". In 2019, the second phase of the project started with the support of the European Union (EU); where a memorandum was signed between the Egyptian government and the EU in cooperation with the European Museums' Association represented through: The British Museum, Louvre Museum, The Egyptian Museum in Toronto, The National Museum of Antiquities in Leiden and the Egyptian Museum in Berlin.

*Ms. Sabah Abdelrazik, General Director of the Egyptian Museum in Tahrir*



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