



وزارة السياحة والآثار

20 | TOURISM 20 | AND ANTIQUITIES



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A YEAR IN REVIEW

For the past few years, Egypt has given the tourism and antiquities sectors unprecedented support. On 22 December, 2019, the ministries of Tourism and Antiquities were merged into one. This was the first time a tourism ministry was established for the first time in the government of Ali Sabri in March 1964, when Dr. Abdel-Qader Hatem was appointed as Deputy Prime Minister for Culture and National Guidance and Minister of Tourism and Antiquities.

During 2020, a number of measures were implemented to consolidate this merge within the Ministry and its affiliated bodies, and between the Ministry and the private tourism sector. Many decisions were issued regarding its administrative and structural organization.

It is with no doubt that the impact of the Coronavirus outbreak has affected the travel and tourism industry across the world.

The Ministry worked diligently to mitigate the effect of the Coronavirus, and the Egyptian government took the necessary measures to support the tourism industry. Work continued in a lot of projects, new discoveries and promoting Egyptian destinations locally and internationally never stopped. In 2020 a lot of archeological projects and museums were opened. When international travel was halted, the ministry invited the world to visit Egypt's unique museums and archeological sites through virtual tours, and with the resumption of tourism to Egypt on 1 July, tourists flocked to Egypt's coastal destinations in Sharm El-Sheikh, Hurghada and Marsa Alam.



First tourists arriving on 1 July

Despite the positive start of the year, which saw a continuation of growth in the number of tourists coming to Egypt, as the number of tourists was around 945,000 in January (a 9.7 % increase compared to January 2019), and in February Egypt received 942,000 tourists (an increase of 6.4 % compared to February 2019), and as a result of the spread of the Coronavirus, a decision was made to suspend international air traffic starting 19 March, 2020.

The Ministry worked diligently to deal with this crisis and prepare for the safe resumption of tourism. H.E. President Abdel Fattah El-Sisi issued several directives aimed at supporting this vital sector whilst protecting the rights of workers throughout the crisis. The Egyptian Cabinet put forward unprecedented measures to support the tourism industry and mitigate the impact of this worldwide pandemic on it to ensure the rapid resumption of tourism as soon as the crisis is over. The Ministry, in coordination with the Ministry of Health and



The Minister greeting a group of tourists in Sharm El-Sheikh

Population and the Egyptian Tourism Federation disinfected all hotels. The Ministry also disinfected museums and archaeological sites. The Ministry approved a Health Safety Certificate in coordination with the Ministry of Health and Population, and the Egyptian Tourism Federation, in compliance with the recommendations of

the World Health Organization (WHO), as a pre-requisite for hotels and tourism establishments to operate and receive guests. In June, the World Travel and Tourism Council WTTC granted Egypt, its specially designed Safe Travels Stamp, which allows travellers and other travel and tourism stakeholders to recognise



LIFE, PROSPERITY, HEALTH

The Hygiene Safety Certificate

destinations, authorities and companies around the world that have implemented health and hygiene protocols that are aligned with WTTC's Safe Travels Protocols.

Egypt put a time line for the gradual resumption of tourism.

It began with the resumption of domestic tourism on 15 May, then inbound tourism resumed on 1 July to the Red Sea and South Sinai governorates. Archaeological sites and museums were reopened as of 1 September to receive cultural tourism. Nile cruises resumed operation on 1 October with a 50% capacity.

Despite the crisis, the Ministry's efforts to promote Egypt resulted in the arrival of flights from about 22 countries to Sharm El Sheikh, Hurghada and Marsa Alam airports. Since the resumption of inbound tourism until the end of December, Egypt received around 1.36 million tourists with an average revenue of about

\$ 1.4 billion, in total Egypt received around 3.6 million tourists in 2020, with an average revenue of about \$ 4 billion.



The Safe Travels Stamp



Disinfection process of hotels carried out by the Ministry

The Ministry Participates in International Tourism Fairs



The Egyptian Stand in the FITUR

The Ministry continued its promotional activities throughout 2020, participating in a number of international tourism exhibitions. At the beginning of the year, the Ministry represented by the Egyptian Tourism Promotion Board attended, in January, the Salon De Plongée International Exhibition, in Paris, France and the International Exhibition, FITUR, in Madrid, Spain, where Egypt won

the chairmanship of the Tourism Committee for Sustainability of the UNWTO for a period of two years. In February, ETPB participated in the 30th edition of the International Tourism Exhibition BIT Milan 2020 in Italy, the 62nd session of the International Tourism Exhibition, Salon De Vacances, in Brussels, Belgium and the 29th session of the International Tourism Fair "Holiday World" in Prague, Czech Republic.

Egypt was chosen as the partner country and "Guest of Honor" (for the first time) in the 42nd session of the ITF International Tourism Fair in, Belgrade, Serbia in February. Due to the Coronavirus crisis, some international tourism fairs were held virtually, and the ministry participated in them; namely the Arab Travel Market in Dubai ATM and the World Tourism Market (WTM) in London in November.

Inviting Ambassadors to the Events of the Ministry



The visit of the Ambassadors to Sharm El-Sheikh

In 2020, the Ministry invited ambassadors of the world in Egypt to many of its events, to showcase the diversity of Egypt's tourism offerings. They were invited to visit Abdeen Palace, Al-Fateh Mosque, and the Baron Empain Palace. They were also invited to the opening of Hurghada, Sharm El-

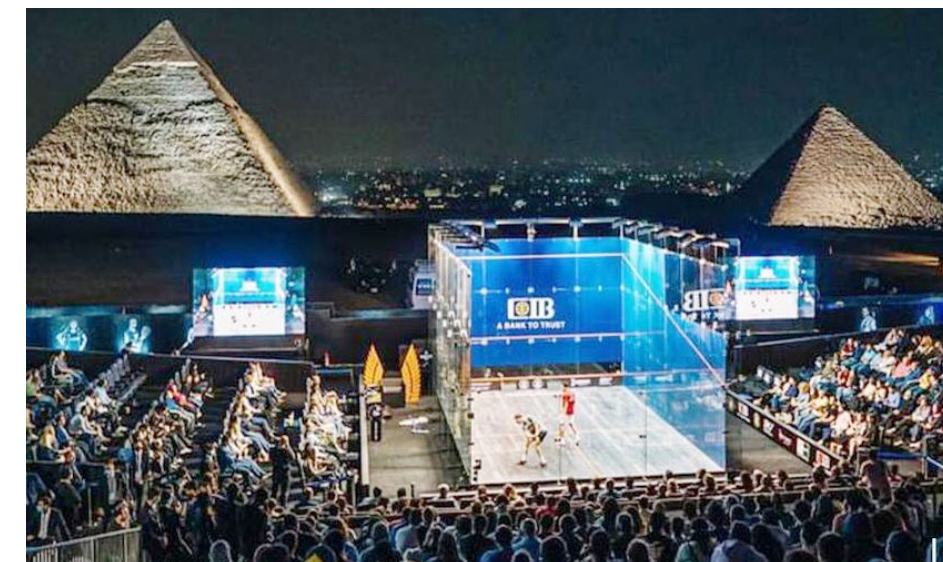
Sheikh, and the Royal Carriages museums, in addition to the opening of the first restaurant at the Giza Plateau. They attended the opening of the city of Shali and Aghurmi Mosque in the Siwa Oasis after their restoration project, and the opening of the restoration project of the Step-Pyramid of Djoser. They

also attended press conferences of the announcement of new archaeological discoveries, in Saqqara in October and November. The Ministry organized a trip for about 30 ambassadors to Sharm El-Sheikh to show them hygiene safety measures implemented there, in celebration of World Tourism Day.

Events and Festivals Under the Auspices of the Ministry in 2020



Handball Men's World Championship Draw Ceremon



The final match of the International Squash Open Championship



The football match of world stars at the Pyramids

Under the auspices of the Ministry, 2020 was full of events and festivals that took place in Egypt. The most important of which were; Gouna Film Festival, Cairo Film Festival, Luxor International African Film Festival, Dandara Music Festival, the International Squash Open Championship, the Handball Men's World Championship draw, a football match with 30 international football stars, a Sky Diving competition, "Egypt walk for inclusion" for fifty disabled Egyptian athletes and children (with the UNDP in Egypt), and the announcement of breaking 3 Guinness records by "Tahya Misr Fund".

Sharm El-Sheikh Hosts an International Beach Volleyball Championship and Aswan Hosts a Kayaking Race



The Kayaking Race

In October, Sharm El-Sheikh hosted an International Beach Volleyball Championship, in which Russia, the Czech Republic, Ukraine, the United States of America and Slovenia participated. In November, Aswan hosted the International Championship for Kayaking, under the auspices of the Ministry in cooperation with the Ministry of Youth and Sports and the Egyptian Federation of Canoe and Kayak and Aswan Governorate. Aswan was chosen to host this championship because of its sunny weather compared to Europe at this time of year.



The Beach Volleyball Championship

Organizing Trips for Celebrities and Children of Egyptian Expatriates

In its effort to promote Egypt, this year the Ministry organized visits to archaeological and touristic sites for heads of states, officials and celebrities from a number of countries around the world during their stay in Egypt. They included the President of Kenya, the First Lady of Congo, French actor Jimmy Jean-Louis, and the Brazilian National football team under 23 among others. In cooperation with the Ministry of Immigration and Egyptian Expatriates Affairs a number of visits to some archaeological sites were organized for the children of Egyptian expatriates, to the Baron Palace and Saqqara.



Children of Egyptian Expats in Saqqara



Brazilian Football team in the Egyptian Museum

Organizing Fam Trips



The delegation of the National Association for Christian Pilgrimage

During 2020, the Egyptian Tourism Promotion Board organized Fam trips for a number of tour operators, diplomats, journalists, local, regional and international media from Belgium, the Netherlands, Spain, Korea and Italy. In January, ETPB hosted a high-level ecclesiastical delegation from the National Association for Christian Pilgrimage in France to visit the path of the Holy Family's Journey. In June ETPB hosted a number of foreign correspondents on a trip to Sharm El-Sheikh and Hurghada to showcase preparations for receiving inbound tourism, and another trip was organized in November for a Serbian media delegation to Hurghada to show them the hygiene safety regulations implemented there.

Lighting up Archeological Monuments

In 2020, the Ministry lit up archeological monuments like the Giza Pyramids, the Citadel, Karnak Temples and Deir El-Bahary Temple to send messages on various occasions throughout the year. Like lighting up with the colors of the Chinese flag in solidarity with the people of China when COVID19 started spreading there; encouraging people to stay home to stop the spread of the virus; celebrating World Heritage Day, the 75th anniversary of the UN, international Human Rights Day, Fighting Corruption Day and International Autism Day.



Launching a Competition on "Facebook" to highlight the Beauty of Egyptian Beaches



The Ministry launched a competition through its digital platform Experience Egypt in collaboration with Nomads travel group on Facebook and the Egyptian Hotel Association. The competition was for amateur photographers to share the best photos they took of beaches in Egypt. Winners of the competition were given trips to different coastal destinations in Egypt. This competition aimed at encouraging photographers to capture the beauty of the beaches of Egypt's coastal cities and promote them through the lenses of Egyptians.

The Royal Mummies Parade...An Event the World is Waiting for



This year a lot of work was carried out in preparation for the Royal Mummies Parade, where 22 mummies will be transferred from the Egyptian Museum in Tahrir to their permanent display place in the National Museum of Egyptian Civilization in Fustat. It is an event that the world is waiting for. They include 18 mummies of kings, and 4 of queens; among them are the mummies of King Ramses II, King Seqnen Ra, King Tuthmosis the Third, King Seti I,

Queen Hatshepsut, Queen Merit Amun, wife of King Amenhotep I, and Queen Ahmos-Nefertari, wife of King Ahmos. During 2020, the ministry held a lot of meetings to discuss the details of this parade in order have an event that befits the grandeur of the unique Egyptian civilization and the royalty of its kings and queens. The meetings included all ministries and bodies participating in this event, as well as the company in charge of organizing it. Those meetings discussed details

of the technical and artistic aspects of the transfer. Other meetings were conducted to discuss the display cases for the mummies and display scenario of mummies with their coffins in the Royal Mummies Hall at the National Museum of Egyptian Civilization. Students of the Faculties of Fine Arts, Applied Arts and Art Education at Helwan University, under the supervision of their professors, designed artistic Pharaonic wall murals along the path of the parade.



Students of Helwan University with the Minister in front of a wall Mural

Launching Promotional Videos in 2020



This year, the Ministry launched a number of promotional videos to promote Egypt. They included one titled "A Tourist's Journey in Egypt", which shed light on measures taken in preparations for resumption of tourism in July. The video played on Egyptian, Arab and international

social media platforms including the main markets exporting tourism to Egypt. It also played on CNN and Discovery channels. The Ministry also made a video with live testimonials from tourists about their stay in Hurghada. In addition to a number promotional videos

that showcase new archaeological discoveries and museums that were opened during the year. The Ministry has also released a video about the hygiene safety regulations implemented in hotels, restaurants, archeological sites and museums to combat the spread of Coronavirus.



Video of the Royal Carriages Museum



Video of Hygiene Safety Regulations



In 2020, the Supreme Council of Antiquities took several decisions to promote cultural tourism. This included, a 50% reduction in the prices of entry tickets to museums and archaeological sites for foreigners in Qena, Luxor and Aswan during the summer. It also granted a 50% reduction on those prices in January and February 2021 as part of "Enjoy your Winter in Egypt" initiative. It also exempted all cafeterias and bazaars located in museums and archaeological sites from paying rents until February 2021. A 20% reduction on prices of entry tickets to all archaeological sites and museums for tourists coming on Egypt Air and Air Cairo, in addition to postponing the increase in the prices of entry tickets to museums and archaeological sites until May 2021.



H.E. President Abdel Fattah El-Sisi during a meeting to discuss the implication of the Coronavirus pandemic

In 2020, a lot of measures were put in place to consolidate the merge between the tourism and antiquities sectors in all aspects of work within the ministry and its affiliated bodies. Several decrees were issued regarding the administrative and structural organization of the Ministry. They included; the Prime Minister's decree regarding the organizational structure of the Ministry, and the approval of the Central Agency for Organization and Administration on its administrative structure. And the issuance of decrees to form the board of directors of the Egyptian Tourism Promotion Board and the Supreme Council of Antiquities. One of the most important challenges facing institutional work in the tourism sector was the multiplicity of government authorities granting licenses for tourism activities, in that respect a ministerial committee for tourism and antiquities was established, headed by the Prime Minister, and a permanent committee for licenses of Hotel and tourism establishments.

The Egyptian Cabinet took measures to support the sector; including activating a decree granting tourist visas to tourists with valid, previously used, visas from the United States of America, the UK or Schengen countries, arriving at Egyptian airports. In addition to granting a \$ 10 reduction on visa fees upon arrival at Luxor and Aswan Airports in summer to promote travel to upper Egypt during this period; Extending the current Aviation Incentive Program until 31 December 2020, and approving a new one to be implemented from January-April 2021. Some important laws were issued; including amendment of the Antiquities Protection Law, where two articles were added to criminalize illegal trade in Egyptian antiquities abroad, and climbing ancient monuments. In regard to draft laws, a bill establishing a fund to support workers in the tourism sector in times of crisis was completed, draft laws establishing the Tourism and Antiquities Fund, the Egyptian Umrah Gate bill, and the new hotel and tourism establishments bill were also completed. For the first time, a ministerial decree setting working hours for tourism establishments, like restaurants, cafeterias...etc was issued. A ministerial decree was also issued to form two committees in the Egyptian Tourism Promotion Board; the first is for local events; and the second is for promotion and international exhibitions, including experts from inside and outside the ministry.

Coordination with Ministries In 2020

This year saw great coordination between the Ministry and other ministries, authorities and relevant bodies to support the tourism and antiquities sector. This included coordination with the Central Bank of Egypt and the ministries of Finance, Environment, Social Solidarity, Transport, Civil Aviation, Petroleum and Mineral Resources, in addition to the ongoing coordination with the Egyptian Tourism Federation and tourism investors.

The Central Bank of Egypt put forward an initiative to support the tourism sector, with an amount of EGP 50 billion for the refurbishment and renewal of hotels (the interest rate was reduced from 12 % to 10 % and then to 8 %), as well as an initiative directed to the payment of salaries at an interest rate of 5 % (on the condition that workers are not laid off). The Ministry coordinated with the Minister of Finance which provided a EGP 3bn worth guarantee to the Central Bank of Egypt (CBE) to enable tourism and hotel establishments to fulfill salary obligations. The Ministry also coordinated with the Central Bank to contribute with 50 % of the cost of an international marketing campaign to promote the Egypt worldwide; and with the Ministry of Civil Aviation to resume domestic flights between Sharm El Sheikh and Luxor for the first time in 11 years (the first one operated in February) The ministry coordinated with the Ministry of Petroleum and Mineral Resources to reduce aviation fuel prices by 10 cents per gallon. In the beginning of the Coronavirus crisis, after the air travel halted worldwide, the Ministry coordinated with various ministries and embassies of foreign countries in Egypt to allow their citizens and tourists, present in Egypt at that time, to return to their countries. In April and May, the Ministry contributed, in coordination with the Ministries of Health and Population, Civil Aviation and the Egyptian Hotel Association, to the return of Egyptians who were stuck overseas, where they stayed in hotels in Marsa Alam before returning to their homes.

The Ministry Launches "Experience Egypt From Home" Digital Campaign



A virtual tour of Ramses VI tomb

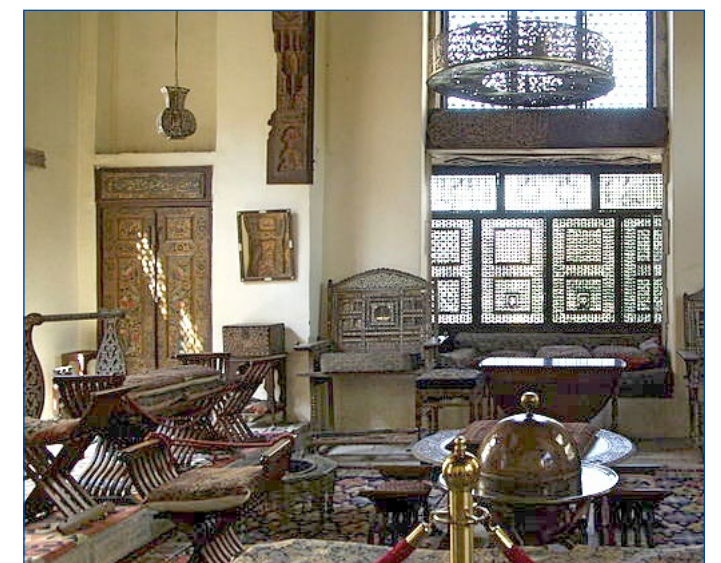
Throughout 2020, the Ministry took major steps to keep pace with modern global trends and achieve digital transformation in the tourism and antiquities sector. In its efforts to rely more on technology in promotion, the ministry, for the first time, launched virtual tours for museums and archaeological sites on social media platforms under the title "Experience Egypt from Home" from April to June, when travel was halted worldwide due to the Coronavirus crisis. It also introduced new advertising slogans, on line, as part of this initiative; namely #ExperienceEgyptFromHome, #ExperienceEgyptSoon #SameGreatFeelings. An initiative that proved to be very successful, and was praised by international and local media.



A guided tour in the Egyptian Museum

Steps Towards Digital Transformation

In its efforts to achieve digital transformation during 2020, the Ministry signed a protocol with the Ministry of Communications and Information Technology to develop its technological infrastructure. It also developed the Umrah portal in cooperation with the Egyptian Travel Agents Association. The design of the websites of the Grand Egyptian Museum and the National Museum of Egyptian Civilization were both completed in 2020. A central database was created to record and document artifacts in stores and museums. The Ministry also launched a digital transformation project for archaeological sites and museums services (electronic reservation platform). The Ministry created a unit to build a digital database for workers in the tourism sector. In addition to that, official pages for the ministry on social media platforms (Instagram and Twitter) were created.



A virtual tour of Gayer Anderson Museum

H.E. President Abd El-Fattah El-Sisi Inaugurates 3 Museums in One Day



H.E The President in Sharm El-Sheikh Museum

On 31 October, His Excellency President Abdel Fattah El-Sisi, inaugurated the first museums of antiquities in Sharm El-Sheikh, Kafr El-Sheikh Museum (via video conference), and the development project of the Royal Carriages Museum at Bulaq (via video conference). This emphasizes the support Egypt gives to the tourism and antiquities sector. It also shows the importance given to showcasing Egypt's unparalleled history and its unique civilization. through establishing and upgrading museums that display our rich heritage through different historical eras.

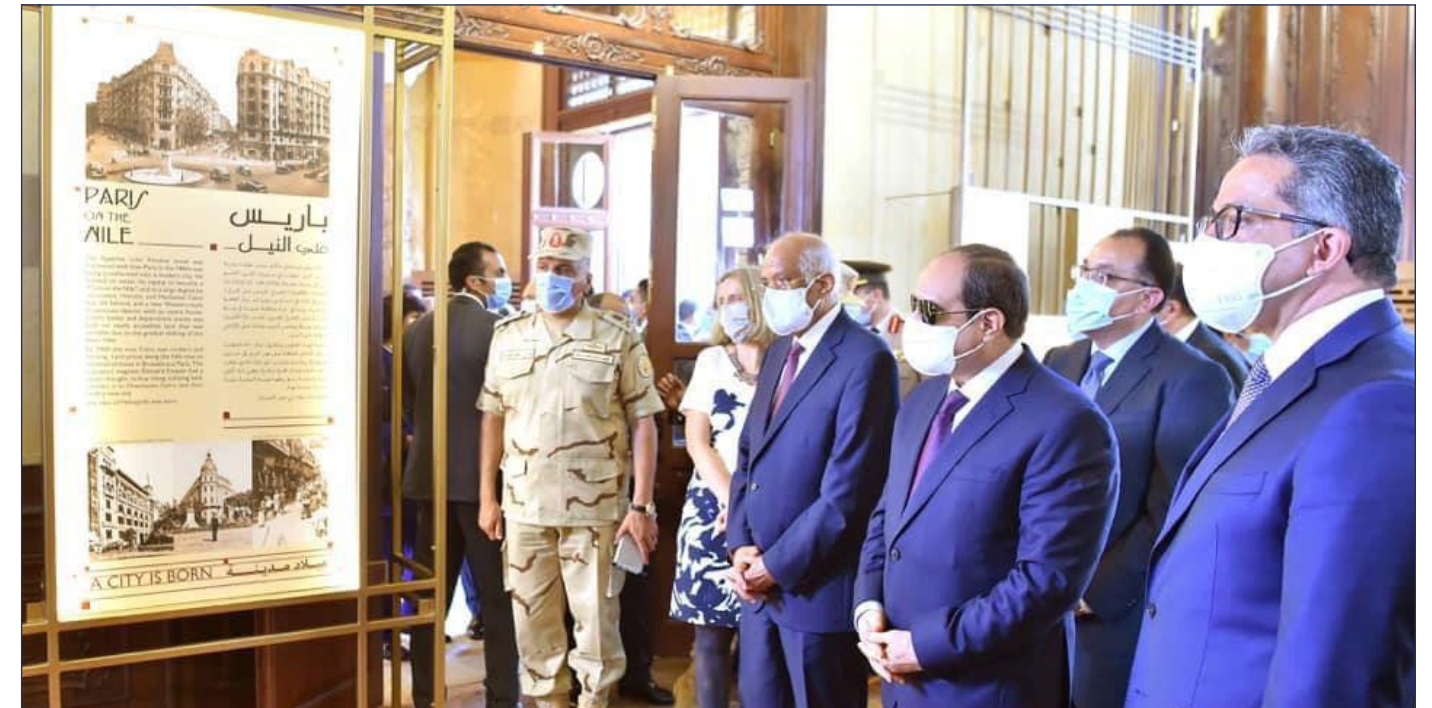


Royal Carriages Museum



Kafr El-Sheikh Museum

Opening The Baron Palace after Restoration



H.E The President in Baron Empain Palace

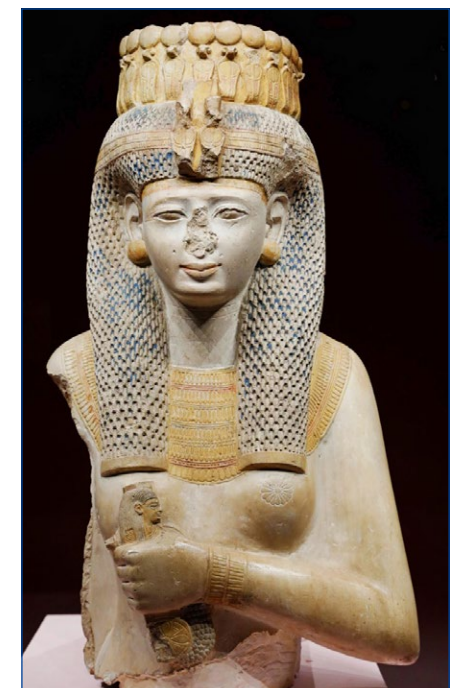
On 29 June, 2020, H.E President Abdel Fattah El-Sisi inaugurated the Baron Empain Palace in Heliopolis after the completion of the first integrated project for its restoration at a cost of EGP175 million. This amount included a contribution of EGP 16 million from the Belgian government. On 21 July the Ministry invited more than 40 Ambassadors to a tour of the Palace and dinner in its garden.

The Prime Minister Opens the Step-Pyramid of Djoser and the First Museum in Hurghada



The Prime Minister in front of the Step-Pyramid of Djoser

On 29 February The Prime Minister inaugurated Hurghada Museum, which is the first archaeological museum in the Red Sea governorate. This comes in line with the new direction of the Ministry to merge culture with leisure, and highlight the enormous potentials of Egypt and the diversity and richness of its tourism products. The museum contains 2000 artifacts that tell the story of Egypt, through different eras. On 5 March 2020, H.E. the Prime Minister, opened the restoration project of the Step-Pyramid of Djoser (the world's oldest stone building). The project lasted for nearly 14 years, and cost EGP 104 million.



Hurghada Museum



A group of tourists in the Restaurant

Opening the First Restaurant in the Giza Plateau

In its efforts to upgrade the quality of services provided in all touristic and archeological sites, the Ministry participated in the opening of the Nine Pyramids Lounge, the first restaurant in the Giza plateau in collaboration with the private sector, and the operation of the first environmental-friendly electric bus, which will be later used in the route of the visit of the Giza Plateau.

... And 16 Hotels in 2020

During 2020, Egypt's tourism sector opened 16 hotels in the governorates of South Sinai, the Red Sea, Matrouh and the North Coast, with a total capacity of 2613 rooms.



One of the opened hotels



Inauguration of Shali Fortress and Aghurmi Mosque in Siwa Oasis

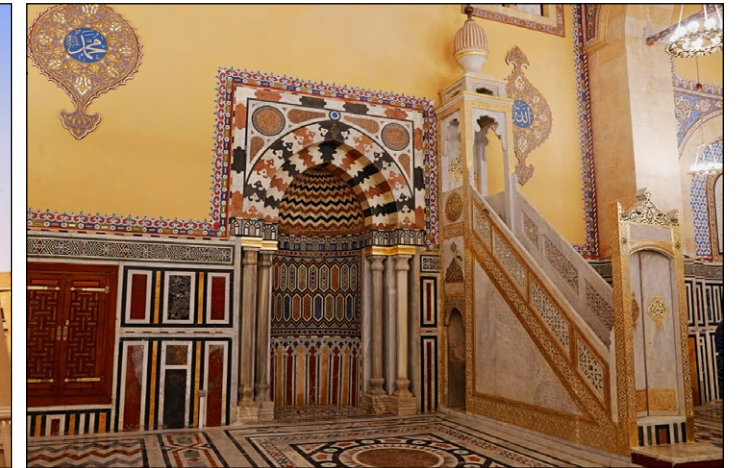
On 6 November, the Ministry participated in the opening of Shali Fortress and Aghurmi Mosque in Siwa Oasis, Matrouh governorate, after their restoration project (part of reviving the historic village of Shali). The project is funded by the EU (90%). In February, the Ministry opened three catacombs and the panorama of Dandara Temple, Qena governorate.



Opening a Mosque and a Synagogue in One Day...and 3 Monasties in Qena



Eliyahu Hanavi Synagogue



Al-Fath mosque

Egypt is a great civilization of diversity and acceptance. Protecting and preserving our unique heritage is the goal of the ministry. On 1 January, the Ministry inaugurated the royal Al-Fath mosque in Cairo and Eliyahu Hanavi Synagogue both on the same day after their restoration projects. On 19 August, the Ministry opened three monasteries in Naqada, Qena governorate; the Monasteries of the Archangel Michael, Abbot Pisentius, and Saint George, after completing their restoration project.

Opening Imam Al-Shafi'i's Mosqu



The Ministry and the Ministry of Endowments and the Governor of Cairo opened Imam Al-Shafi'i's Mosque on Friday 20 November, after the completion of its restoration and maintenance project under the supervision of the Ministry of Tourism and Antiquities, with funding from Ministry of Endowments at a cost of EGP 13 million.

.... And the "Cachettes: Hidden Treasures" Exhibition



Part of the exhibition

To celebrate of the 118th anniversary of the Egyptian Museum in Tahrir, the Ministry opened a permanent exhibition titled "Cachettes: Hidden Treasures", on 18 November. The exhibition is in the gallery that used to display the Royal Mummies. It showcases 50 colored coffins, including two from the recent archaeological discovery in Saqqara and 48 coffins from the stores of the Museum, including 15 displayed for the first time.



Saqqara.. the Land of Secrets and Amazing Discoveries

Saqqara.. the land of secrets and amazing discoveries. This year, this unique archaeological site revealed a lot of its secrets and intrigued the world. In October, in an international press conference attended by more than 50 ambassadors from all countries of the world, the Ministry announced the discovery of 59 sealed and colored coffins from the 26th Dynasty, 28 statues of the god Ptah Sukkar (the main deity of the region). In November, in another big international press conference attended by more than 300 members of local and foreign media and press, the Ministry announced another big discovery by the Egyptian mission. A discovery of more than 100 sealed coffins from the Ptolemaic and Late Period, 40 wooden statues of Ptah Sokar, Ushabti statues, amulets and gilded masks, and for the first time an X-Ray scanning was done live on one of the discovered mummies. In April, the Ministry announced the discovery of a group of stone and wooden coffins and funerary furniture at the site of the sacred animal and bird necropolis in Saqqara, and from Saqqara the ministry will announce the first discovery of 2021.



In 2021, many other archaeological discoveries in various governorates were announced. The most important of which was in Minya, where 16 family tombs were uncovered containing 30 coffins belonging to high priests of the god Jahouti in Al-Ghuraifah archeological site; and a unique necropolis dating back to the Sawy era in Al-Bahnasa. In Dra` Abu Al-Naga in Luxor, a wooden coffin from the seventeenth dynasty was discovered in addition to a group of funerary furniture. In Mitt Rahina archeological site in Giza, a number of archaeological blocks and statues made of pink granite were discovered, and 83 tombs in Kom al-Khelgan in Dakahlia were unveiled.



The Secretary-General in Hurghada
The Secretary-General of the United Nation's World Tourism Organization chose Egypt to be the first country to visit outside of Europe since the Coronavirus Pandemic, and the resumption of travel and aviation in Spain. The Minister accompanied the Secretary-General of the UNWTO on a visit to Hurghada, during which he saw the hygiene safety measures implemented there. His Excellency the President of the Republic of Egypt received him at the Federal Palace in the presence of the Minister. Then they met the Prime Minister. During the visit, he met with Egyptian Tourism Federation and tourism investors. He also visited the National Museum of Egyptian Civilization in Fustat, the Egyptian Museum in Tahrir, the Giza Pyramids and the Grand Egyptin Museum.

INTERNATIONAL VISITS TO PROMOTE EGYPT



The Minister with his Saudi counterpart
In 2020, the Minister visited Belarus, Ukraine, Germany, Georgia, Poland, Armenia, Greece and the Czech Republic. During those visits he held official meetings in addition to media interviews. Those visits resulted in attracting tourism from those countries to Egypt. The Minister also participated in various important international events. Those included the 112th session of the Executive Council of the World Tourism Organization in Tbilisi, Georgia. In 2020, the Deputy Minister for Tourism Affairs visited Serbia and Albania to discuss bilateral cooperation in the field of tourism.

TEMPORARY EXHIBITIONS ABROAD

Opening a Number of Temporary Exhibitions in Different Countries in 2020



In 2020, the Ministry held a number of temporary antiquities exhibitions abroad. Those exhibitions are considered a very important promotional tool for Egypt. They are also one of the Ministry's major financial resources. In February, an exhibition of archaeological replicas opened in Italy. "Sunken Cities: The Enchanting World of Egypt" exhibition was held at Virginia Museum of Art in the United States, in July. This exhibition included 293 artifacts recovered from the eastern port of Alexandria. "Kings of the Sun"

exhibition was officially opened in August in the National Museum in the Czech capital Prague, which witnessed a strong turnout of visitors a month after its official opening (20,000 visitors). In December, the Egyptian Cabinet approved holding the first archaeological exhibition in the Kingdom of Saudi Arabia titled "Towards the Mosque" to show at the Ithraa Museum in Dhahran. In August, the artifacts of the "Tutankhamun ... treasures of the Golden Pharaoh" exhibition returned back after its third stop

in the British capital, London. This exhibition was visited by more than 580,000 visitors before it closed due to the spread of the Coronavirus. It achieved great success in all of its stations, which began in 2018 in Los Angeles, in the United States of America, and then Paris, France. The Supreme Council of Antiquities decided to display 20 pieces from the exhibition in temporary exhibitions in Hurgada and Sharm El-Sheikh museums, before moving them to the place of permanent display in the Grand Egyptian Museum.



"Sunken Cities" Exhibition in USA



Visitors of Tutankhamun exhibition in London



One of the artifacts exhibited

REPATRIATED ARTIFACTS

Repatriating Egyptian Arifacts and Handing Over Aciest Coins Belonging to 3 Countries



Egypt spares no effort in repatriating its antiquities smuggled abroad. In 2020, the Ministry, in cooperation with the Ministry of Foreign Affairs, succeeded in recovering many artifacts from several countries. This included a limestone funerary pallet dating back to the late period, that was put for sale in an auction house in New York, United States of America. In addition to retrieving a wooden coffin cover dating back to

the Late Period from Italy and 450 artifacts from the United Arab Emirates. The Ministry also succeeded in stopping an electronic sale of an ancient pot in the Czech Republic. The Ministry succeeded, throughout the year, in stopping the smuggling of many artifacts (Egyptian and those belonging to other counties) at Egyptian ports. Ancient coins, belonging to the Kingdom of Saudi Arabia, the People's Republic of China and India were seized at Egyptian ports and handed over to the ambassadors of those countries.



Fiance Vase retrieved at Egyptian ports



Ancient coins retrieved at Egyptian Ports



Capitals of Egypt Museum

In spite of the implications of the Corona Virus pandemic, the Ministry made sure work continued in all major archeological projects during 2020. The year 2021 will witness the opening of those new projects and museums. The Museum of Egyptian Capitals (at the New Administrative Capital), the museums of hall 3 of Cairo International Airport, Isis Temple in Aswan, and the Greco-Roman Museum in Alexandria, are among the main openings of 2021.



Museums of Cairo International Airport

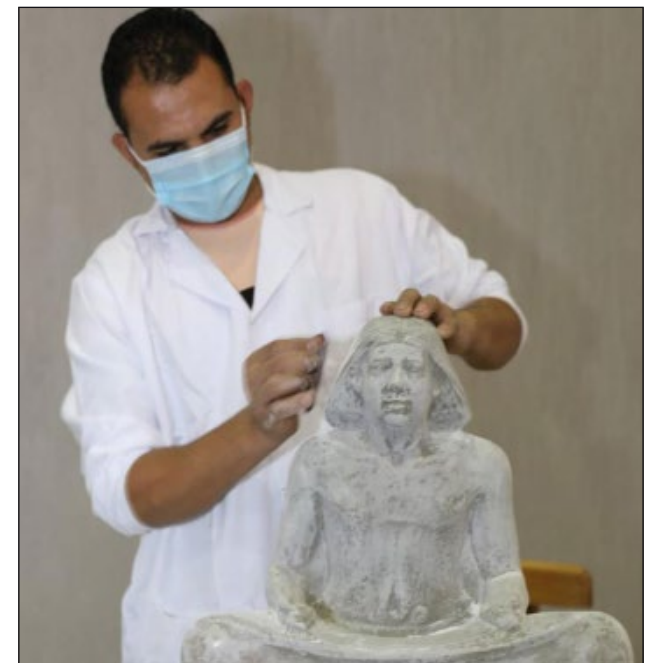


The Obelisk in Tahrir Square

There are also a number of projects that will be opened in 2021. They include "Kunouz" Replicas Factory, the first of its kind in Egypt; the Avenue of Rams in Luxor after its restoration; the two projects upgrading Sheikh Hamad and Hawawish archeological sites in Sohag, the groundwater reduction project in Abu Mina archeological site.

Next year will also see the opening of Tahrir Square after the completion of its development project, in which the Ministry participated with the ministries of Housing, Utilities and Urban Communities, Public Business Sector, Local Development and Cairo governorate.

In 2020, the Ministry erected the Obelisk of Ramses II in the middle of Tahrir square, and transferred the four statues of Ram-headed Sphynxes from Luxor, placing them around it. The Ministry also completed upgrading the facade of the Egyptian Museum, its garden, fences and lighting system.



"Kunouz" Replicas Factory"



Inside the Conservation Center

Work at the Grand Egyptian Museum never stopped throughout the year, and the rate of implementation of work on the site reached 97%. 70% of the foundation work of the building dedicated to Khufu Solar Boats was completed, and 75% of the foundations and concrete works for the security control gate was done. In December, all the structural metal framework was lifted from the main building of the museum. The museum received 5,103 artifacts out of a total of 54,767; among the most important pieces that were transferred are Saqqara coffins, and conservation work was done for 7,081 artifacts out of a total of 5,4056, the most important of which are King Amenemhat I's Gate and a shield from King Tutankhamun's collection. During 2020, the museum obtained 3 ISO certificates in less than 60 days; its Conservation Center obtained the ISO certificate for

occupational safety and health in September, and then the ISO certificates for environmental management and quality management systems in November. The joint Egyptian-Japanese cooperation team for preservation, maintenance and restoration of antiquities in the museum won the "Yomiuri" award for international cooperation. In 2020, one of the three international consortia that applied to manage and operate the museum's services was chosen.

In February, a law was issued to consider the Grand Egyptian Museum as an economic public body affiliated to the minister in charge of antiquities, and in October the Prime Minister issued a decree to form the museum's board of directors.

In August, CNN International launched three promotional films about the museum, under the title (From Inside the Grand Egyptian Museum Inside The Grand Egyptian Museum), and within days, these films had 164 million views.



One of the artifacts received by the GEM



This year, the National Museum of Egyptian Civilization achieved important steps towards the completion of the current phase in preparation for the imminent opening. A law was issued to establish an Authority for the Museum and its first director was appointed. The Prime Minister issued a decree to form its Board of Directors. Work in the Central Exhibition Gallery, which displays around 1500 artifacts, was completed, with the floor screens delivered. Work in the Royal Mummies Gallery was also completed in preparation for receiving the royal mummies that will be transferred from the Egyptian Museum in Tahrir. A power station with a capacity of 4 mega watts was established.

During 2020, the museum received 6,621 artifacts, including 17 royal sarcophagi, 1,173 artifacts were restored, and the dioramas of the Nubian House were completed.

The museum finished the investment plan for managing and operating the cultural entertainment and commercial center in the museum, and many investors visited the museum to rent the reception area and set up a plan to operate this center.

The museum hosted a number of events in 2020, like celebrating the 6th October victories in cooperation with the Ministry of Youth and Sports, and celebrating the 40th anniversary of the completion of the international campaign to save the monuments of Nubia.



Ceramic dishes from the Fatimid period



Ewar and basin from the Mamluk period

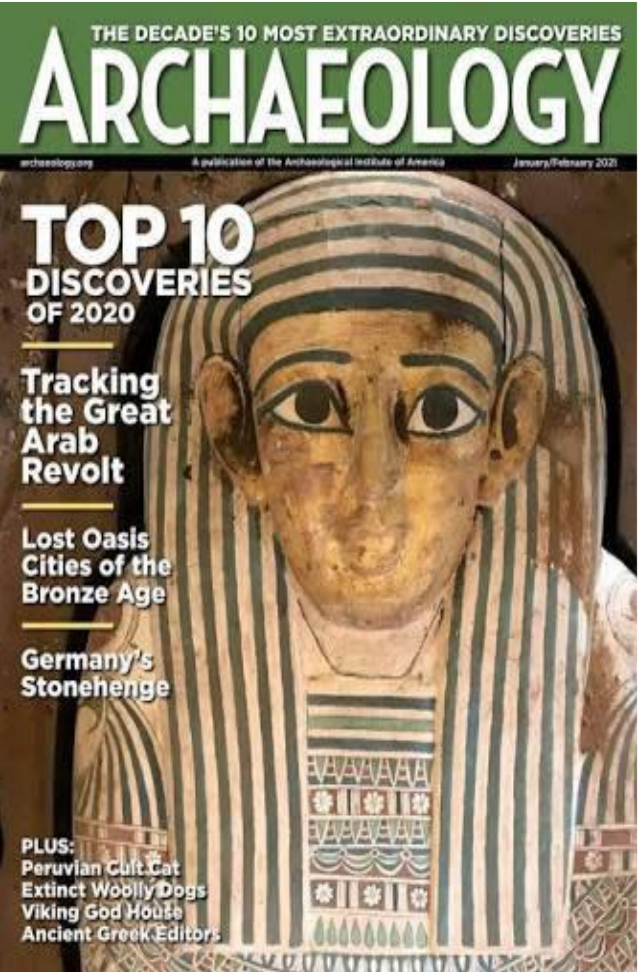


The Central Exhibition Gallery



Abu Dabab Bay in Marsa Alam

In 2020, Egypt gained a lot of international recognition in the fields of tourism and archeology. In February, the famous "Lonely Planet" travel site, chose Abu Dabab Bay, in Wadi El-Gemal, Marsa Alam among the best 7 beaches for snorkelling around the world. In May the Egyptian Museum in Tahrir came second as the most influential museum on "Twitter" in the African Continent according to the statistics of the "Museums week", done annually as part of the celebration of the International Museum Day. The British magazine "Dive" ranked Egypt as the second best diving destination in the world this year according to the votes of its readers. In December the American "Archaeology" Magazine chose the colorful Saqqara coffins, which were discovered and announced by the Ministry mid-November, among the top 10 most important archaeological discoveries of 2020.





A shot from the music video

The Ministry Releases a song titled "Egypt, the Land of Beauty" On New Year's Eve

On 31 December, The Ministry released a music video titled "Egypt, the land of beauty" in Egypt and the world, wishing everyone a happy new year. Through the song, the ministry shed light on the beauty of Egypt, its tourist attractions, its picturesque beaches, its warm sun, and its unique civilization, and sent a message of optimism and hope.

The song is performed by singer Sherine Abdel Wahab. It coincides with the launch of the "Enjoy your winter in Egypt" initiative to promote domestic tourism during the winter season.

By the end of January 2021, the Ministry is contracting an international company to put forward a media strategy to promote Egypt internationally, in preparation for the launch of an international promotion campaign for 3 years starting July 2021.



A shot from the music video

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