



Ministry of Tourism and Antiquities

# Ministry of Tourism and Antiquities Newsletter

June 2021 Issue 18



## Egypt Fully Vaccinated All Tourism Staff in Red Sea and South Sinai And Welcomes Vaccinated Tourists Arriving at All Its Ports



Egypt has fully vaccinated all staff working at both Red Sea and South Sinai governorates, two of the country's tourism hotspots as hotels and resorts gear up for the safe return of holidaymakers this summer. "Staff working in establishments including hotels, resorts, cafes, restaurants, bazaars and tourism transportation in the Red Sea and South Sinai governorates have received COVID19- vaccine", the Ministry of Health and Population announced at a press conference held on 3 June, in Sharm El-Sheikh and attended by the Minister and the Ministers of Health and Population and Civil Aviation.

Starting June 23, Egypt allows vaccinated travelers who received a coronavirus vaccine that is approved by the World Health Organization and the Egyptian Drug Authority to enter the country, provided that it's been 14 days since the second dose. Travellers who are fully vaccinated but arriving from countries affected with variant COVID19- will do a rapid (ID now) test upon arrival. Travelers who don't have a vaccination certificate will have to submit a -ve PCR test result.



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### Umrah Portal Law Issued to end brokerage

On 20 June, President Abdel Fattah Al-Sisi issued a Law to establish The Egyptian Portal for Umrah. This Portal aims to organise Umrah trips set up by tourism companies. The law aims to keep pace with the technological development in automating the service provided to citizens. The new law will also enable the Ministry to provide better services for pilgrims, and protect them from brokers and middlemen. The electronic portal makes the relationship direct between citizens and tourism companies. The Egyptian Portal for Umrah will be managed, supervised, and monitored by the Ministry.

### The PM Visits The Project of Reviving Sultan Hussein Kamel Palace

On 14 June, the Prime Minister visited Sultan Hussein Kamel Palace in heliopolis, currently undergoing a revival project to rehabilitate it to be a complex for digital creativity and entrepreneurship. He was accompanied by the Minister, and the ministers of Education, Local Development, Telecommunications and Public Business Sector. This project is part of the government's efforts to revamp archaeological buildings and make optimal use of them.



### The PM meets tourism investors in Sharm El-Sheikh

On 10 June, the Prime Minister met with tourism investors in Sharm El-Sheikh, ahead of the first forum of the heads of African investment promotion agencies (IPAs) held on June 14-11. The meeting was attended by the Minister, the Minister of Civil Aviation and governor of South Sinai. The meeting discussed the current situation in the tourism sector, and the government's initiatives to support this vital sector to recover from the repercussions of the Corona virus pandemic.

### Promoting yachting tourism in Egypt

On 30 June, the Prime Minister held a meeting to discuss ways to attract yacht tourism, with the Minister, and the Ministers of Finance and Transport. The meeting reviewed opportunities and potentials for developing yachting tourism, under the directives of President Abdel Fattah El-Sisi, to develop a strategic plan to maximize yachting tourism in Egypt. A committee headed by the Minister of Transport, with the Minister, the Minister of Finance and officials of a number of ministries and relevant authorities, will be established to facilitate the procedures of yacht tourism in Egypt. the government's initiatives to support this vital sector to recover from the repercussions of the Corona virus pandemic.

### The First Flight from Montreal Arrives to Cairo ... And The First Flight of Fly Dubai Arrives to Sharm El-Sheikh

Vice Minister of Tourism and Antiquities for Tourism Affairs participated on 18 June in welcoming the first direct flight of Air Canada arriving to Cairo from Montreal. Air Canada is planing to fly 3 weekly direct flights between Cairo and Montreal starting this June. On 15 June, the first flight from Fly Dubai landed at Sharm El-Sheikh Airport arriving from Dubai, the United Arab Emirates. This is the second flight of Fly Dubai arriving to Egypt as the first one arrived at Borg El-Arab Airport. The first charter flight from Kazakhstan arrived in Matrouh International Airport on 18 June.



## 30 thousand Germans Visited Egypt in the Past 4 Months & Returned without A single Case of COVID-19



The round table discussion organized by the NUMOV

The Minister went on a short official visit to the German Capital Berlin from 24-22 June. He was the keynote speaker in the round table discussion organized by the German Near and Middle East Association NUMOV, under the title "Egypt". He also met with senior economic advisor to German chancellor, the Minister of State of the Ministry of Economy and Energy and Commissioner of the Federal Government for Tourism, the Minister of State at the Federal Foreign Office in Berlin and officials from the Robert Koch institute, the German federal government agency and research institute responsible for disease control and prevention. He discussed with head of the Prussian Cultural Heritage Foundation cooperating together in the ongoing project of renovating the Egyptian Museum in Tahrir and Atun Museum in Minia. The chairman of one of the leading air travel companies in Berlin said that around 30 thousand German tourists visited Egypt in the past 4 months, and all returned back safe without a single case of COVID19.

## The "Chamber of Touristic Establishments" to become "Chamber of Restaurants and Touristic Establishments"

The Minister issued a decree to change the name of the Chamber of Touristic Establishments to become Chamber of Restaurants and Touristic Establishments. This was one of the demands of the Chamber from the Ministry, for a long time, and the goal of the decision is that the restaurants affiliated to the Chamber are considered a tourist facility subject to tourism laws and regulations.

## 2570 New Hotel Rooms Are Up and Running

2570 new hotel rooms have been up and running in the past six months, and around 6000 more are currently in the study phase and due to open in the coming period. This will amount to a total of 8,500 new hotel rooms operating during 2021, thus expanding Egypt's hotel capacity.

In June, the Ministry issued decrees to close down 25 Hotels in the Red Sea, South Sinai and Cairo, and 17 restaurants in Cairo for a week for violating the set hygiene safety measures and operating regulations, in addition to imposing a LE 4,000 fine, in accordance to the decrees of the Egyptian Cabinet in this regard.

## "Kings of the Sun" Exhibition in Prague is Extended till 30 September

The Egyptian Cabinet approved extending the "Kings of the Sun" antiquities exhibition in Prague until 30 September 2021, upon the request of the Czech side. This exhibition was scheduled to end this June.

The exhibition was inaugurated by The Minister, and the Czech Prime Minister, in August 2020. It includes 90 artifacts from the excavations of the Czech mission in the archaeological area of Abusir.



The exhibition in Prague

## Developing and Participating in Managing Sound and Light Shows

On 15 June, the Minister witnessed the signing of an agreement to develop and participate in managing the shows of the Sound and Light and the area designated for the shows at the Giza Plateau. This agreement is between Misr Company for Sound, Light and Tourism Development, a subsidiary of the Holding Company for Tourism and Hotels that is affiliated to the Ministry of the Public Business Sector, and Orascom Investment Holding.

## Appointing 2 Tourist Attachés in Foreign Offices in Germany and the UK

The Minister issued two decrees to appoint tourist attachés in the foreign tourism offices of the Egyptian Tourism Promotion Board in Germany (supervising offices in Italy and Russia) and the United Kingdom (supervising offices in France and China), for a period of one, effective 1 July 2021.

## Tourism Promotion

### More than 20 Ambassadors Visit Konouz Factory for Antiquities Replicas



The Ambassadors during their visit

On 5 June, the Ministry organized today a visit for more than 20 Ambassadors in Cairo, and their spouses to the antiquities replicas factory, Konouz, in Obour City. They included Ambassadors of Japan, Germany, Spain, France, Greece, the EU, Serbia, the Czech Republic, Mexico, Columbia and Australia. Opened last March, this factory was established in cooperation with Konouz Co. Egypt for antiquities models. It is the first of its kind in Egypt and the Middle East.

## Part 2 of the Promotion Campaign for the Arab Market Launched



The Ministry launched part 2 of the promotional campaign targeting the Arab market on digital, social media and booking platforms, on 28 June, tapping on the success of the first part of the campaign launched last May. The first part of the campaign succeeded in reaching 20 million internet users in Gulf countries in one month according to Google search engine. The search for traveling to Egypt in Gulf countries has increased by %41 during the month of May compared to April 2021. If we look at the similar comparison between April and May 2019 before the Coronavirus pandemic, the increase was only %3.

## The First Draft of the International Media Strategy Delivered

The Canadian-English coalition preparing the International media strategy to promote tourism submitted the first draft of this strategy during a meeting with the Minister via video conference, in preparation for launching an international promotional campaign by the end of 2021 for a period of 3 years. This coalition was assigned to work on this strategy since the beginning of 2021.

In a related context, the Minister participated in the meeting of the "Experts" committee for promotion. The meeting discussed many topics, including the upcoming plans of the international tourism department at the Egyptian Tourism Promotion Board, its target markets and promotional tools used in each market.

## Hosting a Ukrainian Media Delegation to Promote Tourism

The Egyptian Tourism Promotion Board (ETPB) organized a fam trip for prominent Ukrainian media representatives and journalists to Egypt in June. The Minister met with them during their visit which included Cairo, Hurghada, Sharm El-Sheikh and El Alamein. Ukraine is one of the important markets exporting tourism to Egypt and the Ministry's hotline service will soon be activated in Ukrainian to receive inquiries of Ukrainian tourists. The ETPB sponsored & participated in Aswan's International Women Film Festival's 5th edition, which hosted attendees from more than 33 countries; and inaugurated by the Minister of culture on 24 June in Aswan.

## The Giza Plateau Hosts Deputy Minister of Culture of Russia and Heads of African Constitutional and Supreme Courts



Heads of African constitutional and supreme courts at the Pyramids

At the Giza Plateau, the Ministry hosted the Deputy Minister of Culture of Russia as part of the Egyptian-Russian Year of Humanitarian Exchange 2022/2021, the President of the World Anti-Doping Agency (WADA) currently in Egypt, visited the Pyramids of Giza and Heads of African constitutional courts, supreme courts, and constitutional councils who were participating in the fifth high-level African constitutional conference hosted by Egypt's Supreme Constitutional Court (SCC) held under the auspices of Egyptian president Abdel-Fattah El-Sisi, in June.

## Visits

### Visiting the Greco-Roman Museum in Alexandria

On 5 June, the Minister visited the Greco-Roman Museum in Alexandria to follow up on the progress of work in its renovation and restoration project. When opened this museum will be an important addition to the touristic and archeological attractions in Alexandria. It will display around 20 thousand artifacts from the Greek and Roman eras. It is one of the most important and oldest tourist and archaeological landmarks specialized in the Greco-Roman civilization in the Mediterranean region and Alexandria.



Part of the follow up visit

### A Visit to Wadi El-Natroun and Promoting Tourism in Fayoum

On 14 June Vice Minister for tourism Affairs visited Wadi El-Natroun in Beheira governorates to follow up on the progress of work in the area. It is considered one of the 25 points on the path of the Holy Family Journey in Egypt. The CEO of the Egyptian Tourism Promotion Board visited Fayoum on 16 June as part of the Ministry's plan to promote domestic tourism, one-day trips and short vacations.

## Meetings

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### The Minister Meets Serbian Deputy Prime Minister and Minister of Culture and Information

On June 30, the Minister met with Serbian Deputy Prime Minister and Minister of Culture and Information, during her official visit to Egypt. They discussed the possibility of preparing a memorandum of cooperation to combat illegal trafficking of antiquities, and the possibility of twinning between the National Museum in Belgrade and one of the Egyptian archaeological museums. The participation of the Ministry in the cultural celebration organized by Serbia in 2022, and organizing an archeological exhibition of Egyptian antiquities in Serbia, were also discussed.



The Minister with the Serbian Deputy Prime Minister

### Discussing the development of the digital infrastructure of the Ministry

The Minister and the Minister of Information Technology met on 6 June to follow up on the projects implemented under the scope of the cooperation protocol between the two ministries that was signed last November. The objective of this protocol is to develop the digital infrastructure of the Ministry, in addition to building an accurate database about Egypt's diverse tourism offerings and improving the digital services provided to tourists, in addition to maximizing the use of modern technology in promoting Egyptian tourism and antiquities.

### Exempting Bazaars & Cafeterias in Museums and Archaeological Sites from the Rental Fees till September

On June 29, the Board of Directors of the Supreme Council of Antiquities was held under the chairmanship of the Minister. During the meeting, the Board agreed to continue providing, tenants of bazaars and cafeterias in museums and archaeological sites affiliated with the Supreme Council of Antiquities, full exemption from rental fees for the months of July, August and September 2021, as a support to the tourism sector and its employees during the Corona Virus pandemic.

### Promoting Tourism Between Egypt and the Kingdom of Saudi Arabia

The Minister met with the Minister of Trade and Investment in the Kingdom of Saudi Arabia and the Chairman of the Egyptian-Saudi Business Council on 17 June. They discussed enhancing cooperation between the two countries in tourism promotion, and putting forward proposals to encourage investments.

He also met on 10 June with the Resident Coordinator of the UN in Egypt. They discussed mutual cooperation and exchanging expertise in the fields tourism and antiquities; including launching awareness campaigns and making archeological sites and museums more accessible to visitors with special needs.



The Minister with the Minister of Trade and Investment of KSA

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## The Minister Meets Ambassadors of Jordan, Ukraine and France

During the month of June, the Minister met with the Ambassador of the Hashimite Kingdom of Jordan to discuss promoting bilateral tourism, and renewing the cooperation agreement in the field of combating illicit trafficking in cultural property. He also met the Ambassador of Ukraine, and discussed organizing a number of bilateral cultural events in 2022, including celebrating the 200<sup>th</sup> anniversary of deciphering the Rosetta Stone with the French ambassador.

In a related context, the Deputy Minister for Tourism Affairs met with the Ambassador of Rwanda in Cairo and discussed organizing touristic programs that include more than one African destination.

## Following Up on Regulations of Touristic Activities

On June 17, the Minister met with officials from the Ministry, the chairman of the Egyptian Tourism Federation, head of the steering committee of the Tourism and Travel Agents Association, to follow up on regulations and rules regulating the work of touristic activities. During the meeting it was agreed on the importance of stopping illegal entities and those operating without a license from the Ministry from providing touristic activities.

## Discussing Egypt's participation in Expo 2020

The Minister met Minister of Trade and Industry to discuss preparations of Egypt's participation in Expo 2020 next October. During Expo 2020, Egypt will be showcased as a popular investment destination in the region especially with all the current major national infrastructure projects. The Egyptian pavilion is located in one of the most important location in the Expo, the "opportunity district", next to the United Arab Emirates pavilion. Its design reflects Egypt's identity, combining the nobility of the past, the development of the present, and the prospect of the future. He added that it will play a big role in boosting tourism to Egypt.

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## Miscellaneous News

### Meeting Yehia Taha who Discovered A Sandstone Stela in his Farm

On 14 June the Minister met with Mr Yehia Taha, who discovered a sandstone stela dating back to the 26th dynasty in his farm in Ismailia, and immediately notified the Tourism and Antiquities Police. The Minister thanked Mr Taha for his honorable deed and his keenness to protect his heritage.

The sandstone stela is one of the border stelae that kings erected during military campaigns towards the east. It has on the lunette the winged sun disk, and a cartouche of king Wahibre the fifth king of the 26th dynasty.



The discovered stela

### Registering 4 Coptic Icons and 3 Islamic Minbars

The Supreme Council for Antiquities registered four Coptic icons dating back to the 19<sup>th</sup> century in the Monastery of Archangel Gabriel in Fayoum and 3 Islamic Minbars (pulpits) in Gharbia in the records of Islamic, Coptic and Jewish Antiquities. The four icons depict a number of religious subjects; including the Annunciation and the life of Jesus and the Virgin Mary. The Minbars include those of El-Adawy, El-Maghraby and Ibn Ata Allah al-Iskandari mosques.



One of the registered Coptic icons

## Egypt Launches A Marine Conservation Campaign in the Red Sea



On the occasion of World Environment Day on June 5<sup>th</sup>, the Minister and the Minister of Environment launched a marine conservation campaign in the Red Sea; the first of its kind in the Middle East and North Africa (MENA) region as part of the ECO EGYPT campaign. Its goal is to raise awareness about marine conservation in the Red Sea and highlight the importance of ecosystem protection and restoration.

This campaign sheds light on the the most common touristic practices that would harm the coastal environment and warns against them.

### Repatriated Artifacts

#### Egypt Repatriates 114 Artifacts from France and 3 from the UK

On 23 June the Egyptian Embassy in Paris received 140 artifacts that have been looted to France. They were examined under the supervision of the Egyptian Public Prosecution in order to be transferred back to Cairo. The Secretary General of the Supreme Council of Antiquities said that the close cooperation between the Egyptian Public Prosecution and the French judicial authorities, have lead to retrieving the artifacts and that they are the result of illegal excavations

In a related context, the Egyptian Embassy in London, received 3 artifacts dating back to the Pharaonic and Greek eras before being sold in one the famous galleries in London.

In another context, the archaeological unit at Cairo International Airport, in cooperation with airport Police, seized 203 authentic coins before being smuggled by one of the passengers.



Artifacts repatriated from France



Artifacts repatriated from the UK

## Meeting of the Board of Directors of NMEC

The Board of Directors of the NMEC met on 21 June under the chairmanship of the Minister. Procedures regulating commercial photography at the Museum, including shooting talk shows, documentaries, cinematic and advertising films were approved. The Board confirmed continuing the exemption of some categories of visitors from paying entry tickets to the museum on all days of the week except Fridays and Saturdays until the end of 2021.

## "Madrasati" Channel Broadcasts A students' visit to the Museum

The Minister was featured in the "Bil Arabi Keda" program that was shot at the Museum and broadcasted on DMC channel. This program is one of the Ministry of Immigration's objectives to implement the presidential initiative "Etkalem Araby" (Speak Arabic). This initiative aims to develop the Egyptian national identity in the hearts of new generations of Egyptians abroad. In a related context, the Minister took a group of school students, on a guided tour inside the Museum. The tour was broadcast on "Madrasati" Educational Channel, watched by around 20 million viewers. This novel initiative is a step towards spreading tourism and archaeological awareness among youngsters and part of the framework of cooperation between the Ministry and the ministry of Education and Technical Education.



The Minister's tour with the students

## NMEC Hosts EU photography Competition Ceremony

In a ceremony at the NMEC, the European Union (EU) in Egypt presented the results of its 13<sup>th</sup> annual photography competition, held in cooperation with the Ministry, the Ministry of Environment and the State Ministry of Information. This year's theme "A Journey to Egypt's Past and Future" aimed to portray the beauty of Egypt's historical monuments, the modern outstanding projects and/or the connection between Egypt's civilization and modern sustainable development projects implemented in various fields.

## Russian Deputy Minister of Culture & President of WADA Visit NMEC

In June, the Museum hosted the President of the World Anti-Doping Agency (WADA), the Deputy Minister of Culture of Russia and her accompanying delegation as part of the Egyptian-Russian Year of Humanitarian Exchange 202/2021. The Museum also hosted a high-level delegation of Arab Ministers of Information. who were participating in the 51<sup>st</sup> session of the Council of Arab Information Ministers held at the headquarters of the General Secretariat of the Arab League in Cairo.



The visit of the Arab Ministers of Information

## Completing 100% of Installation Work of Artifacts in the Aatrium and Grand Staircase

On 7 June, the Minister visited the GEM to follow up on the progress of work in the display scenario of the atrium, the grand staircase and the two galleries of Tutankhamun. 100% of the installation work of the artifacts in the atrium and the grand staircase is complete and the fine restoration of the artifacts is currently taking place. All showcases are installed in their places in the galleries of Tutankhamun. In addition to that, more than 65% of the treasures of the Boy King are placed in 65 of the showcases. In June The GEM's Board met to review work progress at the museum. The Board decided to form a committee to follow up on the implementation of the contract with the alliance that will provide and operate services at the museum signed last April.



Restoration work of artifacts on the Grand Staircase

## Success of The first Trial Run of the Vehicles Transferring Khufu Boat

A team from the GEM succeeded in the first trial run conducted to test the vehicles, imported from Belgium, that will be used in the transferring the first Khufu Solar Boat from its current location. This trial run was the first in a series of trials that will be conducted by a team of engineers and archeologists from the GEM in cooperation with the Supreme Council of Antiquities, to ensure the safe transfer of the solar boat.

The Secretary General of the Supreme Council of Antiquities, visited the two Khufu Solar Boats projects at their current place in the Giza plateau to follow up on the progress of work in the ongoing preparations for their transfer to their new display place at the GEM, to ensure that all scientific procedures are implemented in their initial restoration, reinforcement and packaging.

## From the Archive of the Center of Documentation

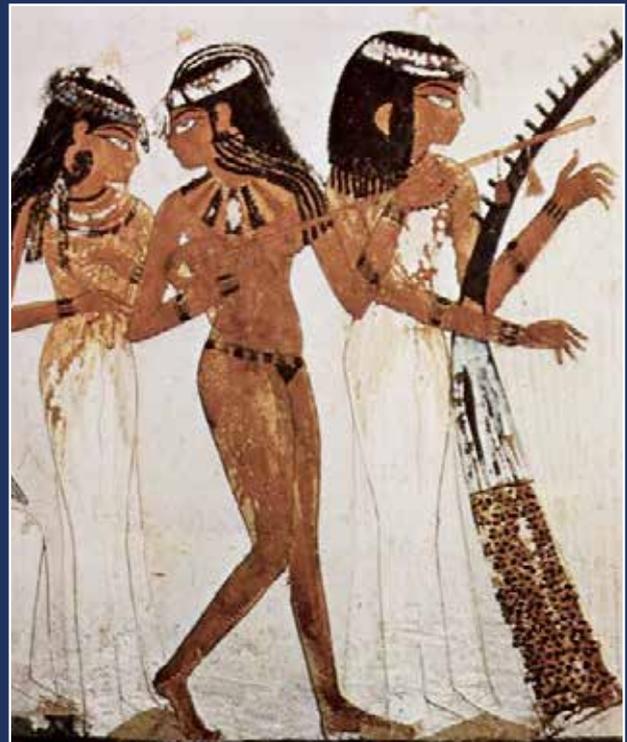
### Excavation Work in the Temple of Sahure at Abusir - October 1907



## Music in Ancient Egypt

The ancient Egyptians had a great love of music, because we can see it had a place in both secular and religious life. Music played a part in rituals, during feasts, festivals, banquets, within temples and daily life. It was a well-organised art form, with its traditions, rules, maestros and mentors. Deities closely associated with music include the Goddess of Music Hathor, who protected music and musicians in ancient Egypt. Another notable and well-loved deity was Bes.

The importance of music can be seen in the evidence left to us from all phases of Egyptian history. There are many instruments that have survived, but we also have many representations for us to study. Musical performances have been recreated in tomb paintings, on temple walls, as well as small models of musicians playing their instruments. Our collection includes a very distinctive wooden model of a troupe of male and female musicians and singers during a musical performance for their master, which was discovered in Saqqara.



The range of musical objects includes percussion, wind and stringed instruments. Percussion instruments include drums, clappers, sistra, tambourines, cymbals, and bells. Clappers are among the oldest musical instruments found in Egypt, carved in ivory, wood and bone, they usually occur in identical pairs. The sistrum is a musical rattle used in certain rituals, particularly those intended to appease the goddess Hathor. When shaken, it produces a rhythmic sound caused by the loose rods and rings that slide along its frame. The earliest known wind instrument is the flute and we have different types capable of producing many tonal ranges. The ancient Egyptians also used trumpets, the most famous examples were found in the tomb of Tutankhamun. Wind instruments were made from materials including wood, ivory and metal. Different types of stringed instruments have been found including harps, lutes and lyres. We can also see these instruments depicted on the walls of tombs and temples. We celebrate the World Music Day on the 21<sup>st</sup> of June, every year.

Sabah Abdelraziq Sedik - Director General of Cairo Museum



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