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# **Narrative Summit 2023**

EGYPT  
**FOREVER  
FORWARD**

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PR SUMMIT 2023

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**FOREVER  
FORWARD**



## Narrative Summit 2023

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## INTRODUCTION

The Narrative PR Summit stands as Egypt's premier international nation branding platform, dedicated to enhancing the global perception of Egypt by showcasing inspiring local and international leadership.

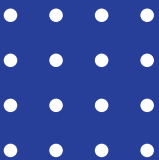
It was launched in 2016, and by 2018, the third edition of the Narrative PR Summit was inaugurated under the patronage of Egypt's Prime Minister, Dr. Mostafa Madbouli. The fourth round kicked off in 2019, coinciding with the Arab Sustainable Development Week organized by the League of Arab States, and held under the auspices of H.E. President Abdel Fattah El-Sisi.

Throughout the seven editions, including two online sessions during the pandemic, the summit has been privileged to host distinguished ministers, senior government officials, influential policymakers in Egypt, leading business figures, and heads of local and international organizations.

The summit aims to bolster Egypt's image on the global stage. By bringing together influential leaders to share their inspiring experiences and the obstacles they have surmounted, it contributes to the development of a nation brand. The Narrative Summit endeavors to play a pivotal role in propelling the state's development efforts by promoting partnerships and cooperation among stakeholders in Egypt and abroad.



## NARRATIVE PR SUMMIT 2023



# NARRATIVE PR SUMMIT 2023

The Narrative PR Summit 2023 highlighted the advancement of tourism in Egypt, with a focus on bringing it to the forefront of local and global attention. The event emphasized the significance of tourism as a vital pillar for economic development in the upcoming phase.

Under the captivating theme “Egypt Forever Forward,” the eighth edition of the summit brought together a stellar lineup of both local and international speakers. At the stunning Somabay on the Red Sea, they convened for an entire day to exchange ideas and share valuable insights. This prestigious event is hosted under the auspices of the Ministry of Tourism and Antiquities, the Egyptian Tourism Authority, and the Red Sea Governorate. Additionally, it is organized in collaboration with the American Chamber of Commerce and UN Women.

This year’s summit aimed to establish Egypt as a top global tourism destination, drawing in high-net-worth tourists, spurring investments, and strengthening the national economy. This report outlines key points from the speeches of several speakers, highlighting essential recommendations on the following topics:

- Tourism investment and growth potentials
- Promoting a positive image of Egypt globally
- Ecovillages, Sustainability and Ecofriendly practices
- Food security
- The strategic importance of Suez Canal as a gateway for development
- Nation branding and regional integration
- Showcasing Egyptian expertise globally and supporting entrepreneurship
- Enhancing the presence of Egyptian brands both locally and globally
- Empowering film making in promoting tourism

The upcoming edition of the Narrative Summit is gearing up for an international launch, aspiring to spotlight Egyptian tourism and culture. The event seeks to present the modern republic on both the regional and international platforms, shaping a fresh image of Egypt’s future, which is shaped by innovative thinking and impactful leadership spanning various generations.

## NARRATIVE PR SUMMIT'S BOARD OF DIRECTORS

- **Mr. Mohamed Mansour** Chairman of Mansour Group and Chair of the Board of Narrative Summit
- **Dr. Rawya Mansour** Chairwoman of RAMSCO Egypt and Oasis Technologies Monaco
- **Mr. Ibrahim El Messiri** CEO of Abu Soma Touristic Development Company
- **Mr. Ahmed Ebeid** Founder & Managing Director of RMC Worldwide Partners
- **Mrs. Lamia Kamel** Founder of the Narrative PR Summit, Managing Director of CC Plus, and former Assistant Minister of Tourism and Antiquities for Promotion
- **Mrs. Amy Mowafi** Co-Founder and CEO of MO4 Network
- **Mrs. Mai Salama** Co-Founder of Creative Industry Summit
- **Eng. Amr Gazarin** Chairman of Orascom Pyramids Entertainment
- **Mrs. Hala Hegazi** Managing Director & Group COO Nile Radio Productions
- **Mr. Hesham Gadallah** Former Chairman and CEO of Orascom Pyramids Entertainment
- **Mr. Mohamed Sultan** Former Chief Operating Officer at the Commercial International Bank – CIB Egypt





## **EGYPTIAN ECONOMY AND TOURISM FROM AN INTERNATIONAL PERSPECTIVE**

## EGYPTIAN ECONOMY AND TOURISM FROM AN INTERNATIONAL PERSPECTIVE

Tourism plays a pivotal role in the Egyptian economy, serving as a major catalyst for economic growth. It stands out as a crucial sector that significantly contributes to reinforcing the economy, creating job opportunities, diversifying income sources, and increasing foreign currency revenues.

In the current economic landscape and the imperative to secure foreign exchange, tourism emerges as the fundamental pillar for obtaining foreign currency, supporting the national economy, and fostering development. According to indicators from the International Monetary Fund (IMF), Egypt's tourism revenues are expected to gradually increase over the next five years, ranging from USD 28.8 to 30 billion by mid-2028. The government has underscored the importance of tourism in Egypt's national economic agenda as a critical component for the resurgence of foreign currency in the foreseeable future.

We hereby present the insights and recommendations of international business figures on how to maximize the benefits of tourism in Egypt and propel the Egyptian economy forward.

### Mohamed Mansour

#### International Businessman, Chairman of Man Capital LLP, and Chairman of Mansour Group

In his keynote speech titled "Right to Dream," Mohamed Mansour, Chairman of Man Capital LLP, and Chairman of Mansour Group delivered an inspiring message of hope and ambition, highlighting the immense potentials that Egypt presents. Starting from an exceptional heritage to remarkable contemporary assets, Mansour emphasized that Egypt is capable of owning the narrative both within the nation and on the global stage.

### Celebrating Egypt's Rich History and Culture

Mansour commenced his talk by underlining Egypt's extensive history and cultural richness, making it an iconic nation with a legacy spanning 7,000 years. He highlighted the ancient treasures and poetic heritage that not only fuel the creativity of storytellers worldwide but also establish Egypt as a preferred global destination.

Mansour pointed out significant breakthroughs in Egypt's history, such as the invention of paper in the form of papyrus, around 4,000 years ago. He specifically emphasized the remarkable feats of Egyptian construction, with the great pyramids standing as the sole surviving ancient wonder of the world. He also noted that Egyptians have always been distinguished as skilled and proud traders, underscoring the current commitment to continue this legacy by venturing into promising business opportunities, following in the illustrious footsteps of those who came before.

### Egypt's Most Prominent Assets

Adding to Egypt's exceptional heritage and culture, Mansour indicated that the nation's most valuable asset is its population of 110 million, particularly its vibrant youth with an age distribution where half are below 25. He emphasized the qualities of loyalty, hard work, and generosity among Egyptians, who consistently give their best. Mansour attributed these characteristics, along with a robust education system, as instrumental in helping Egyptians overcome challenges throughout their rich historical journey.

Moreover, Mansour praised the numerous young Egyptian men and women who have excelled globally, making significant contributions in the largest capitals around the world and leaving a substantial impact.

### Foreign Investment and International Relations

Mansour stressed the burgeoning growth in Egypt's investment landscape, highlighting the plethora of opportunities emerging from the country's new strategic approach and visionary roadmap. Despite facing current challenges, Mansour emphasized the notion that every challenge presents an opportunity. He underscored the pivotal role of private investments, working in tandem with ongoing support from the public sector.

Mansour pointed out the significance of Egypt's inclusion in the BRICS, alongside nations whose citizens comprise nearly half of the world's population. He emphasized that this not only creates vast opportunities for the national economy but also enhances Egypt's influence regionally and globally.

Delving into the most promising sectors, Mansour narrowed his focus to three specific fields:

- Tourism stands at the heart of Egypt, attracting 15 million visitors this year, with an anticipated annual increase of one million. This growth is attributed to the compelling ancient history, implementation of new measures, enhanced infrastructure, and monumental projects like the Egyptian Grand Museum, destined to be one of the most significant museums in human history.
- The Suez Canal, owing to Egypt's strategic location, the global trade significance of the canal, and recent years' stability, positions itself as a pivotal global trade and investment hub.
- The renewable energy sector, particularly solar energy, emerges as a highly lucrative investment opportunity, spotlighted at the COP27 Climate Change Conference. This explains the Mansour family's commitment to contributing to sustainable projects in Egypt, like Infinity, the largest solar energy company in the Middle East and Africa.

### **A Personal Journey and Commitment to Egypt**

Speaking of the esteemed Mansour Group, Mohamed Mansour expressed his pride in the journey that began in Egypt and has now expanded to over 100 countries, boasting nearly 60,000 Egyptian employees. He reassured his commitment to Egypt, stating that he will continue returning to the country. One of his primary focuses for investment lies in electric vehicles, aligning with his dedication to sustainability.

In line with this commitment to environmental responsibility, he highlighted the significance of the newly developed eco-city, Badya, a project spearheaded by his brother Yassin near Cairo. Mansour underscored that these efforts exemplify the plethora of opportunities across various sectors and the unwavering ability of Egyptians to dream big.

### **The Right to Dream Academy and the Power of Education**

Mansour concluded his speech by shedding light on his impactful project, the “Right to Dream,” a program that links individuals aspiring for higher education with scholarship opportunities in the US and UK, ensuring that football remains a pivotal part of their journey. For those aspiring to kick-start their professional football careers, the two-year development program equips them for the next phase. Mansour shared that he has been on this remarkable journey for over two decades, commencing in Ghana in 1999, driven by the simple yet powerful belief that everyone has the right to dream.

Expanding on the initiative’s success, Mansour highlighted that seven players from this program participated in the latest World Cup. Furthermore, 120 graduates have earned scholarships from prestigious universities worldwide, including Stanford, Harvard, Oxford, and Cambridge. Notably, these aspiring individuals, given the opportunity to dream, come from families with an average income of just USD 2 per day.

Demonstrating his commitment to community service, Mansour disclosed the recent launch of the “Right to Dream” Academy in Egypt. This initiative aims to inspire young boys and girls in every village to pursue their passion for football. In the first round alone, it garnered over 65,000 applications, indicating a promising future in nurturing talents akin to Mohamed Salah, individuals who can dream, achieve greatness, and take pride in their national identity.

### Recommendations

As Mohamed Mansour delved into Egypt's key assets and the evolving investment landscape, the speech provided vital recommendations, emphasizing the following:

1. Recognizing the 110 million population as a potent asset, the focus should be on supporting the youth majority, tapping into their exceptional potential, ability to overcome challenges, and ensuring access to quality education.
2. Encouraging collaboration with the private sector is crucial. This involves providing incentives and streamlining procedures to thrive with private investments in Egypt, aligning with the strides made by the public sector in its development and investments.
3. Emphasizing the importance of capitalizing on growth opportunities in the private sector, particularly in the context of joining the BRICS, which signifies a significant step toward the future. Key sectors for potential include tourism, renewable energy, and the Suez Canal.
4. Launching initiatives aimed at developing a new generation of young boys and girls is imperative. Providing them with a world-class education enables them to pursue their dreams and succeed in various life aspects while maintaining a strong connection to their national identity.

### Sir Ben Elliot

#### International Businessman, Tourism and Investment Expert, and Founder of Quintessentially

Sir Ben Elliot, renowned international businessman, expert in tourism and investment and Founder of Quintessentially, delivered a speech titled “Egypt- A business and Leisure Destination from a Global Lens.” During his compelling talk, he focused on the current global challenges from political, social and economic perspectives. Then he delved into the Egyptian situation, highlighting the various investment prospects and his recommendations to overcome current challenges.

#### Global Lens

Sir Ben Elliot underscored the significance of delivering services, both in business and community, as a means to ultimately benefit the country. He emphasized Egypt's extensive experience in this field, noting the unwavering commitment of Egyptians to providing service compared to other nations, suggesting they should embrace this trait. He also noted that this commitment was particularly tested during the COVID-19 pandemic, which presented numerous challenges.

Following this, Sir Ben proceeded to provide a global perspective on some of the challenges currently faced by the world:

- **Social Media and AI:** Sir Ben highlighted the challenge that social media poses to democracies worldwide, making governance more difficult. He cautioned that the increasing prevalence of AI, particularly in the form of deep fakes and disinformation, could exacerbate these challenges, potentially undermining public trust in democratic processes.
- **Loss of Trust in Institutions:** A pervasive decline in trust toward governing institutions is universally observed, prominently evident in the United States and impacting nations globally. Sir Ben contended that a cynical perspective towards institutions could result in disillusionment with democracy as a whole, with many political parties losing their narrative.
- **Economic Inequality:** Economic inequality is an escalating concern across the political spectrum, notably in the UK and the US. A significant majority, including working-class voters leaning right-of-center, now disapprove of the exorbitant compensation received by global CEOs and tech giants. This sentiment underscores a widespread belief that the financial system is inherently biased against them.
- **Decline in the Work Ethic:** Sir Ben noted that workers across various parts of the world are advocating for higher pay with reduced working hours, leading to an uptick in work stoppages and strikes. As inflation has outpaced wage growth, workers are grappling with mounting social and economic challenges.
- **Anti-Corporate Bias:** Negative sentiment towards international corporations is on the rise, particularly regarding workers' benefits, corporate focus on profits over workforce, and excessive CEO compensation.



### Egypt's Investment Scene

Recognizing the challenges currently faced by Egypt, Sir Ben highlighted the hurdles impacting the government's endeavors to attract foreign direct investments, such as currency fluctuations, rising inflation, concerns about instability, and overall economic uncertainty. As the Middle East experiences a surge in attention, it is expected that investments will naturally flow towards Egypt. However, a compelling narrative, particularly emphasizing the country's security, is crucial. Sir Ben pointed out that the government has taken several positive steps towards development, including:

- Implementing new investment laws to streamline processes for foreign investors, addressing aspects like dispute resolution and licensing approval for significant PPP projects.
- Managing increased volumes of global maritime trade through new channels in the Suez Canal, contributing vital revenues to the Egyptian economy.
- The construction of a new capital of the size of Singapore, preparing for a much-needed new space.

### Egypt's Prospects

Sir Ben Elliot delved into Egypt's array of opportunities and strengths, underscoring the imperative for their development and effective utilization. Notably, key sectors such as hospitality, renewable energy, agritourism, and real estate stand out, each boasting substantial advantages:

- A large growing population, presenting a dual challenge of creating ample job opportunities and concurrently offering an asset in the form of a large, educated, and skilled labor market compared to other countries.
- A strategic location along a major westbound sea route from Asia through the Suez Canal, presenting vast opportunities for the establishment of additional logistics centers in the Red Sea, Alexandria, and Port Said.
- A vibrant startup ecosystem that magnetizes investments from international venture capitalists.
- Egypt's enduring appeal as a tourist destination is an extraordinary asset, contributing significantly to the economy, job creation, and the equitable distribution of earnings, particularly in less affluent areas across the country.

### Bolstering Tourism Industry

Sir Ben Elliot underscored Egypt's exceptional potential in tourism, highlighting the country's rich historical and cultural heritage, picturesque coastline, water sports offerings, and adventure tourism possibilities. He went on to provide recommendations that Egypt should consider to fully realize the potential of its tourism sector.

### Recommendations:

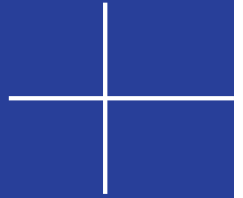
1. Conveying a positive image to the world, inspired by the recent efforts of the Kingdom of Saudi Arabia.
2. Significantly investing in infrastructure, including roads, bridges, airports, and hotels, to enhance tourism and attract international investors.
3. Investing in the renovation of touristic landmarks, following the example set by The Grand Egyptian Museum, to elevate the overall tourism experience.
4. Exploring untapped potential in niche tourism markets such as adventure tourism, wellness tourism, and ecotourism, targeting diverse types of travelers.
5. Hosting global events, such as sports tournaments, entertainment shows, and international conferences like COP27, to drive tourism and create global awareness.
6. Attracting High-End Tourists and offering unique luxury experiences through the following key factors:
  - Luxury accommodation and top-notch services.
  - Partnership with luxury brands.
  - Offering luxury private transport solutions.
  - Facilitating yacht tourism by constructing high-quality marinas and simplifying the necessary procedures.
7. Utilizing social media platforms to promote Egypt's tourism and cultural assets, drawing inspiration from successful international examples where shows and documentaries contributed to increased tourism.

### Propelling Investment to New Heights

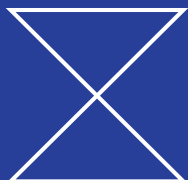
Sir Ben Elliot highlighted Egypt's potential to attract high net worth investors, emphasizing the implementation of several measures. These include creating incentives such as tax benefits, favorable investment policies, and foreign investment schemes to stimulate economic growth. Leveraging proximity to exporting markets, ensuring a safe and secure business environment conducive to easy transactions, maintaining a business-friendly government, and developing robust logistics infrastructure, including ports, roads, and rail networks, are essential for seamless imports and exports.

In conclusion, Sir Ben affirmed that the current challenges, while not to be underestimated, do not pose insurmountable obstacles. Instead, they require a collective effort to consistently propel Egypt forward. He underscored his commitment to supporting existing initiatives in every possible way.





## ECOVILLAGES AND FOOD SECURITY



## **ECOVILLAGES AND FOOD SECURITY**

The world is currently grappling with an economic challenge fueled by the rapid growth in human needs and the surging global population, intensifying pressure on natural resources and rendering them vulnerable to depletion. As a result, a substantial gap has emerged between the available natural resources and the soaring demand for them. The environment suffers greatly from this disparity, as heightened reliance on polluting industrial methods and non-renewable fossil fuels releases harmful gases, exacerbating the impact.

In Egypt, where the population soared to 113 million in 2023 and is expected to reach 116 million by 2050, there is a growing need to find a solution that safeguards both human and biological health. It's crucial to promote the sustainability of natural resources and embrace eco-friendly renewable energy sources, all while minimizing waste and ensuring safe disposal. The answer lies in the concept of eco-villages, which operate on a circular economy system and aim to fulfill sustainable development goals.

### **Rawya Mansour**

#### **Chairwoman of RAMSCO Construction & Eco-Villages and Oasis Technologies Monaco**

During her talk titled "Investment in Agriculture and Eco-tourism" at the Narrative PR Summit 2023, Rawya Mansour, Chairwoman of RAMSCO Construction & Eco-Villages and Oasis Technologies Monaco, shared her journey towards achieving sustainable development, green investments, and sustainable agricultural practices, with a particular focus on environmentally friendly zero-waste villages. As a trailblazer in organic farming in Egypt, Mansour highlighted her proactive approach in this arena since 2007 when she established RAMSCO Construction & Eco-Villages, employing organic fertilizers and state-of-the-art agricultural technology. She emphasized the success of the pilot project at the research center, which led to the establishment of RAMSCO for Sustainable Agricultural Development in 2009. Following that, OASIS (Organic Agriculture for Social International Solidarity) was founded in Monaco in 2012. Mansour stressed the pivotal role of these sustainable initiatives in tackling economic, social, and environmental challenges, contributing significantly to poverty alleviation and environmental preservation.

Mansour shared insights from her study, uncovering that Egypt has a substantial 36 million tons of agricultural waste. This resource can be effectively repurposed through Biochar technology, transforming it into organic fertilizers and potentially cultivating 1.5 million acres. She emphasized that establishing 300 eco-friendly villages based on organic farming could generate jobs for 10 million people, halt labor migration abroad, and pave the way for achieving food security.

Mansour voiced her aspiration to create eco-villages with zero waste, targeting the provision of food for all citizens, particularly the most vulnerable. She emphasized that the three key principles for achieving food security are availability, accessibility, and affordability, while the challenges revolve around climate change, carbon footprint, and rising costs.

She decided to move away from the Delta, where the land has been impacted by rising salinity levels. Instead, she collaborated with the Agricultural Research Center to reclaim 30 acres in the desert outskirts of Ismailia Governorate. For her, innovative agricultural investment isn't just a remedy for food security crises; it's also a real-life experiment in empowering rural women.

Mansour emphasized that she initiated RAMSCO by incorporating Biochar, an innovative approach for reducing gas emissions. This method conserves water, enhances soil quality, and reduces irrigation water consumption by 30% and drip-irrigation by 60%. Additionally, it produces healthy food without the need for pesticides. She highlighted that this project fosters a circular economy by recycling all agricultural waste, making it a zero-waste endeavor.

Mansour elaborated that she initiated RAMSCO, focusing on sustainable development and organic farming through the innovative use of the patented Biochar machine to recycle food waste and minimize emissions. This distinctive approach not only contributes to environmental sustainability but also empowers marginalized female farmers. By providing training in this eco-friendly farming technique, the project facilitates their transition to green economy practices, ultimately leading to a reduction in water consumption.

Mansour stressed the importance of cooperation between the public and private sectors, irrespective of an institution's size or overarching strategies. Consequently, RAMSCO has partnered with various entities, including the Ministry of Agriculture and Land Reclamation. A notable collaborator is Anchorage Investments, the driving force behind Anchor Benitoite—a significant industrial complex in the SCZone producing diverse derivatives and petrochemical products.

The alliance with Anchorage Investments aims to establish eco-friendly villages to leverage Carbon credits obtained through the use of agricultural waste, such as rice straw, for producing green charcoal or Biochar used in farming. Carbon credits authorize the emission of a specific amount of greenhouse gases, benefiting various industrial sectors such as petrochemicals, while certifying that businesses or individuals holding them offset their greenhouse gas emissions (GHG). This reflects the shared commitment of both parties to sustainability, serving the public interest and fostering economic development in Egypt.

With a belief in the pivotal role of women in addressing climate change and sustainable development, Mansour highlighted that empowering rural women stands as a central objective in her various projects. By providing them with fitting job opportunities within their social settings, these initiatives aid in alleviating poverty and addressing food shortages.

In conclusion, Mansour reiterated her continued dedication to implementing projects that benefit the environment, align with sustainable development goals, empower women, and elevate living standards through diverse employment, training, and capacity-building opportunities.

### **Recommendations:**

1. Implementing projects that prioritize addressing food security as a crucial step in reducing poverty and hunger.
2. Empowering women in agriculture is essential to tackle poverty and eradicate the food crisis.
3. Promoting and adopting sustainable methods in agriculture is pivotal for addressing economic, social, and environmental crises.
4. Expanding the creation of ecovillages with zero waste is key to achieving a green economy and sustainable development.
5. Embracing organic farming in desert cultivation, tapping into the vast deserts of Egypt and Africa.
6. Encouraging companies and projects to reduce their carbon footprint through partnerships.
7. Fostering collaboration between the public and private sectors to reinforce the nation's economic development.



## SCZONE: A CORNERSTONE OF DEVELOPMENT



## SCZONE: A CORNERSTONE OF DEVELOPMENT

Thanks to its strategic location, rich history, and cultural significance, Egypt has consistently held a pivotal role in the region. In alignment with the country's ongoing efforts to strengthen its influential position both regionally and globally, the Suez Canal Economic Zone (SCZone) was created, spanning an expansive 455 km<sup>2</sup>. By harnessing the immense potential of the Suez Canal, as well as fostering an efficient, competitive, and eco-friendly business environment, SCZone serves as a trade gateway connecting the East and the West.

The SCZone aims to attract companies worldwide, providing them with easy access to the regional market and skilled workforce. Additionally, it offers investors state-of-the-art industrial complexes for globally competitive, value-added supply chains.

### Ahmed Moharram

#### Founder and Managing Director of Anchorage Investments Ltd.

At the Narrative PR Summit 2023, Dr. Ahmed Moharram, the Founder and Managing Director of Anchorage Investments Ltd., shed light on the pivotal role of the Suez Canal Economic Zone as a cornerstone in Egypt's economic transformation. He highlighted that the Suez Canal acts as a global trade route connecting Europe and Asia, handling approximately 12% of the world's container traffic. Consequently, the Egyptian government has devised a strategic plan to unlock the vast potential of the Suez Canal through the establishment of the SCZone, covering over 455 square kilometers. This highly effective economic zone not only generates job opportunities but also establishes a global center for maritime transport and logistics services. Additionally, it serves as an industrial hub and a gateway for trade between the East and the West.

Established in 2011, Anchorage Investments Ltd. specializes in investing in large-scale industrial projects, particularly within the petroleum, gas, and derivatives sector. As a key player in the SCZone's significant investment and industrial initiatives, the company is currently spearheading one of the zone's largest projects—the Anchor Benitoite industrial complex. This project is designed to produce a wide range of petrochemical derivatives and products, including polypropylene, used in diverse applications such as pipes, packaging, coatings, textiles, pharmaceuticals, and more.

Anchor Benitoite boasts a total investment of USD 2.5 billion, with a focus on enhancing the local Gross Domestic Product (GDP), elevating direct foreign investments by nearly USD 750 million, and fortifying the petrochemical industry. This project is poised to play a pivotal role in propelling Egyptian exports, foreseeably contributing an additional USD 1 billion in the inaugural year of operations.

Moharram emphasized that Anchor Benitoite is a global project adhering to the highest international sustainability standards to reduce its carbon footprint, aligning with the

targets set for 2050. The project incorporates cutting-edge technologies for its production units, ensuring compliance with the requirements of various global environmental, developmental, and financial institutions. Since its inception, Anchorage Investments has prioritized environmental friendliness in all its projects. One of the approaches it takes is collaborating with Rawya Mansour on her initiatives for eco-friendly villages and organic farming.

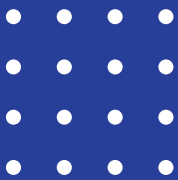
Ahmed Moharram further elaborated that the SCZone offers a range of investment incentives and advantages, establishing it as a global hub for industry, economy, and logistics. The development of the Suez Canal area is expected to propel Egypt's economic growth forward. In addition to the projects currently underway, there lie numerous promising prospects ahead, encompassing ventures in renewable energy and green hydrogen.

The Suez Canal Economic Zone boasts a range of competitive advantages, with its strategic location providing access to six ports (Al Arish, Sokhna, East and West Ports Said, Al Tor, Al Adabiya) and two international airports. In addition, it offers various investment incentives, such as the exemption from customs or value-added taxes when importing from local or international markets into the economic zone. Businesses also have the opportunity to secure the Golden License for strategic projects, thanks to the new investment law and streamlined one-stop-shop services. These advantages are complemented by fully integrated infrastructure, encompassing stations, facilities, logistics services, storage and distribution centers, as well as dry ports.

The Industrial Zone in Sokhna stands out as one of the world's largest integrated industrial complexes, spanning 186 square kilometers within the overall 455 square kilometers of the SCZone. Designed to accommodate light, medium, and heavy industries, along with commercial activities, it has the potential to generate more than 85,000 jobs. With over 270 projects already established and operational, it has created over 30,000 direct and indirect employment opportunities.

### Recommendations:

1. Harnessing the competitive advantages of the Suez Canal Economic Zone.
2. Actively encouraging foreign investments to engage in projects within the SCZone.
3. Promoting strategic projects that boost the country's foreign currency reserves.
4. Strengthening Egyptian exports and supporting vital industries.
5. Fostering the growth of Egypt's petrochemical industry, which is pivotal for numerous other industries.
6. Endeavoring to transform Egypt into a regional and global hub for petrochemical industry.
7. Finally, it is imperative for industrial projects to prioritize the reduction of harmful emissions and carbon footprint, ensuring environmental preservation and sustainability.



## PANEL DISCUSSION: NATION BRANDING & REGIONAL INTEGRATION





## **PANEL DISCUSSION: NATION BRANDING & REGIONAL INTEGRATION**

Nation branding and regional integration stand as pivotal contemporary concepts, wielding significant influence in propelling both social and economic development. It is imperative for governments, the private sector, and development partners to spare no effort in leveraging these notions. The Narrative PR Summit has been launched to actively contribute to conveying a positive message about Egypt on a global scale, emphasizing its prominent position and leadership across various domains.

**- Waleed El Hemaidd**

**Advisor of The Royal Commission for Riyadh City in Saudi Arabia**

**- Jalil Bensouda**

**Senior Partner and Managing Partner of Mcknisey&Co Office Egypt**

**- Amr Attia**

**Professor of Architecture and Planning at Ain Shams University and the  
Managing Partner of PUD (Planning and Urban Development) Consultants**

The summit featured a thought-provoking panel discussion titled “Nation Branding & Regional Integration,” delving into the importance of enhancing our national image, fostering collaboration among neighboring countries, and capitalizing on successful models. Waleed El Hemaidd, Advisor of The Royal Commission for Riyadh City, former Mayor of Assir Province, Saudi Arabia, and holder of a PHD in Urban Planning from the University of London, United Kingdom, shared valuable insights. Joining him was Jalil Bensouda, Senior Partner and Managing Partner of Mcknisey & Co Office Egypt. The panel discussion was skillfully moderated by Amr Attia, Professor of Architecture and Planning at Ain Shams University and the Managing Partner of PUD Consultants.

The discussion touched on several crucial aspects, including: Arab expertise and advancements in nation branding, Egypt’s recently developed cities, blending modern urbanization with cultural heritage, Egypt’s strategy to capture global attention, the significance of collaborations with neighboring countries in propelling Egypt forward, and innovative ideas to establish Egypt as a global leader in the tourism industry.

### **Investment in Nation Branding**

The panel discussion kicked off by spotlighting two remarkable Arab success stories in nation branding: the United Arab Emirates and the Kingdom of Saudi Arabia. Both countries have invested significantly in launching highly acclaimed projects that gained global recognition. When asked about the impact of investments in iconic structures like the UAE’s Burj Khalifa and Burj Al Arab on shaping a distinct national identity, Waleed El Hemaidd and Jalil Bensouda affirmed that these endeavors have firmly placed Dubai and Abu Dhabi on the world tourism map over the past two decades. They emphasized that

the Burj Khalifa, in particular, has proven to be an immensely profitable state investment, standing out as one of the most appealing tourist destinations. Beyond being just a tower, it has been conceived as an exceptional tourist area spanning 2 km<sup>2</sup>. Bensouda highlighted that such projects require substantial investments over many years. However, by adhering to a bold vision and maintaining continuity, they pave the way for success, overcoming challenges and crises along the journey.

Digging into KSA's projects and the elements behind their successful rebranding, El Hemaïdi explained that it began with the state's leadership actively pursuing a clear vision. This vision aimed to answer questions about the Kingdom's objectives by 2030 and its global position, whether in tourism, industry, or technology. With the goal of attracting 100 million visitors annually, this vision relied on leveraging KSA's strengths, particularly its rich culture and natural resources. This entailed marketing and promoting them as essential components of the national identity on a global scale.

### Reclaiming Egypt's Global Prominence

In terms of Egypt's unique assets that could reinvigorate its competitive stance as a global tourism hotspot, Jalil Bensouda pointed out that the ancient Egyptian civilization stands out as its most defining feature, firmly positioning Egypt on the world stage. The allure of this rich heritage is global, with people from all corners of the world recognizing and aspiring to visit Egypt at least once to experience its historical treasures. Bensouda emphasized that a strategy to enhance nation branding should center around history and heritage, an approach that has recently proven successful, as seen in the global attention garnered by the inaugural celebrations of the National Museum of Egyptian Civilization and the Sphinx Avenue. Bensouda further highlighted that a crucial factor currently fortifying Egyptian tourism is the active participation of the private sector in various national initiatives, such as the redevelopment of the Pyramids area and the management of the Grand Egyptian Museum.

Regarding the importance of projects and new cities in attracting international attention, Waleed El Hemaïdi emphasized that Egypt has a clear vision and is moving in the right direction to enhance its positive global image. He highlighted that while many countries can mimic the appeal of new cities, Egypt's true strengths lie in its culture, history, and the pyramids. These elements distinguish Egypt without facing real competition in this domain.

Bensouda elaborated on the significance of these projects, emphasizing their alignment with the ambitious state vision. To truly reap their benefits, he stressed the importance of meticulous planning to connect these recent ventures with economic activities that contribute to enhancing both economic and social development. Thus, involving the private sector becomes crucial to ensure the sustainability of these projects. Moreover, he highlighted Egypt's unique geographical location as a pivotal factor in attracting numerous investments. With about 25% of global trade passing through the Suez Canal,

it becomes imperative to explore ways to leverage the canal and its surrounding area to boost economic development for the entire region. Green hydrogen projects are viewed as the future of the regional economy, poised to generate numerous job opportunities and foster increased collaboration with Saudi Arabia and Europe. This positions Egypt as an opportunity hub for development in the area.

### Significance of Regional Integration

Waleed El Hemaidi underscored the remarkable potential for mutual learning among the region's countries in the realm of nation branding. Each nation harbors distinctive experiences, featuring both triumphs and areas where success has yet to be fully realized. El Hemaidi stressed the importance of exchanging insights and ideas pertaining to the actualization of each country's vision. Such collaboration fosters the identification of diverse opportunities and the development of effective strategies to overcome challenges, propelling the collective journey towards progress.

Highlighting Egypt-Saudi collaboration, El Hemaidi exemplified the synergies between the two nations through the planned Red Sea bridge that will connect Egypt with Saudi Arabia, bridging the continents of Africa and Asia. He emphasized the substantial potential inherent in this initiative, foreseeing its capacity to facilitate trade and human mobility. The proposed bridge not only serves as a physical connection but also emerges as a strategic avenue for both nations to present themselves on the global stage, unveiling exceptional prospects in international markets.

### Recommendations:

1. Adopting an ambitious vision and investing in continuously improving the nation's branding, with a focus on our unique strengths that set us apart from competitors. Presenting a compelling narrative to attract more tourists seeking an unforgettable experience.
2. The ancient Egyptian civilization stands as the cornerstone of Egypt's identity, elevating its distinct position among competitors in the tourism markets. Consequently, any strategy aimed at enhancing Egypt's mental image should center on showcasing and promoting this opulent heritage.
3. Recognizing Egypt's population of 110 million people as its most invaluable asset, it becomes imperative to proactively engage them into a comprehensive nation branding strategy.
4. Meticulous planning is essential to truly reap the benefits of new projects. This involves linking them to economic activities that not only ensure their funding but also make substantial contributions to both overall economic and social development.

5. Engaging the private sector from the project's inception is crucial, playing a pivotal role in guaranteeing the sustainability and success of these innovative ventures.
6. Exploring how to leverage the Suez Canal and Egypt's unique geographical location, along with collaborating on green hydrogen projects with regional and European countries, can position Egypt as a central hub for development in the entire region.
7. Neighboring countries can glean insights from each other's experiences in nation branding, facilitating an exchange of expertise and opinions, even in seemingly straightforward procedures.
8. Technology plays a pivotal role in nation branding, utilizing advancements such as AI to rejuvenate Egypt's ancient heritage, providing a novel experience of our civilization worldwide. Creating diverse channels to leverage modern technology for profitability is imperative. Furthermore, technology serves as a potent tool to enhance Egyptians' global connection. With 75% of the population owning mobile phones, there is potential to encourage them to embrace new perspectives, contributing to the discovery of novel and innovative revenue sources.



## **RETHINKING TOURISM INVESTMENT: AN INNOVATIVE PERSPECTIVE**

## RETHINKING TOURISM INVESTMENT: AN INNOVATIVE PERSPECTIVE

- Speech by Amr El Sonbaty - Egypt's Parliament Member, Chairman of the Board of Directors of Heliopolis Sporting Club and Founder of Smash Academy
- Speech by Amr Gazarin, Executive Chairman of Orascom Pyramids Entertainment
- Speech by Omar Samra, Adventurer, Analogue Astronaut, Tourism Consultant & Entrepreneur

### Amr El Sonbaty

#### Egypt's Parliament Member, Chairman of the Board of Directors of Heliopolis Sporting Club, and Founder of Smash Academy

Sports have evolved beyond being just a social or leisure activity; they have become a vital economic revenue stream for numerous countries globally. These nations vie to host sporting events, drawn by the significant economic benefits such events can bring.

The sports industry stands as one of the most lucrative investment avenues worldwide. It has transformed into a significant source of funds, with revenues hitting around \$500 billion in 2022, as per the findings of "Statista," a firm specializing in statistical analysis. This staggering figure underscores the dramatic shift of sports from a mere hobby to a key player in the investment landscape.

#### Attracting Sports Investments: The Significance of Legislative Stability

At the Narrative PR Summit, dedicated to innovatively promoting tourism, Amr El Sonbaty, Egypt's Parliament Member, Chairman of the Board of Directors of Heliopolis Sporting Club and Founder of Smash Academy, delivered a compelling presentation titled "Attracting Sports Investments: The Importance of Legislative Stability." He highlighted the critical need to foster sports investments by establishing a supportive environment.

In his speech, El Sonbaty recognized the crucial role of the Summit in promoting the nation brand of Egypt in line with Egypt's Vision 2030, which focuses primarily on cultivating a robust digital economy and a society enriched by knowledge. He then expressed his gratitude to the Summit's organizers and called for its annual recurrence at locations that reflect Egyptian civilization, culture, and heritage.

In his talk at the "Egypt Narrative PR Summit 2023," themed "Egypt Forever Forward," El-Sonbaty called for ramped-up efforts to elevate sports investment levels. He pointed out its effectiveness in boosting economic activity, securing positive growth, enhancing living standards, offering sustainable employment opportunities, and ultimately elevating the quality of life across different facets.

El-Sonbaty stated that there are several essential factors for creating an attractive climate for sports investment, most importantly, the clarity and stability of economic policy. It is crucial that laws and legislation align with this policy, ensuring the feasibility of its application and compliance with a set of statutes facilitating its implementation.

He also praised the Egyptian state's efforts in this domain, noting the significant attention given, especially under the current global economic conditions. This focus is evident through the introduction of legal texts aimed at attracting investment and expanding investment projects across various sectors, some of which require funding from both domestic and international financial bodies.

He added, "Sports investment requires a set of procedures that ease the business environment, supported by a range of incentives, resulting in a competitive state that propels economic growth and prosperity. Sports investment is no longer a luxury but has become a central pillar in supporting the economy and increasing GDP," he added.

He also noted that sports define a nation's identity and constitute a significant part of our culture and civilization, forming a crucial foundation for building a healthy and productive society. El-Sonbaty highlighted sports as one of the most economically and investment-viable sectors, representing the world's second-largest industry in terms of revenue.

### **Recommendations:**

- The establishment of legislation and guarantees to regulate the relationship between the state and both local and foreign investors.
- Facilitating the process for foreign investors and their foreign workers to obtain residency rights and work permits.
- Easing the repatriation of foreign investors' capital profits in Egypt following the Central Bank of Egypt rules.
- Launching a marketing plan for sports investment and hosting major sporting events to attract foreign investors, promote tourism, and enhance the skills of professionals in the sports sector.



### Amr Gazarin

#### Executive Chairman of Orascom Pyramids Entertainment

#### Revitalizing Egyptian Heritage: Pyramids Area Restoration and Development Project to Support Tourism

Egypt boasts significant tourist attraction capabilities, and since 2014, the Egyptian state has implemented a systematic plan to develop archaeological, historical, and cultural sites in Cairo. This initiative aims to preserve and revitalize these sites as key tourist destinations, promoting Egyptian tourism, which is one of the most significant contributors to GDP, positively impacting the Egyptian economy. Among the most notable projects is the development of the Pyramids area in Giza, a national project executed in a manner befitting Egypt's reputation. This project aims to enhance the image perceived by tourists visiting the Pyramids area, which has a history spanning over 4500 years and is listed as a UNESCO World Heritage site.

#### Speech by Amr Gazarin, Executive Chairman of Orascom Pyramids Entertainment

At the Narrative PR Summit 2023, Amr Gazarin, Executive Chairman of Orascom Pyramids Entertainment, highlighted the ambitious redevelopment efforts of the Pyramids area. He emphasized that this project, including the Grand Egyptian Museum's overhaul, aims to revolutionize the visitor experience, making it a top global tourist destination that honors Egypt's grand cultural heritage and storied past. Gazarin outlined the Egyptian government and President Abdel Fattah El-Sisi's vision of seamlessly integrating the museum with the Pyramids Plateau to offer tourists a unique and enriched experience, enhancing the site's cultural and historical value.

Initiated in 2018, this project represents a collaboration between the private and public sectors, spearheaded by Dr. Khaled El-Anany, then Minister of Tourism and Antiquities, and supported by President El-Sisi. The goal is to preserve the area's heritage while elevating the visitor experience, aspiring to position the Pyramids and the Grand Egyptian Museum as a premier global tourist hub. Gazarin proudly reflected on the progress and achievements since the project's inception, marking a significant stride toward Egypt's tourism and cultural enhancement.

Gazarin passionately shared that their visionary development plan is on track to revolutionize the Giza Pyramids area into a beacon of sustainable tourism. He proudly announced the completion of the construction phase, setting the stage for its transformation into a world-class destination for visitors from across the globe.

In a move that melds modernity with the mystique of the past, Gazarin unveiled a state-of-the-art visitor center, crafted with the highest global standards yet deeply rooted in the area's rich historical and archaeological essence. This facility stands as a testament



to ingenuity, destined to rank among the world's premier archaeological welcoming centers. Inside, visitors will find captivating tales of ancient kings, detailed murals of the Pyramids, and an immersive cinema experience featuring a documentary on the pyramids' construction, narrated by the renowned Egyptian archaeologist Dr. Zahi Hawass and the celebrated actor Kevin Costner. This unique blend of storytelling promises to enchant visitors with the splendor of Egyptian civilization and the wonders of the Pyramids area.

With innovation at its heart, Gazarin detailed a meticulously designed journey through the Pyramids, featuring seven distinct stations that offer fresh perspectives on these ancient wonders. To ensure a seamless experience while safeguarding the integrity of this historic site, the journey will be powered by eco-friendly electric buses, showcasing Egypt's dedication to environmental stewardship and the preservation of its priceless heritage.

Each station, as Gazarin highlighted, is a haven of amenities, offering everything from gourmet dining and refreshing beverages to restrooms, souvenir shops, and a medical center ready to provide immediate care. This comprehensive approach not only enhances the visitor experience but also illustrates a deep commitment to comfort, convenience, and care, making each moment at the Pyramids unforgettable.

### Omar Samra

#### Adventurer, Analogue Astronaut, Tourism Consultant & Entrepreneur

Ecotourism has witnessed consistent growth over the past four decades and has proven to be resilient in the face of various challenges and crises following the COVID-19 pandemic, which led to a decline in all types of tourism worldwide. Although traditional tourism has returned to growth, revenue levels are still 36% lower than in 2019. In contrast, ecotourism was not as severely affected and has returned to growth much faster, with its growth rate expected to reach 15% annually.

At the “Narrative PR Summit,” aimed at offering new perspectives on promoting tourism, the Egyptian Adventurer, Analogue Astronaut, Tourism Consultant, & Entrepreneur Omar Samra presented a compelling talk titled “Future Proofing Egypt Tourism.” He highlighted the importance of promoting ecotourism and adopting sustainable practices to support the Egyptian tourism industry and push it to new horizons. He also addressed the need to face the invisible burden of tourism, a concept that requires more attention.

#### The Invisible Burden of Tourism

Omar Samra pointed out in his presentation that the impact of tourism is twofold: On one hand, it leads to direct economic benefits through revenues for the private and government sectors and job creation. On the other hand, it results in an invisible burden associated with the costs of enhancing infrastructure, maintaining public spaces and national parks, increased environmental damage from climate change and impacts on biodiversity, degradation of heritage sites, rising land and housing prices for local residents, and exposure of local communities to disruptions and changes. He emphasized that infrastructure projects aimed at tourism require from 8 to 10 times the cost needed by local communities.

Samra provided an example of the invisible burden of tourism in Spain, particularly Barcelona, which is considered one of the most eminent success stories in tourism, with a prominent number of visitors reaching 30 million annually. However, upon examining the total returns garnered by the Spanish government from tourism, it was discovered that an “invisible burden” associated with the sector, encapsulated by infrastructure expenses and the marginalization of local populations, among other factors, accounts for approximately 68% of the total income generated. In a similar vein, in Turkey, this hidden cost represents about 52% of tourism revenues. It was also pointed out that nations newly venturing into the tourism industry, such as the Kingdom of Saudi Arabia, are strategically focusing on ecotourism in their developmental plans to sidestep the challenges encountered by other countries in this domain.

### The Invisible Burden of Tourism in Egypt

Samra emphasized that this burden represents a problem that needs to be solved now, especially in light of the rising estimates of the percentage of tourism revenues consumed in Egypt, reaching about 130%. This is a strong incentive for government institutions, private sector companies, and all those interested in tourism to analyze and understand its causes, as this is the only path towards sustainability in the tourism industry.

He explained that one of the main reasons for this high cost is the continued reliance on old concepts regarding the tourism industry, including linking the increase in tourist numbers to tourism growth without considering the readiness of the infrastructure, especially in waste management, water resources, and other environmental factors. Additionally, the lack of uniqueness and diversity in the services offered by Egyptian tourism in a global climate based on innovation has led to a deterioration in its status as an attractive tourist destination, leading to declining tourism revenues.

Thus, ecotourism's significance becomes evident, as it is projected to produce four to five times more income than Egypt's current earnings from conventional tourism. A key benefit of ecotourism is its direct impact on local communities, which receive up to 80% of the generated revenue, a stark contrast to the 15% to 20% they earn from traditional tourism avenues.

### The Challenges Facing Ecotourism

Omar Samra highlighted that for ecotourism in Egypt to thrive, various organizations and entities must address several obstacles. By tackling these challenges, they can mitigate the negative impacts of tourism while maximizing its benefits and enhancing its profit. Among the most critical challenges are:

- Lack of a long-term strategy regarding the promotion of ecotourism and the implementation of sustainable tourism practices.
- Lack of institutional support for this sector and failure to develop necessary policies.
- Lack of a legal framework supporting the operation of companies specializing in ecotourism, with 80% of these companies operating without a license and only about 23% of their employees working full-time, leading to their inability to provide the quality and expertise needed by the sector, resulting in tax revenue losses and a decrease in the country's competitiveness as an ecotourism destination.

### Recommendations:

Omar Samra provided a set of recommendations that could support the ecotourism sector in Egypt and advance it among global tourism destinations, in addition to reducing the invisible burden of tourism. The main recommendations include:

1. Develop comprehensive systems that fully capture the costs of tourism, not just the direct economic benefits, thereby preserving the sustainability of the tourism industry.
2. Empower and finance small and medium-sized enterprises (SMEs) to create partnerships with various stakeholders in the tourism industry to improve tourism services, promote sustainable development, and conserve tourist communities and areas.
3. Channel current tourism revenues to sustainable destination development and ecotourism
4. Take serious action to preserve biodiversity.
5. Broaden Egypt's tourism to include diverse, specialized sectors, targeting 40% of its tourism offerings to attract niche interests.



**EXPORTING EGYPTIAN  
EXPERTISE GLOBALLY**

## EXPORTING EGYPTIAN EXPERTISE GLOBALLY

- Speech by the Artist Azza Fahmy - Global Jewelry Designer
- Speech by Basel El Deeb - Partner and Co-CEO, Tarek Nour Group

### Artist Azza Fahmy

#### Global Jewelry Designer and Owner of the Brand “Azza Fahmy”

In a captivating discussion titled “Finding the Gold: A Memoir” at the inspirational Narrative PR Summit 2023, the legendary jewelry designer Azza Fahmy took the audience on a journey through her life’s work and personal adventures. She delved deep into her quest to uncover the most exquisite pieces of jewelry that narrate the story of Egyptian ancestors, traversing the rich tapestry of Egypt’s history from the Pharaonic era to modern times.

Fahmy’s story begins with her early life, which profoundly influenced her path. Raised in Upper Egypt by a forward-thinking and enlightened father, she was encouraged to immerse herself in the wealth of cultures, visiting monasteries and temples from a young age. A 1969 graduate of the Faculty of Fine Arts’ Decor Department, Fahmy ventured beyond the traditional boundaries of her education, embarking on a global venture into the mesmerizing world of jewelry and its historical allure.

Her remarkable journey into the realm of jewelry design ignited at the first international book fair in Cairo in 1969. An unexpected discovery of a book on medieval jewelry, “Schmuck,” in the German pavilion, captivated her with its stunning silver ornamentations. This moment was a turning point, propelling her to pursue an education in fine arts, followed by hands-on training in the storied workshops of Khan El Khalili, where she honed her craft. As the sole woman in the workshop, Fahmy’s unique perspective and dedication paved the way for her trailblazing success.

Fahmy shared that her initial two years in Khan El Khalili were a formative period, during which she mastered the art of jewelry making. With just three Egyptian pounds, she launched her own workshop in Boulaq El Dakrou, focusing on all the details that would elevate her work from mere ornaments to masterpieces of creativity.

Fahmy continued to narrate her story mentioning her mere passion for history and research, which was clearly reflected in her designs all the way. She also mentioned her love for reading, learning, and traveling to new countries, exploring their cultures, and visiting their museums and historical sites. She noted that she made sure to visit many Islamic and historical areas in various Arab countries, including the Al-Aqsa Mosque, expressing her admiration for the global heritage in its entirety. She said that her passion for exploring different cultures was among the many reasons that unleashed her artistic and design

skills, expressing Egyptian heritage and history through her jewelry, thus contributing to promoting Egyptian tourism.

Fahmy discussed her “Azza Fahmy Foundation for the Revival of Traditional Crafts,” aimed at fostering artisan skills through educational workshops and training that impart ancient crafts to future generations. The foundation also encourages innovation by offering platforms for artisans to adapt their creations to contemporary markets. Targeting young men and women, these initiatives reflect Fahmy’s commitment to empowering Egyptian youth, preparing them for the workforce, and promoting entrepreneurship.

During her talk about her book “The Traditional Glory of Egypt,” launched in 2003, Fahmy referred to it as a journey of research and exploration across Egypt to identify the most important jewelry reflecting our ancestors’ legacy, from the Pharaonic civilization to contemporary history.

Fahmy also mentioned her autobiography “Endless Dreams,” which recounts the milestones that formed the foundation of her rising story in this creative artistic field in all its intricate details. Starting from emulating the craftsmanship of workers in Khan El Khalili, through her own workshop in Helwan, to reaching the peak of traditional jewelry design in Egypt and the Middle East, infused with hard work, determination, and challenge.

Ultimately, Fahmy encapsulated her remarkable journey and numerous accomplishments with a single term: “passion.” She believes that passion is crucial for achieving success in any field. Fahmy stressed that to truly excel, sustain, and remain committed to a profession over time, one must deeply love and wholeheartedly devote themselves to it. This profound passion is the driving force behind the esteemed “Azza Fahmy” brand.

Azza Fahmy’s narrative is not just a story of success; it’s an inspirational tale of passion, perseverance, and the pursuit of beauty that transcends the ordinary.

### Recommendations:

- Provide an encouraging and educational environment for artisans, offering workshops and training courses to transfer ancient knowledge and techniques to the upcoming generations.
- Provide platforms for craftsmen to develop their products and designs in ways that suit modern customers’ tastes.
- Empower Egyptian youth by preparing them for the job market and advancing the entrepreneurship sector.



### Basel El Deeb

#### Partner and Co-CEO, Tarek Nour Group

Basel El Deeb, Partner, and CEO of Tarek Nour Group, dedicated his speech to “The Intellectual Capital Opportunity” and the strategies for exporting Egypt’s advertising expertise to the Arab region and around the world. He highlighted this creative field as a vital investment model and a mechanism for boosting GDP while earning foreign currency for the country. Despite current economic challenges, El Deeb emphasized that the advertising sector is as crucial as any other in attracting investment and foreign capital, underscoring its role as an essential component of the country’s economic infrastructure.

Basel proudly stated that Egypt boasts brilliant minds in advertising, which have opened diverse opportunities both within Egypt and across the Arab world. He pointed out that successful advertising campaigns, which have made a significant impact, were crafted by Egyptian intellect and the nation’s youth. He added that in recent years, there had been a growing demand from other countries for Egypt’s advertising industry, its impactful campaigns, and its filmmakers, citing examples like the internationally acclaimed Egyptian director Mohamed Diab, renowned commercial director Ali Ali, and Omar Hilal, who directed the Oscar-contending movie “Voy Voy Voy”.

#### Recommendations:

- It’s essential to evolve our thinking towards advertising campaigns and their importance across all sectors.
- Exporting creative ideas to Arab countries and other nations around the world contributes to increasing national income and generating foreign currency for Egypt.
- The advertising sector plays a role in fostering new creative generations whose unique innovations can be exported internationally, ensuring sustainability in this field.





**EGYPT'S TIMELESS FUSION: BRIDGING ANCIENT  
HISTORY AND MODERN CULTURE THROUGH  
DESIGN AND ART**

## **EGYPT'S TIMELESS FUSION: BRIDGING ANCIENT HISTORY AND MODERN CULTURE THROUGH DESIGN AND ART**

### **Louis Barthelemy - Multidisciplinary Artist & Designer**

Renowned artist Louis Barthelemy, with a deep passion for Egyptian and Arab civilizations, shares crucial steps to bridge the gap between Egypt's ancient history and its modern era. His goal is to elevate Egypt's global profile, nurture its distinct personality, and refine its global image.

These insights were unveiled at the Narrative PR Summit 2023, where Barthelemy explored strategies for promoting Egyptian heritage and creative industries. He provided a practical framework and valuable recommendations on how Egypt can seamlessly integrate its history and present, advocating for active global participation while preserving its current identity or crafting a compelling new persona rooted in heritage and contemporary creativity.

### **Steps and Recommendations:**

#### **Step 1: Embrace and Celebrate the Full Spectrum of Heritage**

- Egypt should emphasize the importance of recognizing not only the pharaonic past but all historical epochs and influences that have contributed equally to the deep fabric of the country's heritage. While the ancient Egyptian civilization is undoubtedly iconic, acknowledging the diversity of cultural influences throughout Egypt's history is crucial.

Example: Egypt can establish cultural heritage initiatives that encompass not only pharaonic artifacts but also Coptic, Islamic, Ottoman, and contemporary contributions to the country's cultural tapestry. This holistic approach ensures that the rich heritage of Egypt is fully celebrated, reflecting the full spectrum of influences that have shaped the nation's identity. By doing so, Egypt showcases its cultural richness and invites artists to explore a broader range of inspirations.

#### **Step 2: Modernize and Innovate**

- Combine the ancient craftsmanship with modern innovation. Encourage the use of cutting-edge technology and contemporary design elements while preserving the essence of traditional craftsmanship.

Example: Egyptian rug artisans can collaborate with contemporary designers to create modern textile pieces that incorporate ancient techniques, materials, and motifs.

### Step 3: Collaborate Across Disciplines

- Foster collaboration between artists, artisans, designers, and entrepreneurs. Encourage cross-disciplinary projects that merge traditional skills with modern creativity.

Example: Egyptian fashion designers can team up with traditional textile artisans to create clothing lines that blend ancient weaving methods with modern fashion trends.

### Step 4: Create Educational Initiatives

- Establish educational programs and workshops that pass down ancient crafting techniques to the younger generation. Ensure the continuity of these valuable skills.

Example: Egypt can establish craft schools or apprenticeship programs to teach young artisans traditional skills, such as pottery, calligraphy, or woodworking.

### Step 5: Promote Sustainability

- Emphasize sustainability in craftsmanship and design. Use eco-friendly materials and practices to align with global environmental concerns.

Example: Craftsmen can adopt sustainable practices by using locally sourced, eco-friendly materials, and reducing waste in their production processes.

### Step 6: International Partnerships

- Forge international partnerships with creative firms, artists, and institutions. Collaborate on projects that highlight Egypt's heritage on a global scale.

Example: Egyptian cultural institutions can partner with renowned international museums to host exhibitions showcasing Egypt's heritage, drawing global attention. The Dior show last December is a perfect example of a successful and impactful partnership.

### Step 7: Market Egypt's Unique Persona

- Develop a marketing strategy that positions Egypt as a hub for both traditional craftsmanship and contemporary creativity. Highlight the uniqueness of Egypt's creative scene.

Example: Egypt can create a brand identity that portrays the country as a place where history, creativity, and innovation converge, attracting artists and tourists alike.

### Step 8: Showcase Success Stories

- Share success stories of artists and creative firms that have successfully blended heritage with modernity. Use these examples to inspire others.

Example: Highlight artists like Ghada Amer, who combines traditional Arabic calligraphy with contemporary art, as a shining example of Egypt's creative fusion, celebrated early this year in Marseille at the MUCEM.

### Step 9: Engage with Global Events

- Participate in international events and exhibitions that focus on heritage preservation and creative arts. Use these platforms to showcase Egypt's talent and craftsmanship.

Example: Egypt can participate in global art fairs, showcasing contemporary artists who incorporate Egyptian heritage into their work.

### Step 10: Preserve Cultural Identity

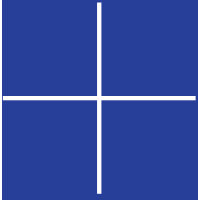
- While embracing change and innovation, ensure that Egypt's cultural identity remains at the core of its creative output. Balance between adaptation and preservation.

Example: While embracing modernity, Egypt can ensure that its cultural festivals and events, like the Cairo International Film Festival or Cairo Fashion Week, reflect its rich heritage.

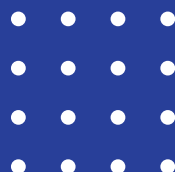
### Step 11: Loosen Censorship and Promote Freedom of Expression

- Egypt should reconsider strict censorship and moral constraints imposed by the government, especially in the arts and media sectors. Artists need the freedom to express themselves creatively without fear of censorship, as overly restrictive measures can deter both local and international artists from engaging with the country.

Example: The Egyptian government can initiate dialogues with artists, cultural figures, and relevant stakeholders to strike a balance between preserving cultural values and allowing artistic freedom. By doing so, Egypt can create an environment where artists feel empowered to explore their creativity, contributing to a more vibrant and appealing cultural scene. This openness will attract diverse talent and foster a dynamic creative ecosystem.



## THE SIGNIFICANCE OF SOFT POWER IN BOOSTING EGYPT'S TOURISM INDUSTRY



## THE SIGNIFICANCE OF SOFT POWER IN BOOSTING EGYPT'S TOURISM INDUSTRY

Soft power plays a pivotal role in bolstering and invigorating tourism in Egypt, while simultaneously showcasing its distinct culture and rich heritage. This approach not only fosters global recognition but also safeguards the Egyptian identity. The realm of soft power encompasses various kinds of art, such as musical arts, fashion, radio broadcasting, fine arts, and more.

The current generation of innovators and intellectuals has adeptly harnessed Egypt's cultural heritage in their contemporary creations, seamlessly merging the past with the present in a manner that is both creative and innovative. More importantly, they have achieved a unique fusion that not only captures the essence of ancient civilization but also tackles the advancements of current technology and progress.

### Panel Discussion

The panel discussion, which was held towards the end of the Summit, centered on the profound influence of Egyptian heritage and civilization on contemporary professions. This engaging dialogue boasted an esteemed assembly of artists and innovators, each of whom had successfully integrated Egypt's distinguished heritage into their respective artistic endeavors, spanning their various fields. The panel discussion was skillfully moderated by the renowned broadcaster, Maha Al-Saghir, while Lamia Kamel, Founder of the Narrative PR Summit and the Former Assistant Minister of Tourism and Antiquities for Promotion, lent her expertise to the discussion.

**Hala Hegazy, Managing Director & Group COO of Nile Radio Productions**, which oversees "Nojoom FM" and "Nile FM," emphasized the pivotal role that radio plays in projecting a positive image of Egypt and disseminating accurate information through live broadcasts. In addition, recent research has underscored that radio maintains a higher level of credibility compared to various digital platforms. Despite its age, radio continues to uphold its credibility and popularity among people, and this enduring status is unlikely to change.

Radio offers a unique advantage as it provides real-time, direct, and free transmission to the general public, encompassing individuals from all walks of life. In contrast, encrypted television caters to specific audiences who select particular entertainment programs and topics according to their preferences and schedules.

The nature of radio work entails great responsibility and a sizable team effort to deliver events simultaneously on air, ensuring precision and the utmost credibility. It's important to recognize that the audience for radio is distinct from that of encrypted television, as radio possesses its dedicated audience and enthusiasts.



With Egypt's population surpassing 100 million people, we proudly reach a daily listenership of 45 million individuals. This vast number is unparalleled and cannot be matched by any encrypted or unencrypted television platform. Radio provides live and real-time coverage of all events and news, along with entertainment programs, the majority of which are presented live. Addressing such a substantial daily audience presents both a formidable challenge and a profound responsibility.

**During his speech, Hesham Kharma, the Renowned Music Composer and Producer,** underscored music's pivotal role in expressing nations' identities. He emphasized the importance of crafting distinctive and specialized music for significant and grand events, as this can propagate internationally, creating marketing propaganda and thus bringing a lot of traffic to tourist destinations.

Kharma shared his personal journey, stating, "Since childhood, I have had a deep affection for oriental instruments such as the oud, violin, and qanun. I endeavored to present them in a unique and contemporary manner, making them accessible to younger generations and international audiences. This has always been a dream of mine that I relentlessly worked on to turn it into a reality."

He also expressed his preference for live concerts, where the audience can witness and behold the whole band and appreciate the true talent deserving recognition. Kharma took pride in his contributions to major events and his composition of original music for occasions like COP27, the Gymnastics World Cup with the Egyptian national team, and Fashion Week in Milan. He also added that delving into specific cultural intricacies of a country is the shortest way to achieving a broader resonance and recognition on an international scale.

"We are fortunate to have an abundance of stunning historical and natural sites that provide exceptional settings for filming songs, presenting a fantastic opportunity to boost tourism. With this in mind, I advocate for simplified permit procedures to encourage such creative initiatives. Moreover, I emphasize the importance of well-planned tourism promotion campaigns that establish a unique connection between tourists and the destinations they explore, starting from the moment they board the plane and continuing throughout their journey." He added.

### **Hossam Dirar, Visual Artist**

Hossam Dirar, a visual artist, shared his transformative journey, which commenced with his inaugural artistic exploration of "Nefertiti," the Pharaonic queen from ancient Egyptian history. Through this endeavor, he embarked on a quest to unearth the origins and influential figures that have shaped Egyptian consciousness, collectively and individually. He brought Nefertiti to life before his very eyes, portraying her in a contemporary manner and immersing himself in a new realm that allowed him to sense the profound impact of the ancient Egyptian and culturally rich civilization. Through this artistic odyssey, Dirar found himself on a personal voyage of discovery. Following his initial series depicting Nefertiti in

a modern context, Dirar's work gained recognition, with the Marseille Museum, as well as institutions in Portugal and Rome, seeking to showcase his paintings. In Rome, Nefertiti became iconic in one of the grandest operas held there, the Aida Opera. His paintings of Nefertiti found their way to various locations, adorning the Rivera in Italy during that period.

"It is evident that the Western nations view Egypt and its history with a sense of enchantment and inspiration. They see our civilization as one that successfully unraveled the mysteries of the afterlife, something they long for and aspire to. This presents us with a unique opportunity to convey the essence of Egypt to the world", said Dirar.

### **Farida Temraz, Fashion Designer and Founder of Temraza.**

"For the past 12 years, I have aspired to reestablish Egypt's prominence on the global fashion stage. My journey began with a momentous fashion show in New York titled 'Rise of the Pharoses,' which drew inspiration from Egyptian civilization and the Pharaohs. The global response was nothing short of spectacular, largely due to its deep connection with ancient Egyptian history and culture. In my most recent exhibitions during Paris and Milan Fashion Week, I had the privilege of collaborating with the talented artist Hesham Kharma, whose music added a captivating dimension to the presentations, leading to resounding success. I also had the distinct honor of participating in the Mummies Parade and Sphinx Avenue with our meticulously crafted costumes, which were, of course, influenced by Egypt's rich heritage. We take immense pride in the fact that Egyptian fashion brands are now synonymous with the quality of international brands, enjoying a significant presence in global markets."

**Yasmine El Dorghamy - Founder of RAWI for Art and History Publications**, shared the foundation's decade-long commitment to producing an annual periodical dedicated to Egyptian heritage and history, which has now evolved into a full-fledged publishing house. Through this periodical, the foundation delves into various faces of Egyptian civilization each year, offering comprehensive insights. For instance, one of their recent themes explored the evolution of fashion throughout different eras within Egyptian civilization, highlighting its distinct changes and nuances. Additionally, they have explored topics such as the history of food and the diverse culinary traditions that have shaped Egyptian cuisine over time.

"Our work intersects with various industries, including cinema, and extends its reach to a global audience. While our periodicals are available electronically, we also offer print copies upon request. It's worth noting that our content is integrated into university curricula worldwide, contributing to the dissemination of knowledge and appreciation of Egyptian heritage," El Dorghamy added.

### **Yasmine Sarwat - Founder & CEO of Posh Shades and Posh Management**

Yasmine underscored the importance of art as a cultural ambassador for Egypt on the global stage. Art serves not only as a medium of self-expression but also as a powerful tool for promoting tourism. She added that usually, the cultural and historical dimensions augment the significance of any event or exhibition that she organizes and contribute considerably to its success.

“We have successfully organized multiple exhibitions at the Egyptian Museum, featuring over 50 galleries representing the entire Arab world. Our primary objective has been to boost tourism and present a unique image of Egypt through the lens of art. With Egypt’s wealth of captivating locations, these exhibitions have attracted a substantial global audience. This tremendous turnout fuels our work with an unmatched passion and extraordinary enthusiasm. Even during the challenging times of the COVID-19 pandemic, we hosted more than 150 fashion designers from across the Arab world, demonstrating Egypt’s robust purchasing power and remarkable success. This prompted us to expand our horizons by collaborating with distinguished Egyptian designers and embarking on public relations campaigns to promote Egyptian brands internationally. The fashion industry has witnessed significant success abroad, boasting its own loyal customer base. This underscores the pivotal role of public relations in introducing and advocating for these esteemed Egyptian brands on the global stage,” Sarwat explained.

### **Recommendations:**

1. Ensuring streamlined permit processes for filming music videos and clips in Egypt's picturesque tourist locations to promote tourism.
2. Incorporating arts into tourism promotion initiatives and campaigns.
3. Developing a unique feature that engages the tourists from the moment they board the plane until the end of their journey, encompassing captivating sounds and visuals.
4. Boosting and supporting Egyptian brands, both locally and internationally.



**ART TOURISM – ELEVATING EGYPT'S  
STATURE AS A DESTINATION FOR  
INTERNATIONAL FILMS**

## ART TOURISM – ELEVATING EGYPT’S STATURE AS A DESTINATION FOR INTERNATIONAL FILMS

The Summit took a deep dive into Art Tourism, focusing on the intriguing aspect of ‘Film and Series Tourism.’ It underscored the significance of drawing in this distinct type of tourism and the active encouragement of film productions within Egypt. The emphasis was placed on utilizing the country’s wealth of historical sites and stunning landscapes, closely examining their potential to boost the Egyptian economy and generate foreign currency.

### Mohamed Diab

#### Globally Acclaimed Egyptian Director

During the Summit, Mohamed Diab, the internationally acclaimed Egyptian Director known for his work on the Marvel series “Moon Knight,” delivered a compelling talk titled “Hosting Hollywood in Egypt.” He articulated that Egypt possesses all the essential elements to emerge as a leading destination in film tourism and a preferred location for Hollywood productions, particularly with its rich backdrop for numerous narratives set within the country. Yet, Diab pointed out a significant disparity between Egypt’s potential in this arena and its realized benefits, citing instances where Egypt missed opportunities to host projects that ultimately went to other countries. He shed light on key global and regional experiences and discussed strategies for Egypt to secure its position as a formidable force in the international film industry.

#### Films Set in Egypt but Shot Abroad: An Artistic Exploration

During his presentation, Diab highlighted the production challenges of “Moon Knight,” a series with significant scenes set in Egypt. Despite his efforts to shoot in Egypt, bureaucratic delays in permit acquisition forced the \$160 million production to relocate to Hungary and Jordan.

Additionally, Diab pointed out that in the last decade, 30 artistic projects depicting Egyptian events were filmed abroad, totaling a production cost of \$3 billion, with Morocco frequently serving as the preferred filming location for these projects.

#### Global and Regional experiences

Diab highlighted the tremendous benefits that accrue to countries that host international film production, extending beyond direct financial gains to include powerful tourism promotion on a global scale. This approach often yields greater results than traditional advertising on international channels, which can cost millions. He cited examples like New Zealand, where tourism revenue surged by approximately 30% after hosting the “Lord of the Rings” series, and Croatia, which saw its “Game of Thrones” filming sites become global attractions, rivaling some of the world’s most visited landmarks, such as the Pyramids.

Additionally, the success of “Slumdog Millionaire” boosted tourist interest in India, further illustrating the impact of film on tourism.

Diab also pointed to two successful Arab experiences in film tourism, namely Jordan and Morocco. In both countries, film tourism has become a professional industry that receives support from all government institutions. Jordan is characterized by the availability of well-equipped and experienced filming casts, in addition to the desert, which contains the necessary equipment for filming. Morocco provides full support to film producers and also offers a unique type of tourism, which is visiting the places where famous films were shot.

Diab also added that the Kingdom of Saudi Arabia is currently seeking to attract international filming and provides it with all the advantages, stemming from the state's desire to use this approach to enhance the image of the Kingdom on the global level. However, they still lack many competitive elements, such as ready-made filming casts and competitive prices.

### Recommendations:

The most important recommendations that were drawn from the speech of Director Mohamed Diab on this topic, which would make Egypt one of the competitive destinations to attract international films and reap the resulting benefits, are as follows:

1. Recognizing and leveraging Egypt's strengths and promoting them is crucial. It is essential to understand what distinguishes Egypt from other countries and what attracts tourists and film producers to it. The historic streets of Islamic Egypt, Khan El Khalili, and bustling local markets can be more attractive than contemporary upscale areas. Natural streets and crowds and chaos should not be avoided as these elements can be captured in a way that is both visually stunning and appealing to visitors and filmmakers alike.
2. Eliminating the bureaucracy that dominates the procedures for obtaining filming permits. One way to achieve this is to establish a single office where filmmakers can obtain all the necessary permits. This would make the process easier and faster for them.
3. It is important for both the community and the authorities to understand the role of censorship at the filming location. Censorship in this context is different from censorship on the presentation of artistic works. Producers should not be asked to share the script, as it is confidential. However, they should be directed to respect the culture of the country during filming.
4. Taking the necessary measures to encourage this type of tourism, as filming artistic works in Egypt can attract numerous tourists, similar to the impact Slumdog Millionaire had on India. If filming takes place within Egypt, larger numbers of those eager to see the actual filming locations will come to the country. Many relevant authorities have become aware of the importance of this.