

# EGYPTIAN MAIL

The weekly edition of The Egyptian Gazette

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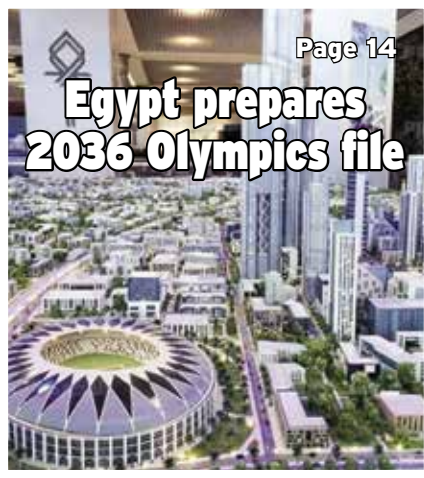
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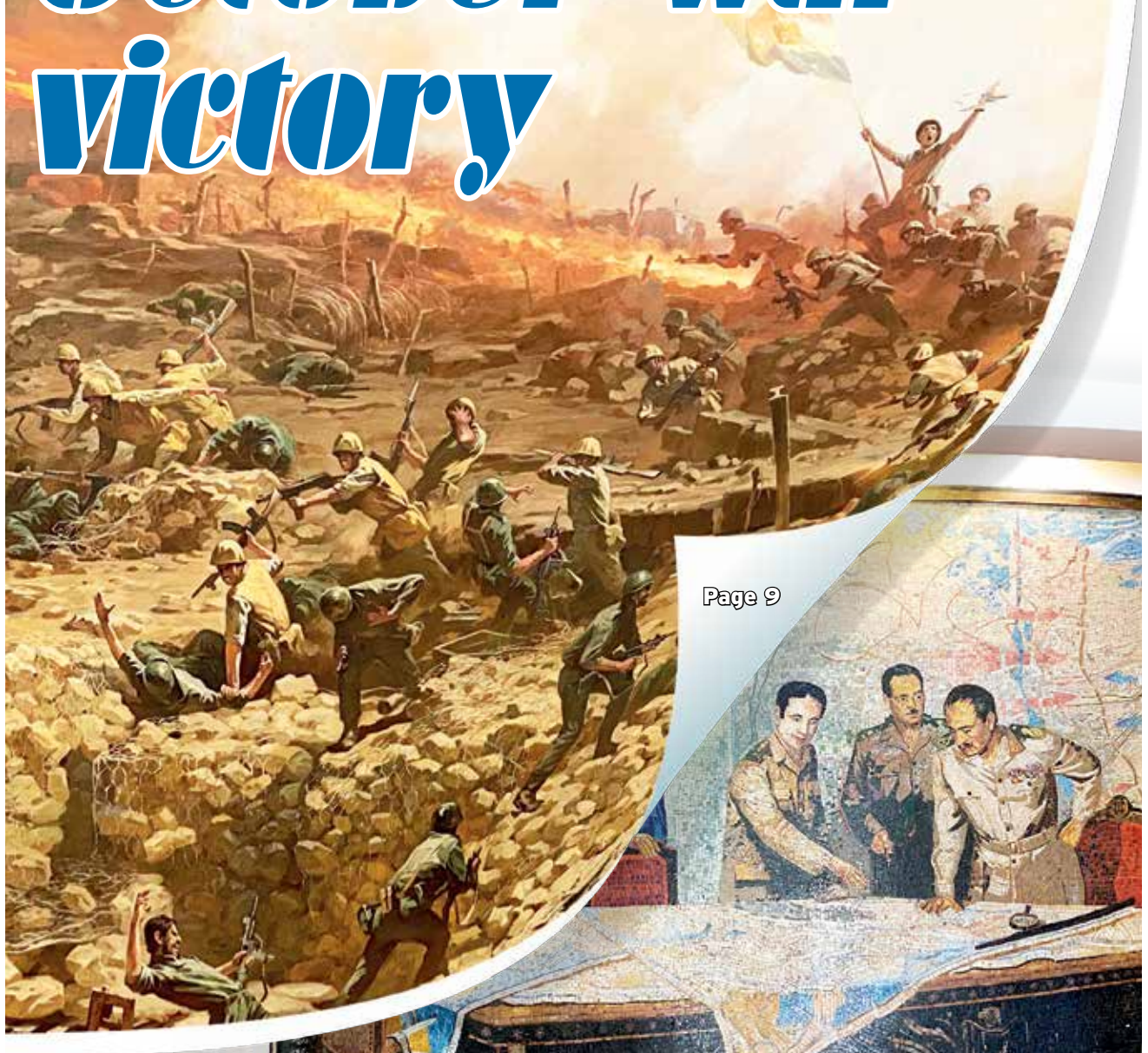
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# Expanding local production capacities



## *Sisi follows up on efforts to increase agricultural produce, localise building material manufacturing*

By Mail staff

PRESIDENT Abdel Fattah ElSisi's activities this week focused on extending Egypt's outreach to other nations and stimulating local agricultural production and the production of building materials.

On Thursday, the president condoled on the phone with Pakistani Prime Minister Shehbaz Sharif on the deaths caused in his country by floods.

President Sisi commiserated with the people and government of Pakistan over the recent flood victims.

He expressed solidarity with Pakistan, referring to the allocation by Egypt of humanitarian aid to the country as part of efforts to mitigate the effects of the crisis in it.

The president praised, meanwhile, historical relations with Islamabad, expressing hopes for enhancing bilateral co-operation and the exchange of experiences in all fields.

President Sisi also expressed hopes that Cairo and Islamabad can step up consultations on regional and international issues of common interest in the coming period.

Premier Sharif, for his part, thanked the president for his generous gesture, referring to deep ties with Cairo.

Pakistan, he said, looks forward to exploring new horizons for

fruitful co-operation with Egypt, especially in climate change in light of Egypt's hosting of the 27th United Nations Climate Change Conference this November.

### Agricultural produce

Earlier in the day, the president followed up on the national project for agricultural production and land reclamation in Toshka, during a meeting with a host of government and executive officials.

The project is part of Egypt's strategy to expand its farmland and agricultural produce, in general.

The president listened to an explanation from the officials concerned about the efforts made to develop farmland infrastructure and provide the required machinery, including modern irrigation equipment and water stations to the projects.

The president also listened to an explanation about the efforts made to integrate the work of all relevant sectors to achieve the desired strategic goal of expanding the nation's farmland.

### Building materials' making

On Wednesday, the president appraised efforts made by different

state agencies to stimulate the local production of construction and building materials and requirements, in partnership with the private sector.

During a meeting with a host of government and executive officials, the president gave commands for making whatever is needed to mobilise the productive capabilities of the state, including those of the private sector.

This should be done, the president said, with the aim of developing and localising the manufacture of supplies for construction and building projects.

The president especially referred to the machinery needed by these projects.

He also referred to the huge volume of construction works that are carried out in every part of Egypt.

These projects, the president said, open the way for the prospect of owning industrial capacities based on innovation and development with local capabilities.

He added that owning these capacities would also contribute to bridging the gap between imports and local needs and saving the foreign currency spent on the import of construction supplies and equipment.

### National health system

On Monday, the president followed up on efforts to advance the national health system, during a meeting with a host of government officials, including Prime Minister Moustafa Madbouli and Minister of Health and Population Khaled Abdel Ghaffar.

Minister Abdel Ghaffar made a presentation about the health facilities nationwide and their medical equipment, along with the number of people working in these facilities.

He referred to his ministry's efforts to link health facilities with the database of the presidential 100 Million Healthy Lives initiative.

The president also listened to an explanation about the executive position of the project for developing Nasser Institute Hospital on the road to turning it into a global medical city.

He gave orders for establishing the largest regional centre for organ transplants inside the aspired city, in co-operation with major specialised international companies.

The president also gave commands for implementing a financial incentives package for medical staff.



# Sisi congratulates Italy's Meloni for election win

By Mail staff

**PRESIDENT Abdel Fattah El Sisi** congratulated yesterday Italian politician and journalist, Giorgia Meloni, after her Fratelli d'Italia Party (Italian for Brothers of Italy) won the general elections.

In a special message, the Egyptian leader expressed sincere congratulations to Meloni and her party.

He wished them success in leading Italy to a future full of prosperity, Presidency Spokesman Ambassador Bassam Radi said.

"I look forward to working with Meloni to cement ties with Italy and have fruitful co-operation with it in all fields, within the framework of the deeply-rooted partnership between our two countries," Ambassador Radi quoted the president as saying in the message.



## First lady praises elderly persons

By Mail staff

**FIRST Lady Mrs Entissar El Sisi** commended yesterday the contributions made to the nation by elderly people.

Speaking on the occasion of the International Day for Older Persons, the first lady also underscored continuous efforts by state institutions to offer care to senior citizens.

The International Day for Older Persons is marked on October 1 every year.

"We take the chance of this day to express appreciation for past generations who gave us a lot and for their contributions to the development of our country," the first lady wrote on Facebook.

The International Day for Older Persons was observed in 1991, for the first time, one year after the United Nations General Assembly voted to designate October 1 for this occasion.

The day aims to celebrate the contributions elderly persons make for society.

## Egyptian picked as vice-president of ICAO body

By Mohamed Attia

**THE Advisor to the head of the Civil Aviation Authority, Enjy Alizi,** was selected yesterday to be vice-president of the Economic Committee of the International Civil Aviation Organisation (ICAO).

Alizi's selection was backed by the African Civil Aviation Commission.

This development came during the participation of Civil Aviation Minister Mohamed Abbas in the meetings of ICAO's general assembly meetings in Montreal, Canada.

It came in recognition of Egypt's effective role and efforts in advancing the work of regional and international civil aviation organisations.

## Benefits of Using High-Efficiency Motors towards Energy Saving

The use of high-efficiency motors leads to a significant reduction in energy use, as well as significant cost savings. Studies have shown that more than half of the electrical energy consumed in Egypt is by electric motors in the industrial processes. Improving the efficiency of electric motors and the equipment they drive can save energy and reduce operating costs, improving overall productivity. Therefore, energy efficiency must be a major consideration when purchasing or rewinding electric motors, particularly the difference in the quality of the materials used for the manufacturing of the motor and the initial costs that must be considered. As a result of being compliant with the methods of selecting modern systems that operate with energy-efficient engines, it can save Egypt billions of kilowatt-hours in electricity consumption and reduce the cost of production processes and maintenance in manufacturing.

The efficiency of a motor system depends on several factors, including motor efficiency, speed control, proper sizing, power supply quality, distribution losses, mechanical transmission, maintenance practices and end-use mechanical efficiency (pump, fan, compressor, etc.). Motor-driven systems account for approximately 65% of the electricity consumed by the Egyptian industry. Developing new techniques and products would hold great promise for large energy savings. Implementing high efficiency motor-driven systems, or improving existing ones, could save billions kW of electricity annually. This would significantly reduce the need for new power plants and hence free up capital and resources. It would also reduce the production of greenhouse gases and push down the total environmental cost of electricity generation. High efficiency motor systems can reduce maintenance costs and improve operations in the industry. Nevertheless, adoption of high efficiency motor-driven systems has been limited by a number of factors, including their higher purchase cost and the lack

of knowledge in the market place about their energy savings potential.

Few people know that, in the majority of cases, investments in high efficiency motor systems have a short pay-back time, ranging from 3 months to 3 years, the non-energy benefits of higher efficiency systems include better process control, reduced disruption and improved product quality.

Sometimes reliability is improved, but not always (a variable speed drive can be less reliable than a direct on-line system). Overall cost savings related to these benefits can be in the same order of magnitude as the energy cost saving itself, so companies or organizations that invest in energy saving on motor systems also improve profit in an indirect way. Effective regulation combined with information campaigns should help stimulate change and bring significant benefits to the economy and the environment, this would elevate the competitiveness of the Egyptian manufacturing industry and improve its position with respect to those regions that have already taken significant steps towards improving energy efficiency. In addition, Investments in high efficiency motor systems have the direct effect of creating jobs in three areas: energy service companies, engineering consultants, and contractors, many of which are SMEs, manufacturers of motors, variable speed drives, compressors, fans and pumps and other system components such as hoses, tubes or control systems.

"The Egyptian Program for Promoting Industrial Motor Efficiency" is powered by the UNIDO collaboratively with the Industrial Modernization Center aiming to raise awareness about using high-efficiency motors in the industrial processes through conducting informative campaigns, financial incentives and regulations. All details are available on the program's official website: <https://www.imeep-eg.org>



# Structural reforms for upgrading labour market

*The education system and the labor market should be highly linked to ensure sustainable economic development in the long run.*

Analysis by Ahmed Kamel

HOW to invest in education will pose a long-term challenge for the government and civil society alike. There will be no place for inadequate policies. The education system and the labor market should be highly linked to ensure sustainable economic development in the long run.

A cornerstone of Egypt's structural reforms will be based on a sophisticated education strategy to ensure full and adequate employment of production factors nationwide.

In the long run, there should be a mechanism to help graduates of schools, institutes, and universities meet the skills required by the labor market.

Egypt's unemployment stood at 7.2 per cent of labor force in the second quarter (Q2) of 2022, according to the state-run Central Agency for Public Mobilization and Statistics (CAPMAS).

The country's manpower rose slightly by 0.3 per cent to 29.98 million in Q2, against 29.89 million the previous quarter, according to CAPMAS data. The jobs totaled 2.15 million in Q2.

Egypt has enacted a slew of bills, which are aimed at boosting economic growth, by improving the local business climate since 2014. The legislative reforms, which are part of the overall structural reforms, are regarded as the main support for investor sentiment and investment inflows.

The structural reforms are deemed



A FILE photo of an employment fair in Cairo.

to be the second phase of the national economic reform program launched in November 2016. The new set of reforms comes in line with Egypt's Vision 2030.

## Strategy

The education strategy should be market-friendly, boosting labor and investment on an equal footing. Education feeds the labor market. Wherever there's a good labor market, there's good education.

The educational strategy should be

drawn up in a way that ensures full and adequate employment of production factors nationwide. Education is the seed of the labor market. Wherever there's a good labor market, there's a good education.

The government should scale up spending on required infrastructure for education, especially technical schools and institutes.

It is a must to modernize education and training in Egypt in a bid to overcome future challenges emanating from

global technological sophistication. Moreover, the government, in collaboration with the private sector and parties concerned, is tipped to think outside of the box to create jobs.

All in all, education and relevant skills remain the main determinants of good labor market outcomes for individuals.

## Market flexibility

The government should focus on boosting the flexibility of the labor market, and prioritizing technical education and vocational training. The objective is to upgrade the nation's labor force.

Structural reforms, which are aimed at bolstering the private sector, should also upgrade labor skills through educational and training overhauls. These reforms should underscore entrepreneurial culture across the country.

The culture of private business should be part of the educational system to increase employability.

The government needs to promote an entrepreneurial culture and replace a deep-rooted conception of public employment with a free enterprise mindset, especially among young people.

According to a World Bank study, entrepreneurship education equips youth to be innovative and to identify, create, initiate and successfully manage personal, community, business, and work opportunities, including working for themselves.

# School supplies giving parents more burdens as academic year starts

By Moustafa Allam

MOTHER of three Dina Salah has tried to spend less on the supplies requested by the administration of the school of her children in preparation for the new academic year, but to no avail.

"The prices of the supplies are so high," Salah told a local newspaper. "I cannot really cope."

Like all other parents, Salah was showered with demands, even before the new academic year started today.

The demands included copybooks with special colours, pens, pencils, and even sanitizers, cleaners, paper towels and facial tissues.

Some of the schools also make it necessary for the parents to buy these supplies from them.

However, this is proving heavy on the wallets of everybody. Some parents try to circumvent this heavy financial burden by infesting stationery markets in pursuit of bargain prices, even as prices are rising across the board.

Traders point to a 100% increase in the price of the supplies. They blame the current war in Ukraine for the price rise.

Like other countries, Egypt has been hit hard by the economic effects of the war, having to pay more for its imports and suffering the flight of billions of dollars in foreign capital.

The Egyptian government tries to cushion these effects by reducing imports and advancing local production.

President Abdel Fattah El Sisi usually highlights the importance of localizing technologies and production to cater for the needs of the local market.

He stressed this message during his visit to some factories on Tuesday.

Nevertheless, Egypt apparently needs to push its production of stationery products even more forward, with a view to bringing prices down.

The prices of stationery items are ruffling the feathers of millions of parents as the new academic year prepared to kick off.

School fees, especially those of private national and international schools, have come to compound the financial burdens constituted by the school supplies.

Some parents have already called on the Ministry of Education, which regulates the work of state-run and private schools, to delink the payment of school fees from the handover of school textbooks to the pupils.

This comes against the background of the failure of some parents to pay the school fees of their children.

The government works hard to re-

lieve such burdens by holding school needs fairs nationwide, where school requirements, such as backpacks, shoes, school uniforms, copybooks, pens, pencils, and erasers are sold for less than market prices.

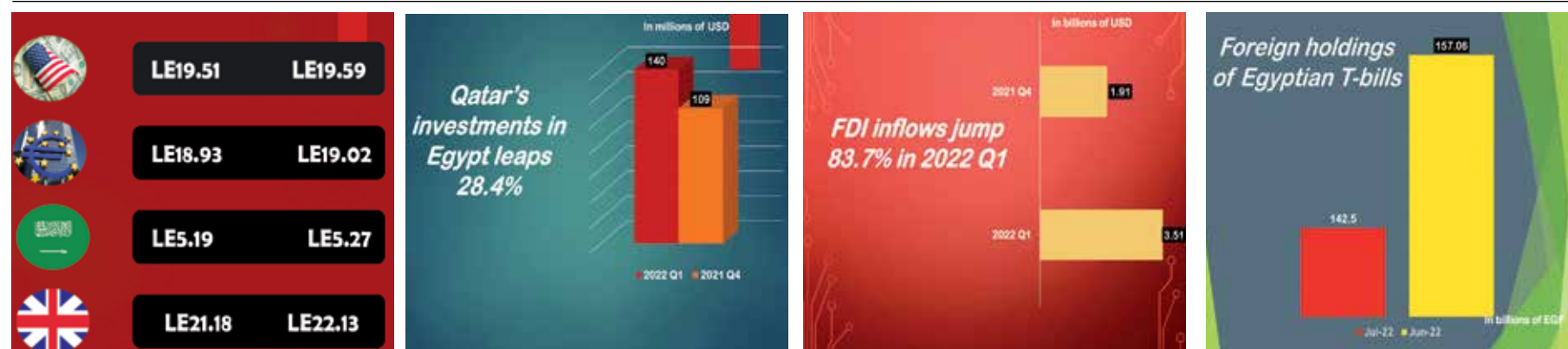
Nonetheless, this does little to reduce burdens on the parents and Salah, the mother of three is a case in point.

The supplies requested by the administration of the school of her children cost her fortune.

"This is a huge burden," Salah said. "I really do not know what to do."







# Microfinance leaps by 45.3% to LE33.3b

By Ahmed Kamel

THE January-July period saw microfinance balances surge by 45.3 per cent to LE33.3 billion, up from LE22.9 billion in 2021, according to data from the Financial Regulatory Authority (FRA).

Commercial microfinance reached LE19.9 billion in July, accounting for 59.9 per cent of the total funding pumped into microbusinesses, according to FRA data. Beneficiaries of commercial microfinance stood at 2.34 million.

Agriculture accounted for 19.1 per cent of microfinance, totaling LE6.4 billion. Beneficiaries of agricultural microfinance totaled 677,000 in the January-July period.

The services sector totaled LE4.6 billion, accounting for 13.9 per cent, according to FRA data.

The manufacturing sector snatched finances worth LE2.35 billion, or 7.1 per cent of total microfinance. Beneficiaries of manufacturing microfinance totaled 316,000, FRA data showed.

Microfinance relies heavily on the promotion of entrepreneurial culture among the young people to start their own businesses. The entrepreneurial culture is

deemed to be a magic wand to combat unemployment in the long run.

The booming business of microfinance has urged the local banks, whether state-owned or private, to set up microfinance companies in a bid to access small entrepreneurs nationwide.

The Moustafa Madbouli-led cabinet plans to capitalize on SMEs to create jobs and reduce unemployment rate as part of an overall

scheme to boost the private sector's role in sustainable development and economic growth.

## 7-month claims jump 17.3%

Paid claims rose by 17.3 per cent to LE15.03 billion in the January-July period, up from LE12.8 billion in the same period a year earlier, data from the Financial Regulatory Authority (FRA) showed.

Life paid claims surged by 35.8 per cent to LE9.3 billion in the January-July period. However, Non-life paid claims declined by 3.9 per cent to LE5.7 billion, according to FRA data.

Commercial paid claims accounted for 89.5 per cent of total claims in the January-July period, while takaful claims snatched the remainder. Commercial paid claims rose by 17.6 per cent to LE13.45 billion in the Jan-

uary-July period, up from LE11.4 billion in the corresponding period in 2021, according to FRA data.

Takaful paid claims increased by 15.3 per cent to LE1.57 billion in the January-July period, against LE1.3 billion in the same period a year earlier.

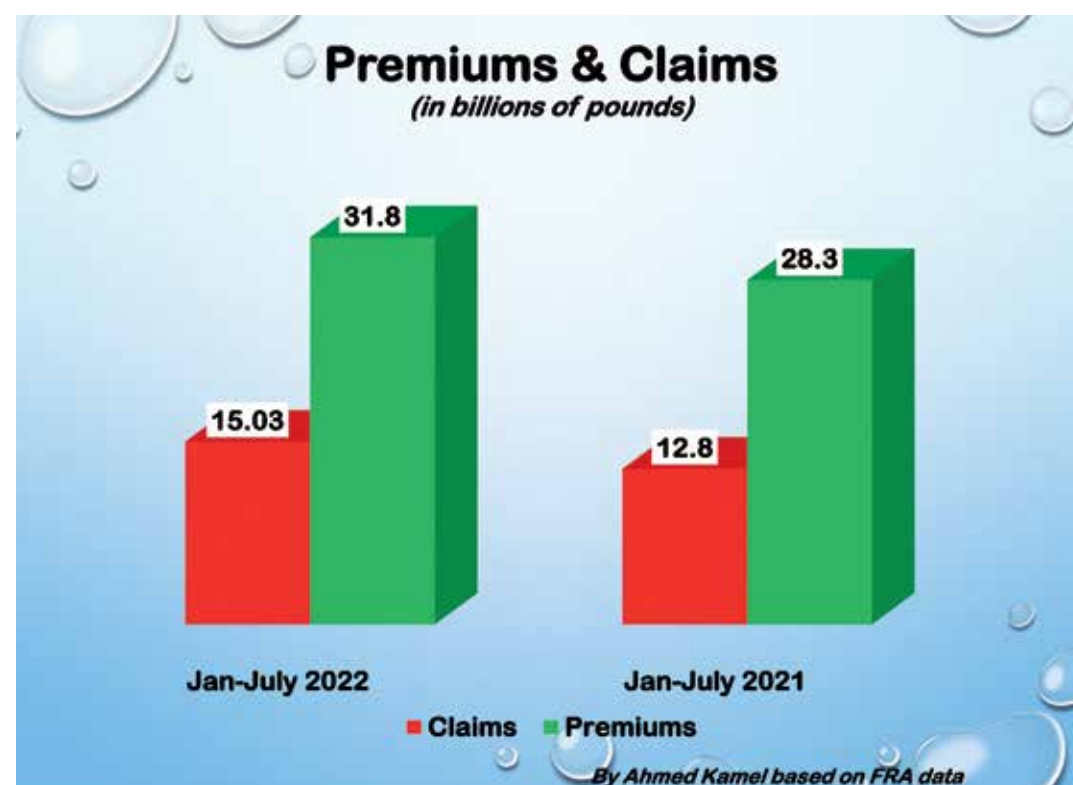
Meanwhile, premiums added 12.2 per cent to LE31.8 billion in the January-July period, against LE28.3 billion in the same period the previous year, according to FRA data.

Commercial premiums rose by 3.4 per cent to LE26.77 billion in the January-July period, up from LE25.88 billion in the same period a year earlier.

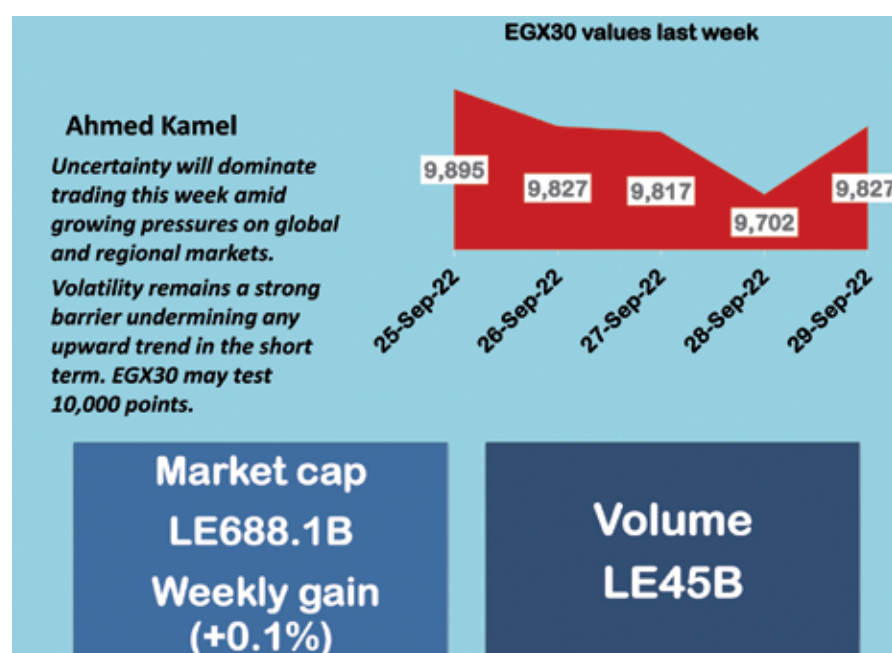
Takaful premiums leaped by 102.8 per cent to LE5.06 billion between January and July 2022, compared to LE2.5 billion in the same quarter in 2021, according to FRA data.

Life premiums surged by 22.6 per cent to LE19.5 billion between January and July 2022, up from LE16.1 billion in the corresponding period in 2021.

Non-life premiums slightly rose by 0.4 per cent to LE12.29 billion in the January-July period, against LE12.25 billion in the same period in 2021, according to FRA data.



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# Berlin views Cairo as 'partner', potential energy supplier



By Amira Sayed

GERMANY will celebrate its National Reunification Day on October 3. This year's celebration will also mark the 70th anniversary of establishing diplomatic relations with Egypt.

The German University Cairo is turning 20 these days. Cairo and Berlin also marked the 70th anniversary of founding the German-Arab Chamber of Commerce in Egypt this year.

All these anniversaries are indicative of longstanding relations between Egypt and Germany, something German Ambassador to Egypt Frank Hartmann says he is proud of.

"I am proud of having broad diversity in all spheres of our co-operation," Ambassador Hartmann told the *Egyptian Mail* in an interview.

Cultural and educational co-operation between the two countries have been making one stride after another.

Ambassador Hartmann also takes pride in that German is the second widely spoken foreign language in Egypt.

Egypt has seven fully-fledged German schools, the second highest number of such schools in the world.

Together with other German cultural and scientific institutions in Egypt, the German universities constitute a wonderful chorus of growing cultural and educational relations between Cairo and Berlin.

Ambassador Hartmann described Egypt as a 'strong partner' of his country.

"It is an important regional player," the German diplomat said.

He said meetings between German officials and Egyptian officials, including a meeting between Egyptian President Abdel Fattah El Sisi and the German chancellor this summer, had lent relations between Egypt and Germany a great momentum.

Ambassador Hartmann also referred to a recent meeting in New York on the margins of the United Nations General Assembly between Egyptian Foreign Minister Sameh Shoukry, and German Foreign Minister Annalena Baerbock with their Jordanian and French counterparts. "This so-called 'Munich Group' is a well-established format dedicated to achieve progress in the Middle East Peace Process" he explained, "The current joint statement issued in NY stresses our commitment for peace and a two-state-solution. Together with Egypt we want to keep this issue on the international agenda."

"We are also in close contact with Egypt on other global political developments, especially the Russian war of aggression in Ukraine," Ambassador Hartmann said.

He described recent threats by Russian President Vladimir Putin and Foreign Minister Sergei Lavrov as 'unbearable'.

Russia, he said, distorts realities, it is in fact a clear war of aggression on Ukraine'.

"Russia has to respect the territorial integrity, independence and self-determination of Ukraine," the German ambassador said.

He warned against the possible negative implications of the war for countries like Egypt, especially with regards to food security.

Ambassador Hartmann added that German companies implemented a large number of infrastructure projects in Egypt in the past period, including in the fields of electricity, gas, and power grids and railways.

A huge deal was sealed recently, he said, with Germany multinational corporation Siemens, on the high-speed railway, the regional train and the cargo connection.

He noted that Germany considers itself a 'key partner' of Egypt in terms of technological modernisation.

"This shows our determination and contribution to Egypt's modernisation and development," he added.

Ambassador Hartmann said these deals need to be viewed within a broad economic picture at a time all countries are suffering from the consequences of the Russian war of aggression against Ukraine.

He said investment conditions in Egypt should still be improved, especially when it comes to small and medium-sized enterprises. "Transparency, rule of law and level playing field with state enterprises are essential", he stressed.

However, he described co-operation prospects between Egypt and Germany in the field of renewable energy as 'promising'.

These prospects, he said, do not only cover solar technology and wind power, but also

new technologies, including the development of green hydrogen.

"Companies are ready and are already implementing some pilot projects,"

He revealed that some major projects would be unveiled during the 27th United Nations Climate Change Conference, widely known as COP27, in Sharm el-Sheikh this November.

Ambassador Hartmann described interest in renewable energy co-operation between Egypt and Germany as 'strong'.

A framework agreement on green hydrogen, he said, would hopefully be signed by the two sides in the second half of October.

He added that the export of liquefied natural gas is also a promising field of co-operation between the two countries.

Possible co-operation in this regard, he said, acquires special importance in the light of energy supply problems in Europe.

He said his country believes that Egypt can be a potential supplier of LNG energy.

Nonetheless, Ambassador Hartmann revealed that his country is turning even more to non-fossil energy sources in the medium and long run and will stick to the energy transition plan to double the share of renewable energy until 2030.

"So, our co-operation in green hydrogen is very essential technologically," the German ambassador said, noting that this co-operation would cater to his country's energy needs.

Meanwhile, Ambassador Hartmann said his country would honour its commitments to the fight against climate change, despite the current challenges of growing gas and energy prices.

He said Germany used to get over 50% of its gas from Russia.

"This has, however, come down to zero," the ambassador said. "So we have to diversify and increase the share of renewables. The storage

is sufficient and the government has made preparations to guarantee sufficient supply for the next winter and beyond."

He added "Taken this crisis as a catalyst, Germany is even more determined to implement the energy transition to increase the share of renewable energy in its energy mix and to contribute to climate action."

Renewable energy used to constitute 38% of Germany's energy mix and the European country aspires to raise this to 80% by 2030.

Ambassador Hartmann described the fight against climate change as a 'generational task'.

He said Germany's COP 27 negotiators have been tasked with revising the implementation of the \$100 billion commitment in climate financing, and facilitate together with Chile steps towards "loss and damage" financing.

He expected German Chancellor Olaf Scholz to attend the opening ceremony of COP27.

German Foreign Minister, Baerbock, he said, would also attend the conference and be Germany's chief negotiator during the event.

Other German officials expected on the list of delegates in the conference include the minister of economic co-operation and the minister of environment.

He expected the German delegation to the conference to contain up to 130 people.

With regards to Germany's activities during COP he highlighted that "the fight against climate change is not only an action for the government to take, but it is also a task for the civil society and the private sector".

German tourism to Egypt, the ambassador said, has been rebounding, following a slump induced by Covid-19.

Around 600,000 German tourists visited Egypt in the first half of this year, according to the ambassador.

He expected as many as 1.2 million German tourists to visit the Arab country annually.

Ambassador Hartmann also dwelt on the launch of Egypt of its National Human Rights Strategy.

He said his country follows the steps being taken by Egypt in the field of human rights, but "the key will be steps towards full implementation of the strategy."

Egypt and Germany, he said, are partners in their responsibility to maintain the international legal order and the UN system, which is called into question by the Russian war of aggression in Ukraine and its possible further escalation through expected illegal Russian annexations.

"We work together with all our friends and partners around the world to strengthen and maintain this international order," Ambassador Hartmann said.





# New horizons for co-operation with Spain

## Spanish trade minister to *Egyptian Mail*: More joint projects to come

By Amira Sayed

THE second edition of the "Egypt-Spain Multilateral Partnership Forum" has recently taken place in Egypt with the participation of a high-level Spanish business delegation with the aim to discuss new trade and

investment opportunities. This is considered the largest event since the visit of the Spanish

Prime Minister to Cairo last December, during which a joint declaration of financial co-operation was signed between Egypt and Spain, for 400 million euros, to finance projects in Egypt.

H.E. Xiana Méndez Bértolo, the Spanish Secretary of State for Trade, headed the delegation and held several meetings with the Egyptian ministers with the aim to discuss means to enhance and foster the excellent joint ties between the two countries.

The forum was organised by the Spanish Institute for Export and Investment (ICEX) along with the Spanish Economic and Commercial Office in Cairo. The two-day forum mainly targeted companies working in the fields of railway transportation, electricity renewable energies and water treatment.

The main sessions were called the "Transportation and Railway Sector", the "Electricity, New and Renewable Energy Sector", and "Water Treatment and Sanitation".

In an interview with *The Egyptian Mail*, the Spanish Trade Minister Bértolo referred to the protocol signed between the two countries since 1998. "It's been updated some times. The modernisation seeks to include new instruments such as the grants.



We also increase the amount of resources that we can allocate here in Egypt."

The minister went on to say that Spain has many important national projects and pilot project of green hydrogen. These projects are related to the fertilisers industry, chemical industry and so on.

"Spain seeks to become the hub in the European Union for green hydro-

gen," she added.

Meanwhile, the minister hailed the rich bilateral ties between the two countries. I think it's very rich. "The visit last year, in December, was very fruitful."

In a related context, the minister said that the creation of an Economic Affairs Commission that will follow up all the difficulties, but also all the successes in our bilateral relations.

According to the minister, Spain is currently financing projects in the railway sector, for example, and there are many more to come.

"So it's not thanks to me that I'm here. we just want to give the institutional push and support to the projects," she noted.

The minister said that the Spanish companies are reliable partners in every sense. "Spanish companies also trust their Egyptian partners. So there's a good feel now for improving and boosting collaboration in the forthcoming months and years."

Meanwhile, the minister said inter-

national uncertainty is one of the key challenges facing investors.

"Apart from that, the other challenge maybe the rules on trade (import and export). we have a preferential situation in the European Union with Egypt as we have this association agreement. So the starting point is very good. But still we have to be in contact and in conversations with the Egyptian authorities to make the trade flows go by without any irritants or difficulties."

The minister also stressed the importance of having the joint business council as it's a very useful body to have the voice of the private sector. We need to hear the private community and take those concerns into account when designing the economic policies. we are proud to have this joint council with Egypt."

Spain, she continued, has a very ambitious agenda on on sustainability. Regarding COP27, the minister believes that the conference will be a success with more ambitious goals regarding the financing and the instruments to multiply the investment in green projects.

"We are trying to mobilise all the resources that we have in our hands, not only public but also private ones," she noted.

The first edition, which was held in Cairo in March 2017, was very successful and fruitful, where more than 320 participants attended the conference, including: Egyptian Ministers, heads of Egyptian public institutions, the main International Financing Institutions present in Egypt and the executives of the biggest Egyptian engineering companies in the construction and infrastructure fields.

According to the Spanish embassy in Egypt, the forum confirms the Spanish government's continuous commitment to support the Egyptian economy and enhancing the bilateral economic and trade relations between the two friendly countries.

Over the two days, several seminars and panels were held in the aforesaid three sectors to give a thorough idea about the strategies of the Egyptian government in each sector and the main projects in the pipeline, to be executed during the next few years. This is in addition to exploring new investment opportunities and projects in Egypt and also creating areas of cooperation between the Egyptian and Spanish companies.







# Virtual museum gives visitors tour back in time

By A'laa Koddous Allah

A COLLEGE of Arts graduate has launched a Facebook page where he can showcase the pieces of art he succeeded in collecting over the years.

The page is becoming a virtual museum that takes visitors into a riveting journey through time.

Called 'Found in the Streets Museum', the page contains ancient advertisements, notes, photos, and collectibles.

The virtual museum, launched by Ahmed Hamed in 2019, reflects Egypt's history and heritage, by parading this collection of art pieces and belongings.

"Egypt has a matchless history," Hamed told the *Egyptian Mail*.

The collection exhibited on the museum traces its roots in Hamed's constant passion for finding old antiques, papers and letters.

These materials, he said, make up for an absent aspect of contemporary social life in Egypt and other Arab countries.

This aspect, he added, reveals Egyptians' social life as well as their art, culture, heritage and traditions.

"It even exposes the type of romance prevalent in the good old days, one that manifested itself in a large number of romantic letters," Hamed said.

Hamed moves like a traveller between different brocantes markets, spending his times inside these markets and knowing when and where each of them is held.

He goes to the Friday Market in southern Cairo and the Saturday Market in downtown Cairo. He also chases rare books at second-hand book shops everywhere around the nation.

Hamed dives into old papers and stories, bringing back to human interest things that might have been forgotten by their owners or the people who penned them.

He does this to discover unknown parts of these people's lives, traditions, values and relations.

In one section of the Found in the Streets Museum, visitors can, for example, see an advertisement of American airline, Trans world Airlines (TWA). The advertisement was made in the late 1940s or early 1950s, when Egypt was still a monarchy.

The airline's programme in Egypt included important destinations, such as King Farouk I Airport and the Royal Egyptian Library.

Hamed said the cultural treasures of the Egyptian capital qualify it to become a meeting point for art and history lovers from around the world.

"As an Egyptian citizen, I feel obliged to show people some of

these treasures," Hamed said. "I contribute to preserving these treasures in my own way."

The museum also contains posters of old Egyptian movies, such as *Taala Salem* which starred late singer Farid el-Atrash, and late belly-dancer-cum-actress Samya Gamal.

The same film also starred late comedian Ismail Yaseen and was directed by Helmy Rafla.

The poster gives insights into the type of cinema propaganda prevalent at the time, which marked a complete departure from the propaganda of the present where technology and social media play a major role.

Hamed said such photos draw a clear line of demarcation between the present and the past.

"They give the chance to today's generation to see the difference in the quality of the pictures, colours, simplicity and even the low costs of their making," Hamed said.

Apart from the aforementioned poster, there are also photos of some of Egypt's squares in the past set against the photos of the same squares at present.

They include Ramses Square, the bustling centre of the Egyptian capital. The photo was snapped in 1951 when the square was called 'Bab el-Hadid' (Arabic for Steel Door).

The museum also contains a tourist promotion for Lebanon that

reads: "Escape from Egypt's sizzling heat to Lebanon's beauty". The promotion was run in 1922 by a major tourist company that invited Egyptians to spend their summer vacation in Lebanon for a small amount of money.

Beside this, there is also electoral propaganda by the Arab Socialist Union between 1957 and 1978.

The propaganda promotes Nasr el-Sabahi, a party candidate in the parliamentary elections, reading: "Just relax, he is reassuring".

The propaganda sheds light on political conditions at the time.

There is also a photo of nurses training in the use of gas masks at Kasr el-Aini Hospital in Cairo.

Hamed said he hopes his Facebook page would turn into a virtual museum that is easy to access by everybody interested in Egypt's heritage and culture.

"I want to document, archive and digitize all these precious items," Hamed said. "I also hope that they can be registered on important cultural heritage sites."





# Experience October war victory

By Salwa Samir

EVERY year, Egyptians celebrate the 6 October victory 1973 over Israel. The Egyptian people are immensely proud of their military achievement. To learn more about this triumph, the October War Panorama, is your destination where a well-organised tour takes you through the chain of events from preparations for the war until the final showdown.

At the entrance, you are directed to a waiting area outside the circular panorama building. After a few minutes, a guide accompanies you to the outdoor show, where you can take photos of materiel that was used in the war, including tanks, artillery, aircraft, the wreckage of an Israeli A-4 Skyhawk, an Egyptian Air Force MiG-21, and an Israeli M60.

After the ten-minute tour of the outdoor area, you are taken back inside the air-conditioned circular building.



The October War, the most recent war in Middle East history, started with a surprise Arab attack on Israel on Saturday, 6 October 1973 (10 Ramadan).

Egyptian and Syrian military forces launched an attack and crossed cease-fire lines to enter the Sinai Peninsula and Golan Heights respectively, which had been captured by Israel in the 1967 Six-Day War. Arab and other regional nations assisted the Egyptians and Syrians.

One of the greatest achievements during the war was the breaching of the Bar-Lev Line, a series of defensive fortifications that ran along the eastern coast of the Suez Canal. It was built by Israel after its occupation of Sinai after the 1967 war to secure the east bank of the Suez Canal and prevent Egyptian forces from crossing it. The line was named after Haim Bar-Lev, the Israeli military leader, and it cost about \$500 million to build.

The Bar-Lev Line is an earthen embankment of great height - from 20 to 22

metres - and a slope of 45 degrees on the side facing the canal.

It also had fixed positions for tanks and bomber stations in case they were called in an emergency. At its base were pipes pouring into the Suez Canal to ignite the surface of the canal with napalm in the event of an attempt to cross the waterway by Egyptian forces.

The Panorama was opened in 1989 with the help of North Korean architects.

On entering inside the circular panorama building, you are led along the curved wall past a display of tableaux in granite and wall paintings of the most important military battles that the Egyptian army fought through ages. Under each painting is information about these battles in English and Arabic. In addition, advanced weaponry newly introduced to the Egyptian army are on display in hologram screens.

Visitors are guided into the first hall for a 15-minute black-and-white film about what happening after the 1967 Six-Day War until President's Nasser's death on 28 September 1970 and preparations for the October war.

You then go up three storeys to the round theatre, where there is a giant mural documenting the October war accompanied with audio commentary. The rotation of the theatre takes 18 minutes.

Everything is brought to life in this panoramic view. The palm trees, stones, weapons, trenches and tanks make a foreground that you could almost touch, while warplanes and helicopters sweep across an oil-painted sky, and soldiers are running, raising the flag, tending the injured and rounding up captives.

*The October War Panorama is on Salah Salem Road, Nasr City. It is open daily. For more information, please call: 02 2402 23*







# Unintended spoiler falls flat

By Youssra el-Sharkawy

REMEMBER Esther from *Orphan*? She is back again in the prequel *Orphan: First Kill* (2022) but not with the same well written plot of the 2009 movie.

The *Orphan* was one of the most successful movies of 2009 that provided a high dose of thrill and horror.

It tells the story of a couple who adopt a young Russian child, Esther (Isabelle Fuhrman), who later turns out to be mentally ill adult, not a child, as she suffers from a rare medical condition that makes her body look younger than her real age.

Of course, the director of *Orphan*, Jaume Collet-Serra, made a strong and breathtaking film that grabs the attention of the audience throughout the movie, also the strong performance of Isabelle Fuhrman as the young girl was astonishing. But, making a second part for the movie was not a good idea because we already knew the best part of the story in the first movie.

If you watched the original movie, you will remember that Esther escaped from a mental hospital in Estonia before finding her way to a new family. The new movie *Orphan: First Kill*, directed by William Brent Bell, tells us from its first scenes that Esther is more than just a traditional evil killer. The prequel tells us why she became so bloody and spiteful.

*Orphan: First Kill* starts with Esther who manages to escape from the hospital and she comes up with a plan to find a safe home with a wealthy family in the United States.

She decides to impersonate the missing child of the famous Albright family. Mother Tricia (Julia Stiles) is shocked when she knows that her child is still alive, while the father feels as if his soul has returned to him after finding his child.

However as the events develop, it becomes clear that the Albright family have a dark secret as dangerous as Esther's secret, so that confrontation between the mother and Esther becomes inevitable.



One of the greatest drawbacks to *Orphan: First Kill* is that it is visually poor. Now was the story as frightening as the first part and the plot is loose and weak.

However Isabelle Fuhrman and Julia Stiles offer sterling performances.

Fuhrman starred in the first movie *Orphan* and wonderfully portrayed a child. She was only ten years old at the time, which must have helped. She also had a remarkable role in the 2021 movie *The Novice*. She does fright scenes excellently, and we see her able to control everyone around her due to her extreme intelligence and cunning.

As for Stiles, she portrays the changes of the characters smoothly. She moves from a sad mother to a fierce woman, aiming at protecting her family at any cost.



Although the first half of the movie starts off rather slowly, the second half is more interesting and contains some thrilling scenes as mother and adopted daughter try to eliminate each other, but unfortunately the result was already known. Esther wins in the end because this movie.





## What is in a name? Sounds and naming trends in Egypt

By Dr Laila  
Abdel Aal Alghalban



"A ROSE by any other name would smell as sweet." These are Shakespeare's memorable words which state, long before 20th century linguistics, that names do not have intrinsic meaning. They are merely used as labels or signs to refer to people. We cannot say that we understand the proper names, we can only say that we know their referents.

But names have connotations, which are the associations and feelings we nurture for a given name, and bring certain images of a person to our minds. For instance, when we choose Nabil, Saeed, or Karim, we hope that the positive connotations of these names would grant the child noble traits, a happy life, or generous qualities, respectively. Some people go too far and advocate that names destine people. Consequently, hunting a name with pleasing sounds for a baby is of paramount importance to parents.

Names largely reflect a person's gender, ethnicity, and faith. They also indicate the sociocultural and psychological preferences of the time as well as the parents' socioeconomic status. Names mark religious beliefs, remember seniors in the family, commemorate special occasions, refer to the surrounding environment, copy the names of celebrities of the time, or grant offsprings exotic, unique identity. The last two factors are believed to be the main motives for choosing the majority of names and boosting certain sounds.

### Name sounds and fashion

Names have popularity cycle: they rise, reaching the peak, then fade away and make a comeback after two or three generations. Sounds of names are also influenced by fashion: they come and go. A look at a random sample of the trendy names in Egypt, shows that apart from the timeless names like Muhammad, Ahmed, Mahmoud, Ibrahim, etc., names ending in liquid sounds such as l, r, y, m and n are in fashion, and so are the vowel-ending female

names. Names starting with a (Atheer), m (Maysam), n (Naya), d (Darreen), r (Rode), s (Sana), t (Talia), and l (Lureen) remain on the rise, while those with g, b, th, and f are declining.

Like parents in many cultures, Egyptian parents spend more time before picking a name for a baby girl than a baby boy. As a result, the top girl names in popularity charts are always in constant change, and the name pool of baby girls is much bigger and deeper as it is full of national and global names derived from diverse sources: religious texts, Classical Arabic, and lots of languages, especially, Turkish, Persian, Latin, English and Ancient Egyptian.

Sometimes a sound restructuring of some names helps them come back to fashion as in Nada from Nadia, Sama from Samia, Zina from Zinat, or deleting one of its sounds as in Sana, Hana and Fatma from Sanaa, Hanaa, and Fatima, respectively. Other names come back to fashion through replacing the colloquial variant of a sound by a classical one as in Zainab, Aaisha, Ruqayya instead of the colloquial versions Zeinab, Eisha and Ru'ayya, respectively. The latter sound variation seems to go in line with a noticeable rise in the names that have religious and historical affinities such as Dania, Sedra, and Tarteel.

### A tale of two geems

A current naming trend in Egypt is evident in the names with hard g or the geem sound which turns into a soft q as the fricative j or the affricate dj. Example names undergoing this process are Khadija, Jalila, Jana, Ajwan, and Judy instead of Khadiga, Galila, Gana, Agwan, Gana, and Gudy. Historically, the g pronunciation is the oldest in Arabic and other Semitic languages. Then it changes to dj or j in many areas before the Quran. The q pronunciation still prevails in many regions in Yemen and Oman as well as Egypt. In Egyptian Arabic, j pronunciation is common in regional dialects, while q prevails in Cairo, most of the

Nile Delta, big cities and other urban areas elsewhere. J is associated with reading the Quran, and many switch to it when using Classical and Modern Standard Arabic. However, q is more prestigious than j or dj, which are sometimes stigmatised. Some (rural) Egyptians exaggerate avoiding j or dj in loan words such as bigama (pyjamas) and magisteir (magister/ MA). More interestingly, so many highly educated Egyptians pronounce many (proper) names such as Kissinger, Nigeria, Los Angeles the Egyptian way with a hard g. So why opting for the less prestigious, and would it possible that this process extends to other names with a hard g sound?

### Reasons

Well, no single reason can be identified. However, sociolinguistics usually puts social acceptability, which creates fashion, language contact, the pursuit of novel or uncommon forms, and the distinctive features of sounds as the prime reasons.

Celebrities, real and fictional, usually provide inspiration for people looking for baby names. It is believed that the j pronunciation of the previous names has been inspired by the Syrian Arabic names of the characters of the currently popular Turkish TV series.

Egyptian Arabic has served as the lingua franca of Pan Arabs due to Egypt's cultural and political impact in the region. It used to be an active area of linguistic influence, rarely borrowing linguistic forms from other Arabic dialects. However, it is losing some of its momentum due to multiple reasons. One of them is the rise of Syrian and Lebanese dialects through the dubbed TV drama as well as the receding media space it is currently occupying. Social media, especially Instagram, naming and parenting websites, have also boosted the dj or j version names through constantly showering parents with name lists compiled from religious texts, Standard Arabic, and other languages. The lists go viral. In so doing, parents believe that the the j version of these names would project exclusivity and prestige onto their children. This is a sort of a socially acceptable dialectal contact that has been celebrated by the elite. Then the rest of the people gradually imitate the elite

for airs and graces. Eventually, a trend to copy these names and associate them with elegance, beauty, prestige, social mobility, etc. is created.

Similarly, fashion affects the popularity of name sounds. They also come and go. For instance, j names like Jennifer and George had been in fashion for decades before K names took over in popularity in the US. Jade is the third most trendy name in France this year, and is rocketing to the top names in Spain as well. It seems that j enjoys wide acceptability globally. No wonder that Egyptians, bombarded by j names from many languages, react the same.

Checking popular name lists in many countries shows that names are a site for language contact at its best. An increasing number of names in each list are not native or local, and they can work globally. Many social segments in Egypt are increasingly in direct contact with foreign languages at home through education and work and/or abroad. This definitely boosts the acceptability degree of j names.

### In pursuit of novelty

The diffusion of jeem rather than geem versions of such female names could also be motivated by the instinctive human chasing of distinction and novelty. Khadeega, Galila, Gamila, Hagar, etc. are classic traditional names, commonly pronounced with the prestigious Cairene q. Shifting to j pronunciation helps these names to make a comeback through sounding novel or less traditional. For a lot of parents, it is good to have a more exclusive or trendy name so that children grow up with a bit more individuality.

Finally, the previous reasons are by no means exclusive. And so far the j pronunciation has not crept into the rest of q names. They still sound Egyptian. It seems that they would possibly continue to do so until less Egyptian-sounding versions take over. When it comes to naming trends, it is difficult to predict because when fashion does say, so many people obey.

Dr Laila Abdel Aal Alghalban  
Professor of linguistics  
Faculty of Arts  
Kafr el-sheikh University



## For more invisible exports

IT is imperative to put tourism, which is deemed to be invisible exports, back on track to pump more hard currency inflows. As one of the nation's top dollar earners, tourism accounts for roughly 15 per cent of gross domestic product (GDP) and labour force, according to data from the state-run Central Agency for Public Mobilisation and Statistics (CAPMAS).

Egypt's hard currency earners also include remittances from Egyptians abroad, the Suez Canal, foreign direct and indirect investments and exports.

To resuscitate Egypt's economy, tourism must be revived. Toward this end, the government is developing a national tourism strategy. It is expected to be finalised soon.

The strategy aims to improve the investment climate in tourism by offering full-fledged facilities in construction and licensing. A one-stop shop system will be implemented in this regard, with the Ministry of Tourism acting as the sole entity investors can turn to.

Such a strategy may enhance the organisational and administrative framework of the sector, but that wouldn't fix tourists' everyday problems in this country. First of all, there should be more public awareness that tourists are a pillar for creating jobs and increasing hard currency receipts.

There should be media campaigns designed to inform the man in the street how to deal with tourists everywhere in this country. We need a tourist-friendly culture as dominant in France and Spain.

Moreover, the Ministry of Tourism and Antiquities is tipped to organise training courses for all people working in the sector. These courses need to be based on one concept: transforming Egypt into a tourism hub.

Tourist arrivals jumped by 85.4 per cent to 4.9 million in the first half of 2022, against 2.6 million in the corresponding period in 2021, according to CAPMAS data. The government aims to increase revenues from tourism by \$11 billion-\$12 billion annually. The objective is to raise revenues to \$30 billion in the coming three years.

The sector's diversification is another key issue. All around the world, Egypt is known as a huge museum. Travel agents should also be aware of other aspects such as sports, medical, and safari facilities.

### Oval Group

The company has the pleasure to announce to shareholders that the company's shares — will be registered on 3/10/2022 — in the Central Depository System of

#### Misr For Central Clearing, Depository and Registry

Starting from this date, there will be no deals on the company shares except through an Account Statement

**All shareholders**

are kindly requested to deposit their shares at any of the approved custodians.

### Venus for Selling and Distributing Electricity

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# Egypt implements largest Nile clean-up campaign

By Amira Sayed

**AROUND 342 kilograms of wastes were collected from the Nile River in Cairo Governorate on Thursday.**

The collection of this staggering amount of wastes was part of a clean-up campaign of the river, the largest to be launched in Egypt in recent months.

The campaign was implemented by NGO, Youth Love Egypt Foundation (YLE), which is accredited by the United Nations Environment Programme, in 13 governorates.

It came as Egypt moved ahead with preparations for the 27th United Nations Climate Change Conference, widely known as COP27.

The campaign started in the southern Governorate of Aswan and concluded in Damietta and Desouq, two cities located in northern Egypt on the Rashid branch of the Nile.

Around 1,300 volunteers participated in the campaign in co-ordination with the Ministry of Irrigation and Water Resources.

Other ministries took part in the campaign, including the Ministry of Local Development, the Ministry of Youth and Sports and the Ministry of Environment.



A host of foreign diplomats and United Nations officials also attended the event.

YLE CEO, Ahmed Fathi, said the campaign is the largest to be launched by the civil society to protect the Nile and preserve its biological diversity.

"Everybody is participating, including youth and school pupils," Fathi told the Egyptian Mail.

"This contributes to increasing awareness among the members of the public and propels collective action," he added.

He noted that the campaign also highlights the vital role of the civil society in climate action, in particular, and sustainable Development, in general.

The success of the campaign, he noted, embodies coordination between the civil society, on one hand, and the private and public sectors, on the other.

Five senior representatives of the private sector participated in the campaign,

along with the Egyptian Red Crescent.

A coalition of 33 NGOs also participated in the event.

Norwegian Ambassador to Egypt, Hilde Klemetsdal, highlighted the importance of supporting youth-led action, describing young people as the 'future'.

"The Nile is important to all of Egypt," she told the Egyptian Mail in an interview.

Ambassador Klemetsdal said Norwegian Prime Minister, Jonas Gahr Støre, would lead his country's delegation in COP27 which will take place in Sharm el-Sheikh in November.

"We will also have our Climate Minister there the whole time, along with the Development Minister," the Norwegian diplomat said.

"Several CEOs of green companies, the civil society, the media and MPs will also be there," she added.

Ambassador Klemetsdal said her country harbours a lot of interest in the conference.

Meanwhile, UN Resident Coordinator, Elena Panova, said support to youth-led activities is at the core of the UN agenda.

"The clean-up campaign has symbolic importance because it is about the Nile," Panova said.

"We know that Egypt, as Egyptians say, is the Gift of the Nile," she added.

She expressed pleasure at participating in the campaign.

"It shows support to this tremendous river that is a lifeline to millions of Africans, including Egyptians," the UN official said. "So it is of great importance."

She noted that the UN has special appreciation for such campaigns.

A central operations room was set up in co-operation with the Egyptian Red Crescent to follow up on the activities of the campaign in the 13 governorates.

Clean-up works were carried out by boats and feluccas that used hygiene tools, including nets, to pick up plastic waste from the river.





# Trends this week: Coolio; Blonde; Rosetta Stone

By Menna Farouk

SOCIAL media users talked this week about the death of rapper Coolio; the release of the *Blonde* movie and the 200th anniversary of the Rosetta stone's decoding.

## Rapper Coolio passed away

Top trend on Thursday was Coolio as he passed away, at the age of 59. He was found unresponsive on the bathroom floor of his friend's LA house, his manager Jarez Posey told US media.

The rapper achieved enormous success in the 90s. Coolio, whose real name is Artis Leon Ivey Jr., came up on the L.A. rap scene in the late 80s, but blew up nationally in 1995 when he released "*Gangsta's Paradise*" for the soundtrack of the Michelle Pfeiffer film, "*Dangerous Minds*."

Coolio's manager at Trinity Artists International, Sheila Finegan, said they were "saddened... he touched the world with the gift of his talent and will be missed profoundly".

## Blonde movie received unexpected reactions

*Blonde* movie was premiered on Netflix on 28 September, but film fans have been able to watch it in cinemas since 23 September. The movie received unexpected



reactions. One fan said Armas' performance as Monroe was the "rawest portrayal we've ever seen," and another one described her as "impeccable". Besides, one viewer said they "never want to watch it again".

Another one claimed that *Blonde* is full of "needless scenes of sexual assault and anti-abortion propaganda."

The movie begins during Marilyn Monroe's childhood, played as a young girl by Lily Fisher, showing the emotional and physical abuse inflicted on her by her mentally unstable mother, Gladys (Julianne Nicholson).

*Blonde* emphasises the importance of parents to Marilyn Monroe and how their absence contributes to an ongoing sense of abandonment and inadequacy. Gladys ends up in a mental asylum; Norma Jean visits her several times seeking approval only to be ignored or dismissed. Her absentee father contacts her via apologetic letters but refuses a face-to-face meeting. Meanwhile, her ambiguity about her mother's inadequacies influences a decision to terminate an unplanned pregnancy.

The film is based on Hollywood actress Marilyn Monroe's life, and it is adapted from the novel of "*Blonde*" by Joyce Carol Oates.

It's worth noting that the movie is the only film to receive the NC-17 rating, something which no other Netflix film has ever received before.

Marilyn Monroe's real name is Norma Jeane Mortenson.

## 200 years of Rosetta stone's decoding

Egypt celebrated the anniversary of Egyptology and the Rosetta stone's decoding. The Ministry of Tourism and Antiquities celebrated the occasion by launching an online advertising campaign that ran for a week under the title "200 years of Science in the Making".

The campaign was launched in many countries, including the United States, Britain, Germany, Italy, Saudi Arabia, Canada, Spain and France. The aim of launching it is to acquaint the world with the scientific precedence that characterizes the ancient Egyptian civilisation.

CEO of the General Egyptian Authority for Tourism Promotion Amr el-Qadi explained that this campaign is composed of a promotional film that sheds light on exam-

ples of innovations that the ancient Egyptian civilisation presented to humanity thousands of years ago and are still used today, pointing out that these include surgical instruments, prosthetic limbs, astronomy, arithmetic, engineering, and many others.

Egyptology as a science came into being with the decoding of ancient Egyptian hieroglyphs, especially the ones engraved on the Rosetta Stone.

It's worth noting that all museums and historical places opened their doors to people on this day.

## World Tourism Day

Egypt marked World Tourism Day (WTD) on Tuesday with a series of events and artistic shows. The celebration was held this year under the slogan 'Rethink Tourism'.

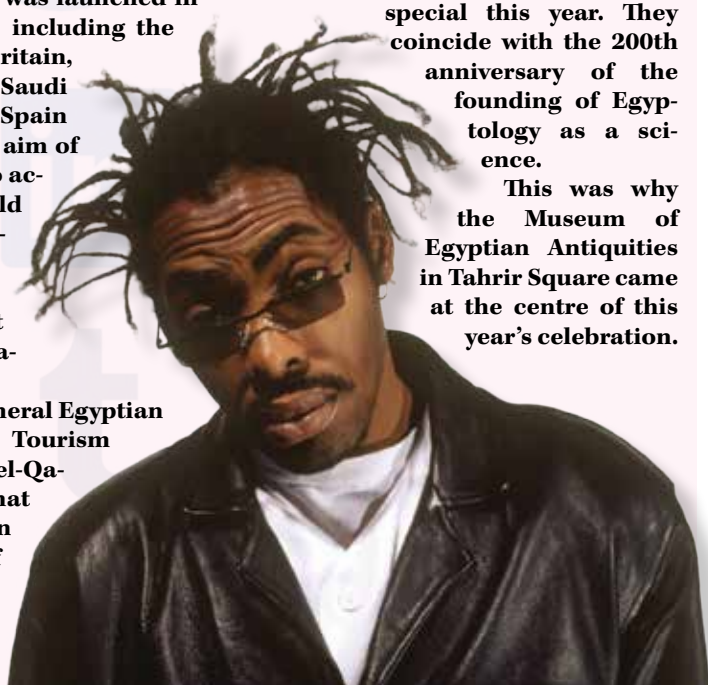
Countries around the world mark WTD on September 27 every year.

The celebration commemorates the founding of the World Tourism Organisation in 1970. It has been marked since 1980.

WTD celebrations aim to raise awareness about the importance of tourism and the social, cultural, political, and economic benefits it brings to countries.

Day celebrations in Egypt are special this year. They coincide with the 200th anniversary of the founding of Egyptology as a science.

This was why the Museum of Egyptian Antiquities in Tahrir Square came at the centre of this year's celebration.





# Egypt starts preparing its file for 2036 Olympics

By Sahar el-Zayaty

EGYPT plans to bid to host the Olympic Games in 2036, potentially fulfilling the dreams of thousands of local athletes.

The Arab country prepares a comprehensive file on organising the games, according to Youth and Sports Minister, Ashraf Sobhi.

If picked to be the venue of the games, Egypt will be the first Arab and African country to host them. The Olympic Games are held every four years, bringing together thousands of athletes from all corners of the globe.

President Abdel Fattah El Sisi has already given concerned national agencies the green light to start preparing the Egyptian file, Minister Sobhi said.

Egypt, he said, would reap so many gains [by hosting the tournament].

Olympic Committee President Thomas Bach praised Egypt's accomplishments of the past years.

Bach, who was in Cairo, met President Sisi at the Presidential Palace last Saturday.

He also made a tour of the Olympic City, a sprawling conglomerate of sports facilities in Egypt's New Administrative Capital on the desert outskirts of Egyptian capital Cairo.

While in the city, the Olympic Committee president listened to an explanation about its different components.

Sports officials accompanying Bach

also briefed him about the most important sports contests organised in Egypt in the past period.

Egypt's sports infrastructure, he said, qualifies it to host the 2036 Olympic Games.

Bach cheered what he described as the comprehensive development of sports infrastructure in Egypt.

He said he was happy to be in Cairo and visit the Giza Pyramids, a world wonder that characterises Egypt.

The Egypt International City for Olympic Games stands at the centre of Egypt's preparations for the potential hosting of the Olympic Games in 2036.

The city is being constructed in the New Capital over 450 acres of land. It contains all types of sports facilities necessary for hosting major international sports competitions.

The city contains – among other things – a football stadium with capacity for 90,000 spectators, along with an Olympic and international indoor hall with capacity for 15,000 spectators, another hall with capacity for 8,000 spectators and a tennis complex with capacity for 3,500 fans.

The contents of the city also include an Olympic swimming pool complex with capacity for 5,000 spectators and shooting grounds.

The Olympic Village in Suez, which was recently inaugurated by President Sisi, is also to be at the centre of the Egyptian file.

This is an integrated sports city with international specifications. It is constructed on an area of 86 acres.

Egypt hosted 261 sports competitions between 2015 and 2021. In 2015 alone, the Arab country organized 35 competitions. In 2016, it hosted 66 competitions, 22 in 2017, 35 in 2018, 60 in 2019, 11 in 2020 and 32 in 2021.

Egyptian athletes also won a whopping 2,329

medals in the same period, including 595 in 2018, 808 in 2019, 696 in 2020 and 230 in 2021.

The host city of the games is expected to be named between 2025 and 2029.

The talk among the nation's sports specialists and commentators now is about the gains Egypt will make if it wins the bid for hosting the Olympic Games in 2036.

True, these commentators say, Egypt will invest a sizeable amount of money on preparing for the tournament and an equally large amount of money on the actual organisation of the competitions, including by hosting thousands of athletes, but Egypt will make many economic gains.

These gains, they add, will translate into sizeable foreign currency revenues as well.

The local tourism sector will also boom with the possible arrival to Egypt of tens of thousands of foreign fans to support their teams and athletes.

Organising the competitions in Egypt can also translate into thousands of direct and indirect jobs for Egyptians, which will also reflect on the living conditions of a large number of Egyptian families, the same commentators and specialists said.

The Olympic Games will also be a matchless opportunity for Egypt to market itself culturally by taking the chance to showcase its cultural specificity to the tens of thousands of people who will arrive for the games, they added.



Egypt  
International City  
for Olympic Games

90.000  
Football  
Stadium  
capacity

3.500  
Tennis  
Complex  
capacity

450  
Acres

8.000  
Another  
indoor hall  
capacity

15.000  
Indoor hall  
capacity

It contains  
all types  
of sports  
facilities





**USA** players posing with the medals after winning the 2022 Women's Basketball World Cup final against China yesterday.

# US claims Women's Basketball World Cup title

SYDNEY (News Wires) — Defending champions USA beat China 83-61 to win a record-extending 11th Women's World Cup title in Sydney yesterday, while Australia's Lauren Jackson brought the curtain down on her glittering career with a bronze medal.

A'ja Wilson scored 19 points, Kelsey Plum added 17 as the United States won its fourth consecutive gold medal at the women's basketball World Cup.

This was one of the most dominant teams in the Americans' storied history in the World Cup that now has won 11 gold medals. They now have won four straight gold medals for the first-time ever. This was also the biggest win in a gold-medal game, surpassing the 20-point wins that the Americans had done twice.

"It feels great," said Wilson, who was selected as the tournament's MVP. "We came here on a mission, we got it. We got gold. Now we're going home with some hardware. It feels great to us. Australia was great to us. I didn't see any kangaroos, but it's OK because we are leaving with a gold."

What started with Sue Bird and Diana Taurasi has now been passed down to Wilson and Breanna Stewart. With Alyssa Thomas the oldest player at 30, the domination could continue for years to come.

As they've done all tournament, the Americans did it on both ends of the court, playing stellar defense as well as using a high-powered offense.

The US (8-0) finished the World Cup averaging 98.8 points - just short of the mark held by the 1994 team that averaged 99.1. They won by an average of 40.8 points, topping the mark held by the 2010 team.

The game was a sellout with nearly 16,000 fans - the biggest crowd to attend a women's World Cup game since the inaugural tournament in 1953 in Chile.

Led by Li Yueru and Wu Tongtong, China hung around. The Chinese team trailed 33-28 late in the second quarter

before the US went on a 10-2 run highlighted by fast-break layups by Stewart and Wilson to extend the advantage to double-digits.

Jin Weina hit a 3-pointer just before the halftime buzzer to get China back to within 10.

The US was just too good to let the upset happen, outscoring China 25-14 in the third. The Americans did have one scary moment when Thomas went down after a collision with Li in the lane. She was helped off the court, but returned a few minutes later.

"It was a tough game as we expected," Thomas said. "By no means is this game easy. We stuck to it and pulled out a win."

China won its first medal since the 1994

World Cup when the team also took the silver and are a rising power in women's basketball. After the game, the team posed for a photo with their flag and men's great Yao Ming, who is the president of the Chinese Basketball Association.

Li finished with 19 points and Wu added 13 before leaving the game in the fourth quarter after her knee gave out driving to the basket. She had to be carried off the court.

The victory was the 30th in a row in World Cup play for the Americans, who haven't lost since the 2006 semi-finals against Russia. The Soviet Union holds the World Cup record with 56 straight wins from 1959-86.

This is only the second time in the Americans' storied history they've reached four consecutive gold medal contests. They also did it from 1979-90, winning three times.

This US team, which has so many new faces on it, also continued to dominate the paint even without 6-foot-8 Brittney Griner, outscoring its opponents by an average of 55-24.

These two teams met in pool play and China gave the US its toughest game, losing by 14 points.

FIBA Secretary General Andreas Zagklis was pleased that half of the officials in the tournament were female and five of the 12 head coaches were women.

Both China and the US had women in charge of their teams, marking the second straight time that two female coaches made it to the gold medal game.

The US was without Kahleah Copper for the second straight game after injuring her left hip in the win over Serbia in the quarterfinals. Copper landed hard on her hip driving to the basket and had to be helped off the court.

China was missing its star guard Li Meng, who sat out a second consecutive game with what Chinese media reported as having a fever due to body fatigue.



**UNITED States'** Breanna Stewart running at China's Jin Weina during their gold medal game at the women's Basketball World Cup in Sydney.



## WARM WISHES FOR THE GERMAN UNITY DAY

3<sup>RD</sup> OCTOBER 2022

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