

The Grand Egypt Museum (GEM)



for Tourism Development and Investment Promotion



Yoshifumi Omura
Chief Representative
JICA Egypt Office



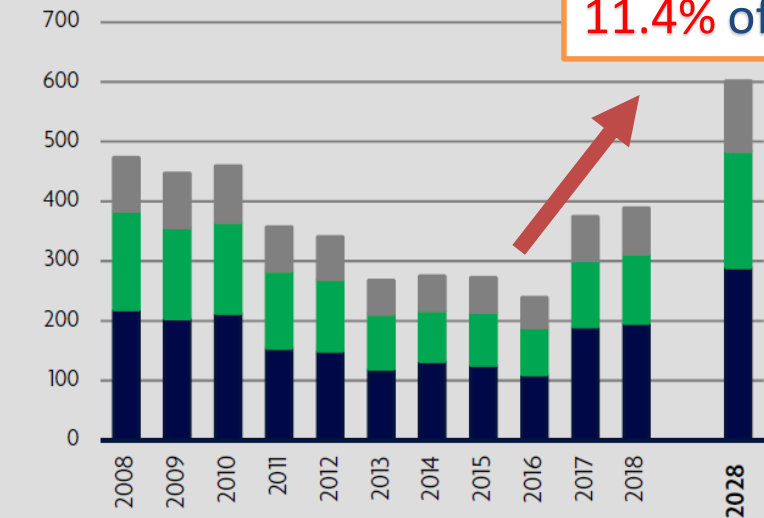
1. Tourism in Egypt: Contribution to its Economy
2. The Grand Egyptian Museum (GEM)
3. JICA's Contribution to the GEM
4. Impact of GEM
5. A symbol for Egyptian Japanese Friendship

1. Tourism in Egypt: Contribution to its Economy

TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

11% of GDP (2017)
8.5% of total employment
11.4% of total investment

2017 EG Pbn



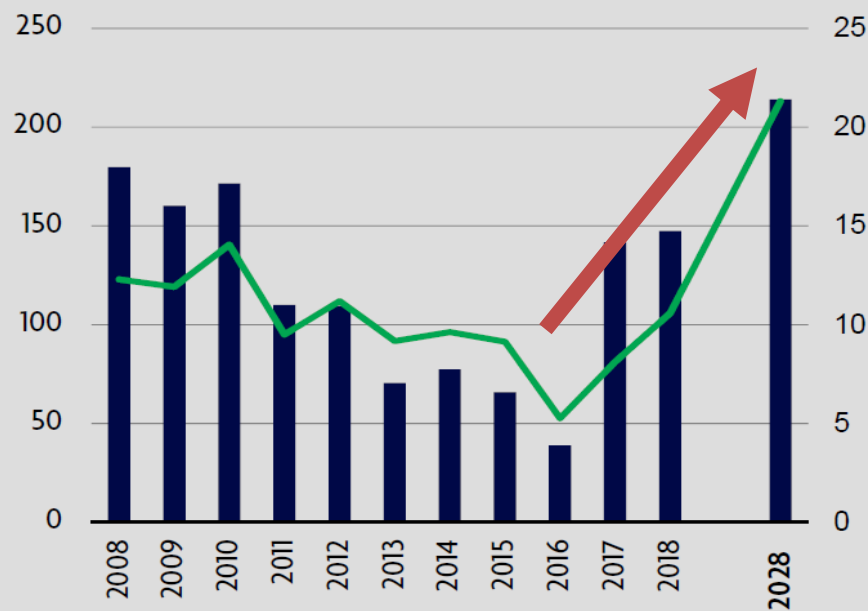
■ DIRECT ■ INDIRECT ■ INDUCED

World Travel & Tourism Council 2018



Egyptian Tourism Authority

CONSTANT 2017 EG PBN



■ FOREIGN VISITOR EXPORTS (LHS)

— FOREIGN TOURIST ARRIVALS (RHS)

World Travel & Tourism Council 2018



Egyptian Tourism Authority

2. The Grand Egyptian Museum (1)



- **Largest Museum** of one culture in the world
- Site Area: 490,000 m²
- Exhibition Area: 63,000 m²
- **100,000 artifacts** (50,000 permanent display including 5,000 King Tut's artifacts)
- Expected to be opened in **2020**
- Operation internationally outsourced
- BOT chaired by President



2. The Grand Egyptian Museum (2)



GEM



GEM



GEM



GEM

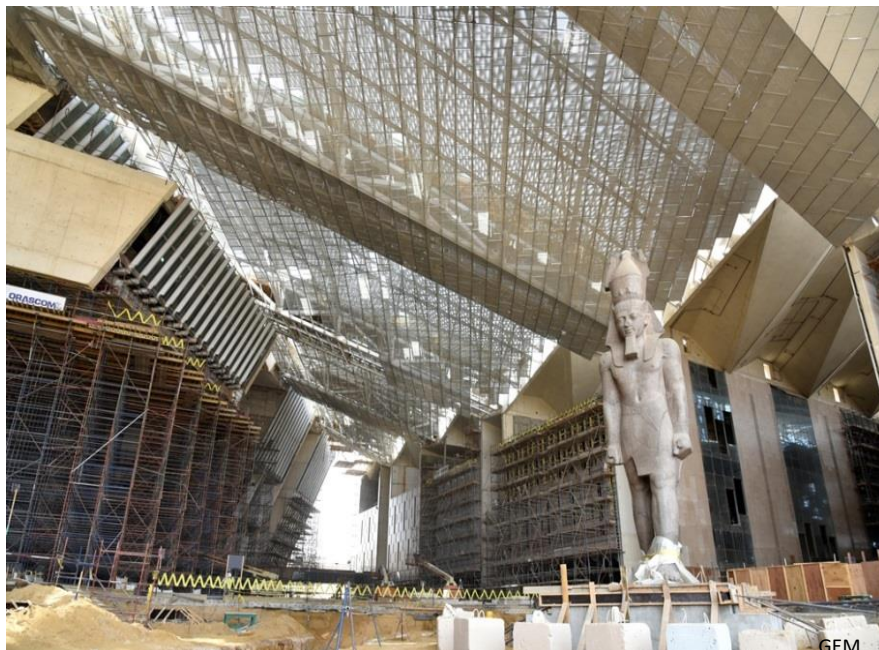
2. The Grand Egyptian Museum (3)



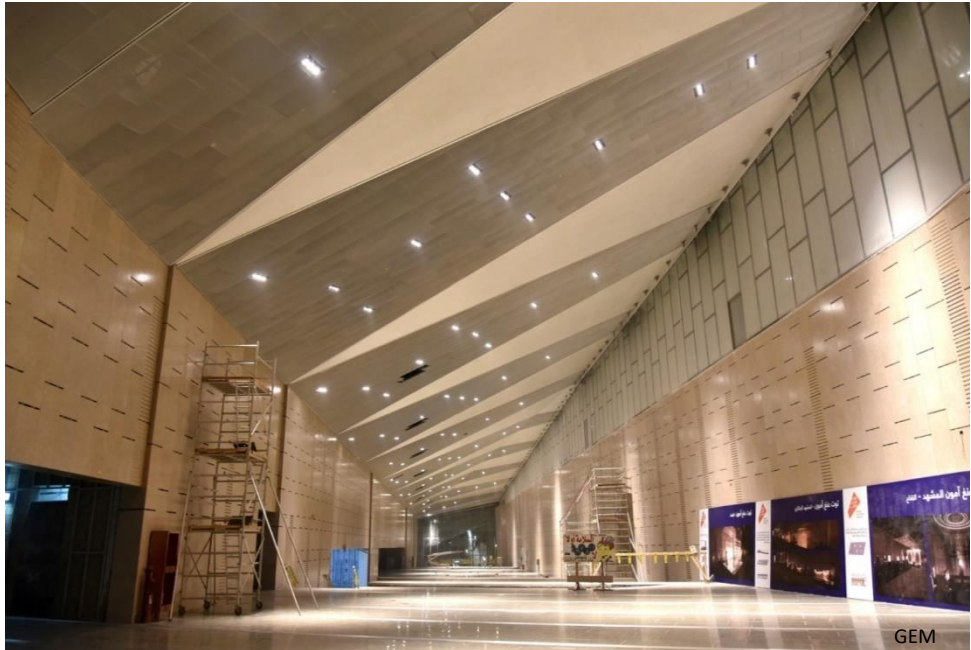
GEM



GEM



GEM



GEM

3. JICA's Contribution to the GEM

Museum Construction

「GEM Construction Project」 (ODA Yen Loan)
84.2 bil JPY (2006, 2016)



Capacity Development

Technical Cooperation

- ① Restoration and Conservation (2008-2019)
「GEM Joint Conservation Project (GEMJC)」
- ② Museum Management (2016-2019)
「GEM Capacity Dev. Project (GEMCD)」



Excavation Conservation

「2nd Khufu Ship Excavation」
(2013-2020)



4. Impact of GEM

1. GEM as Museum

- Comprehensive King Tut's Collection (5,000 pieces, 1st time in history)
- Temporary exhibition
- Children's museum
- Accessible museum



➔ increasing /diversifying tourists, repeaters



3. GEM as MICE (Meeting, Exhibition, Incentive Tour, Convention)

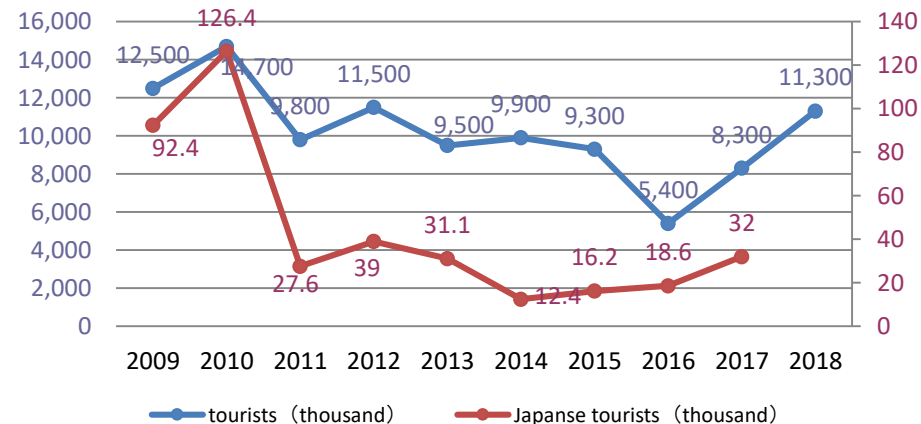
- One of Egypt's largest convention center
- Conference hall, theater, open areas available for events and a multifunctional building.

➔ Hub for international conferences



2. GEM creating new zone of Tourism

- New museum next to the Pyramids
- Restaurants, retail shops, craft centers
- Surrounding Areas: hotels, shopping centers, roads, airports
- Development and improvement of Pyramids area



- Increase (70% EUR, 17 % ME, 7% Africa, 2% America, 1.4% Asia)
- Japanese? King Tut's Exhibition in Japan (1962: 3mil, 2012: 2mil)

5. A symbol for Egyptian Japanese Friendship

<GEM and Japan>

- Japanese exhibition texts
- 2nd Solar Boat Largest exhibition
- Temporary exhibition
- Equipment, facilities
- and more to come



<Preserving Egyptian and World treasures>

- 2nd Solar Boat Excavation
- GEM Conservation Center: Regional Hub for conservation and restoration
- Respective Friendship between Egyptian and Japanese people



Thank you



Yoshifumi Omura
Chief Representative, Egypt Office
Japan International Cooperation Agency (JICA)
Yoshifumi.Omura@jica.go.jp