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**

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**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)
2. The Grand Egyptian Museum (3)
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**
      - 「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

2. GEM creating new zone of Tourism
   - New museum next to the Pyramids
   - Restaurants, retails shops, craft centers
   - Surrounding Areas: hotels, shopping centers, roads, airports
   - Development and improvement of Pyramids area

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

- Increase (70% EUR, 17% ME, 7% Africa, 2% America, 1.4% Asia)
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