

ifa ECP Monitor At a Glance

Egypt

PRÉCIS

With its triple identity as an Islamic, African, and Arabic country, Egypt has great potential for creating an attractive image to several distinct international audiences. After the Arab Spring, Egypt is in search of a national narrative that can bridge the gap between its historical legacy and political turmoils. Its external cultural policy serves this role by reviving its economy through tourism and creating space for its foreign policies and regional disputes. In addition to cultural tourism, Egypt also exercises its soft power through peacekeeping, cultural heritage, and creative industries.

Outstanding Fact:

One in four net new jobs were created by Travel & Tourism during 2014-2019 in Egypt.¹

KEY INDICATORS 2019

Population	Rank/number	14 th / 100.4 million
GDP	Rank/number	40 th / \$ 303 billion
GDP per capita	Rank/number	130 th / \$ 3,019
Cultural Economy	As share of GDP	3.0
Education economy	As share of GDP	-
R&D economy	As share of GDP	0.61
Media economy	As share of GDP	-
Geopolitical position	Hard power	13 th
	Sharp power	44 th
	Soft power	-
	Diplomacy rank	-

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	20
Number of institutions abroad	cultural offices and centers: 20
FTE staff	-
Freelance and local staff	-
Financial scale	-
Government support	-
Comparative ECP ranking	minor

¹ World Travel and Tourism Council. <https://wtcc.org/Research/Economic-Impact>.

Main Objectives

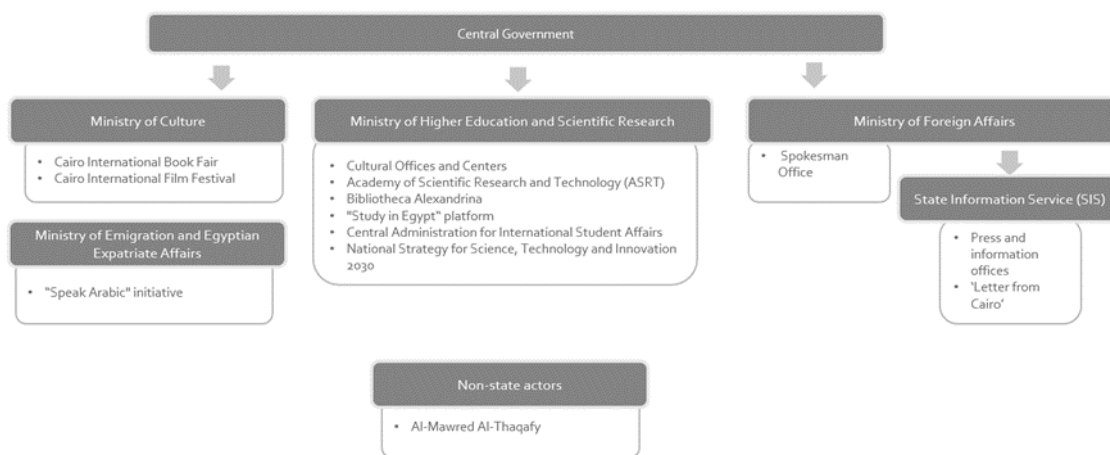
- Strengthen a national image as a civilized and historic country and regain regional influence
 - Build a new national identity grounded in Egypt's pharaonic heritage
 - Push back against the Muslim Brotherhood and Islamists who seek to undermine the legitimacy of the nation-state
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Policy Context

- Since Arab Spring, Egypt's ECP was "defensive" in nature as the country was occupied with domestic issues, largely curtailing Egypt's capacity to pursue institution-led diplomacy.
 - Since el-Sisi came to power in 2013, Egypt rejected political Islam and fought against Islamic insurgency, and pharaonic heritage re-emerged as the foundation for a new Egypt.
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Regional Focus

- Not available
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INSITUTIONAL MAP

Egypt's major governmental bodies responsible for public diplomacy are the Ministry of Foreign Affairs, Ministry of Culture, and Ministry of Higher Education. The Ministry of Culture is both at the center and periphery of the cultural sector in Egypt. On the one hand, it is the central player in cultural policy planning. On the other hand, its authority is increasingly overridden by other powers, such as the military, the Ministry of Foreign Affairs, the Ministry of Tourism representing a much stronger economic interest for Egypt, and even non-state cultural organizations.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	-	-	
Number of countries present	20 ⁽²⁰²¹⁾	-	
Number of institutes	20 ⁽²⁰²¹⁾	31 ⁽²⁰¹⁷⁾	
Staff	-	-	
Artists in exchange programs	-	-	
Budget € million	-	-	
Government support (€ million)	-	-	
Language			
Number of countries courses offered	-	-	
Number of language teachers	-	-	
Government financial support € million	-	-	
Education – Primary & Secondary			
Number of countries present	-	-	
Number of schools	-	-	
Number of students	-	-	
Number of staff / teachers	-	-	
Government financial support € million	-	-	
Education – Tertiary			
Number of countries	7	6	
Number of universities / colleges abroad	3	0	
Number of domestic universities / colleges	62	41	
Number of international students	62,542	52,079	
Number of government scholarships	~1,900	~1,900	
Number of agreements	35		
Government financial support € million	-	-	
Science and Research			

	2019	2015	Comment
Institutes abroad			
Numbers of countries present	over 13		
Number of projects	over 58	-	
Number of scientists in exchange programmes	869	746	<i>Data refer to Ministry of Higher Education</i>
Government financial support € million	11.3	-	
Media			
TV (Nile TV International Channel)			
Number of languages	2	-	
Radio			
Number of languages	23	-	

CURRENT ISSUES AND DEVELOPMENTS

- Domestically, the military has become the dominant force to decide on, further reducing space for independent civil society. Internationally, Egypt tends to justify its approach to soft power and ECP on security grounds. At the bottom of these moves, Egypt seeks to protect its national interests and contain any threat that is damaging its national image, especially political Islamist activism.
- Egypt continues to suffer long-term structural problems, such as unemployment and growing poverty. However, the state's strengthened authoritarian control on every aspect of society has also led to the success of a number of national projects to improve its infrastructure and economy. How to construct an attractive national narrative and enhance Egypt's international image will then require more coordinated and strategic policies at the state level as well as financial support in all of its ECP fields.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary with additional data and data sources is here: "*Egypt – External Cultural Policy: Data Fact Sheet*"
- A full set of references is presented here: "*Egypt – External Cultural Policy: References*"
- A fuller report with a descriptive analysis is found here: "*Egypt – External Cultural Policy: A Report*"

Imprint

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