

Opportunity for Egypt's Tourism - Tourism Recovery Programme for 100 tourism businesses in Egypt launched

Entrepreneurs across the tourism sector are invited to apply for direct support

Cairo, 07 June 2021 - Launched by [enpact](#) and the [TUI Care Foundation](#), the Tourism Recovery Programme will empower businesses in the tourism industry to adapt to the pandemic's challenges, improve their ability to innovate, maintain jobs, and strengthen international collaboration between businesses in Europe and Egypt.

In the wake of the pandemic, the tourism sector in Egypt lost upwards of 7.7 billion USD in 2020. As one of the pillars of the Egyptian economy, tourism contributed 15% to the country's GDP in 2018. At the same time, the tourism sector provides employment for around 3.1 million Egyptians¹ - meaning every tenth Egyptian depends directly on a thriving travel economy, with countless more people benefiting from it.

Within the 6-month Tourism Recovery Programme, participating businesses will have the opportunity to gain access to dedicated mentoring, training, and direct financial support of up to 9,000 Euro per business. The programme is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ).

The programme is designed to support innovative tourism businesses on their path of economic recovery. The future of tourism depends on resilient tourism businesses offering sustainable products and services, particularly in emerging economies. With the United Nations Sustainable Development Goals at its core, the Tourism Recovery Programme builds capacity around leadership, resilience, sustainability, innovation, and digital transformation. Additionally, the aim is to create a flourishing international network of tourism businesses and expand collaborations between businesses in Egypt and the German/European market.

"The blend of mentoring, business training and access to a global support network allows founders to build resilient businesses capable of recovering and growing in a more sustainable fashion. The financial support ensures that business owners can keep up their operations and the employment of their teams while putting all their focus on moving forward," says Rawan Bassam, Managing Director, enpact Egypt.

The programme is part of the [Empowering Entrepreneurship Initiative](#) by enpact which was created to provide direct support for entrepreneurs in emerging markets. In 2020, the initiative launched with two programmes that provided support to 330 businesses in Egypt,

1

<https://www.oecd-ilibrary.org/sites/74345b15-en/index.html?itemId=/content/component/74345b15-en#:~:text=linklink%20copied!-,Tourism%20in%20the%20economy,9.5%25%20of%20the%20total%20workforce.>

Jordan, Ghana, Kenya, Indonesia and Mexico in overcoming the challenges of the COVID-19 pandemic.

The Tourism Recovery Programme empowers travel and tourism businesses based in Egypt that were impacted by the COVID-19 pandemic and display a technologically, socially or environmentally innovative business model. Companies with existing ties to the German and European tourism sector or a commitment to expand are particularly relevant for the support provided by this programme.

Applications are open until the 20th of June for small- and medium-sized tourism enterprises in Egypt.

Eligible candidates can access the application process for the Tourism Recovery Programme through this [LINK](#).

The Empowering Entrepreneurship Initiative was developed by the non-profit organisation enpact e.V. The initiative was launched in 2020 with two programmes designed to deliver economic relief from the COVID-19 crisis. The Tourism Recovery Programme is the third standalone programme of the initiative, designed to deliver support to businesses in the tourism sector. The COVID-19 Relief Programme is supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented together with enpact and TUI Care Foundation.

About enpact

enpact is a Berlin-headquartered non-profit organisation empowering entrepreneurship, ecosystems and international cooperation. The organisation was founded in 2013 with the goal of promoting entrepreneurship in emerging and developing countries. enpact supports young entrepreneurs and ecosystem actors from the Middle East, Africa, Asia and Latin America through a variety of products clustered in three business areas: entrepreneurial support, organisational support and data & research. Among its flagship products are mentoring programmes, capacity building programmes, coworking spaces, delegations, data-based consulting, as well as analysing and evaluating the founder-friendliness of cities. At present, enpact's network consists of 2500+ startups, 600+ mentors and experts and 150+ support organisations in 30+ countries. 10000+ jobs have been created as a direct result of enpact's work with startups.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partnerships and projects which create new opportunities and contribute to thriving communities all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; promotes the protection of

enpact



the natural environment in holiday destinations; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation works globally and acts locally - it builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The TUI Care Foundation was founded by TUI, the world's leading tourism business, and is based in the Netherlands.

Contacts:

Salma Nassar

Communications Manager

+2 012 0275 8929

sn@enpact.org