

Closing the Gender Gap in Intellectual Property

Women and Tourism

Organized by the World Intellectual Property Organization

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Greetings from Egypt!



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Introduction



**Egypt's
Vision 2030**



**Women's National
Strategy 2030**



**National Intellectual
Property Strategy 2027**



**Women
Empowerment**



**Study on Intellectual
Property, Tourism,
and Culture**



**IPMENTOR
Initiative**



**Q&A
Discussion**

Tourism in Egypt



Tourism in Egypt



Travel & Tourism Revenues

Added over 22 billion U.S. dollars to Egypt's Gross Domestic Product (GDP) in 2021.

Largest Employers

Providing 3.1 million jobs.
9.5% of the total workforce.





Frameworks



Egypt's Vision
2030



Women's National
Strategy 2030



National Intellectual
Property Strategy 2027



Egypt's Vision

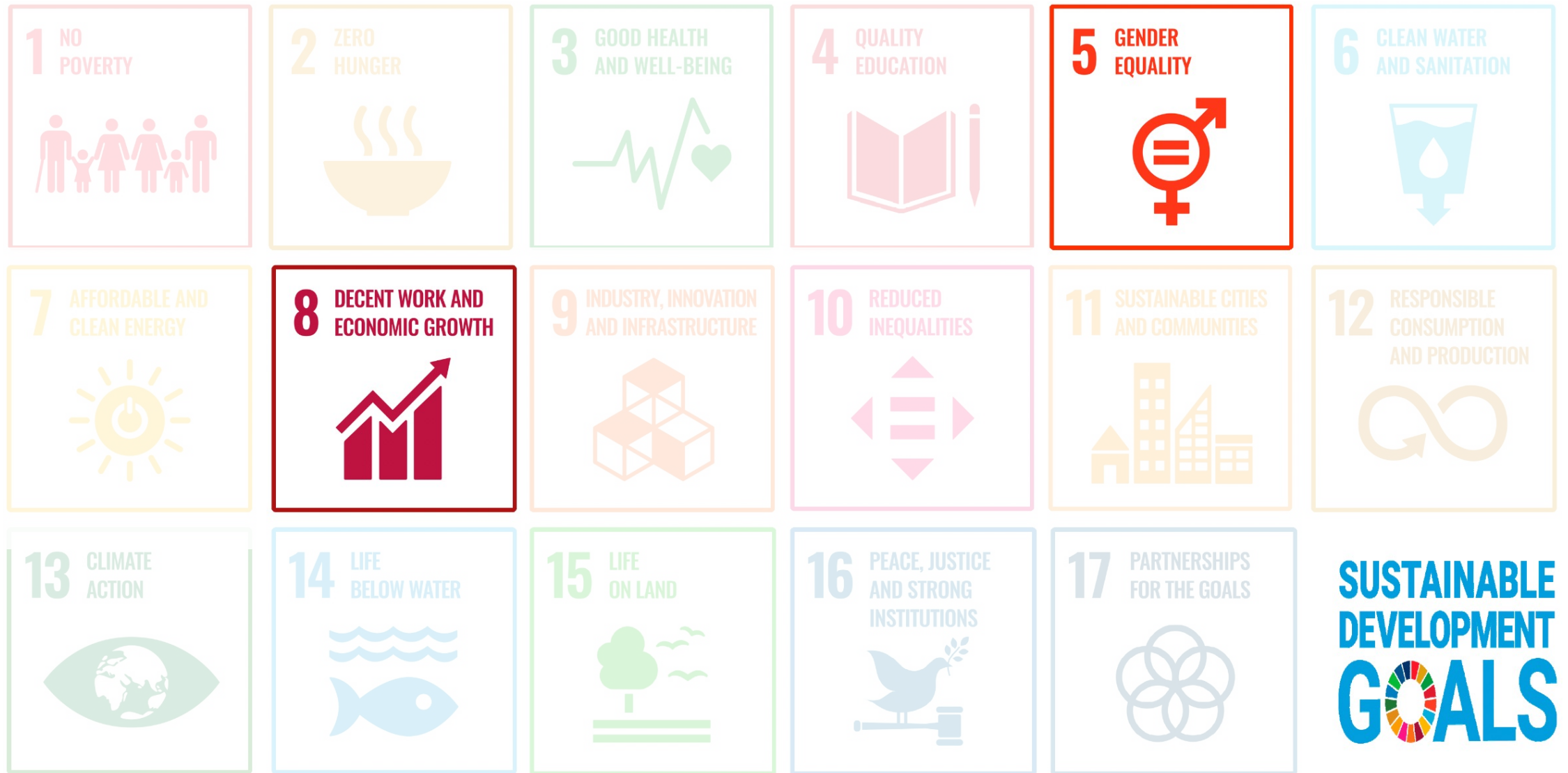




Egypt's Vision 2030



- ▶ Launched in February 2016
- ▶ 8 main national goals to be met by 2030
- ▶ In line with the United Nations Sustainable Development Goals (SDGs), and the Sustainable Development Strategy for Africa 2063



**SUSTAINABLE
DEVELOPMENT
GOALS**



Egypt's Vision 2030



The Egyptian government is committed to the **empowerment of women** as part of Egypt's vision 2030.

Women's National Strategy





Women's National Strategy



Egypt launched its own National Strategy for the Empowerment of Women in accordance with UNSDGs.

2017

National Intellectual Property Strategy





National Intellectual Property Strategy



- ▶ Launched in October 2022.
- ▶ 4 main national goals and 17 objectives to be met by 2027.
- ▶ Includes a sub-IP strategy to promote **tourism**.



Women in Tourism



UNWTO Research and Statistics

Women represent the majority of tourist workers worldwide. However, they're the **lowest paid** and have the **least prestigious positions.**





Women in Tourism



Women Ministers in Egypt

Rania Al-Mashat was appointed Minister of Tourism until December 2019.



Women's Challenges





Women Empowerment



Ministry of Tourism and Antiquities of Egypt

Take advantage of the tourism sector as a key to economic recovery and as an opportunity to **empower women** economically.



Women Empowerment



The National Council
for Women (NCW)



المجلس القومي للمرأة
THE NATIONAL COUNCIL FOR WOMEN

Partnership



Ministry of Tourism and
Antiquities of Egypt



Women Empowerment



Ministry of Tourism and Antiquities of Egypt

- ▶ Increase Egyptian women's workforce participation.
- ▶ Improve women's working conditions and provide safe environments to address labor and social barriers in tourism.



Women Empowerment



The Ministry of Tourism and Antiquities, in cooperation with the National Council for Women, organizes a workshop entitled "A safe work environment for women working in the tourism sector"

Intellectual Property & Tourism



World Intellectual
Property Organization



Cooperation



Ministry of Foreign
Affairs

Intellectual Property & Tourism



Field Study on Intellectual Property, Tourism and Culture to support development objectives and promote cultural heritage in Egypt.



Artist Mahnoor Shah

Successful Stories



Women Empowerment



Creative Egypt is the first trademark for Egyptian traditional handcrafts, preserving Egypt's cultural heritage and adding a modern contemporary touch.

The Industrial Modernization Center (IMC)
an affiliate to the Ministry of Trade and Industry



Women Empowerment





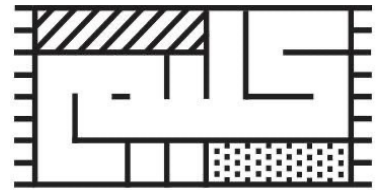
Industrial Designs



Aesthetic aspects or outward appearance of a product designed based on cultural heritage.



Kilim Industry



KILIIM



AZZA FAHMY



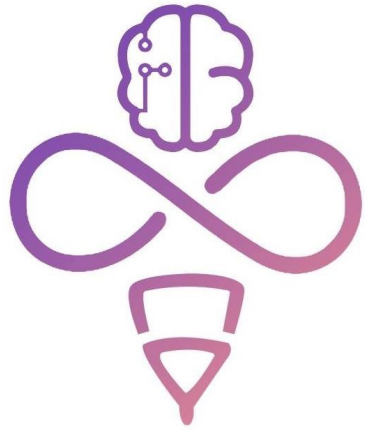
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IPMENTOR Initiative

by May Hassan

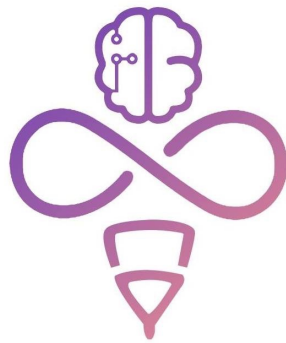


IPMENTOR Initiative



IPMENTOR Initiative was created to empower women and youth to use intellectual property tools effectively.

IPMENTOR Initiative



facebook



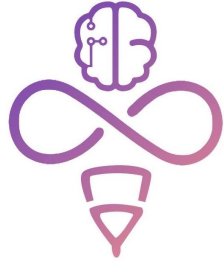
LinkedIn

Video and Social Based Learning

IPMENTOR Initiative



IP Awareness Videos



الجزء الثالث
الملكية الفكرية
والشركات
الصغيرة والمتوسطة
#الملكية_الفكرية_مع_مي_حسن
11:00

الملكفة الفكرفة والشركاء الصغرفة والمؤوسطة |
...الجزء الثالث: طبقات الحماية والترخيص وملف
168 views • 1 year ago



الجزء الثاني
الملكية الفكرية
والشركات
الصغيرة والمتوسطة
#الملكية_الفكرية_مع_مي_حسن
6:57

الملكفة الفكرفة والشركاء الصغرفة والمؤوسطة |
الجزء الثاني: حقوق المؤلف والبراءاء والمملك العام
155 views • 1 year ago



الجزء الأول
الملكية الفكرية
والشركات
الصغيرة والمتوسطة
#الملكية_الفكرية_مع_مي_حسن
11:27

الملكفة الفكرفة والشركاء الصغرفة والمؤوسطة |
...الجزء الأول: العلاماء التجارية والتصمفمء
267 views • 1 year ago



كيف
تسجل
علامتك التجارية
#الملكية_الفكرية_مع_مي_حسن
2:31

الجزء 4 من 4 - كيف تسجل علامتك التجارية | مي
حسن
169 views • 2 years ago



ثلاث نصائح
عند تصميم
علامتك التجارية
#الملكية_الفكرية_مع_مي_حسن
1:02

الجزء 3 من 4 - ثلاث نصائح عند تصميم علامتك
التجارية | مي حسن
106 views • 2 years ago



كيف
تبحث عن
علامتك التجارية
قبل تسجيلها
#الملكية_الفكرية_مع_مي_حسن
4:08

الجزء 2 من 4 - كيف تبحث عن علامتك التجارية
قبل تسجيلها | مي حسن
163 views • 2 years ago



كيف
تختار
علامتك
التجارية
#الملكية_الفكرية_مع_مي_حسن
2:54

الجزء 1 من 4 - كيف تختار علامتك التجارية | مي
حسن
386 views • 2 years ago



سبع
معتقدات خاطئة
عن الملكية الفكرية
#الملكية_الفكرية_مع_مي_حسن
14:26

سبع معتقدات خاطئة عن الملكية الفكرية ممكن تغير
مسار عملك | مي حسن
6.1K views • 2 years ago

IPMENTOR Initiative



Mentoring Programs
Pro Bono 1-on-1 Sessions
for Women and Youth

IPMENTOR Initiative



IPMENTOR Serious Games

Engaging Mentoring Environment



Recommendations



- + **Raise community awareness** of the various fields of work in tourism, and **present examples of successful women** in the sector.
- + **Use the media** to provide a positive image of the tourism sector.
- + **Review educational curricula** especially those of faculties and institutes of tourism, and **provide practical IP training programs** for them.

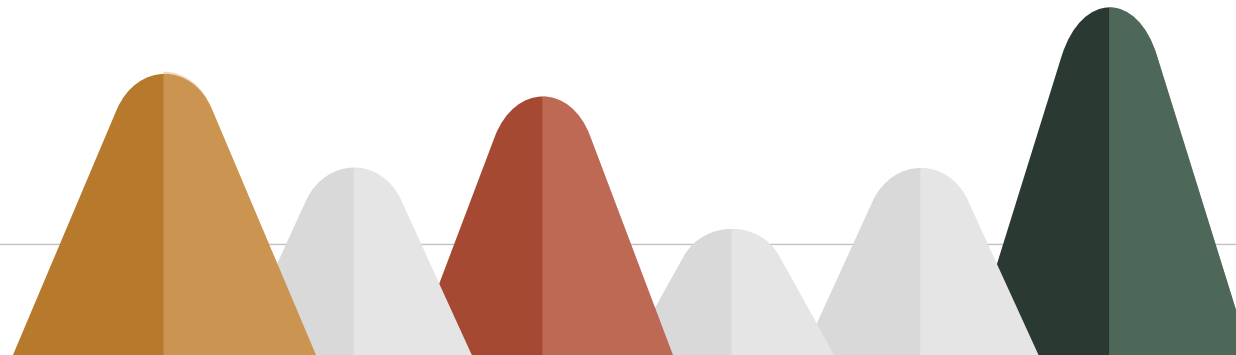




Recommendations



- + **The state should incentivize enterprises** to hire more **women** or to create or partially subsidize maternity leave, nurseries, and transport.
- + Involve opinion leaders in distant communities to **promote tourism** as **a safe industry for women** to work in.
- + **Provide women** with transit, housing, and schools for their children in distant tourist areas.





References

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Thank you 
for listening

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