Intellectual Property, Tourism and Culture

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SUMMARY • Research Objectives and Methodology
• Selected Touristic Attractions
• Current Challenges
• Recommended IP Strategies
• Successful Cases
OBJECTIVES

Analyze the current and/or potential use of Intellectual Property tools.

- Support development objectives.
- Promote tourism and cultural heritage.
- Leverage the competitiveness of local businesses.

METHODOLOGY

The approach adopted throughout the study aimed at:

- Exploring the existing use and potentiality of applying IP tools and strategies within the selected locations.
- Identifying related challenges in the domain of tourism and cultural heritage promotion as well as museums.
National Ad Hoc Steering Committee

Ministry of Foreign Affairs
Ministry of Antiquities
Ministry of Tourism
Ministry of Trade and Industry
Creative Egypt
CULTNAT
Ministry of Culture
Museums

THE SIWA OASIS
- Environmental Tourism
- Adventure Tourism
- Wellness Tourism

NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION
- Educational Tourism
- Cultural Tourism

ASWAN "NUB TAMARI" ROUTE
- Cultural Tourism
- Leisure Tourism
- Agritourism
- Therapeutic Tourism

THE HOLY FAMILY JOURNEY ROUTE
- Cultural Tourism
- Religious / Spiritual Tourism
- Ecotourism

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WHY THESE TOURISTIC ATTRACTIONS?

ASWAN "NUB TAMARI" ROUTE
THE HOLY FAMILY JOURNEY
THE SIWA OASIS
NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION

one Significant touristic offer.
two Natural and cultural resources.
three Authentic origin-based products.
four Traditional filled festivals.
five Reference to contextualize different types of tourism.
six Potential intellectual property assets.

EACH DESTINATION

RESOURCES
ASSETS
TYPICAL PRODUCTS
AUTHENTICITY
OPPORTUNITIES
DIFFICULTIES

IP STRATEGIES
RECOMMENDATIONS

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ASWAN NUB TAMARI Route

TYPICAL PRODUCTS
Nubian Folklore Artefacts

AUTHENTIC PRODUCTS
ARCHITECTURE
CREATIVE WORKS
PERFORMANCES
TYPICAL PRODUCTS

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TYPICAL PRODUCTS

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TYPICAL PRODUCTS
MUSIC, SONGS AND PERFORMANCES

NUBIAN TAHTEEB DANCE
TANOURA DANCE

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OPPORTUNITIES
FESTIVALS

The Abu Simbel Sun Festival
Nubia in Colors Festival

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The Holy Family Journey Route

The Holy Family journey is a unique multi-religious route encompassing many attractions in one package. It is a cultural and a mixed-spiritual experience as well.
The Holy Family Journey

TYPICAL PRODUCTS
COPTIC ARTEFACTS

AUTHENTIC PRODUCTS
CREATIVE WORKS
ARCHITECTURE

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The Saint Mary Church in Sakha

The New Hermopolis Eco-lodge in Minya Governorate

Blessing of the Vatican’s Pope Francis to the pilgrimage route
ACCESSIBILITY AND TRANSPORTATION

The Siwa Oasis
TYPICAL PRODUCTS
SIWAN ARTEFACTS

AUTHENTIC PRODUCTS
TRADITIONAL COSTUMES
SAND THERAPY
LOCAL INDUSTRIES
PERFORMANCES

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TYPICAL PRODUCTS
SAND THERAPY

TYPICAL PRODUCTS
LOCAL INDUSTRIES
EGYPTIAN CUISINE

The Egyptian Cuisine is unique and makes heavy use of legumes, vegetables and fruit from Egypt’s Nile Valley and Delta.
The Siwa Oasis

Opportunities

Festivals

The Seyaha Festival

"EID EL MOSALHA"

The Egyptian Palm Dates Festival

National Museum of Egyptian Civilization
NMEC Galleries

NMEC houses permanent and temporary galleries with a surface area of 23235m²; the exhibition galleries are as follows:

- CORE EXHIBITION
- THEMATIC GALLERIES
- ROYAL MUMMIES GALLERY
- CAIRO CAPITAL MUSEUM
- TEMPORARY EXHIBITION

NMEC collections (about 50,000 objects) cover archaeological and ethnographical artifacts, paintings and jewellery, intangible heritage collections and masterpieces ranging from Prehistory to the present day.

NMEC FACILITIES

The NMEC hosts cultural events and festivals in premises. The museum also conducts workshops for children and adults to attract visitors, in addition, the museum provides many facilities.

- Conference Room and Lecture Hall
  23 seats with 3 translating cabins
  187 seats

- Theatre
  486 seats with 4 translating cabins

- Museum Educational Center
  5 Classes

- Cinema
  332 seats; analog 35mm + digital with 3D

- VIP lounge, lakeside cafes and restaurants

- Library, Print House, Gift Shop and 42 Shops
DIFFICULTIES
ASWIN NUR TAMAR
HOLY FAMILY JOURNEY
SIWA OASIS
NMEC

General Difficulties
Trademarks and Geographical Indications
Copyright and Related Rights
Patents, Industrial Designs and Innovation

ACCESSIBILITY AND TRANSPORTATION
ACCOMODATION
AMENITIES
AWARENESS
ATTRACTION

5As Tourism components

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Product/market fit means being in a good market with a product that can satisfy that market.

Marc Andreessen
Intellectual Property Tools

1. Trademarks
2. Copyright and Related Rights
3. Patents and Industrial Designs
4. Geographical Indications and Appellation of Origin
5. Trade Secrets
6. Plant Variety

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The products do not bear any mark, trade indication, nor do they enjoy a certification of origin which lead to:

1. Lack of identification;
2. Low price tags that hinder proper growth and development of relevant creative industries;
3. Negative impact on the economic development of the selected destination.
RECOMMENDATION

BRANDING

The branding of destinations, typical products (goods and services) and festivals using the Intellectual Property tools shall provide measures to safeguard the identity of destinations and local community.

1. Destination Branding
   to attribute a higher value to the message of the destination.

2. Products Branding
   to raise consumer confidence in the authenticity of the typical local products.

3. Festivals Branding
   to build recognition of the traditional Egyptian festivals.

IP STRATEGIES

IP-SMART BRANDING AND MARKETING

TRADEMARKS
Commercialization and Monetization of IPRs

1. Registration
   Registration of the trademark in the Egyptian Trademark Office and in other trademark offices of other countries when needed.

2. Utilization
   Using the trademark on the products or services, advertising materials, marketing campaigns... etc.

3. Trademark Licensing
   Allowing another party to make and distribute specific products or services under the licensor's trademark agreement.

4. Product and Trade Name Franchising
   Licensing of a franchisee or dealer to sell or distribute a specific product using the franchisor's trademark, trade name, and logo.
Domain names can be protected as a trademark!

Other forms of Proprietary Identifiers related to Social Media
National Museum of Egyptian Civilization

The Gift Shop does not have any product that bear the NMEC mark.

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IP STRATEGIES

NMEC TRADEMARK LICENSING CYCLE

REGISTRATON  LICENCING  HANDICRAFTERS AND ARTISANS  EXCLUSIVE PRODUCTS

Gift Shop

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IP STRATEGIES

TRADEMARKS FOR MUSEUMS

01 MUSEUM'S NAME, LOGOS, TRADE NAME
02 ARTIST'S NAME AND SIGNATURE
03 THE BUILDING OF THE MUSEUM AND WORKS OF ART
04 PACKAGES OR COLORS OF THE MUSEUM-BASED OBJECTS
05 TITLES OF EXHIBITIONS AND PROGRAMS

The Louvre Abu Dhabi

The Louvre Abu Dhabi is an art and civilization museum, located in Abu Dhabi, UAE. The museum was established on 8 November 2017. It is part of a thirty-year agreement between the city of Abu Dhabi and the French government.
The image contains text and graphics about two Egyptian brands:

**Siwa mark**

Siwa is an Egyptian brand born in Siwa that promotes the high quality of Siwa olive oil and other organic products extracted from Siwan land.

**Fuwwah mark**

Fuwwah is an Egyptian brand born in Fuwwah, a city in Kafr El-Sheikh governorate, that aims to sustain the kilim making by training women on the traditional techniques of making kilim and marketing their products through national and international exhibitions.

The page also features a diagram titled "COLLECTIVE MARKS APPELLATION OF ORIGIN GEOGRAPHICAL INDICATION (N/A)" with steps for increasing reputation, branding position, added-value, and higher price.
CULTURAMA

CULTURAMA is a patented cultural panoramic show portraying the history of Egypt and is considered the first interactive nine-screen panorama worldwide; however the patent will expire soon.

REGISTER CULTURAMA AS A TRADEMARK

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GEOGRAPHICAL INDICATIONS AND APPELATION OF ORIGIN

Product Recognition
Product recognition is a process by which a product is automatically recognized within an image or video.

Origin Recognition
Origin recognition is a process by which a reputed product is automatically recognized by a specific geographical origin.

GIs Registration
Create a database for Egyptian geographical indications

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IP STRATEGIES

COPYRIGHT AND RELATED RIGHTS

Economic & Moral Rights

1. Automatic Protection
   Throughout the lifetime of the author and for 50 years from the date of his death.

2. Registration
   a. Copyright Administration
   b. IP Administration at the Fine Art Sector

3. Product Recognition

4. Copyright Licensing

Licensing
Reproduction
Translation
Distribution

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Innovation is only the first step.

1 Innovation
2 Registration
3 Monetization
CULTURAMA

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COOPERATION AGREEMENTS

Traditional Knowledge & Traditional Culture Expressions Holders

Universities and Research & Development Centers

Sand Therapy Centers

Patent Office
OTHER RECOMMENDATIONS

IP STRATEGIES

MADE IN EGYPT
CERTIFICATION OF ORIGIN
DESTINATION DOMAIN NAMES
TRADE SECRET
LEGAL REFORM

CHALLENGES

IP AWARENESS CHALLENGES
IP MANAGEMENT CHALLENGES
POLICY & INSTITUTIONAL CHALLENGES
LEGAL CHALLENGES

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SINGLE IP BODY

Establishing a single body responsible for the implementation of tourism-related IP strategies in order to provide a greater attention to the promotion of tourism and cultural heritage through the lens of intellectual property, in order to develop effective IP policy and policymaking that complement each other.

The single IP body shall serve the tourism and culture sectors in all the matters related to intellectual property.

Center of Information
- To support local tourism-related businesses and foster their competitive edge using intellectual property tools.

Capacity Building
- To raise IP awareness through establishing training programs that improve the creation of more IPRs based on tourism and culture.

IP Management
- To establish IP-related policies, manage the IP portfolios related to tourism and coordinate between the tourism industry and the creative industry.
Develop new IP policies as well as associated programmes that create the enabling environment conducive to the creation of more IPRs aimed at promoting tourism and culture as well as increasing the competitiveness of local businesses and activities in the selected attractions.

**National IP Policies**

**Tourism IP Policies**

**Museum IP Policies**

Establish a new sui generis system that provides a sound protection for traditional knowledge (TK) and traditional culture expressions (TCEs) in order to promote their sustainability.

1. Prevent third parties from gaining illegitimate access to traditional knowledge and traditional cultural expressions without sharing the benefits equitably.
2. Offer an easy licensing system in order to protect the rights and interests of local community, in addition to generate revenue that support their development.

**SUI GENERIS SYSTEM**

**BENEFIT SHARING MECHANISM**

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IP STRATEGIES

IP AWARENESS

Develop and conduct IP seminars and workshops to raise the awareness about the intersection between IP, tourism and culture.

1. SEMINARS
2. WORKSHOPS
3. TOURISM-IP CURRICULUM

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IP RECOMMENDATIONS

SEMINARS

National Seminar on Intellectual Property, Tourism and Culture: Policy Options for Sustainable Development in Egypt
Cairo, Egypt, November 27 and 28, 2018

National Seminar on IP in Tourism and Cultural Heritage Promotion in Egypt:
IP Management in Museums
Cairo, Egypt, March 17 to 19, 2019

National Seminar for Private-Sector Tourism Stakeholders on Tourism, Development and Intellectual Property:
The Tourism Industry Perspective
Cairo, Egypt, March 20 to 21, 2019

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As the first registered trademark for Egyptian authentic handicrafts, Creative Egypt aims at promoting Egypt’s heritage and achieving sustainable development for Egyptian artisans.

Creative Egypt combines handicrafts and creative products representing a group of leading Egyptian designers and entrepreneurs across 28 creative clusters from 10 governorates across Egypt.
Inspired by the Nubian Culture Heritage

AZZA FAHMY JEWELLERY
Egyptian Jewelry Fashion Designer
AZZA FAHMY 2019
Our story begins in Fuwwah, a small village that sits on the western banks of the lush Nile Delta. Just a few decades ago, Fuwwah used to be a hub for handmade kilim rug weaving and home to thousands of workshops, however with a declining tourism industry and the fast spread of cheaper machine made rugs, Fuwwah’s main industry began to fade. With every purchase you are joining Kiliim’s initiative to put Fuwwah back on the local and international map for authentic craftsmanship. (KILIIM, 2018)

Kiliim is an Egyptian social enterprise/lifestyle brand that aims to revive & sustain the art of kilim making by introducing modern designs to a time-honored technique.

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#ThisisEgypt

ThisisEgypt is a widely popular advertising campaign that promotes Egypt’s tourism, known through social media by the hashtag #thisisegypt.

#1

AWARD WINNING

Best Tourism Promotional Video in the middle East

#ThisisEgypt

The advertising campaign was awarded the title of Best Tourism Promotional Video in the middle East at the World Tourism Organization 22nd General Assembly in China; their video was chosen for the award out of 63 nominations, and presented to Egypt’s Tourism Minister in front of WTO member nations.
Thank You for your attention

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