Closing the Gender Gap in Intellectual Property

Women and Tourism

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Greetings from Egypt!

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#itsmayhassan
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

1. Egypt’s Vision 2030
2. Women’s National Strategy 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
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 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)

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.
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.
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
Aesthetic aspects or outward appearance of a product designed based on cultural heritage.
IPMENTOR Initiative was created to empower women and youth to use intellectual property tools effectively.
IPMENTOR Initiative

Video and Social Based Learning
IPMENTOR Initiative

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


https://www.youtube.com/c/IPMENTOR

https://www.oecd-ilibrary.org/sites/74345b15-en/index.html?itemId=/content/component/74345b15-en


Thank you for listening

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