

# Module 1.3.1. Egypt

## Introduction

Population size: 102.33 million in 2020

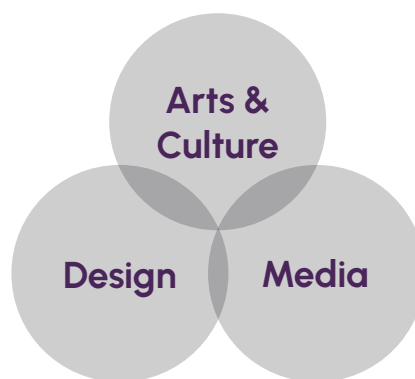
GDP: \$363.06 billion (USD) in 2020

### General overview of Egypt

Unemployment rate: 10.45% of total labour force in 2020

Youth unemployment rate: 26.54% of total labour force aged 15 -24.  
Female unemployment rate: 21.33% of female labour force in 2019

The **CCI in Egypt** are based on, but not limited to, the country's rich history and heritage, which has transformed Egypt into a well-known and well-cited cultural and creative icon. This has provided Egypt with **strong expertise** on the creation and production of a certain type of goods, as well as the development of other cultural expressions, such as music, books, movies and performing arts. In Egypt, there are no formalized CCI clusters, but there are support and auxiliary agents that foster the development of the cultural and creative companies. The majority of cultural and creative industries, especially in the design-based industries and in cultural transmedia, are in Alexandria and Cairo. A detailed assessment of CCI is very challenging, as there is no national definition or official data available. However, a mapping of the CCI industries has been conducted by the **CREACT4MED TEG3**, which revealed that Crafts, Design, Publishing, and Digital Media are Egypt's most visible CCI sub-industries.



Find out more about the Cultural & Creative Industries in Egypt  
<https://creativemediterranean.org/download/cultural-creative-industries-in-egypt-salient-features/>







Find in the table below some external environmental factors that can affect a business, as well as some suggested action points/attention points for each of them:

The findings for **all six MED countries** are based on the country reports of the mapping activities of the current landscape of the CCIs: <https://creativemediterranean.org/mapping/>

External Factor	Type of Factor	How it impacts CCI businesses	Action points
			Attention points
Lack of coordination between CCI actors & initiatives.	<b>Social &amp; Cultural, Political &amp; Legal</b>	Missing the opportunity to unite with CCI actors and set common goals (creative or business ones) that can promote the development of the sector in general	Develop risk mitigation strategies if your business involves activity between two or more different CCI actors
Geographic concentration of CCI and cultural infrastructure & events in Cairo & Alexandria. There is a high concentration of cultural events: 80% of events in Cairo, 15% in Alexandria, and the remaining 5% spread over the country	<b>Social, Cultural &amp; Political</b>	<p>Difficult to find markets in rural areas</p> <p>Lots of competition in high-concentration areas</p> <p>Potential for cultural hubs to encourage collaboration &amp; synergies between initiatives in high-concentration areas.</p> <p>Different levels of creative and cultural activity inside the country's areas.</p>	<p>High potential for synergies between your business &amp; others of the same sector inside the country.</p> <p>Areas with lowest concentration have lower competition and can favor your business.</p>

External Factor	Type of Factor	How it impacts CCI businesses	Action points
			Attention points
Rapid digitalization, particularly in the wake of COVID-19	<b>Technological</b>	Increased market access at lower cost Increased opportunities for collaboration across geographical constraints Increasing digital piracy	Opportunity for equal & low-cost access to a worldwide market
Weak Intellectual Property Rights protection	<b>Political &amp; Legal</b>	Risk of increased competition through imitation Lower financial/administrative burden	Develop risk mitigation strategies
Limited awareness of the economic potential of CCI	<b>Economic</b>	Difficult to find labor Reluctance to invest	Think globally, not locally. Try to identify new initiatives outside your country.
Limited skills development opportunities for CCI entrepreneurs	<b>Social &amp; Political</b>	Difficulty in obtaining business & managerial skills Lower chances of survival as a business	Connect with worldwide educational opportunities offered to the CCI actors

External Factor	Type of Factor	How it impacts CCI businesses	 <b>Action points</b>
			 <b>Attention points</b>
Rich cultural heritage	<b>Social &amp; Cultural</b>	Diffuse your brand & identity more easily	Embrace the heritage of your country as a mode to further promote your CCI
Young population are the main consumers & producers of creative goods & services	<b>Economic</b>	Large potential audience Large potential workforce at competitive costs	Explore trends, platforms, and social issues that are under youth interests
High rate of censorship	<b>Political &amp; Legal</b>	Hinders artistic expression	Adapt your business idea to the cultural environment
Restrictive legal framework	<b>Political &amp; Legal</b>	Administrative barriers to creating and running a business High barrier for film industries, with many permits required	Possible obstacles of forming and running your business

External Factor	Type of Factor	How it impacts CCI businesses	 Action points  Attention points
No targeted policy or legislative support for CCI outside of the handicraft sub-sector (though there are general initiatives to support entrepreneurs from which creative entrepreneurs can benefit)	<b>Political &amp; Legal</b>	Risk and obstacles for the development of all art sectors and creative activities apart from the handicraft sub-sector	Try to develop collaboration with other businesses in the private sector
Lack of funding opportunities for CCI	<b>Economic</b>	Hinders the survival of the CCI in the country	Think globally, not locally. Try to identify new initiatives outside your country
No quality control of the final products & economic obstacles within the handicraft sector (dependence on local raw materials, no quality control, etc.)	<b>Technological</b>	Risk of outdated & unmarketable design & products	Try to make it different. Find new supply chains that balance cost and quality and develop a new product that is inspired & resembles international standards