



Businesses and Cities of the Mediterranean

Engines of Innovation, Cohesion and Peace

September 19th 2025
Cagliari, Italy

Mrs. Ghada Shalaby
*Executive Director at Egyptian Hotel Association
Former Vice Minister for Tourism at the Ministry of Tourism & Antiquities
of the Arab Republic of Egypt*



What are the most significant sustainable tourism initiatives currently being developed in Egypt?



Egypt's Path to Green Destinations

Red Sea and South Sinai resorts adopting eco-certifications and green building standards



Generation of renewable energy through solar panels

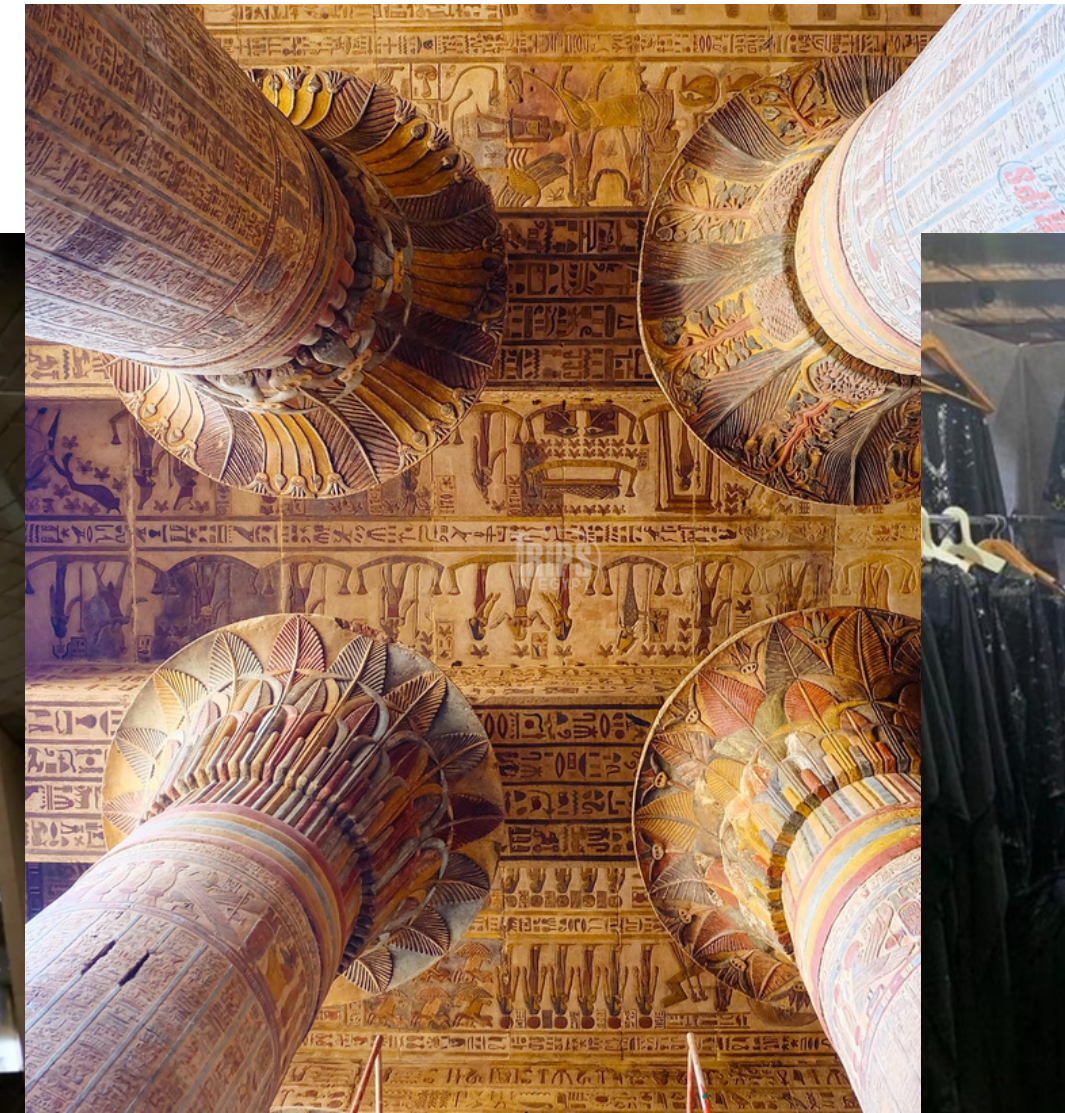
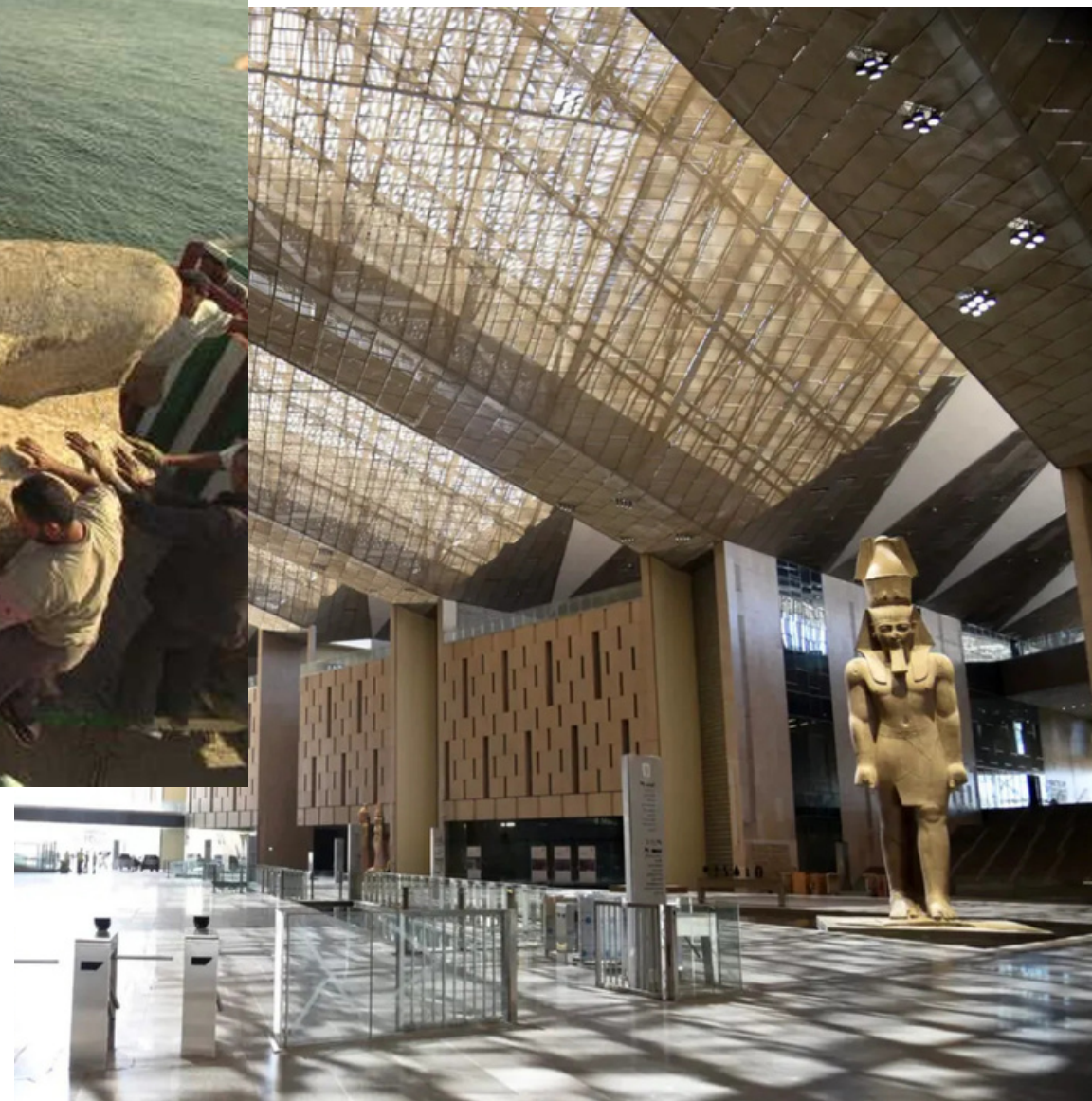
Focus on renewable energy, water recycling, waste reduction, and sustainable mobility



Heritage & Communities at the Heart of Sustainability



Grand Egyptian Museum:
blending conservation with
innovation



*Empowering Women &
Communities Through
Handicrafts*



Community engagement:
Luxor artisans, **Siwa** eco-
lodges, **Esna** revitalization

*Underwater discoveries in
Alexandria* enriching the
Greco-Roman Museum



What role do private actors play in making tourism more sustainable and how is their participation facilitated?



Private Sector: The Engine of Sustainability



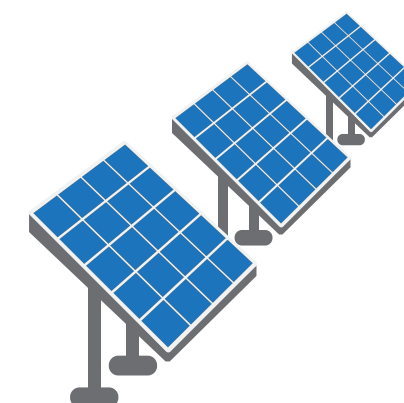
The **Ministry of Tourism and Antiquities** and the **Egyptian Hotel Association** work hand in hand in sustainability projects as regulators, policy makers, and inspectors

Over **2.5m indirect jobs** and **250,000+ direct jobs** and in the **Hospitality and Tourism field** and over 10 million supporters from different industries

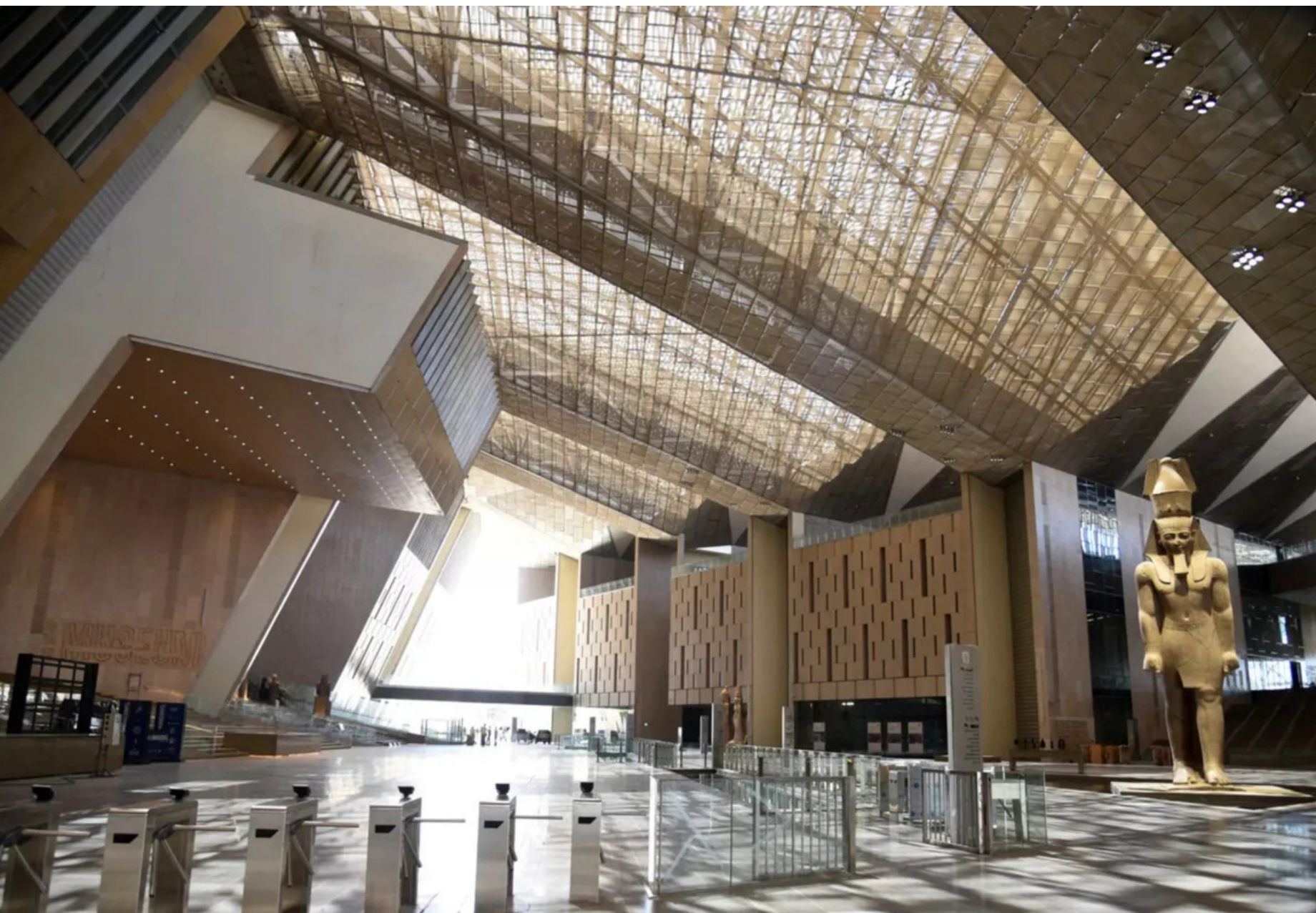


Green Star (hotels) certifications driving sustainability, efficiency, reputation, compliance, competitiveness, trust.

Hotels leading with **solar power, waste reduction, and eco-standards.**



Private Sector: The Engine of Sustainability



Solar Power Plant at the **Grand Egyptian Museum**

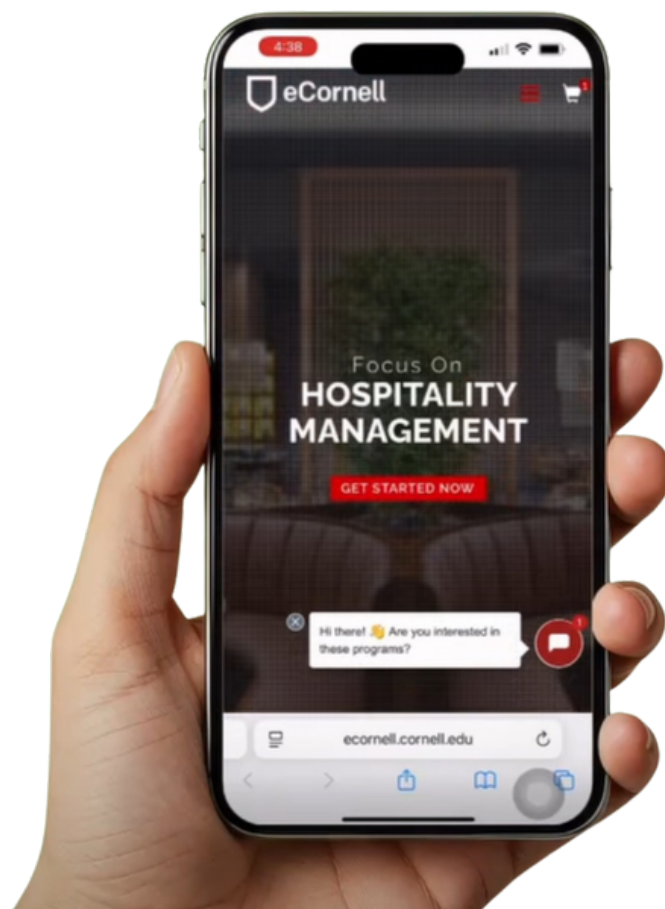
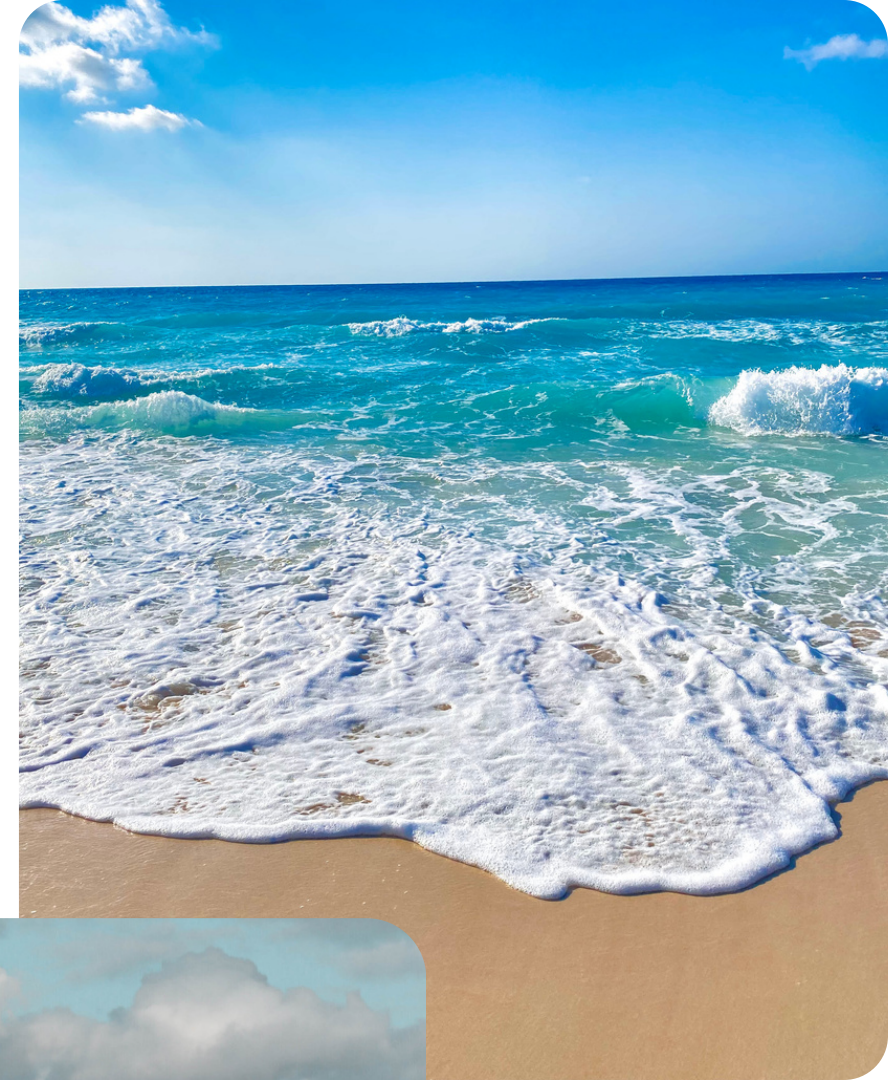


HEPCA safeguards marine life through conservation and community action.



Innovation, Training & Regional Collaboration

- Digitization: online entry tickets and green technologies
- Academia-industry link: vocational training for students in hotels
- Electric buses at the Pyramids of Giza reducing environmental pressure



THANK YOU

