

CISS NEWSLETTER

The official newsletter of the Project Strengthening Business Environment for the Eco-touristic Development of New Valley Governorate

The New Valley Day



CISS PROJECT IN BRIEF

The project Strengthening Business Environment for the Ecotouristic Development in New Valley Governorate financed by the Italian Egyptian Debt for Development Swap Programme contributes to solve the structural weaknesses of local economy and the fragilities of the labour market in New Valley through the establishment of a Micro-Small Enterprises Incubator (MSEI) for women and young people related to potential local eco-tourism's economic sectors, improving territorial marketing in an Eco-touristic perspective supporting with a marketing and communication plan, enhancing the capacity and skills of the stakeholder and improving the networking among key actors for the Eco touristic development.

Our Beneficiaries

The direct beneficiaries are young and women interested to operate in starting up income generating activities in handicraft, organic farming and ecotourism services, local stakeholders involved in developing the Ecotourism Development Plan and firms both formal and informal involved in the Micro-Small Enterprises Incubator. The beneficiaries of the project will be about at least 15.000 people living in the villages of New Valley.

Our Results

Support Women and Youth in developing business activities (Micro and small enterprises), Improve territorial marketing in an eco-touristic perspective and Improve networking among key-actors for eco-touristic development in New Valley Oasis are our main result.

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CISS is an Italian nonprofit organization founded in Italy in 1985. Operative in Egypt since 1998, with the implementation of a project in support of handicraft production in the Oasis of Siwa. In the same sector CISS implemented a three-year program in Fayoum entitled "Ecotourism for Sustainable Development Project", started in 2004 and finished in 2008. In December 2012 CISS concluded a Debt Swap funded project for Ecotourism in New Valley aiming at supporting the development of the ecotourism sector and the sustainable management natural, artistic and cultural heritage in the New Valley Governorate.

Signature Protocol of Agreement between CISS-Governor of New Valley

CISS on the 28th of June 2018 under the framework of the project signed a Protocol of Agreement with His Excellency Mohamed el Zamalot Governor of New Valley encouraging his collaboration with the organization in order to promote business and development in New Valley Governorate.



New Valley Governorate day



On the 2nd-3rd of October 2018 CISS participated together with the local NGOs, Association and families firms coming from Kharga, Dakhla, Farafra and Paris to the "New Valley day" very important and well known day for the New Valley aiming to present New Valley associations activities in the handicraft production, organic farming.

Italian Egyptian Debt for Development SWAP Program Field Visit to the Project

On the 8th of November 2018, representatives of the Technical Support Unit of the Italian-Egyptian Debt Swap Programme carried out a visit to CISS project. The TSU visited the location of the Small-Medium Enterprises Incubator that will be established within the Handicraft Center, and carried out meetings with the local authorities and NGOs that will collaborate with CISS throughout the project.



MSEI Micro Small Enterprise Incubator

On the 12th of November 2018 CISS signed a protocol of Agreement with the Authority of Housing and finalised a tender dossier for the construction of the Micro Small Enterprises Incubator. After completed the selection process of the company winning the tender CISS started in February 2019 the construction work of the Micro Small Enterprises Incubator.

The "MSEI" will be a point of reference for the enterprises will be registered in it.

It will be space for learning and improving technical skills related to business and marketing for the new handicraft, organic farming and ecotourism start up will born from it.



On the 31st March 2019 CISS Egypt organised the MSEI First Stone event inviting the Italian Cooperation and the Technical Support Unit of the SWAP Program in Kharga Oasis. The event was held in the terrain next to the Handicraft centre of Kharga Oasis where the MSEI construction has been finished in September 2019.

The event was attended by the Head of the Italian cooperation in Cairo Dr. Felice Longobardi, Technical Experts of the Italian Cooperation, the Deputy Director of the Technical Support Unit Yassin Mubarak and Financial Expert of the TSU, CISS President and Legal Representative Dr. Sergio Cipolla from the Headquarter Italy and all CISS staff in Egypt.

This event started with a welcoming tannoura show for the participants to the event, then the deputy Governor of New Valley Ms Hanan Magdy laid the first stone followed by Dr. Felice Longobardi and Dr. Sergio Cipolla. Furthermore, to the event there were present LAs and Authorities of the governorate, the Director of tourism, the Director of Cultural palaces, representatives of el Rwad association and other local associations and NGOs. The day of the event was concluded with the meeting in the Governorate with his excellency the Governor of New Valley Dr- Mohamed el Zamalat. The Italian delegation had also the opportunity to visit some of the touristic places of New Valley such as the Necropolis of el Bagawat.



KEY DATES

- 28th June 2018 Signature Protocol of Agreement with the Governor of New Valley
- 7th August 2018 Protocol of Agreement Signature with El Rwad Association for Establishment of MSEI
- 2nd-3rd October 2018 the New Valley Governorate day
- 8th November 2018 Italian Egyptian Debt Swap field visit
- 12th November 2018 Signature Protocol of Agreement Authority of Housing
- 28 February 2019 opening MSEI work construction
- 31st March MSEI First Stone Event

Upcoming events

- Stay tuned**
- Business Management Incubator and Marketing training course;
- MSEI Inauguration day Event;
- New upcoming vocational courses in MSEI;

Project funded by the Italian- Egyptian Debt for Development SWAP Programme

