## Support for creative industries entrepreneurship in Egypt

### Context

Given the significance of Egypt's UNESCO World Heritage site to both Egypt and the world's cultural heritage, UNIDO will seek to effectively ensure that the intervention on the support for creative industries entrepreneurship is fully amalgamated into the Memphite Necropolis Management Plan, as supported by Egypt's Supreme Council of Antiquities in coordination with UNESCO and its World Heritage Centre.

### Strategy

UNIDO's technical assistance will focus on providing technical services and training for **entrepreneurship development** and support of creative and traditionally present industries with a view towards addressing **poverty alleviation** and creating **self-employment. This comes in line with the importance of tourism as a potentially driven sector in Egypt for job creations.**

### Current Status

To ensure effective national ownership and participation at the community level, the area surrounding the Dahshur component of Memphis and its Necropolis has been incorporated so far into the scope of UNIDO's activities in the area.

### Impact / Outlook

UNIDO assistance would focus on improving the livelihoods and working conditions of the local population through targeted employment-generation activities, in particular women's and youth employment, as well as the development of locally driven Micro, Small and Medium Enterprises (MSMEs).