

## **The Grand Egyptian Museum and the American University in Cairo's School of Continuing Education (SCE) Partner to Launch Innovative Educational Programs**

**Cairo, Egypt, January 15, 2024:** The Grand Egyptian Museum (GEM) is proud to announce an exciting collaboration with the School of Continuing Education (SCE) of the American University in Cairo to provide cutting-edge educational opportunities for aspiring professional tour guides and photography enthusiasts. This landmark partnership was formalized during a signing ceremony attended by Dr. Mahmoud Allam, Dean of the SCE and Eng. Merette ElSayed, CEO of Legacy Development and Management, a subsidiary of Hassan Allam Holding and operator of the GEM (Legacy).

This partnership brings together two leaders in education and cultural heritage to create unique programs that combine academic excellence with practical, hands-on experiences.

Under this agreement, SCE and GEM will jointly offer a Professional Certificate for Tour Guides. This comprehensive certificate is designed to equip participants with essential skills needed to pursue their career as professional tour guides and learn how to represent Egypt's rich cultural and historical heritage, on-site training and practical sessions conducted within the inspiring setting of the GEM, providing participants with invaluable real-world experience. The certificate will also include exclusive access to internships, allowing them to refine their skills and gain insights into the professional world of tour guiding.

In addition to the Professional Certificate for Tour Guides, the GEM will host SCE's Mobile Photography Workshop. This workshop offers learners an unparalleled opportunity to master photography techniques while capturing the museum's breathtaking architecture and intricate design. It also encourages participants to hone their skills in a setting that seamlessly blends modernity and antiquity.

**Dr. Mahmoud Allam, Dean of the School of Continuing Education (SCE)**, commented: "This partnership with the Grand Egyptian Museum reflects SCE's unwavering dedication to delivering diverse and transformative educational offerings that cater to various industries. By combining theoretical learning with hands-on practical training, we empower participants to excel in their fields while championing lifelong learning and life enrichment. This collaboration also paves the way for achieving our goal of expanding into the tourism and hospitality industry, both in the local market and beyond, further solidifying our commitment to innovation, growth, and excellence for learners from all walks of life.

**Eng. Merette Elsayed, CEO of Legacy Development and Management**, added: "The Grand Egyptian Museum is not only a repository of Egypt's treasures but also a hub for fostering knowledge and creativity. We're delighted to work with SCE to inspire the next generation of professionals in the fields of tourism and photography."

**Dr. Ahmed Ghoneim, CEO of the Grand Egyptian Museum**, emphasized the importance of the partnership, stating: "This collaboration underscores the GEM's role as a cultural and educational destination. By partnering with SCE, we are expanding our mission to connect

Egypt's rich heritage with opportunities that promote learning, innovation, and professional development.”

The signing ceremony marks the beginning of a fruitful collaboration, ensuring that the GEM continues to serve as both a cultural beacon and a center for educational excellence.

**- END -**

**About SCE** The School of Continuing Education at The American University in Cairo (AUC) is dedicated to empowering individuals through innovative programs that bridge academia and practical application. With a wide range of courses and certificates, SCE provides lifelong learning opportunities to enhance professional and personal growth.

**About the Egyptian Grand Museum** Conceived to present the world's most comprehensive collection devoted to ancient Egyptian civilization, the Grand Egyptian Museum displays, conserves, and studies thousands of artefacts across seven thousand years. The Museum embraces the diversity of Egyptian history and culture to connect all visitors to creativity, knowledge, ideas, and to one another. By integrating entertainment, culture, learning and lifestyle, the Grand Egyptian Museum site incorporates a deep sense of history in an inclusive setting for all visitors seeking to celebrate, discover, and be part of Egypt's past and future.

#### **About Legacy Development and Management**

A subsidiary of Hassan Allam Holding, Legacy Development and Management specializes in the management and operation of cultural destinations. Hassan Allam Holding is one of the largest privately owned corporations in Egypt and the MENA region, with over 85 years of experience in engineering, construction, building materials, and utilities, with over 45,000 employees. In April 2021, Legacy for Management and Development won the contract to provide and operate services and facilities at the Grand Egyptian Museum for 12 years. As the operator of the GEM project, Legacy adopted a new business model for museum management in Egypt to support the sustainable growth of the project. Legacy aims to integrate cultural, commercial, and entertainment experiences at the GEM to create an inspiring visitor destination and enhance Egypt's position as a world-class tourist destination, contributing significantly to Egypt's economic development.