

Summary multi-annual strategic plan for culture in Egypt – period 2017-2020

The Netherlands strives towards a good relationship with Egypt. Egypt remains a country of large cultural importance for the MENA-region and within the cultural sector there are many young and ambitious culture makers who want to give a positive contribution to the society.

Role of culture in society

The above gives reason to give Egypt extra attention in the international cultural policy for the period 2017-2020. In this period, the Netherlands will contribute to activities that contribute to a safe, just and future-proof Egypt. All activities are meant to strengthen the mutual understanding between both countries.

Strategy for 2018-2020

For the period 2018-2020, the Dutch embassy in Egypt will focus on empowering and invigorating the creative sector and on enabling it to reach out, build and engage a wider audience. Currently, most cultural activities concentrate in cultural hubs such as Cairo and Alexandria. To reach out to a new audience, there is a special attention to support activities outside these hubs.

To reach the abovementioned goal, access to knowledge and exposure to different techniques are essential, not only for artists but also for culture managers and technicians. Therefore, the strategic plan seeks to provide opportunities to enhance collaborations between artists and to bring new techniques into practice.

Furthermore, focus will be put on projects that present and increase access to traditional and new forms of arts and those targeting a new audience and new users of arts and culture.

Many cultural activities happen in the urban environment. Therefore, the strategic plan also focuses on improvement of the urban environment and building people's appreciation of their local heritage.

Disciplines

The embassy prioritizes disciplines that target a wide and diverse audience such as the performing arts, music, film, urban development and heritage conservation and design. Visual arts and literature are not a priority in the multi-annual plan of the embassy.

Collaboration

The embassy of the Netherlands supports collaboration between Dutch and Egyptian culture makers. Therefore, projects supported by the embassy typically have a Dutch component. This collaboration should be based on mutual understanding and should be a collaboration in which both parties learn from each other and a sustainable relationship is created.

Would you like to know more about working in and with Egypt? Contact our advisor for Egypt for personal advice.