

The
Egypt
way

“Egypt is a great place for contrasts:
splendid things gleam in the dust.”

Gustave Flaubert.



What is The Egypt way?

It's the Egypt you know and the Egypt you don't. It's not just our beaches and culture and history, as amazing as these things are. It's as much about being modern and progressive, as it is about pyramids and sphinxes and dusty mummies. Ultimately, The Egypt Way is about the Egyptians themselves. It is a spirit. An attitude. A character. A pride in doing things our way.

Egyptians are a big-hearted people whose company you will relish. The Egypt Way is a glimpse into our twinkling eye that may well open yours. It will help you get to know us. We think it will make you like us. We hope it will make you see past the headlines. May you visit soon so we can get to know each other better. As we say in Egypt, a small house can lodge a thousand friends.

*"Egypt is not a country
we live in,
but a country that lives
within us."*

Pope Shenouda III, 1923 - 2012.





Sabina says:

I think Egyptians are the friendliest people in the world. They are smiley, warm, outgoing, quick to help, and generous to a fault. My first visit to Egypt I decided they were the friendliest people on earth. Since then I've lived in the country for five months and my feelings haven't changed at all.



*It's no wonder
we invented
the toothbrush.*

*And
toothpaste.*

*The
Egypt
way.*



*Even our alphabet
has a smiley face.*

The letter 'T' in Arabic, pronounced 'Taa'.



(As found in the Arabic words for Happy, Smile and Playing.)

*Our doors
are always open.
So why did we
invent the lock?*



*Were the ancient Egyptians
obsessed with death?
No. Like Egyptians today,
they were obsessed with life!*

Death wasn't the end: it was the beginning of an even better afterlife. So our amazing tombs and pyramids were all about making that afterlife as fantastic as possible. Some of them even had toilets.



***"So seize the day! Hold holiday!
Be unwearied, unceasing, alive!
You and your own true love;
let not the heart be troubled
during your sojourn on earth,
but seize the day as it passes."***

Ancient Egyptian verse.

***Written around 1150 BC.
But it could have been
11:50am yesterday.***





*We dance randomly
and often.*

We sing our troubles away and enjoy every moment.
We dance in groups and rarely alone.

Our wedding celebrations are the best.

Women screaming at the top
of their lungs with joy for the
bride and groom.





People say Egyptians are
always late. We're not.

If you know that the friend you're meeting
will also be 30 minutes late...then you're
both exactly on time. Simple.



We love food.
We don't just eat it,
we speak it.

Cream: Yes (Keshta).

Knife in sweetness: Easy (Sekina fel Halawa).

Sweetness with ginger: Cool. (Halwa bel ganzabeel).

Honey: Cute (Asal).

Meatball: Fake (Kofta).

Aubergine: Whatever (Ay betengan).

Pickled: A long wait (Khalet).

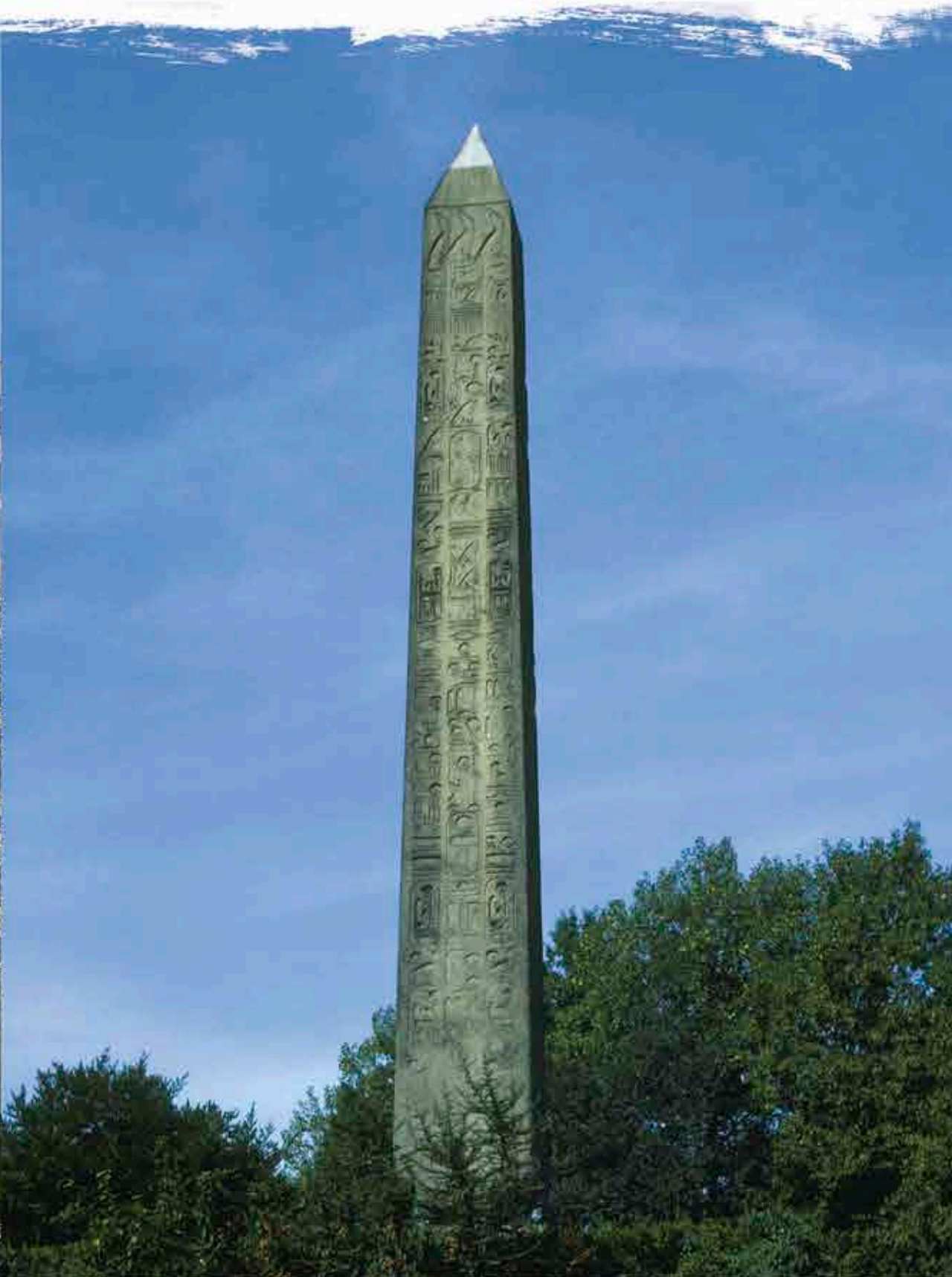
Living in watermelon water: Daydreamer (Bateekh).

*We don't just drink
our tea or coffee,
we play them.*

We play cards, dominoes, chess
or checkers with our drinks.
We remember the good times
and memories and laugh to our
hearts content.



Our gift giving is fabled the world over.



*The English are not
the best at queuing.
Egyptians are.*

In other countries, people wait in line to get into the party. In Egypt, the line is the party. Why wait?



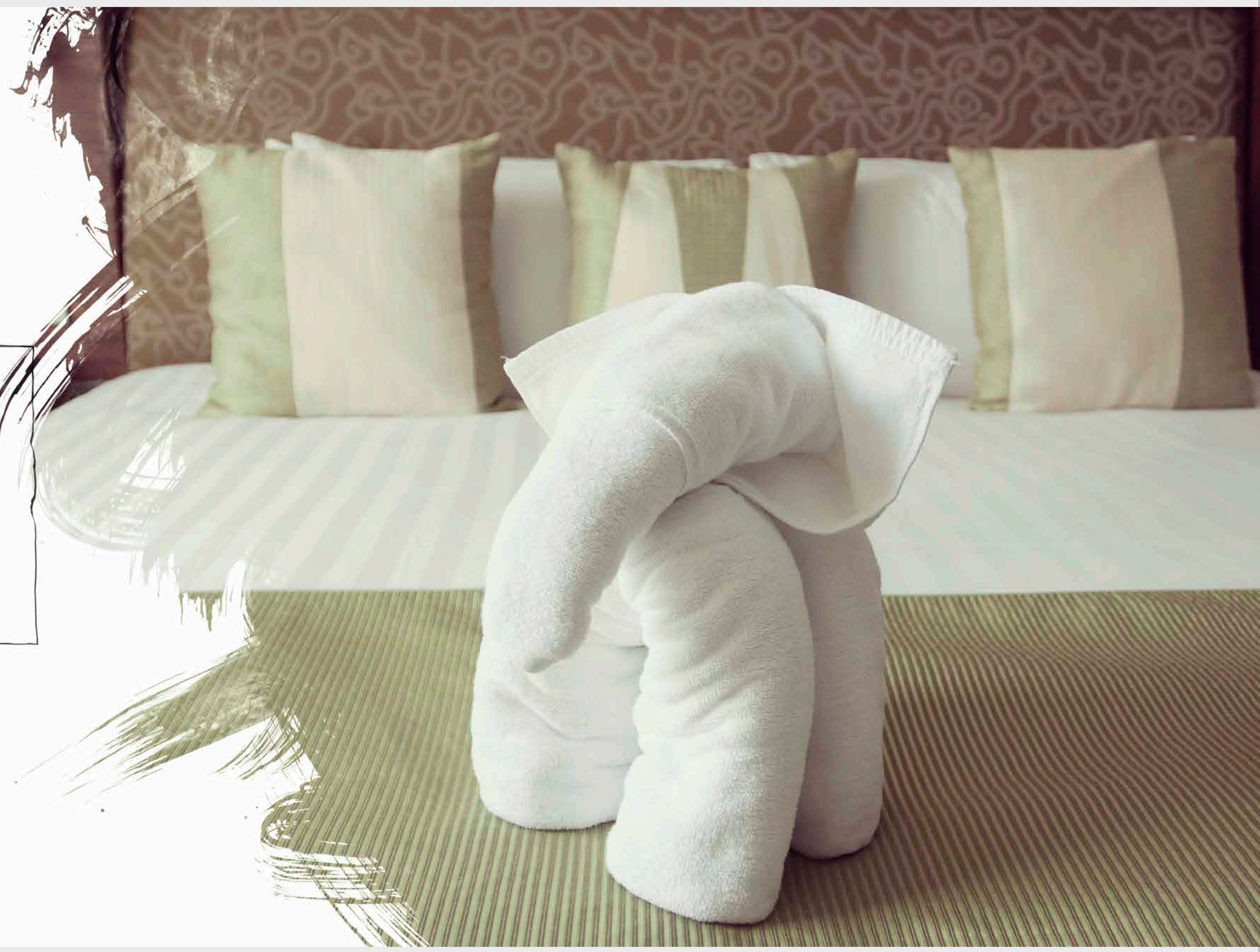


Of course,
Egypt is child-friendly.
One of our Kings was
six-years old.

“We returned to our room to find that the housekeeper had created a magnificent elephant from twisted towels.

The staff were the most charming and personable I have encountered anywhere. The waiters’ delight in interacting with my four-year old daughter extended to magic tricks and providing a high chair for her teddy bear.”

Judith Woods, 2013.
At the five-star Sensatori hotel,
Sharm el Sheikh.



Give Egyptians a problem and we will find the simplest, most practical solution, whatever that may be.

This Egyptian man recently received a medal for working 43 years. Why? Because he's actually a woman. 43 years ago her husband died, and she decided that the best way to provide for her children was to disguise herself and go to work. Such practical problem solving is the Egypt way. It is also the Egypt way for the government to conclude that they owed this determined woman an apology.





Creative thinking versus Bureaucracy.

In Egypt, even the bureaucrats like to keep things simple and uncomplicated. The mummy of Pharaoh Ramses II needed to go to France. So to avoid delays, the government issued it with a passport. Problem solved.

How we
keep calm
in traffic jams.



Arabeep! our second language.

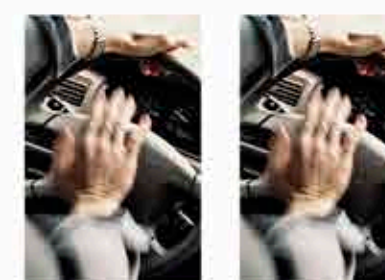
All cities have a lot of cars, but in Egyptian cities, cars can speak. You just beep the horn in a particular pattern, depending on what you want to say. It works, it's expressive and it helps makes the city tick.



"I love you."



"Open your eyes."



"Thank you."



"Son of a b!%&#."

Rear wipers.



Waving "Goodbye."

Lamppost?
What lamppost?





Looks like
someone's been to
Egypt.

Looks like
someone else has been to
Egypt.





Looks like
its owner has been to
Egypt.



Egypt introduced cats to the world.

Our ancestors were the first people to breed cats. So Egypt has made the internet what it is today. You're very welcome. We're so sorry.

The Egypt way.





*The Internet
is free for everyone.*

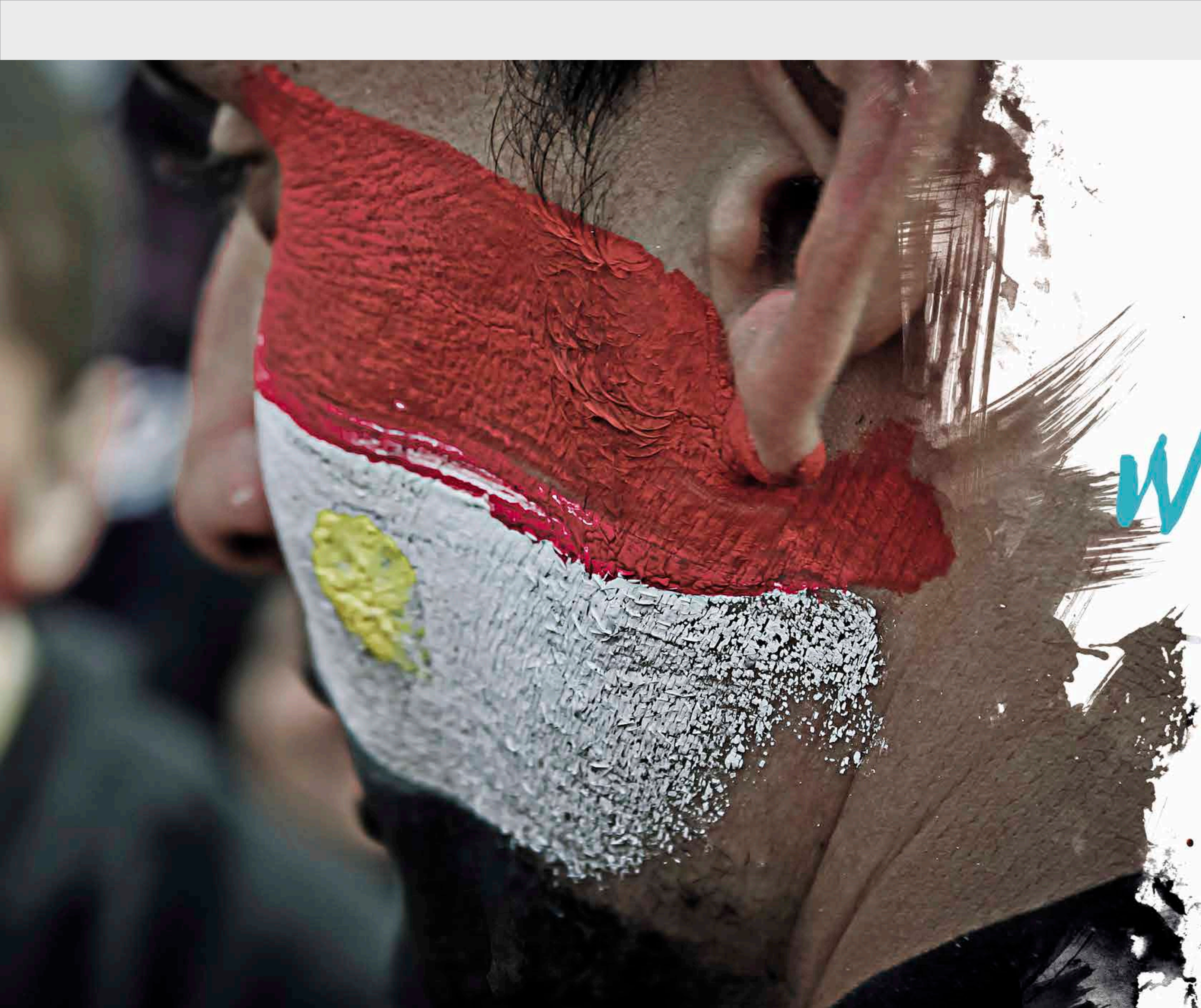
*Some say we even had
the first wi-fi in history.*



Meet Facebook Jamal Ibrahim.

Named by her father in honour of the role the social network played in Egypt's revolution, the girl with the silliest name in her class is also the most Liked.





The internet for nothing.
No education fees.
Over 500 free press publications.

*Welcome to Egypt,
land of the free.*

Egypt is 7000 years new.

We've decided to build a new pyramid. It's called the Zayed Crystal Spark and it's a 656-foot-tall glass pyramid, entered through a smaller pyramid at its base. The tower will be the highest building in Egypt, eclipsing the ancient pyramids — which are only a few miles away — by almost 200 feet. We think our ancestors would approve.



Cairo. Cairo. So good we're building it twice.

We're building a new capital city. The new Cairo. We've already started and its population is growing all the time. Eventually, it will be home to up to 7m people and it should be finished by 2022, if not before.



*The Nile is the most
exciting river in the world.*

Egyptians are drawn to it like bees to honey.
We live all along its banks, sucking up its life.
To us it is a 6,853km oasis.

*It even lights up
at night*



"If Egypt had not existed, the tourism industry would have had to invent it."

René Klawer, CEO and one of Europe's Leading travel experts.

The Egypt way.

*Pepsi in a
Coca-Cola glass.
A toast to Egypt's
rule-breaking, maverick spirit.*



I LOVE

EGYPT

LOVE

Ancient Egyptians believed that upon death they would be asked two questions and their answers would determine whether they could continue their journey in the afterlife.

The first question was, ***'Did you bring joy?'***
The second was, ***'Did you find joy?'***

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DDB°