



Developing Slow and Sustainable Tourism in Egypt



Med Pearls

The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives

Alexandria, 15th of October 2020

Meeting Agenda

13:00 – 15.00 hrs

Welcome: **Ahmed El WAKIL**, President of Alexandria Chamber & ASCAME

- Introduction the project: **Dr. Alaa Ezz**, Secretary General CEEBA
- **What is Slow Tourism**, A short summary of the concept
- **Pilot Areas chosen**, SWOT analysis, Challenges and Benefits
- **Next steps and how you can benefit from the project**