

The Project of Developing the Traditional and Heritage Crafts and The Local Industries at the Villages of Upper Egypt and the red Sea

Hany Gad Elrab

The concept of traditional and heritage crafts and the surrounding challenges:

There are various definitions and concepts for the traditional and heritage crafts, but we can define traditional crafts as those industries that are practiced by the craftsman depending on his individual mental and traditional skills that he gained from the development of its practice, using raw materials available in the local natural environment or imported raw materials. It is mainly practiced by by using a certain number of simple tools. Furthermore, the traditional and heritage crafts depend in its production on craftsmen who are able to absorb and draw inspiration from the past and the spirit of creativity inspired by the heritage products. In addition, the craftsman has the ability to innovate, design, and implement original heritage motifs.

Heritage crafts are associated with the environment in which they arise to meet the needs of the human character. These crafts were inherited until they became an integral part of the heritage and history of the place where they originated. They became one of the aspects characterizing a geographical province from others. They reflect the traditional culture of the peoples, and stand out from the cultural traits and cultural contributions. There is no doubt that the crafts that came to be heritage are the first step for the evolution that civilization witnessed in human history; since it is well known that the first civilization evidence is the craft that embodied the ideas and turned them from the mental scale to the physical scale of concrete. Accordingly, it has emerged from that point the extent of the ability of people to be creative. It is quite apparent that it was the ancient Egyptian who is the first creator on earth thousands of

years before the rest of human beings and created immortal civilization. Generations inherited the elements of that civilization in which the most interactive is the traditional handicrafts that met and still meeting a lot of needs, and was a source of economical income,

but there are some of the obstacles and challenges faced by the growth of the Egyptian traditional crafts sector, since the external threats and obstacles have not stopped. Internationally, it is found that traditional crafts are facing major challenges threatening their existence, especially with the growing phenomenon of the demise of many traditional crafts, the thing which serves as alarm bells ringing to alert the local and international community to unite for the protection and development of traditional crafts, which carried with it the cultural heritage of the peoples. In this sense, there is a leading international experiences in the field of preservation and development of traditional crafts through a number of development programs and even this stage was sometimes exceeded by utilizing the traditional crafts in the areas of economic development, so that this area has become one of the most important elements of the economies of some countries.

However, locally traditional crafts face challenges that directly influenced in diminishing the opportunities of their continuity. Therefore it was necessary to highlight the challenges these crafts face, and to benefit from the unique traditional heritage of Egypt. This will contribute to the achievement of economic revenue through marketing the traditional craft products at the local and international levels.

The strategy's axes will be based on deepening the concept of studying the arts and crafts of the past, present and future. The traditional crafts will be handled from a cultural perspective and its role in highlighting the heritage. The strategy focuses on the touristic and economic perspective; the size of employment in the field of crafts and the economic outcome and prospects of marketing for the field of handicrafts. In addition, it highlights the crafts role in cultural dialogue between peoples and their relationship to the Egyptian customs and traditions. It discusses the government's efforts in the field of arts and crafts development and conservation; its development and evaluation for the purpose of training and educating people in the field of handicrafts. This will be achieved by evaluating the present status of the

handicrafts and determining the future frameworks so as to develop its heritage, cultural, social, and economic aspects. In addition, it is necessary to apply renewable mechanisms of work in order to help producers to market their business and support their production as well as create marketing opportunities, and to consider the effect of this on supporting the local economy and the national income.

Objectives:

1. Contributing to the research plan made by the State, represented by the Egyptian Ministry of Culture and the Ministry of Antiquities and bodies concerned with preserving the heritage of ancient Egypt.
2. Emphasizing the role of educational institutions, the Ministry of Higher Education and Scientific Research, represented in the Science and Technology Development Fund and the South Valley University, in the revival of Egyptian archaeological heritage; the thing that may contribute to the development process taking place in all sectors of the state of our time.
3. Initiating the aspects of cooperation with specialized international institutions, which would contribute in dealing professionally with this project.
4. Highlighting the remote areas and small villages in southern Egypt, which suffer from being neglected although they are well known of their rare heritage.
5. The aim of the project's strategy is to restore the status of artisans among the community layers by equalizing them with the owners of other creative disciplines. It is necessary to give them a special attention, since they are message bearers and protectors of heritage.

6. Changing the way of thinking of the governmental and private agencies in their dealing with the heritage and handicraft sector, so as to to promote the development of this sector in the plan of the state.
7. Rehabilitating the structures of developing craft activity sector and traditional industries; and determining the Tasks and responsibilities of these structures.
8. Organizing the legislative and institutional framework interested in traditional industries.
9. Improving the number of export transactions through a plan for developing the craft activity and traditional industries.
10. Establishing scientific centers under the supervision of universities and research centers that aim at addressing the challenges and problems in this area, and aim at documenting the traditional heritage and recording the artisan crafts to improve the product quality and increase original production techniques.
11. Establishment of craft centers under the supervision of the state institutions so as to develop and upgrade the workers skills by promoting and providing the necessary technical support to the owners of the crafts, in terms of design, management or marketing.
12. Finding special comprehensive insurance methods, for living conditions or health insurance, to ensure a dignified life for craftsmen.
13. Developing the methods and techniques of communication and advertising, and creating a web page for information, e-commerce and traditional industries and keeping in contact with the technological and economic development
14. Developing the partnership between traditional industries and the tourism sector as one of the important steps for the development of craft activity and product marketing.
15. Creating a national specialized institution in exporting crafts and traditional industries as well as the developing the local markets and ways of promoting the establishment of crafts villages specialized in the development of handicrafts.

16. Creating private financing methods that cope with the needs of the owners of traditional crafts and industries.
17. Innovating developed financing agencies that suit the capabilities and thought the craftsmen.
18. Creating a national body concerned with ensuring the quality of handmade products and competence to the standards that verify and confirm their quality.
19. The establishment of specialized centers in the development of design and handicraft products linked to design consumer needs to ensure continued domestic consumption of handicrafts products and converting products from fine arts to applied arts

The main axes of the strategy of the project:

There is no doubt that one of the most important elements of success for this kind of the developing projects is mainly apparent in positing a general plan that clarifies the main axes upon which the project is based during its various stages. The strategy starts from the stage of the theoretical study, passing through the stage of the field survey reaching the executive stages and the following parade of the final results both for each phase and for the total project. Results that have been achieved and the recommendations that must be taken into account by the public and private bodies are based on keeping the Egyptian heritage.

Through the studies, we can review of the main axes of the strategy that the project is based as indicated in the following:

First, the studies of monitoring the status:

The process of monitoring the current situation is considered one of the key themes of the project. It is through these actions, a practical assessment of the situation of each activity or craft is done, as well as the study of the correlation between this activity on the one hand and the surrounding environment on the other. Such a kind of study includes the surrounding geographical effects and demographic component of the area of the study. Then, the data and results are uploaded on the updatable database of the project.

The most important elements of the monitoring axis are to be handled in the following:

1. Field survey:

Field survey process begins by determining the geographical scope of the project. Then, this step is followed by determining the manual and the traditional crafts falling under the umbrella of the project. Then, all of these steps of the field survey are to be entered into the database data.

Moreover, in this process, technical reports related to each craft are to be prepared to monitor the following points:

- a. A detailed description of the craft or the activity based upon it, through providing a brief history of the beginnings of this craft and the extent of the correlation between them and the geographical environment and the population needs and requirements, which helped establishing the craft.
- B. Providing detailed reports to monitor the existing sources of raw materials upon which the craft rely, and the extent of the material availability.
- C. Studying the human being's element forming the community of the work of such craft.

2. Technical documentation of the craft:

Technical documentation process aims at maintaining the professional nature of each craft of the study, and consolidating its elements by monitoring all the new inputs, the leaps and setbacks resulted from them to these activities. As a result, this contributes to the preservation of traditional crafts and handicrafts which are about to extinction, as well as working to revive some of the activities and crafts that have already ceased to exist by relying on scientific documentary studies of these crafts. The technical documentation element is performed through the following points:

- A. Preparing the photographic documentary folders including the newly taken photos as well as the old documentary photos which are chronicling the crafts that will be addressed.
- B. Compiling the old films that dealt with some of the traditional crafts.

C. Preparing a documentary film to become a reference for the definition of traditional handicrafts which covers the entire period of implementation of the development project.

D. To prepare technical reports on specific technical aspects of the craft during the review of the equipment and tools used in the completion of artisan work. In addition, it is performed by linking them with the reports on raw materials and the existing communities of work with all types of traditional crafts of the study.

E. Creating a website for the project and a database for the heritage crafts in the governorates in which the project is applied. This is to be a prelude to cover the entire governorates.

3. Surveys:

It is noteworthy that surveys and opinion polls are all synonyms. Its methodology is known as a as a field that examines all aspects of designing surveys, ranging from the design of the survey questionnaire and the detection of the sample and ending with the publication of poll results. The survey data are collected from a sample of individuals working in the field of traditional crafts, that sample is to be selected in a scientific manner in order to represent all sections of workers of these traditional crafts. Hence it can be said that the expert in this field or the so-called Survey Methodologist should take many important decisions about the survey, which will improve the quality of the results. For example, you must make decisions on how to do the following:

- Identifying and selecting the sample members.
- Contacting with individuals of samples and collecting data from those who are difficult to access (or hesitating to respond).
- Evaluating and testing questions.
- Choosing the method of data collection of the respondents (whether personal or telephone interview or by mail).
- Training and supervising the interviewers.
- Verifying the accuracy of the collected data to ensure internal consistency among them.
- Using some statistical techniques to minimize the errors that may occur during the previous stages.
- Determining the appropriate statistical methods to analyze the collected data.

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- The following are the points that will be subject to the surveys and the tasks that will be implemented:
 - Field survey is achieved by identifying the main products sold in domestic and international market. This mechanism is based on the study of the demand in the market considering the notes taken in the various meetings with exporters, producers and retailers where all the data are collected in order to suit the market demand for handicrafts analysis.
 - To conduct a study to assess the suitability of traditional craft products to the requirements of the global market, where the targeted population of potential buyers is monitored. Also this kind of study helps stand on the last update to the demands of consumers and determine the required designs which conform and fit the foreign taste and the international fashion trends. This can be achieved by working to create new designs derived from the ancient heritage of the original designs.
 - Conduct studies to determine the product's life cycle, and the extent of their relationship with the money spent in the field of traditional crafts work.
 - Conducting a survey of the sources of products and the designs types of each product in order to develop, and to determine whether there are registered trademarks of those products or not.
 - Providing a survey to monitor the effect of the imported handicrafts (especially Chinese and Syrian) on the local Egyptian handicrafts sector through the study of domestic production of handicraft Industries and the quantitative statistics of the export markets and local protection for the Egyptian handicraft; and through analyzing designs of the imported product to determine the extent of the relationship between Egyptian handicrafts and imported products as well as the extent of the intervention of machine in the work of both producers. In addition, reports, on competitiveness in the handicraft sector in Egypt and its comparison with the existing situation in the exporting countries such as China and India, are to be prepared.
 - To conduct a study to assess the initiatives of donors and institutions at local and international levels, and the role of these initiatives in upgrading the system of the heritage handicraft.
 - To conduct a study regarding the assessment of the impact of tourism on the development of local handicrafts and traditional industries, and the average of financial expenses per

tourist in which he buys handicraft and traditional products and the ways of developing this sector and geographical distribution of the products.

- A study of the heritage handicrafts outlets and the study of developing and increasing the sales by offering proposals for opening new markets on the condition that these survey studies should be applied. The survey process is implemented by the team of the project through designing a precise survey forms specific to each craft, where the quality of the product, marketing problems, the international market demands and local development requirements should be handled.

Recommendations:

- Encouraging the living craftsmen to transfer their expertise to a new generation.
- Choosing a number of young people to transfer the experience of the craft to them through presenting acceptable financial incentives.

4. The analysis of the Monitoring of the current situation data:

The data analysis phase comes after the end of the first phase of monitoring the current situation. Through this analysis, we can stand on the aspects of excellences and failure, and put plans for curing the problems related to each craft. This can be regarded as a turning point to start the executive stage of the project.

Environmental analysis of the current state of handicrafts and local industries

Environmental analysis is defined as a process designed to gather a lot of facts, information and data on craft activity in order to determine the strengths and weaknesses of the internal environment, and the opportunities as well as the threats facing the external and internal environment as shown in the following chart: -

Chart

First, the internal environment analysis

The internal environment means the environment that includes all the elements that directly affect the work within the craft activity, as well as the standards or items that the local management units in the governorates can take decisions about. There are several criteria or items that are included in the internal environment related to the institutional capacity of the governorates to develop the crafts activities. There are other criteria related to the effectiveness of the artisan activity such as the quality of the used materials and standards of quality insurance that the artisan activity, and craftsmen as well as the trained physical and human resources can be subject to. It is noteworthy that this will be mentioned in details in the axis of the executive steps of the project which depends on the formation of a number of specialized committees.

Secondly, the external environment analysis

It means the environment that includes all the components of the surrounding community of the artisan activity which affect directly or indirectly the performance of the artisan work. However, the governorate management cannot take decisions concerning its development, amendment or repeal. There are many components that are included in the external environment (such as some of the parties of the community participation, the labor market, the Ministry of local development, civil institutions, the consumer, business men and many of the other institutions related to the artisan activity). Opportunities are defined as being all of the physical, financial and training possibilities that can be provided by the institutions of the outside community. These opportunities are utilized in the improvement and development of craft activity in the governorate. But the threats are the constraints associated with the institutions of outside community which passively affect the artisan activity performance.

Tools of Environmental analysis of handicrafts:

Conducting the environmental analysis of handicrafts in the governorates in which the project is applied used several tools including:

Questionnaires

Forms were distributed to explore the opinions of the artisans and craftsmen employed in the activity to see the problems and obstacles that hinder the development and growth of the craft activity.

Interviews and workshops

The team interviewed the members of the internal and external environment, represented by the owners of crafts and a group of presidents and managers of the civil institutions to discuss the problems and obstacles that hinder growth and development of craft activity

Field visits:

The team visited the sites of craft workshops in several districts which are well-known of their heavy craft activity so as to stand on the most important problems and challenges facing the crafts sector with its various types as well as the inventory of craft activities.

Adopting of an analytical study of the characteristics of productive activities in each location in terms of:

- Economic aspects (used production factors - capital - labor - raw materials - regulatory and marketing activities - the cost of transport)
- Environmental aspects (the reliability of local sources of renewable and environment effects on the local environment)
- Social and cultural aspects (patterns and the division of the used work and organizational forms – the boundary of the previous values and ideas)
- -Studying of the quality of the products and assessing each craft and investigating the extent of each product's acceptance and spread on the local level - Regional - National.
- -Diagnosing the current labor productivity of these activities, the problems they face, the transformation processes taking place in local communities, and their characteristics and their impact on traditional industries that are held by these communities.

The results of monitoring the strengths and weaknesses of craft projects:

Strength point

Strengths of the internal environment are defined as being the points or aspects that the handicrafts are characterized by, and impact positively on the performance and quality of manufactured products. The most important strengths are reflected in the availability of inherited huge heritage and its surroundings from natural raw materials that contribute significantly to the growing creativity in this area. These materials are such as (natural fibers, palm, leather, stones, pottery, silica and materials used in ceramic industries). Also, the availability of the human element is considered as the most important one of the points of strength; since there are many environments which are rich in raw materials but they remained without civilizational contributions thanks to the blackness in the human element. In the following we can monitor the most important strengths in the following elements:

- Cultural and civilizational diversity of the Egyptian heritage, which enhances the continuity of the creative process.
- -The existence of Academic educational institutions to train young graduates so as to be a labor force such as weaving school at Elkawthar district in Sohag Governorate.
- The existence of vocational centers in the field training young people in all areas of craft activity
- The existence of a number of civil organizations which work together in the field of technical and material support especially the traditional crafts activity and some of them are working in the marketing of craft products.
- The availability of many necessary raw materials required to some industries, especially the local environmental industries.
- The geographical location of Egypt that makes it a logistic exchanging center and a meeting point of global trade routes; the thing that participates in increasing the opportunities of the growth of handicrafts sectors.
- The diversity of the unique collections of Egyptian handicrafts.
- The existence of skilled craftsmen in most of the governorates.
- The diversity of the production of traditional heritage and traditional handwork.
- The possibilities of empowering women and handicapped youth through the activation of the role of associations and service institutions.
- Low production costs compared to some other countries.
- Rising of domestic demand and traditional markets; since the human beings element in Egypt is considered as one of the powerful points of the local market.

- Rising global demand for traditional crafts in the developed countries especially the European Union, America and Russia.
- The recent government's attention to preserve the traditional crafts and heritage.
- The increasing international tourism activity in a significant way; the thing which support the demand for handicraft products.
- E-commerce and the Internet that can be regarded as promising channels for the marketing and selling of craft products.

Weaknesses and threats points

Given the multiple weaknesses surrounding the craft activity in Egypt, the project's strategy was based on the classification of those points that fall under the main axes so as to be enabled to guide and face those endangered aspects of this vital field. The main axes of the weaknesses can be reviewed as indicated:

1. Weaknesses and threats related to raw materials.

- The rising cost of raw materials due to import.
- Lack of resources necessary to many of the traditional crafts and the poor quality of some raw materials.
- Rising of raw materials prices led some craftsmen to use recycled raw materials.
- Excessive use of local resources, has led craftsmen to choose alternative sources.
- The occurrence of severe fluctuations in raw material prices.

2. Weaknesses and threats related to working men and the places of production.

- An acute shortage of trained manpower as a result of the abandonment of many of the original craftsmen for their profession because of the low wages and the pursuit of more profitable careers or traveling outside the country.
- The lack of a certified training system by the state to raise the efficiency of workers and traditional crafts.

- Lack of skills and labors decline in level, which is a threat for the handicrafts manufacture.
- Lack of specialized buildings for handicrafts.
- The owners do not have the institutional entities that offer studies to decision makers.
- The withdrawal of the idea of producing clusters of traditional handicrafts.
- Lack of necessary infrastructure concerning the handicrafts industrial clusters.
- Absence of a regulatory structure for the handicraft activity which regulates the relationship between the craftsmen and government institutions.

3. Threats and weaknesses resulting from poor administrative and legislative planning for the field of traditional crafts.

- Lack of legislation and laws related to traditional craft industries.
- Heavy bureaucracy followed in the construction process.
- Failure to follow accounting systems; the thing that leads to the random estimate of tax assessed on those institutions. This leads in many cases to the closure of the establishments because of their failure to fulfill the estimated tax obligations.
- Lack of a plan for coordination between government institutions and the civil bodies to take care of the existing craft activities.
- Lack of long-term strategic planning by governmental administrative bodies. This has created a kind of lack of interest and the marginalization of handicraft sector in the state plan.
- Absence of a regulatory structure for the handicrafts activity to regulate the relationship between the craftsmen and government institutions.
- Weak administrative capacity and lack of important information for those who are in charge and responsible for industrial development.
- The absence of institutional support.
- The multiplicity of procedures and decentralization led to the reduction of the ability to efficiency and production as well as the large costs of raw materials, transportation and additional activities.
- The difficult procedures for obtaining licenses for the establishment of craft workshops.
- The owners do not have crafts institutional entities that offer studies to decision makers.

4. Weaknesses and Threats resulting from the lack of social and health care for craftsmen.

- Lack of a comprehensive insurance system for employers of the handicrafts.
- Non-interference to solve the judicial disputes that the owners of the crafts face and that threaten the development of traditional crafts and cultural industries.
- The lack of a formal structure to take care of most of the artisans working in the sector as a result of the work independently.
- The lack of participation of the civil and social associations in the care of craft activity.
- The owners do not have crafts institutional entities and the lack of supporting unions to crafts employers.
- Lack of health insurance system to cover workers of traditional crafts.
- Weakness of social insurance systems applied on artisans.
- The low risk payments applied in certain entities in the field of traditional crafts.

5. Weaknesses and Threats resulting from the invasion of foreign products and the inability to compete.

- The refusal of the Local consumer to buy handmade products and the restriction of the consumption on external consumer.
- Weakness of the competitiveness of handicraft products both in the domestic or global markets.
- Low quality of products as a result of the weakness of quality control and the poor specifications.
- A significant decline in sales because of the products coming from China due to their low price.

6. Weaknesses and Threats resulting from the low educational and professional level.

- The weakness of the educational level of the majority of those who are employed in the craftsmen activity; and this hinders many craftsmen benefit from getting the technical and legal consulting.
- As a result of the low level of education, there is a lack of appreciation for the benefit of management skills by the owners of the craft, and accordingly, they do not take advantage of the services provided by interested craft activity or relevant governmental institutions and civil associations.

- Lack of a system that works according to the orders of the operation and applications of the product, creating a sort of randomness between supply and demand in the market.
- Lack of basic skills in business administration and accounting.

7. Weaknesses and Threats resulting from reluctance to innovation and technological applications:

- Lack of advanced designs based on the heritage basics.
- Lack of innovation and creativity.
- The lack of application of modern technological systems on the introducing of major production lines to increase competitiveness and reduce the cost.
- The growing development of consumers tastes which requires the creation of the evolution of the same approach among manufacturers classes to keep up with this development at the local and international levels.
- Lack of awareness and information in ways that increase the production capacity and quality of production.
- Acute shortages of conducting special studies and innovative aesthetics that meet consumer markets need.

8. Weaknesses and Threats related to financing and investment aspects:

- Limited capital entrance in the crafts field.
- Individual production systems and not to create economic blocs for crafts.
- Impairment of investment in those craft sectors either by the state or Investor.
- Artisans faces a huge deficit in the financial needs and the inability to cope with daily expenses in exchange for working capital and revenues that do not fulfill the daily needs which led to the suffering of artisans
- High interest price of those poor sectors and the lack of flexible conditions for these poor artisans.
- Increased restrictions and guarantees required by commercial banks to provide loans, leading to a decline in the size of credit extended to small businesses and crafts.

9. Weaknesses and Threats related to aspects of the marketing and export:

- It is a marketing irregular Industry.
- A severe lack of marketing outlets for craft products on the domestic and international levels.
- Lack of market information and marketing exhibitions of traditional crafts.
- Lack of material resources and its connectedness with the owners' not using the crafts marketing skills which reduce product marketing opportunities.
- Depending only on the foreign tourism activities in the marketing of traditional and heritage industries.
- Owners lack the technological level of the information resources related to the activity and the marketing of the products through the modern electronic means.
- High shipping costs associated with the transport of goods and internal and external freight.
- Global competition between the Egyptian products and those from China, India and South Africa.
- Intermediaries (traders) who are taking advantage of these artisans for their own profits without considering fairly the craftsmen.
- The high cost of production, which makes the production of craft less competitive on the market.
- The weakness of handmade products marketing and the weakness of information adequate for the needs of the market systems.
- Limited ability to access to different markets; that makes it difficult for artisans to be accessible to the local markets.
- Intense competition between products made automatically and mechanically and handicrafts and traditional industries.
- The omission of the economic social, political and historical role of IP.

Monitoring and reviewing the strengths and weaknesses as well as the areas of activities of traditional crafts, clarify the greatness of the weakness points that reflect the amount of challenges faced by this sector. Actually, this is considered as a wake-up bell to make further efforts on the government and the grassroots level to develop a general plan to siege these challenges and to support traditional craft activities. The monitoring helps to overcome all difficulties that hinder the development of the traditional handicrafts sector in Egypt.

Summary of results of the internal and external craft environment analysis:

Weakness points		Strengths points
<ul style="list-style-type: none"> - Characterized geographical location. <ul style="list-style-type: none"> • The existence of trained manpower. • The existence of vocational training centers. • The abundance of diverse cultural heritage both in the Egyptian or Coptic or Islamic antiquities, and then the abundance of tourist attractions that will help in the marketing of craft products. • The existence of the civil organizations providing technical and financial support for the crafts. • The existence of a large number of artisan clusters in many governorates. 		<ul style="list-style-type: none"> • Weakness of the funding necessary for the growth of craft activity. • The lack of insurance cover for craftsmen. • Lack of standard criteria for quality control. • The high cost of marketing the craft products. • making the most of the craft activities in houses • Difficult process of obtaining the necessary permits for the establishment of craft workshops. • Ineffectiveness of the civil organizations in the development of craft activity. • Low monthly income for employers of crafts. • Difficulty in obtaining raw materials
Threats		Opportunities
<ul style="list-style-type: none"> • Strong competition of the Chinese, Syrian and Indian goods in the market. 		<ul style="list-style-type: none"> • Social Fund for Development support. • Support for civil organizations.

<ul style="list-style-type: none"> • Weakness of the monthly income of the artisans. • Accumulation of economic crises because of the political situation • The repeated typical production of many crafts without paying attention to the element of innovation in form and content of artisanal products. • Lack of health insurance or the standard of living for craftsmen. 		<ul style="list-style-type: none"> • Development projects provided by the Ministry of Local Development for the growth of craft activity. • There are opportunities for horizontal and vertical expansion to the growth of craft activity. • Universities interest in the problems of traditional crafts and craft industries sector. • There are ways and means of modern transmission networks in most of the governorates of Upper Egypt
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A form of alternative strategies, according to the quartet analysis (SWOT analysis)

SWOT model is known as a four-wheel analysis, which aims to identify alternative strategies that can be used by various institutions in determining the direction and future goals to be achieved, and it is so-called because it contains four basic components such as the strengths and weaknesses of the internal environment, and the opportunities and threats of the external environment. And through the results of the analysis of both the internal and external environment, SWOT model could be designed as follows:

Weakness	Strength	Internal and external environment
WO Strategy Development and improvement strategy in the sense of exploiting the	SO Strategy Expansion and growth strategy based on the development of base	Opportunities All the possibilities offered by the outside community, which can be

<p>opportunities to reduce weaknesses</p> <p>WT strategy</p> <p>Deflation strategy in the sense of reducing or closing the workshops to face the threats that affect the quality of craft products</p>	<p>strengths to exploit opportunities</p> <p>ST Strategy</p> <p>Stability and stabilization strategy in the sense that the craft activities develop itself to face the threats by exploiting its strengths</p>	<p>utilized in the development of environmental and traditional crafts</p> <p>Threats</p> <p>Constraints in the external environment that adversely affects the performance of craft sector</p>
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The study used a range of alternative strategies that are appropriate to the results of environmental analysis. The strategy of development and optimization of the crafts sector is one of the most important strategies that will underpin, especially in the field of local environmental industries and heritage crafts. The matrix of the internal and external factor is used to determine the competitive position of the activities of the craft in Upper Egypt and its comparison in the local, regional and global level. In the following, we present a review of each of the internal and external factors:

Matrix of internal and external factors of craft activities

The primary objective of designing a matrix of internal factors and external factors is to determine the competitive position of the craft activity compared to other crafts at the local, regional or global level. A matrix of internal and external factors based on the previous environmental analysis is in the following review.

Internal Strategic Factors	Relative Weight	Rate	Weight Score	Comments
<p><u>First, areas of strength</u></p> <ul style="list-style-type: none"> • The existence of trained manpower. • Characterizing 				<ul style="list-style-type: none"> - Adequate numbers of trained craftsmen - The existence of a network of good roads suitable for the

<p>geographical location</p> <ul style="list-style-type: none"> • The existence of technical schools • The existence of vocational training centers. • The abundance of diverse cultural heritage both in the Egyptian or Coptic or Islamic antiquities, and then the abundance of tourist attractions that will help in the marketing of craft products. • The existence of civil organizations providing technical and financial support for the crafts. • The existence of large crafts clusters. <p><u>Second, areas of weakness</u></p> <ul style="list-style-type: none"> • Lack of funding necessary for the growth of craft activity. • The lack of insurance cover for craftsmen. 				<p>movement of trade</p> <ul style="list-style-type: none"> - The existence of clear and declared state policies - The presence of tourist activities - The presence of multiple and diverse training activities <hr/> <ul style="list-style-type: none"> - The weakness of government involvement in supporting craft activities - The lack of a sufficient number of Trade Marketing - The weakness of the physical level for craftsmen - The absence of activating the importance of using the environmental and handmade products - The high cost of buying raw materials
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<ul style="list-style-type: none"> • Lack of standard criteria for quality control. • The high cost of marketing the craft products. • Making the most of the craft activities in houses • Difficult process of obtaining the necessary permits for the establishment of craft workshops. • Ineffectiveness of civil organizations in the development of craft activity. • Low monthly income for employers of crafts. • Difficulty in obtaining raw materials 				
<p><u>Total weighted points</u></p>				

It is clear from this table that the strength of the internal situation of the craft sector is considered a moderate, with total weighted points (2.65) which are close to the average, which is located in the middle between { 1-5 }. As the craft sector has reached (2.65) from (5 degrees); it comes in the average order of the average when compared to the craft activity, whether on the local or regional level.

Matrix of external factors and the competitive situation of the activities of the craft:

External Strategic Factors	Relative Weight	Rate	Weight Score	Comments
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Social Fund for Development support. • Support for Civil organizations. • Development projects provided by the Ministry of Local Development for the growth of craft activity. • There are opportunities for horizontal and vertical expansion of the growth in craft activity Al Kawthar in specific. • Universities interest in the problems of traditional crafts and industries and 				<ul style="list-style-type: none"> - A strong incentive to development. - Setting up a fund to support the craft activities. - Financial support for crafts projects - There are spaces to be used by the institution to construct new crafts clusters. - Tangible support and support from local community <hr/> <ul style="list-style-type: none"> - Attract the consumer and his disposal for local products - Escape of craftsmen to other industries - Travel of

<p>the craft sector.</p> <ul style="list-style-type: none"> • There are ways and means of modern transmission networks in most of the governorates of Upper Egypt <p><u>Threats</u></p> <ul style="list-style-type: none"> - Strong competition between Chinese, Syrian and Indian goods and the products to the Egyptian market. • Weakness of the monthly income of the artisans. • Accumulation of economic crises because of the political situation • The typical repeated production of many crafts 				<p>large numbers of craftsmen to work in Arab countries</p> <ul style="list-style-type: none"> - Consumer saturation by local products - Exposing a lot of artisans to diseases without paying attention to treating them
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without paying attention to the element of innovation in form and content of artisanal products. • Lack of health insurance or the standard of living for craftsmen				
The total weighted points				

Analysis of external factors of the crafts showed the ability of craft activity above average in the absorption and utilization of external environment variables. This can be used as the total weighted points (3.00) in comparison with other activities, and can detect the competitive situation with other craft, whether on the local or regional level.

Analysis of the Gaps of environmental and traditional crafts sector in Egypt

Despite the difference in raw materials and job performance of artisanal products, it has been clear through the multiple field visits of many employers in their villages in Egypt and the

numerous workshops, that the crafts are almost consistent with their own problems and handicaps. These problems are now threatening the traditional crafts sector, both for textile handicrafts and pottery industries as well as the industries of wood and plant of halva and palm leaves. These problems can be summed up in the following figure:

Figure

All of these combined problems led to hindering the growth and development in the sector: the thing that may turn them into a set of challenges that the program requires to overcome and solve them so as to ensure the growth and development of the crafts sector in Egypt. To work on the treatment plan for those challenges, first, it is a must to analyze the gaps that led to these problems which hinder the growth and development of this important crafts sector. This plan can also help reach the highest degree of quantitative and qualitative productivity. Figure 5 shows the current status of the environmental crafts sector, and what is the target to be reached via a set of interventions and projects that should contribute to changing the current situation and get the targeted continuous growth and development of this sector.

Figure

Table (1) the standard of evaluating the traditional crafts, the current status and targeted status

Benchmark	Current Status	Targeted Status
Buildings	Absence of specified buildings for most of the crafts	Expansion in building workshops for developed crafts
Labors	acute shortage of trained manpower	expansion in the provision of the trained workforce
Material resources	Lack of raw material necessary for the heritage craft and some of them are of poor quality and high cost as a result of importing many of them	provide the raw materials necessary for the activity of traditional crafts with suitable quality and favorable prices.
Community participation.	The lack of participation of civil organizations in craft activity.	Encourage civil organizations to participate in a craft activity and provide

		technical and material support and marketing
Consumer of the craft products.	Refusal of the consumer to buy the handmade products. The consumption is restricted to the foreign consumer.	Increasing domestic consumer demand to buy handmade products through diversity in the design to be appropriate to his needs and the scattered galleries.
Rating systems and evaluating the quality of craft products	Decline in the quality of products as a result of poor oversight processes and poor quality specifications and low quality of inputs and thus weakening the competitiveness of craft products both in the domestic or international markets.	The development of specifying certain standards for the products in terms of inputs and design to ensure quality
Marketing	weakness of handmade products marketing and information adequate for the needs of the market	Putting untraditional mechanism in the marketing of the handmade products
The institutional capacity	The owners do not enjoy the institutional representative entities that facilitate access to decision makers and policy-holders and thus lacks they lack the ability to influence	The development of policy and strategy and clear-cut to build an institutional structure for the management of handicrafts to maintain a manner that ensures their growth and development.
Insurance policy	the lack of comprehensive insurance system for employers of handicrafts	putting an adequate and comprehensive health insurance policy for craftsmen

The most important gaps in environmental and traditional crafts sector in Egypt

First gap

There is a gap between the governmental institutions on the one hand, and the craftsmen and artisans on the other, because of the shortage in the accurate data about them.

Second gap

The gap between the relevant civil organizations and the handicraft sector who work individually.

Third gap

The gap between the Social Fund for Development and craftsmen because of the restriction of funding to limited categories and the non-arrival of financial services for all.

Fourth gap

The gap between the artisans and the needs of the domestic and international market because of poor traditional designs and the defects in the professional performance.

Fifth gap

The gap between the qualities of craft products and what the customers expect.

Sixth gap

The gap between the handicraft sector and means of communication in the governorate.

Seventh gap

The gap between the sector of handicrafts and institutions of technical and higher education.

Eighth gap

The gap between the effort of artisans in the production process and low monthly income

Second: The operational phases of the project of developing the traditional crafts:

The elements indulged under the axis of the operational phases of the project are varied. The aspects of dealing with the reality of analytic studies results are various. This phase begins by facing the failure of the craft activity through the field application of the Axis of studies on a number of specific to each craft models. The core of the project depends on the formation of a number of committees that lead the development of the desired system. These committees vary between the technical, administrative, and scientific nature. They integrate for the advancement of all axes that the project is based on.

The following is a presentation of the committees, which holds the operational phases of the project tasks:

1. Committee of raw materials.
2. Committee of revival and resistance of the demise of the craft and the development of complementary industries.
3. Commission of measurement and quality control.
4. Marketing Committee and export affairs.
5. The Technical and vocational training committee.
6. Committee of media promotion, publishing and conferences.
7. Commission of scientific research and curriculum.
8. Committee of innovation and creativity and developing designs.
9. The Commission of putting and registering the trademark.
10. Commission of health and social care and occupational safety as well as environmental impacts.

The following is a detailed presentation for the formation of each committee and their tasks.

1. Committee of raw materials:

The committee assigned to study the raw material consists of some academics and researchers in the specialized national research centers which are interested in the nature of the materials. Also, the Commission consists of some experts in the field of natural raw materials and technicians. This committee is responsible to implement the following tasks:

- Activating the studies that have been completed in the first phase of the project during the preparation of monitoring the current status and locating places of the sale of raw materials involved in the manufacturing of certain craft activity.
- Encouraging activities of indirect support for the traditional and heritage industries by working to provide sources of raw materials. This is to be achieved by putting integrating programs with specialized institutions such as the Ministry of Agriculture to promote the cultivation of palm trees, acacia and acacia wood saddles; the thing that may participate in the revitalization of falling raw material markets in the traditional and craft industries.
- Participation with specialized research agencies in the field of materials technology to develop the productivity of raw materials in Egypt and finding alternative raw materials.

2. Committee of revival and resistance of the demise of the craft and the development of complementary industries.

That committee is formed from a number of professionals and technicians, under the supervision of one of the specialized in the study of heritage and traditional crafts to develop a resistance to extinction programs. And the Committee is in charge to achieve several tasks that can be addressed as follows:

- Studying the tools and requirements of operating each craft, as well as the work on the localization of workshops for the production and maintenance of manufacturing manual equipment as well as providing consumed tools for each craft to be affordable.

- putting programs for the development of handicrafts to consolidate its roots in traditional knowledge and be able to adapt to the changing science and globalization.
- Reviewing the documenting and descriptive reports of the heritage craft that is set up in the monitoring axis of the current status. This is actually to monitor the phenomenon of the demise of traditional crafts and the work of counting heritage craft that ceased to exist or those that are close to extinction.
- Provide a project field work to revive the craft that ceased to exist through cooperation with the committees of training and development of complementary industries to provide a practical model for a craft that ceased to exist by doing re-manufacturing tools that are used in the manufacture of the products of this craft and providing the necessary raw materials to present this scientific demonstration for the return of this craft and marketing the products through cooperation with the committees of marketing and export.

3. Committee of measurement and quality control.

This committee works on the submission of the handicrafts and traditional industries to quality control standards, because most handmade products lack the quality characteristics which are a fundamental criterion for competition outside in the global markets. To achieve this distinction, it is necessary to be interested in the old artistic heritage so as to blend it with the universal art; and this is what clarifies the concept of originality and modernity of the work. For this reason, the handmade products designer has to be aware of heritage in order to benefit from the old artistic heritage which includes the symbols, customs and traditions. (Abu Enein, m. et al. 2008, p 0.249) To achieve this goal, we must be careful to get traditional crafts out from the old stereotype framework in terms of: -

- Permanent innovation and change in the product based on excellence through design and quality.
- Using simple technology because the product idea depends on quality rather than quantity.
- Reliance on a large number of workers in order to absorb unemployment in the state.
- Reliance on local raw materials available to reduce the cost of production.

Because the craftsman worker is responsible for the quality and quantum concerning his production, he is more interested in information sources and modern technological experiences. Therefore, once he learns a new or appropriate design, soon he begins to produce high quality. The quality standards can be identified as follows: -

Determining the quality evaluation criteria of handmade products

The concept of quality is different in heritage products from other industries; they are subject to a set of regulations that govern and affect them. If quality means the ability to achieve customer requirements, applying the principle makes it sufficient it to say that the handmade products means the initial certificate to ensure product quality. To complete this quality, a set of characteristics and standards have to be available to enable us to determine the quality of heritage handmade products, and then it will be possible to adopt the necessary plan for their advancement and development, and to avoid the phenomenon of their extinction. Moreover, it helps in introducing the modern scientific mechanisms to control and measure the quality of the product by relying on the scientific examinations and analyzes and documenting this with certificates accredited by official institutions so as to give credence to the quality, especially in foreign markets. The following are the most important criteria to be followed when determining product quality:

Aesthetics criteria

It means everything related to design, its elements and aesthetics and the final form of the product. There are several elements that affect the measurement of this standard such as (modernity of design idea and clarity and model - color with style consensus and achieve design elements fit units with style, space and form - attractive design in terms of shape and color).

Construction criteria

It means all the things related to manufacturing the product from the selection of raw materials and even reach the final figure. There are many factors that affect in the measurement of this standard (Appropriateness of raw materials used to the nature of the product - Appropriateness of the applied method to the nature of the product - the relationship between the methods of production and building design - Final finishing quality).

Function criteria

It means all the things linked to using the product and the relationship between the consumer and the producer. The factors which are effective in the measurement of this standard (the ability to maintenance and repair of the product during use – fitness of the product with the nature of the end-use – multiple usage of the product in the everyday life of the consumer - the use of raw materials of the local environment - the correlation between the product and the surrounding environment – ability of the product to retain its form for the duration of use - agree with the production possibilities).

Economic criteria

It means all the elements that influence the determination of the product price, and the costs required to run it. The factors in this standard are (the use of local raw materials - the use of inexpensive production methods - Easy running of product in small production units - the product does not need high technology operating cost – Easiness of workers training in the technical skills required for the run-no need for high capital) (Abu Enein, m. et al. 2008, S.255-256).

4. Committee of marketing and export administration.

Recently, it has been found that the World Trade of the handicraft products is no longer a trade of cultural products but became a trade in the peoples' needs.

Thus, the committee of marketing has to be formed from a number of experts in the areas of marketing locally and internationally who are familiar with the export requirements. At the beginning, the committee is studying the shortcomings that have been monitored through the implementation of the first axis of the project studies. Also the committee provides practical solutions for how to improve the commercial marketing and its relationship with the traditional production environment and other environments inside and outside the region. We review the most important tasks of the Commission of Marketing and export in the following:

- Studying and following-up executive steps that will support domestic demand for traditional industries.
- Developing the methods and the shape of the packaging on the basis of the urgent need to prepare a good packaging suiting the competitive market to gain consumer's satisfaction and to enter new markets.

- Taking into account the scientific bases used in pricing the product.
- Marketing campaigns to help the craftsmen and the various blocs.
- Coordinating with the project electronic website for the promotion of traditional craft products.
- Contract agreements with the World Trade marketing sites on the internet to contribute to the marketing of craft products and promoting the e-commerce opportunities.
- Coordinating with government agencies to provide places allocated for the establishment of national exhibitions in all parts of the republic to work on the marketing of traditional crafts especially for small producers, who do not have the costs of international exhibitions.
- Studying the possibility of participating, with a wing of display specialized in the marketing of traditional crafts and heritage of the Egyptian, in international exhibitions and festivals to be held at home or abroad.
- Develop a proposal to increase incentives for the export of traditional products.
- Putting a law to protect Egyptian craft products by prohibiting the process of importing of any handmade product
- To identify the needs of the Arab, European and Latin American and Asian markets by studying the tastes and requirements of those peoples, the thing that adds new markets to improve the competitiveness of Egyptian products of handicrafts.
- Select data and export products of handicrafts for use in the development programs.
- Provide a comprehensive study for the imports of handicrafts; since China and India adheres to a significant share of the total handicrafts imports. It is necessary to prepare comparative studies to assess the development of the Egyptian product in the world market of handicraft products.
- Adopted the positing of a strategic plan to develop and improve the craft activity and traditional industries in order to improve its turnover.

5. The Committee of technical and vocational training.

The committee responsible for the technical and vocational training is formed from a set of academic professors from the faculties of arts, archeology, engineering and trade in order to raise the technical, professional and administrative level of the workers in the field of traditional

crafts. It is responsible for the completion of a number of tasks and training programs as follows:

There is an urgent need to develop integrated training programs for artisans to strengthen and raise the level of their qualifications

- The development of training programs with scientific coordination with all actors and use all possible configuration patterns to inform and adapt the means of modern technology in the fields of materials and design, information and tools, pricing and cost issues, taxes and the development and raising the productivity property.
- Hold short-term training programs for trainers in order to develop abilities and skills, particularly in the areas of innovation and design.
- Holding training programs for apprenticeship programs of the transformative training to increase the workforce in the handicrafts sector to increase employment.
- Training on the employment of natural resources in traditional industries, and employing the inherited local knowledge to make use of natural resources and reviving and renewing them.
- Holding specialized training programs for students and graduates of colleges and institutes of applied fine arts through long programs (4: 8 months), and short-term programs (2: 1 month) for building capacity in the development of the design harmonious with the Egyptian cultural heritage. As well as upgrading the pragmatic executive level of the graduate in participating in promoting the crafts sector by scientific cadres.
- Holding training courses for old craftsmen and professionals working in the field of traditional crafts to inform them of the most important developments that have occurred in this area at the international level through the presence of international and foreign trainers; the thing that contributes to the transfer and exchange of experiences, and enrich the experiences of all of them.

Starting the implementation steps through pre-prepared programs (model).

Service	training workshop	Date of workshop	the number of trainees	number of trainers	Results

6. Committee of publicity, and exhibitions.

Committee of propaganda plays a major role in the publicity of the project activities at the local and international levels through the implementation of the following tasks:

- The committee is interested in establishing national exhibitions that will serve as the main gateway to marketing traditional crafts products which are internationally known to display the creations of Egyptian artisans.
- The committee is strengthening the participation in the exhibitions and international festivals related to heritage crafts activities.
- The committee is concerned with the coordination with the websites and the foreign media to provide information about the activities and the implementation phases of the project.
- Design distinct propaganda methods related to the project of the development including:

* Advertising Posters

*Illuminated Painting advertisements

*Brochure includes the most important points of the project in English and Arabic

- Coordination with the audio-visual and readable media to act as a sufficient definition of heritage and to highlight the importance of development to tourism and the economy issues.
- The establishment of programs, activities and exhibitions through the revitalization of cultural, heritage and economic sectors by providing the opportunity for visitors and participants to learn about the aesthetics of arts, crafts features and aspects of creativity and innovation in this area.
- Organize rural celebrations that include craft products and pieces from different villages and provinces. This attracts visitors and tourists to get to know the diversity of this field in the different fields of handicraft heritage and traditional crafts.
- Interest in the organization of the associated activities of crafts to highlight the value of Egyptian heritage, and the need to maintain it; the thing that contributes to the events of a national campaign to keep these treasures and conservation.

The following are the proposed activities:

- Concerts including traditional arts that characterized the south, such as (hemstitch - praise - Helali's Biography - playing the fiddle etc)
- Specialized seminars in the field of arts and heritage craft.
- Round tables to discuss some development and marketing issues.
- Cultural salons hosting professors specialized in folklore.
- Documentary films screening about the history of some heritage handicraft.
- Holding forums for the crafts of the Egyptian heritage and its relation to the craft of Arab heritage.
- Encourage the holding of and participation in festivals for tourism and traditional crafts.

7. Committee of research, conferences and curriculum.

This committee is formed from those who have practical experiences in the field of heritage scientific research and the development of academic curricula. And it will accomplish the following things:

- Conceptualize a national idea to improve the heritage crafts through the introduction of heritage artisan curricula in the various stages of Education. The committee is working to lay the foundations of the curriculum and communicate with ministry of education.
- Develop a plan to work on the establishment of schools, centers or institutes or colleges to graduate designers and craftsmen and marketing experts. This leads to the continuous consultation and exchange of experiences and following-up technology and modern methods and upgrading the working hands.
- Pay Attention to the issue of education through linking the craftsman with the educational institution or linking craft workshop with an educational service to provide him with the chances of forming a public culture about the craft and some of the designs. Also this provides the craftsman with the basics of improving the quality of the product and marketing methods as well as the issues of dealing with the consumer. This contributes to

the development of his ability and qualifications, and provides him a climate of innovation and encourages the studies interested in the cultural aesthetic dimensions.

8. Committee of innovation and creativity and develop designs.

This committee is formed from a number of people experienced in the field of innovative technical design with a correlation of heritage areas, and it carries out the following tasks:

- Take the necessary steps to ensure the innovation and research and the organization of artisan formation, and maintaining the continuity of a pattern of innovation.
- Develop a system of awards for scientific studies and documentary work, as well as the innovation and good production in the field of handicrafts.
- Ensure the dynamic and constant renewal of the handicrafts through creativity, innovation and excellence to help the cultural industries in the field of design and fashion find the communication between the traditional inspiration, which represents the fruit of identity, and modernity.
- The need to treat the weakness of the interest in developing the manual product, as it may modify the quantitative production and international marketing, and thus achieve a quick profit as a global product.
- Enlarge the role of culture as a source of creativity and innovation to handicrafts technology to be a key element in the economy and a source of employment and income.
- Assigning an integrated program for the crafts and design in Egypt to improve the quality of handmade products.
- Organize competitive programs for the craftsmen to encourage them to acquire the creativity and innovation in the arts and crafts development, and providing them with high incentives to push them to participate and to reach out to the distinctive and innovative products.
- Action workshops for the development of Islamic ornamentation techniques and engineering motifs through the use of consistent and parallel lines as well as beautiful models relying on Egyptian art elements.
- The development of new designs and the harmonious spirit of heritage for the development of pottery and ceramic industries.
- Putting the foundations and rules of developing the folk arts industry related to the manual fashion industry in accordance with the requirements of the global market.

- Developing models, sculptures and motifs of industry (brides) and improving the design to suit modern requirements and to be characterized by the Egyptian spirit.
- Deepen the concept of the renewal innovation in designs for handicraft products.
- Organize a competition in innovation, giving the innovative winner a cash prize in addition to the implementation of the innovative idea and signing it with the name of the idea owner.
- The nomination of the winners to participate in local and international training courses.

9. The committee of registering the Intellectual Property trademarks.

The strategy is based on enhancing the product's identity through branding. And it forms a committee composed of a number of members with scientific and practical experiences in designing brands and methods of accreditation. The committee is responsible for classifying products on the basis of the quality of the craft. It also carries out trademark registration procedures.

Intellectual property is one of the most modern methods that can be used to preserve the Arab identity in possessing craft and traditional industries. To achieve this goal, it is a must to take advantage of the data relating to each product trades and industries which are essential requirements that can be used to achieve the intellectual property and these requirements will be addressed.

Intellectual property requirements

Trade mark:

It means any sign or a combination of signs used to deduce the product, or any service that is considered as a protected material for 7 years and then it is re-recorded. If authorized person did not use the brand for 3 years, the brand loses its value or function. The idea of the brand was a solution to the problems of theft and quotes after the conduction of the international Convention for Protecting the Industrial and intellectual property. The states rushed to join in this agreement to protect their own industries from imitation, quotation and theft. The protection is not limited to the categories of global and famous products; the companies will be able to win a track to compete. They are able to detect counterfeits in the world, and follow the judicial procedures to protect their intellectual and economic industrial property rights. And trademark registration is a procedure that begins to know the guarantees of the owner's right, and roots through the

transfer of the registration to other countries through the WIPO organization. Accordingly, the national products prove their ability to compete, being subjected to their specifications with much clarity and transparency, far from the cases of manipulation and abuse of industrial reputation.

Collective Brand:

The collective brand is known as "signs that distinguish the geographical origin, materials or manufacturing or other common characteristics of products or of services that belong to different companies and benefit collectively from one sign. The collective brands are actually useful in the publicity of the products which exist in specific area and not others. In this case, the collective brand helps marketing these products domestically and perhaps internationally as it contributes to provide a framework for cooperation among the craftsmen and local producers. Then, the collective brand becomes in that case an effective tool for local sustainable development of the craft and traditional industries.

Geographical indications:

They are the marks or signs that are put on a product to indicate the region or the state that made it to prevent the fraud or deceiving the consumer, but they do not protect a product that is not protected in its original country.

Intellectual property goals:

IP is working to achieve a set of core objectives, including: -

- To maintain the authenticity and heritage:

Modernity do not conflict with the Islamic heritage, which is a major reference of inspiration and creativity, but it is necessary to maintain the authenticity and historical personality that characterizes craft products in the Arab and Islamic world. Accordingly, it is possible to link the handicrafts with the modern scientific methodology.

Documentation:

This means the Informational documentation of all types of craft products and technologies, as well as the acquisitions of the field in the museums and galleries of the Arab Muslim world. This is to establish a unity of information about data in various kinds of handicrafts.

Legal protection:

This means to take some actions to enact laws for protecting the self-ownership of the craftsmen including unfinished products, and designs.

Awareness:

It means determining the responsibility of the media that goes with the role of the efforts done by the craftsman in promoting the craft sector, and helping other people know it at the local, regional and international levels. This includes getting people aware with what these creative products represent of the nation's wealth. In addition, it is important to prepare information programs to mention the characteristic manner of traditional crafts of art as products with continuous usefulness to the society, and discussing the problem of consumption in the context of the broad tourist activity.

Elements of intellectual property:

The craft work represents a regime of skilled work that produces products that meet the special needs of customers. The craft work requires from the worker an intensive training as well as acquiring full knowledge of the duties of work which includes an independent and rational judgments. The craft work includes carpets and kilims, pottery, porcelain, glass, vaccination and other traditional crafts industry. Such craft work depends on an employee's skills using tools or simple machines, and for this reason it is controlled largely in rhythm and way of working. This results in making the worker produces a variety of products that have a sense of satisfaction and self-social appreciation, and in return we find working craftsman by virtue of the large responsibility for technical errors in the product feel anxious about the technical level of production. Because the craft business produces a limited quantity and products of high costs, it has been unable to cope with the demands of the communities of products and services,

leading to its being subject to many recent technological changes, such as the use of machinery and the change of the working methods and raw materials and product design ... etc. Because the worker craftsman is responsible for the quality and quantity level of the products, he is the one who interested in sources of information and modern technological expertise, and as soon as he knows a new or appropriate design, he begin to produce it.

10. Committee of health and social care and occupational safety and environmental impacts.

The committee communicates with the concerned authorities to provide emergent health care for craftsmen and their families through allocating financial item of the project. The project is an integrated health and social care for craftsmen is displayed on the Egyptian Council of Representatives to pass its own law outline mode.

The committee is also responsible for submitting periodic reports on environmental monitoring processes and the impact of some of the industries and crafts on the environment, and providing environmental solutions to avoid such negative influences.

Third, funding sources

Funding methodology as the promotion of handicrafts solutions

The process of overcoming the practical problem of capital and funding of craft activities is considered as one of the most successful solutions to the continuing evolution of the growth of craft activity in the community. It is also the most important priorities of the craft sector development to meet the craft requirements of the sector in the financing plan and adopt the development plan in this area on the following items:

- Benefiting from the successful experiences of countries in the field of crafts sector that led to the emergence of best practices in the provision of financial services to projects of traditional crafts and industries which can be guided by.
- Full supervision of the state over financial services geared to crafts projects, including increasing the effectiveness of the performance.

- Studying the various difficulties related to non-financial services; the high operating costs of the sector; the difficulty of achieving continuity and the limited expertise of many of the owners of traditional crafts with regard to financing services.

To maximize the benefit of the crafts sector from the financial systems represented in the Egyptian banking sector and countries, the following steps can be considered:

Changing the traditional financing methods:

The main incentive for banks in general and the private sector to invest in lending the crafts sector is represented in the crafts' strong economic profitability. This can be achieved by changing traditional notions about the lending process as follows: -

- Organizing a series of workshops, seminars, workshops and conferences attended by senior management of banks and other senior government officials as well as the owners of the craft, in order to introduce the system of lending the craft sector as a rewarding system. Successful examples, both locally and internationally can be presented to get them acquainted with the methods of the crafts sector lending; the definition of the new policy of the government and procedures and available resources to encourage investment in this area.
- Organizing a series of visits to successful models in this field, whether on the local or international level to get closely acquainted with other experiments.
- Supporting and encouraging the establishment of lending programs to the crafts projects in banks; and encouraging banks and the forces of the market to invest in this area and providing assistance and infrastructure to them.

Encouraging the group work between civil organizations

Encouraging group work, especially among civil society organizations, will be allowed to facilitate the exchange of experiences and information and technical guidance of experts and institutions working in this field and help the promising craft projects. In addition, it encourages partnership between banks and non-governmental organizations (civil), which are often in direct contact with the owners of handicrafts especially housewives, and then these associations are becoming a means of direct contact between the banks and the targeted owners of handicrafts to fund and support them (Ministry of economy report, 1998, S.46-49).

Establishment of a fund to finance, industries and traditional heritage crafts projects.

The establishment of a financing fund concerned with the task of providing loans and credit facilities to the traditional crafts projects, and traditional industries in different stages (in the construction phase as well as in the expansion stage). It targets the capital or operating finance or both of them through its branches that need to be spread over all the provinces of the country, especially in remote areas, nomadic or rural. The Fund shall be responsible for creating channels of funding specialized in financing these types of projects through the existence of special programs for financing that suit the nature of the work of these projects. And the financial structure of the Fund consists of the state's share and contributions of commercial banks and other financial institutions. It can also include the participation of regional and international funding organizations, and the Fund's resources can consist of more than one type of financial aid, donations and contributions from some bodies from which the fund can achieve annual revenues, and loans with concessional interest and allow a period of great recycles. Among the most prominent objectives of the fund are the following: (Abdul Latif, GS 0.2009, p. 123.)

- Providing capital to finance craft projects in a way that suits the needs of each project.
- Facilitating access to financing, by simplifying the procedures followed by commercial banks and other financial institutions.
- Developing a comprehensive funding policy for all projects according to their importance and size and the degree of contribution to the economy, with the adoption of various funding programs, according to the stages of the project.
- Work in an integrated and coherent way to avoid the loan and credit risk.

It is proposed to issue a regulation to lend to small and medium enterprises. This regulation is to be based on the principle of support and relief. These regulations include clear rules, regulating borrowing and credit process, and take into account the following rules:

Determining the winning funding projects:

All the projects of the heritage and traditional industries, whether small or micro which are of great importance from the economic, social and traditional terms can be agreed upon through discussion between the Authority for supporting small and medium enterprises and relevant government organs as well as relevant civil society organizations.

Identifying target groups:

- Young graduates who have a place and experience to manage the project of manual or traditional craft industry.
- People with crafts and technicians who have available space and experience in their projects.
- Ladies and housewives who have experiences in the field of traditional crafts and traditional industries.

Bank financing of handicrafts by participating Formula

The bank financing of crafts projects is considered one successful solution in the revival of this craft activity in Sohag. It is a method that can be an area of interest for the traditional financial institutions. This system does not work with benefit, and directs financing efforts through partnership, which takes multiple ways the most important of which is participating method. Participation can be defined as "the way of a partnership between two or more people in the capital or labor in order to divide the profits and enjoy equal rights and duties." Contract agreement is for a fixed period of time between the Bank and partner for the exploitation of human and financial resources; the distribution of profits or losses realized by participating in human capital and effort expended. There is another type of participation known as the "dwindling participation", in which the ownership of the project turn out to partner after a certain period, where the partner is to exploit part of its profits in an orderly manner to buy the bank's shares in fixed assets, and adds new contributions to the partnership contract. (Abraham, b. 2008, p. 8).

The development of non-financed technical support services

- **skills development:**

Non-financial services include a wide range of activities, such as the development of production ; marketing skills ; technology development ; transfer ; training, advisory services and assistance in the establishment of traditional crafts and technical consultation facilities.

- Support for the interrelations

It is to support the interrelations between small crafts enterprises and large enterprises; a mutually beneficial relationship between all the large and small traditional crafts enterprises and the associations and organizations actively interested in traditional crafts in order to exchange experiences in various branches of specialization in production, management and marketing.

Fourth: The overall results of the project of developing and improving the traditional crafts:

The targeted results of the first stage of the project are reflected in various developing axes to promote the crafts domain in the provincial level as a pavement to widen the umbrella of the project to cover the whole of the Republic. Most of the results can be handled as the following:

The establishment of the unity of databases and information bank for craft and heritage activities in Egypt.

There is no doubt that the lack of information and lack of its availability about traditional crafts or handicrafts activities, both at the local level or on the scope of the Arab countries or on the international level, leads in many cases to disrupt and strain all efforts aiming at the advancement and development of this craft activity. In a study conducted by researcher "Marcus Gelasl" in which he said that the lack of information is an important reason for the failure of many craft projects. In addition, through a questionnaire study on the traditional crafts of more than 400 craftsman project, the study resulted in discovering a large deficit in the information related to the craft activity and then it became difficult to create a data base which can be utilized in the development of craft activity.

Furthermore, there are no comprehensive and periodic statistics dealing with crafts and heritage industries and evaluate their detailed classifications. It is noteworthy that the inventory of these

industries is not easy, especially as they are non-official activities practiced by the community. Most of these activities are not under governmental supervision as well, as they are sometimes a household activities, and that the owners of these trades and industries do not go to the official register and did not obtain licenses required to run; add to that the lack of the state's cognition of craft industries, that resulted in reducing the possibility of the inventory of such activities in an accurate way. There are no available and accurate statistical data concerning these craft activities, where there is no independent data in international trade statistics (international trade Statistics iTS). Consequently, states are nor capable to know the amount of exports of these products, thereby hindering the study of the impact of traditional crafts activities on the economy, and how to develop them, and the feasibility of developing them. From here we had to be interested in the informational documentation of all types of techniques, crafts and collectibles in various museums, which establishes a unit for information about the various kinds of handicrafts.

However, the establishment of databases and databank of the project of development is one of the important targeted desired results. It is the result of the field work and the main starting point towards the complete implementation of a comprehensive developmental nationwide scheme related to the heritage craft. This is considered the first step which aims at developing the heritage craft work, since it includes full details of the data and the results of documentary and executive studies for the project on a project-specific database. Those studies and advertising materials are uploaded on the official website of the project to communicate through electronic networks. Thus, this contributes significantly to the dissemination of project goals that have been achieved or that the target which represents a cornerstone of the preservation and development of traditional crafts.

It is possible also to search through the information bank for any data or new statistics concerning the heritage crafts inside and outside Egypt. Bank Data also contributes to supply the artisans and manufacturers with information about the global markets and the available capacity of the market for the products and the requirements of the global market concerning the designs of different industries.

There are various jobs for the data bank through the establishment of informational units to register the data of constructing and operating the small industrial places, and it makes feasibility studies for each project that include the size, capital, elements of income, and expenditure and profitability of the enterprise. All of these studies become the scientific reference for anyone who wants the establishment of project for craftsmanship activities in Egypt.

In addition, it cooperates with the executive committees of the project in order to develop a marketing plan for the products and the entire development project outputs by marketing the studies that are made by holding cooperation agreements of the widespread international mail marketing sites.

Fifth, the recommendations and the horizons of the future development of traditional crafts and small industries:

The general recommendations of the project:

- Working on the provision of infrastructure facilities through the active participation of local authorities and communities to participate through emergent short-term and long-term procedures.
- Improving the performance and simplifying business procedures. And promoting the closer ties with major trading partners at the international level.
- Creating incentives to attract foreign investment in the field of handicrafts and traditional industries.
- Assigning a program of commercial incentives for the development of this craft sector.
- Designing a system to increase efficiency and the development of traditional industries technologies in a way that does not violate their originality.

- Continuing the march of perfection and raising the efficiency of hand-crafted products according to the requirements of global markets.
- The need for training young people, children and school students to preserve their cultural heritage and traditional hand crafts because they represent the future generation of the popular culture of the community and to create a youth in whom the concept of the traditional heritage is deepened.
- Necessity of holding programs for literacy in the field of heritage and programs for the defining the folklore and heritage literacy schools.
- The need for action programs to the motives of concern for children and young people to aware them of heritage, the preservation of cultural heritage and the transfer of heritage for children and youth
- The need to make joint heritage programs in schools in all areas.
- The need to achieve a partnership between educational and research institutions on the one hand and the regions of traditional industries as a tributary of the Egyptian national heritage on the other.
- Training on the employment of natural resources in traditional industries and employing inherited local knowledge and developing them, and training in the restoration of natural resources and their renewal and continuity.

Future vision

- Among the priorities of the future objectives is the establishment of handicraft sector which is able to compete globally and to ensure the continuity and sustainability. It can create opportunities to earn a livelihood for craftsmen through innovative designs of the products. In addition, it improves the quality of the product by introducing modern technology while preserving traditional heritage and local industries.

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- Product development through assigning a strategy to develop the product. The policy of development is focused on the development of customized products based on market requirements.
 - Assigning a strategy to develop the skills of cultural heritage.
 - Developing the designers' tasks through training programs to ensure competitiveness of the product of handicrafts.
 - Getting decisions to develop designs and marketing strategy that rely on strengthening the efforts of marketing to obtain a share in the global markets.
 - Strengthen efforts to take advantage of Egypt's tourism resources to promote marketing of handicraft.
 - Developing the Egyptian production of handicrafts to be internationally acceptable.
 - Assigning a marketing strategy depending on identifying the competitive market outlets and on the quality insurance and standardization of products.
 - Marketing strategy relies on accessing to the appropriate markets and brands for product marketing.
 - Keeping the vision of the project that the World handicraft trade is no longer a trade of culture, but it is commerce in peoples' needs.
 - Establishing an institution of the researching team' which is non-profit organization for the development of traditional and heritage crafts as well as the local industries in Upper Egypt. The mission of such a team would be to help artisans in innovation and development; marketing and reviving traditional extinct crafts; and it contributes to the establishment of blocs of the heritage and traditional crafts and helping the craftsmen in the villages of Upper Egypt and the Red Sea.
 - The establishment of a technical institute in Upper Egypt concerned with the field of traditional crafts and heritage, to teach craftsmen at the level of special competence and experience.

Interventions and projects required for the development of environmental and traditional crafts sector in Egypt

According to what has been reviewed of the data and important information - concerning the problems and challenges facing the artisanal sector and identifying the gaps and their analysis- we can develop solutions and mechanisms for the development of environmental crafts sector on a sound scientific basis. These solutions are dependent on the obtained data. Then we can determine the interventions, and study the priority that must begin to be implemented for the development of the system of the craft sector in Egypt.

The mechanisms of Development of environmental and traditional crafts program in Egypt

The mechanisms of the program of Development of environmental and traditional crafts sector rely on the data and information that has been monitored in the framework of the field visits to local units, and villages in most of the Egyptian governorates which practiced environmental and heritage crafts activities as well as the workshop, which brought together heads of crafts and civil organizations related to Artisan activity.

Projects and interventions required and identifying the actors

- Project of registering and documenting craft activities and creating the intellectual property for the environmental heritage craft and its products and distinctive designs.
- Establishing a national center for the protection of environmental and traditional crafts to address problems related to raw materials, registration and documentation of artisanal products. It also will be concerned with updating the functional aesthetic performance style through design interventions of the craft products and update marketing mechanisms through continuous training for employers of crafts to update various skills.
- The development of teaching courses in the technical schools related to the craft activity such as textiles and clothing.
- Intensify continuous training programs, both for craftsmen or young people who are interested in the practice of craft work.
- Improve the quality of raw materials used in traditional industries in quantity and quality.
- Update Services and mechanisms of funding and marketing of artisanal products, whether banks or the Social Fund for Development.

- Modernize and develop the infrastructure of villages of the craft activity, in terms of roads, transport and delivery of clean drinking water and electricity and the provision of adequate housing.
- Addressing social and health problems for workers of craft by founding the umbrella of health and living insurance for working craftsmen especially women.
- Expand the establishment of handicraft centers as a tool to revive traditional industries.
- The establishment of a network of handicraft centers in different locations in villages known for their original craft products original craft in order to revive and raise the level of Artisan product to create a global name for this product.
- The signing of cooperation protocols

The administration of the project sign a memorandum of understanding and protocols of cooperation with government agencies and private institutions interested in the heritage and it would contribute to raising the real process of development in this area. These protocols are not limited to the domestic side only, but they are expanded to include the corresponding institutions in the European world, as well as the international institutions interested in this matter to contribute to the sustainable development of the traditional crafts and local industries and small enterprises

- Deepen knowledge exchange policy

No one can deny the wide steps taken by some countries in the area of the revival of traditional crafts. It is useful for the project to exchange experiences in this regard, by looking at the experiences of other countries and finding out the positives and negatives that they have faced.

Also we can delegate some workers in the project to some developed countries in this field, or the host of those responsible for these projects in these countries to hold joint training sessions through coordination with the executive committee.

Vision and strategy of establishing technology incubators, heritage villages and crafts clusters in the small enterprises and the creative small and micro industries:

It is necessary to establish a mechanism to support small enterprises and small businesses which are under construction to provide a range of services and facilities. This mechanism is to develop the institutions in the foundation stage to guarantee their continuity and survival by

providing the necessary technical and financial support and establishing an intermediary mechanism between the start-up activity and the stage of growth. This represents a help to diversify economic activity; to disseminate technology and marketing; and to create new job opportunities and reduce the risks of investment in small projects.

It aims to

1. Develop new ideas that contribute to the creation of new innovative projects or development of existing projects.
2. Enable innovators and creators to embody their ideas in products or unmarketable operations.
3. Provide support and funding, extension services and facilities.
4. Present the research, knowledge and training.
5. Direct small enterprisers to adopt the applied research, business development and modernization.
6. Sign agreements for scientific cooperation with universities and supporting scientific research.
7. Establish an administrative unit to be responsible for the development of micro-projects within the boundaries of the development project of the heritage craft.

The benefits of the establishment of heritage villages and incubators for small enterprises:

The advantages and benefits of the establishment of heritage villages and incubators for small enterprises are due to the following:

- 1) creating jobs and supporting the success of projects
- 2) developing the innovative ideas in multiple areas
- 3) diversifying the areas of activity in the local economy
- 4) establishing a vital sector concerning the development of small enterprises

- 5) Supporting innovation and growth potentials as well as the quality and flexibility of performance
- 6) directing efforts to establish heritage crafts villages and incubators for the projects that can be linked to the tourism sector to create the interaction between the craftsman and the tourist; and to promote permanent and continuous marketing of the products; and put them as new programs to ensure his visits and access to successful experiences in the creation of villages craft
- 7) Conducting an evaluation study of popular markets in touristic cities, and putting plans for them and rehabilitating them with touristic activity while maintaining its Urban identity
- 8) Paying attention to the inclusion of productive villages and craft shops selling approved traditional products.
- 9) Integrating the traditional handicrafts in the tourism Plan levels through the analysis of the current situation, the division of the needs and aspirations, and the preparation of tourism development plans
- 10) Concentrating on media programs to highlight and pay attention to craftsmen and designers to promote the sector and identify it and its importance at the local, regional and international levels
- 11) Concentrating on media programs to educate the people on these creative things and what they present to the nation's wealth, to preserve the cultural heritage of the small enterprises in the creative industries.

Benefits and advantages of small projects:

Small projects include the development of different communities as follows

- 1) achieving a balanced development and support of sustainable development
- 2) fighting poverty and improve the standard of living and contribute to the social stability.
- 3) Serving the limited markets which do not attract small enterprises
- 4) Considering that they do not require the same large capital investments

- 5) Achieving the geographical spread for its deployment to serve families and individuals in local communities
- 6) Weakness of the infrastructure for these projects compared to large projects
- 7) Lack of small projects to machinery and raw materials needs
- 8) The human elements and elements of production are complex and few
- 9) Reliance of small projects on local raw materials and commodities
- 10) You do not need programs of high-level training
- 11) The work return occupies a large percentage of the proceeds of production elements
- 12) characterized by being flexible and scalable, and rapid change and modernization
- 13) characterized by high flexibility in the areas of the workplace to their need for simple spaces and equipment
- 14) characterized by a lack of career progression, which speeds up the decision-making and address problems quickly.