

**Cultural and creative industries in the Arab region: the
complementarity of the relationship between the economics
of cinematic creativity and the Egyptian national**

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Abstract

The seventh art is an important tributary of Egyptian culture that has a great influence on individuals within society. The cinema industry works to shape its culture, and its distinct customs and traditions, it is not a traditional industry but an industry that attracts billions of viewers around the world, and it is affected by the political, social and economic changes that Spoken around the world, and this is reflected in the number of films produced annually, and film revenues internally and externally.

Keywords

Cultural, Creative Industries, the Arab Region, the Economics, Cinematic Creativity, the Egyptian National.

Introduction

The sustainable development strategy is the starting point for every project that Egypt is witnessing at all levels of comprehensive development now. The process of sustainable development is the tool that links the past and the present, as it benefits from the successes and mistakes of the past, in future plans that are currently being developed and that continue for the year 2020, and in This plan that is currently being developed must not ignore that we are too late, so we must work on the rapid implementation of this plan, as everyone must work diligently and diligently at all levels and in their specialization, to keep pace with the tremendous developments that have occurred in the past period, and to catch up with and progress on them.

We possess the human wealth that possesses mental capabilities, and the talent that allows it to achieve the goals of the sustainable development plan, provided that the opportunity is given to those who possess the capabilities and talent, to refine, develop and employ them in the right place for them and provide the material and moral capabilities to move towards what each in his specialty or according to the talent he possesses.

The strategy developed for the year 2020, and as we have already mentioned, links the present to the future, drawing inspiration from ancient and modern Egyptian civilization and history, his new vision for the year 2020, which represents the starting point towards the future, so that Egypt occupies the position it deserves among the peoples of the earth.

Achieving comprehensive development includes many dimensions and axes, namely:

The economic dimension: The Egyptian economy should be more open to the world, without discrimination taking from it and at the same time adding to it so that we can compete locally, Arab and internationally, thus adding to the Egyptian economy and opening horizons for new industries that represent the sources of Egyptian national income. **The social dimension:** The purpose is to enjoy All members of society with all rights and duties, justice and equality, and the provision of a decent life for all members of Egyptian society (housing, drink, food, education, health care, among which is not polluted - air and water, etc).

We add to that the cultural

dimension: because the cultural dimension has a great role in shaping the personality of the individual from childhood and developing his sensory, mental and perceptual skills, and that is through drawing, listening to music, reading books, watching theater, television and cinema, and we in this research focus on the film industry in the second two topics And the third, as for the first topic, we will quickly address:

**-The concept of national income, its importance and sources.
The first topic:**

The Egyptian economy, and the extent of the influence of political and economic conditions on changing sources of national income, and the role that cinema can play in relation to the Egyptian national income.

The sources of national income differ from one country to another, as these sources contribute to the annual budget of the state. These sources attach great importance and work to develop and improve them to make the most of them, to develop its other projects.

There is no doubt that the sources of national income for any state have changed throughout the ages, and according to the change in political, economic and social systems, and what may appear in the state of natural resources, and human wealth must not be overlooked, and we find that Egypt has undergone changes throughout its history that have had an impact. Great on changing the sources of national income, and if we were in this study talking about the film industry and its role in relation to the Egyptian national income, as the film industry was ranked second after cotton in relation to national income, and before we go into the reasons that led to the deterioration of the level of the film industry and the decline of the rank Which was occupied in the past, as we find that it does not occupy any position in relation to the national income in the current period, and there is no doubt that the political and economic changes starting from the late seventies led to the decline of the level of the film industry.

We will not talk about the reasons that led to this now, but rather we will stop at some basic concepts that you must be familiar with first and which relate to national income.

The Egyptian economy is one of the oldest economies in the world as it started with the agricultural sector and trade exchange with neighboring countries, and after the revolution it transformed into the socialist system, which paid great attention to the industrial sector, until it turned to capitalism from the late seventies until the beginning of the new millennium, and from 2004 to 2004. In 2008, the pace of economic reforms increased in an effort to attract foreign investments and facilitate the growth of GDP, and the transition to a free economy began.

We return again to talk about what the national income is and what is meant by it, it means the value of all goods and services within a country in one year of GDP), along with its net income received from other countries (especially interest and dividends).

The gross national income consists of: personal consumption expenditures, total private investments, government consumption expenditures, and net income from assets abroad (revenue receipts.) Net) and total exports of goods and services, after deducting two components: total imports of goods and services, and indirect business tax.

Gross National Income is similar to the Gross National Product (GNP), except that in measuring GNP, indirect commercial taxes are not deducted.

Gross National Income (GNI) versus Gross National Product (GNP). Gross National Product (GNP) is a concept that goes hand in hand with gross national income (GNI), gross domestic product (GDP), and net national income. (NNI) In contrast to gross domestic income, gross national product does not take into account the balance between income across countries, such as interest and profits, and in contrast to GDP, the gross national product takes into account values of goods and services based on the citizenship of property owners rather than on The region in which the activity is practiced. The concept of national income is one of the most important economic concepts, very important and indicating the severity of its spread in the world of economics. An economic or social conference or at the level of economic experts is not devoid of using the term national income due to its strong and vital importance in the world of economy in general, so the study of income The national income and its dimensions will be considered one of the important indicators indicating the state of the economy and the various commercial activities in general in a water country. The definition of national income is the sum of the financial revenues that the state receives, and income, whether earned or obtained, through commercial activities in it, and Which are collected from individuals or institutions through taxes or fees or by the state selling some of those raw materials or natural resources with them, such as oil, gold and all kinds of minerals, and services that depend on them for income such as: the Suez Canal, and others.

Importance of national income:

The calculation of the national income of any country is of great importance because it means what it obtains or collects in several ways from its monetary resources, and it is very important for several things, including:

First: Carrying out the calculation of the national income is an important indicator that reflects that there is economic activity in the country.

Second: It is used as a means through which the evaluation process is carried out for the efficiency of the economic performance in the country and its growth indicators.

Third: The National Income Account acts as an aid to the state through which it can set its economic policies, help in formulating economic models, and deal with any problems that the national economy of a country suffers from.

Fourth: It makes forecasting economic problems easy and available, such as the phenomenon of inflation, unemployment, slow growth rates, the volume of commercial activities, revenues and other other economic areas.

Sources of national income for the state:

There are a number of sources of national income for the state, including:

First: the extractive industries sector, the state's natural resources: the extractive industries are one of the most important sources of income on which many countries depend and which are rich in mineral resources buried within the borders of their geographical territories,

such as petroleum and minerals, such as gold, copper, aluminum, etc.

Second: the manufacturing sector: and in that industry, those raw materials that are produced from extractive industries are converted into fully manufactured products, and they are sold in that manufactured state, for example iron metal, which is used in many heavy industries such as the manufacture of trains, airplanes, cars, etc. **Third:** The agricultural sector and livestock: Agricultural products are basically one of the most important types of wealth for countries, as if they achieved the factor of self-sufficiency in addition to the state's export of the surplus, this means significant income for the state treasury.

Fourth: Other sectors: There are many other sectors that constitute sources of national income for countries, including the financial and banking sectors, services sectors, which include the Egyptian cinema industry, the telecommunications sector, the tourism sector, the individual business sector, and others.

Results:

- 1- The cinema industry is not considered one of the important industries that could have a great impact on the Egyptian national income and this is evident in many countries around the world in the United States, India and other countries that have paid this industry great attention until it has performed several different functions, including Enlightenment, education and awareness, in addition to, of course, the economic importance,

for example the national income of the American film industry and its largest symbol, Hollywood, is estimated at about 10 billion US dollars annually, internally only, without counting what is distributed abroad. As for Indian cinema and its symbol, the city of cinema in Bollywood in The city of Ahidarabad, Andhra Pradesh state, so it happened and not embarrassed, it achieved in the year 2011 more than 5 billion dollars in revenue, an increase of 10 billion dollars over the year 2010, even South Korea is the main engine of the film industry in Southeast Asia, the cinema has a national income of about 7 billion dollars It provides direct job opportunities with nearly 17 thousand job opportunities. Examples are many all over the world, far from Europe, America, India and South Korea. The African film industry has developed greatly and Sometimes time in its production on American cinema, such as Nigeria, which approaches the number of cinemas annually to the limits of a thousand films.

2- The small number of films is primarily due to the piracy process and the lack of movie theaters. All these and other reasons have led to the departure of the major producers from production.

3- We note that there are types of feature films that are not currently being produced, such as war pens, lyrical, religious, historical, and exhibition pens, and genres that have not been produced at all since the inception of Egyptian cinema, which are science fiction pens, and until now there is no interest in producing a "long animated" movie. Despite the great attractiveness of this type of film to the viewers, if produced.

- 4- New areas can be opened to distribute the Egyptian film "internal and external."
- 5- Cinema is a large industry that requires a large capital to combine production, distribution and display, as in the United States of America, India and England.
- 6- Where is the role of "the cinema apparatus in the current cinema crisis, especially as it possesses all the elements of film making?"

Recommendations:

- 1- Establishing a free zone in the new cities that are created, equipped with the most modern studios, through which cooperation with the most modern international studios in the United States of America, India, African countries, Russia and other countries of the world will take place.
- 2- There must be a market on the sidelines of the film festivals that are held in Egypt, which are held through which bridges of dealing with major companies around the world are connected, whether they are large studios, independent companies, film distribution companies and companies specialized in displaying the latest modern technologies in the field of Film manufacturing as well as the participation of Egyptian companies in film markets around the world.

- 3- Providing adequate financial support for the film festivals held in Egypt. It should not be forgotten that the cinema industry in general, and the Egyptian cinema in particular, has a large side for different age groups, including adults and children, especially young people, as they make up a large percentage of the visitors to cinemas, as going to theaters represents their weekly space, and therefore this must be exploited while being presented to this Not only that, but also the screen, but also the new means of communication that young people spend their time in, which is the "social media", by establishing sites for cinemas to be a new source of funding and film revenues. This can contribute to eliminating the process of piracy. Increasing the number of cinemas in general and in tourist places, for example: the North Coast, and the governorates of Al-Gharar with cinemas, as in North Sinai, Beni Suef, Minya, Al-Qayyum and others.
- 4- There must be media coverage of all cultural and artistic events that are held locally and internationally because there are some groups that reach them all what happens, for example: Where is the media coverage from the World Youth Forum that was held recently in Sharm El-Sheikh from the recommendations that have been taken and that concern With the cinema industry and the symposium held on the sidelines of the Youth Forum, which was attended by major Egyptian producers, and other cultural and artistic actors, the establishment of an entity whose responsibility is to collect all data related to the film industry, from Film costs,

their will from home and abroad, the percentage that the volume of spending on the film industry constitutes in relation to the state's general budget, the ratio that revenues constitute in relation to national income, the number of workers in this industry, etc.

- 5- It is necessary to take a serious position on the piracy process that leads to the waste of millions of dollars, which led to the flight of investments and capital of Egyptian, Arab and foreign investors from the film industry, the scarcity of foreign film revenues, especially in the Middle East countries, which were achieved through television and judicial shows) Encrypted and unencrypted, or theaters, and as a result of the piracy process, local and external investors have turned away from investing in the Egyptian film industry.
- 6- Setting up internal and external mechanisms for distributing the Egyptian film, based on a pre-set strategy and studying the markets in which the Egyptian film is to be distributed. There is a role that public, private, and land and air transport can play in the internal distribution process. By distributing the film through these means, it can generate billions of pounds, for example there is land transport through the super jet, the East Delta and others, and air transport through Egypt Air. And other private air carriers.

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