

# PROFILE 2025

[www.ioeti.org](http://www.ioeti.org)





## Vision

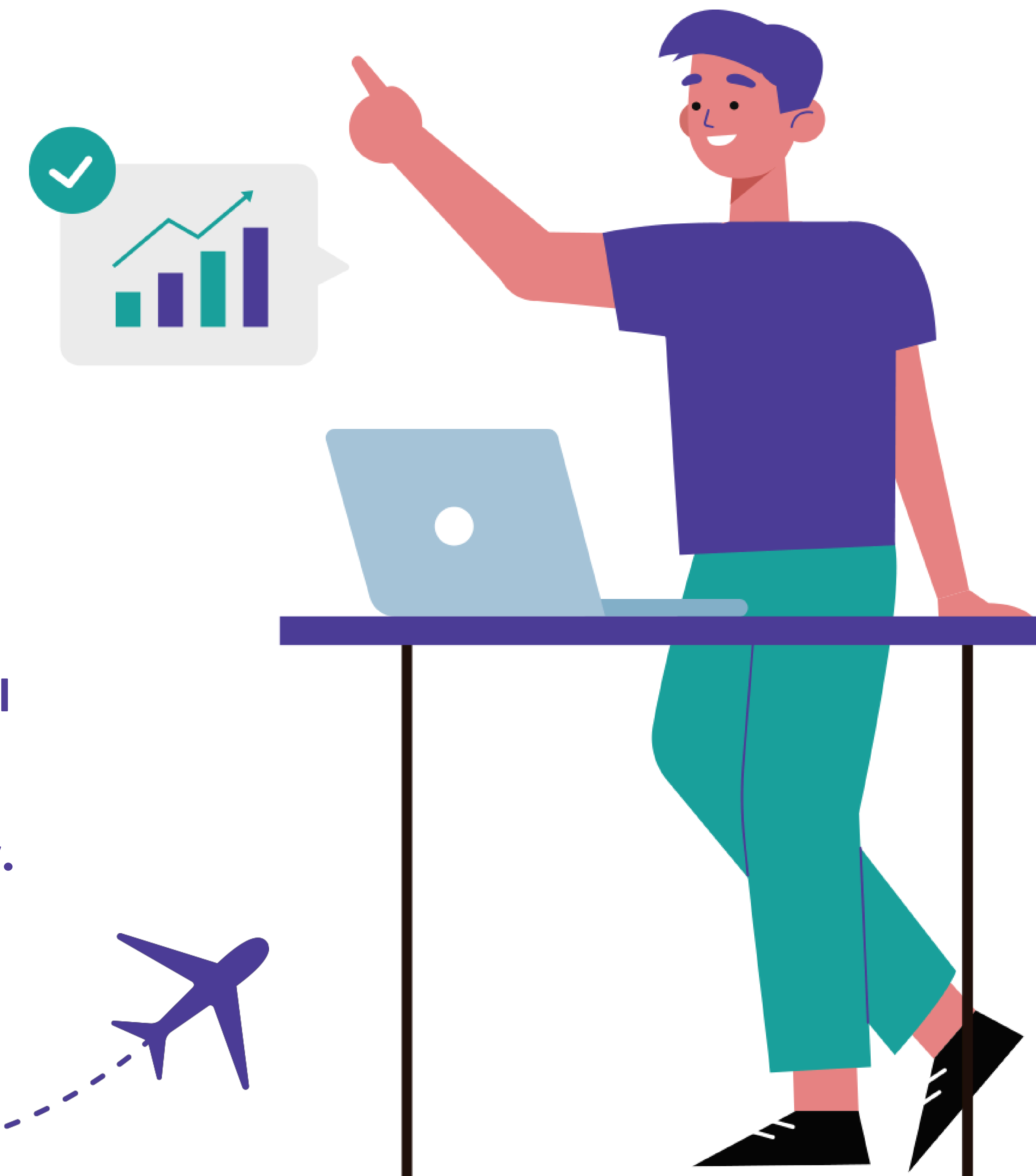
To empower Egypt's tourism ecosystem to become a globally competitive, sustainable, and digitally enabled sector by fostering human development, driving responsible innovation, and supporting inclusive growth in line with Egypt Vision 2030 and the National Tourism Development Strategy.

## Mission

IOETI Egypt is dedicated to supporting the transformation of Egypt's tourism industry into a model of sustainable development and innovation. Through quality-focused education, digital upskilling, and strategic partnerships, we aim to build national capabilities, preserve cultural and natural heritage, and contribute to Egypt's socio-economic prosperity in alignment with national priorities and Sustainable Development Goals (SDGs).

IOETI is a **non-profit organization** registered under No. 4554/2012 with the Ministry of Social Solidarity, operating under the trademark "IOETI."

Member of the International Organization for E-Tourism Industry (IOETI Global) - Rome, Italy.





## Our Team



- **IOETI Egypt is led by a passionate and multidisciplinary team of Experts, digital transformation specialists, and education professionals. With deep knowledge of Egypt's tourism landscape and strong regional and international networks, Our team combines a unique blend of strategic insight, operational expertise, and a shared commitment to sustainable and inclusive growth.**

**We work collaboratively to design and implement impactful programmes that empower individuals and institutions, in full alignment with Egypt Vision 2030 and global best practices.**

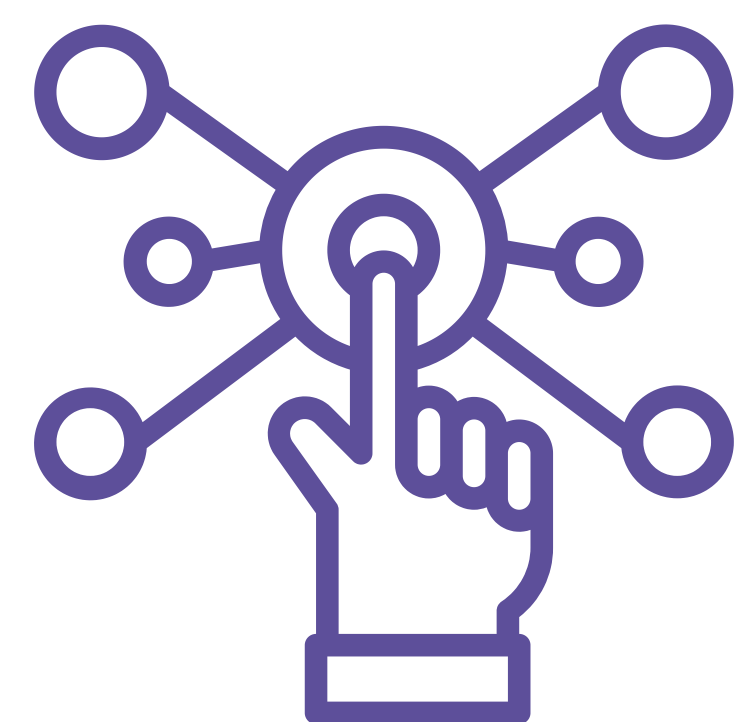


## Core Services



### Workforce Upskilling, Vocational Training & Employment Support

Deliver inclusive, certified training to upskill Egypt's tourism workforce, focusing on youth, women, and hospitality roles. Align programmes with Egypt Vision 2030 and support vocational education. Facilitate job placement and career growth across the sector.



### Digital & Smart Tourism Solutions

Equip tourism institutions and SMEs with digital tools, e-learning platforms, and smart tourism technologies to improve visitor experiences, operational efficiency, and sustainability.







## Sustainable & Eco-Tourism Promotion

Support the development of eco-tourism products and community-based models through training, consulting, and environmental engagement in alignment with national sustainability goals.



## Quality Standards & Public Sector Support

Develop tourism quality frameworks, accreditation schemes, and compliance tools while supporting public entities in policy implementation, strategy design, and institutional capacity building.



## Innovation, Research & Global Partnerships

Lead research and data initiatives to support tourism policy and innovation, while fostering international collaborations and managing donor-funded projects for local impact.





# Key Milestones



**Professional Training:**  
For all levels, including executives, experts, middle managers, operations, housekeeping, front desk, and digital marketing staff.

**Tailor-made Programs**  
(in-class & online)



**Language Training:**  
English, French, Italian, and more.

**Youth Training:**  
For students and recent graduates (male and female) entering the tourism and hospitality sectors.



**Organizing conferences at international levels, bringing together industry leaders, experts, and stakeholders to share insights, explore emerging trends, and foster collaboration across the global tourism and hospitality ecosystem.**



**Available across a diverse range of companies, including both local enterprises and international brands.**



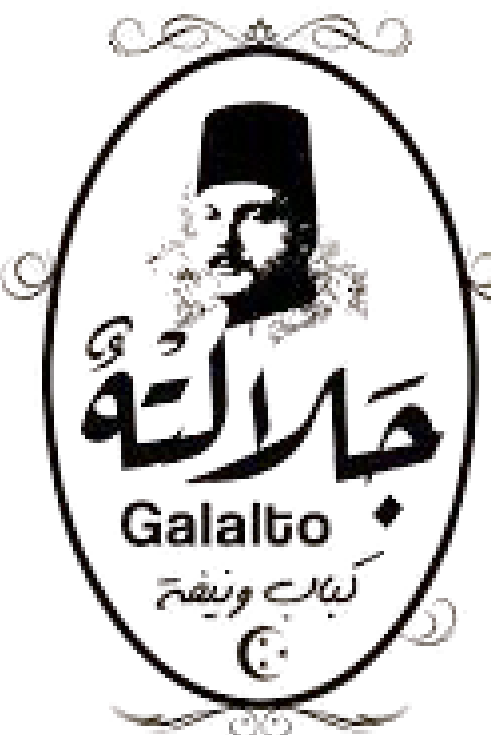


# Our Strategic Partners





# Our Collaborating Entities







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