



Introduction

Welcome to the second issue of the Umayyad Project Newsletter!

The purpose of this Newsletter is to provide information and updates for the Umayyad Project.

Umayyad project is co-financed by the multilateral cross-border cooperation programme ENPI CBC MED funded by the European Union.

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended),

Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbcmc.eu).

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

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Second Project meeting in Tunis



The second meeting of Umayyad project was held December 2-3 in Tunis City (Tunis) and hosted by Italo-Tunisian Chamber of Commerce and Industry and Association "Mediterranean Liaisons" with the participation of all the project partners.

During day one, the main topics were the implementation and progress of the project. The partners discussed the achievements of ongoing activities, including the progress of communication activities, financial issues, analysis of the cultural routes proposed by each partner, benchmarking and good practices for enhancing the promotion of cultural tourism. The next activities to be carried out were also discussed.

During day two, the project was presented to local stakeholders and political representatives as well as Tunisian professionals in the field of cultural tourism as "Tunisia for All", representing their initiatives with which the project could create synergies at a large stage and recommendations on cultural tourism. The meeting had the support of the Embassy of Spain with the assistance of Mr. Antonio Cosano,

Ambassador of Spain to Tunisia. Thus, there was also representation of the Portuguese Embassy and Tunisian civil society.



Lebanon's Jbeil named "best Arab tourist city"



The ancient city of Byblos, partner of the Umayyad project, was selected as this year's best tourism destination by the United Nations World Tourism Organization and the Academy for Excellence Awards in the Arab World.

In addition to being named "Best Arab Tourist City in 2013", the Lebanese city of Jbeil, also known as Byblos, has won an order of merit from the Tatweej Academy for Excellence Awards.

In a statement announcing the award, the academy also praised the role of Jbeil's municipality in "the development of the 'City of the Alphabet' and preserving the heritage and touristic character of this ancient city".

Byblos, listed as a World Heritage Site in 1984, is the oldest continuously-inhabited city in the world. Located 37 kilometers north of Beirut, the city, a fishing village in the 6th millennium BC, evolved into a major city in the 4th century BC. It was famous in antiquity for the Phoenician alphabet, shipbuilding using cedar wood and pottery.

In modern times, Jbeil has become a key tourist destination in Lebanon, for in addition to its old port and market, it is rich in archaeological sites. These include a Roman theatre, a sea fort, a Persian fort and a Crusader castle, in addition to its archaeological museums.

Umayyad capitalization in Egypt

On the 15th of September, 8 ENPI CBC projects were presented to the new Egyptian government by its partners. The chairman of the Federation of Egyptian Chambers of Commerce, partner of Umayyad project, Ahmed El-Wakil, announced the launch of eight new regional projects funded by the European Union.

According to the statement, the head of the Federation of Egyptian Industries, Mohamed El-Sweidy, explained in the conference that launched these projects that the aim is to support the food industry, tourism, textiles, solar energy and the environment, as well as the construction and modernization of schools. He

added that these projects gather 76 partners from the chambers of commerce of Spain, France, Italy, Greece and Portugal to exchange experiences and develop partnerships.



At the conference, our partner, Ahmed El-Wakil, spoke about the Umayyad Project in the presence of European Council president Von Rompuy, EU ambassador Moran, Ministry of Foreign Affairs, and heads of business federations.

ArcheoMed, other initiative of interest within ENPI CBC MED Programme

Title

Cultural and Archeological heritage in the Mediterranean Basin

Project in brief

To fully exploit the potential offered by the Mediterranean heritage, enhance the management of cultural sites and valorize underrated resources, ArcheoMed focuses on the devolvement of an integrated regional policy, building on the concept of a “Mediterranean Cultural District”, with a view of promoting shared ideas and initiatives based on a single communication and marketing strategy.

Specific Objective

Valorization of the cultural resources of the Mediterranean heritage through the creation of an interactive network for the integrated management of underrated archaeological and artistic sites, finalized at the revitalization of the artistic and cultural heritage and economic-related activities of the territories.

Final Beneficiaries

- Local and national authorities responsible for the management of cultural heritage
- Tourism management bodies
- Tourists and local communities