



AUGUST 26TH, 2023



CEHA

Canadian Egyptian Heritage Association



Who are we?

CEHA is a non-profit organization aiming at increasing the Canadian society's awareness of Egyptian culture and highlighting the Egyptian community's role in modern Canada.

Our Mission

- Establish and increase awareness of the Egyptian culture among Canadians
- Highlight the Egyptian community contribution in modern Canada
- To bring 50K+ visitors into the celebration square for the Egyptian Festival



Our Board

A well established diverse group of Egyptian immigrants that share the love for both Canada and Egypt.



Pharmacist
Magdy Nashaat

President



Dr. Hany
Shenouda

Vice President



Mr. Albert Fahmy

Public Relations
Coordinator &
CFO



Pharmacist
Magdy Yashoo

Board Member
Director



Dr. Mohyi Shaker

Board Member
Director

Exploring Our Story

2019



CEHA came to birth in 2019 as a result of Bill 106 which was introduced by Member of Provincial Parliament for Mississauga Erin Mills, Sheref Sabawy, to declare the month of July of every year as month to celebrate the Egyptian Heritage in Ontario.



Sheref Sabawy is the first elected official of Egyptian origins to be elected in Canadian History.



We established CEHA to be the first and cornerstone association for Egyptian Heritage awareness in Canada.



The first Egyptian Festival in Celebration square in 2021

Member of Provincial Parliament
Sheref Sabawy



Our Goals



Raising awareness of the
Canadian - Egyptian
contribution to Canada



Musical concerts and
forums, Theatre Plays,
Operetta and Movies



Joint educational and
cultural events with
Canadian and Egyptian
academia and schools.





The first of our successes

- Held Egypt's first Flag raising at Queen's Park in Canadian History for 5 years in a row
- In July 2021, The CN Tower in Toronto was light up for Egypt's National Day with the Colors of the Egyptian Flag
- Hosted a total of 5 successful festivals

Our Mission

ESTABLISHING
THE EGYPTIAN FESTIVAL





The First Egyptian Festival at the square-2022

With only 2 weeks to prepare we were able to:

- Established the Egyptian Festival in Celebration Square in Mississauga with 10k+ attendees.
- Sponsored an Open House Weekend for the Egyptian Museum in Mississauga.
- Through this experience we were able to truly get a sense of how to best use the square



Our Largest Achievement



The Largest Egyptian Festival in North America

Exceeded all expectations

Targets set for 2023

Based on the activities and feedback recieved. We are expecting to have the following



100 Vendors



35k+ Visitors



50,000+ Meals



250K Social Media
Engagement

ALL Targets Reached

and exceeded



75 Vendors



55k+ Visitors



150,000+ Meals



750K Social Media
Engagement

NEWS

Egyptian festival in Mississauga will bring dances, live music and this weekend

Presented by the Canadian Heritage Association, the festival will be featuring international and from Egypt, Canada and the U.S.

By Qiam Noori Mississauga News
Thursday, August 24, 2023 | 1 min to read
Article was updated Aug 24, 2023



Sauga Arts HUB

MISSISSAUGA NEWS: EGYPTIAN FESTIVAL IN MISSISSAUGA WILL BRING DANCES, LIVE MUSIC AND MORE THIS WEEKEND

Posted by Martys HUB | Aug 24, 2023 | Festivals | 0 | ★★★★★

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SEARCH ...

NEW ON THE HUB

MUSIC CREATION PROJECTS IS NOW OPEN FOR APPLICATIONS
ONTARIO ARTS COUNCIL
February 6, 2024
APPLY NOW TO BE AN

الوطن

ونشرت **مروة ناجي** مجموعة صور من الحفل، وعلقنا بكندا، ألف حمد وألف شكر ليك يارب..

agyofficial View profile
wers

مروة ناجي تروّج لحفلها في كندا

وروّجت المطربة مروة ناجي منذ أيام عبر حسابها بـ «إنستجرام» لحفلها الغنائي في كندا، قائلة: «سعيد بكندا، وبتشرف بتمثيل بلدي مصر، وسعيدة إنني هـذا التراث المصري في أمريكا الشمالية، والذي تنظمه هسنتنى كل الجالية المصرية والعربية ننسب ونغني

ANDREW
FESTIVAL DIRECTOR

It is important to be all of us together to show the culture and showcase how big

City News

Egyptian culture on full display in Mississauga

MISSISSAUGA CHANGE CITY

Largest Egyptian festival in Canada on this month in Mississauga

ثقافة وفن

عمر كمال يرفع علم مصر بحفله بكندا والجمهور يردد "يا حبيبتى يا مصر"

الأحد 27/أغسطس/2023 - 03:06 م
راندا جمعة

البوابة

رئيس مجلس الإدارة والتحرير
عبدالرحيم على

الأخبار تقارير وتحقيقات تليفزيون البوابة البوابة سيورت محافظات حوادث وقضايا بوابة البر

الرئيسية / البوابة ستار

البوابة ستار

بالصور.. مروة ناجي تتألق بحفلها في كندا وسط حضور كبير للجاليات العربية

ريهام وجدى الخميس 31/أغسطس/2023 - 12:26 ص



Discover
Egypt

EGYPTIAN FESTIVAL
CEHA
2024





VIDEO IN PROGRESS

AUGUST 26TH, 2023

Targets for 2024

Based on the activities and feedback recieved. We are expecting to have the following



100 Vendors



100,000k+ Visitors



250,000+ Meals



2 Million Social
Media Engagement




Why Celebration Square

Infrastructure

Capacity

Location

Familiarity

An aerial, high-angle photograph of a large outdoor event at night. The scene is filled with a dense crowd of people. Numerous white pop-up tents are scattered across the area, some illuminated from within. In the background, a large, multi-story building with many windows is visible, some of which are lit up. The overall atmosphere is vibrant and festive.

In the heart of Celebration Square, hosting Egypt's cultural magic for the third time – because without the vibrancy of Egyptian culture, our celebrations would be a desert without its treasures.



***Thank you for
listening!
Questions!***