

The Egyptian Coptic Festival
Organizing Committee
Deputation



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FESTIVAL

- Festival Background
- Challenges
- Hopes for the Future



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Festival Background

- Started 2018, was the very first festival of its kind to showcase Pharaonic, Coptic and modern Egyptian arts and culture in Mississauga Celebration Square.
- The Egyptian Coptic Festival was established with a vision to showcase Egypt's unique culture through integration within the diverse Canadian fabric. Since its inception, the festival's organizing committee has been keen to come up with an annual theme that would ensure an enhanced visitor' experience.



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MISSISSAUGA
CELEBRATION
SQUARE
13
July
FREE PARKING
FREE ADMISSION



Challenges

- Competing festival started in 2022.
- Two competing festivals in 2024.
- Confusion with attendees, sponsors and vendors.
- Limited resources for competing festivals.
- Misleading advertising and false promises.



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Hopes for the Future

- In case of competing festivals, priority to be given by seniority. This will open more dates for other hopeful new festivals.
- Policy amendment so that decisions in competing festival applications are to be agreed upon by a committee not the sole discretion of the Commissioner to avoid pressure.
- Complete evaluation pre, during and post festival including compliance, performance, social media, economic and tourism impact etc.
- Feedback from attendees, sponsors and sponsors regarding attractions, organizers' commitment, ROI for businesses.
- Payment method.



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