



For the third consecutive year, the Administrative Control Authority participates in the Cairo International Book Fair

Editorial Board

As part of its awareness-raising role to educate the public about the dangers of corruption and to encourage citizens to participate in efforts to prevent and combat it, while promoting values of integrity and transparency, the Administrative Control Authority participated in the 55th edition of the Cairo International Book Fair 2024, held under the slogan "We Create Knowledge... We Preserve the Word."

During the opening of the fair by Prime Minister Dr. Mostafa Madbouly, he visited the Administrative Control Authority's pavilion and listened to an explanation about the pavilion's sections, available publications for visitors, and the events organized by the Egyptian Anti-Corruption Academy, which is affiliated with the Administrative Control Authority, on the occasion of their participation in the fair.

The pavilion featured a display of the activities of the Egyptian Anti-Corruption Academy and its training programs, including an explanation of the registration process.



Additionally, it provided publications of various scientific theses and research related to the field of the Authority's work.

The pavilion attracted several prominent visitors, including Public Prosecutor Counselor Mohamed Shoukry, UAE Ambassador Ms. Mariam Al Kaabi, the Venezuelan Minister of Culture accompanied by the Egyptian Minister of Culture, USAID Mission Director in Egypt Mr. Sean Jones, and Director of the Regional Office of the Library of Congress in Cairo, Mr. Rastin Zarkar.

The pavilion saw visits from numerous young people and students from various Egyptian universities. It also welcomed groups of children and youth in collaboration with officials and specialists from the General Authority for Cultural Palaces, where key concepts related to ideals, ethics, and public decorum were introduced and explained.

Using Social Marketing to Combat Corruption: A Seminar by the Administrative Control Authority at the Book Fair"

The Administrative Control Authority held its second seminar at the 55th Cairo International Book Fair, titled "Using Social Marketing to Combat Corruption." The seminar featured Dr. Sami Abdel Aziz, former Dean of the Faculty of Mass Communication at Cairo University, and Mr. Khaled El-Barmawy, an expert in information technology and social media campaign management. The seminar was moderated by Major General Dr. Mohamed Salama, Director of the National Anti-Corruption Academy.

The seminar included a presentation of the media campaigns produced by the Administrative Control Authority from 2014 to the present, in line with the objectives of the National Anti-Corruption Strategy.

"Partners in Protecting the Nation's Interests"

This is the slogan of the media campaigns by the Administrative Control Authority, emphasizing that combating corruption is the responsibility of every member of society.

The seminar witnessed a large turnout and interaction from all segments of society, especially university students.

As part of the Administrative Control Authority's efforts to promote a societal culture that encourages the prevention and combating of corruption, raises awareness of integrity and transparency concepts, and enhances the value, excellence, and quality of work across various fields, the academy held two cultural seminars at the Cairo International Book Fair

The Egyptian Anti-Corruption Academy held a seminar titled "Excellence in Action," featuring Dr. Marwa El-Hefnawy, an expert in 5G communications and artificial intelligence, Mr. Abanoub Gamal, an entrepreneur and founder of a company specializing in extracting oils and active ingredients from aromatic and food plants, and Mr. Ahmed El-Gendy, an Olympic champion in modern pentathlon. They shared their success stories and achievements in technology, business, and sports with the attendees of the book fair.

The session was moderated by journalist Osama Kamal, who engaged the guests in discussions about the key milestones in their paths to excellence and success, the challenges they faced, and how they overcame them.

