

Book Fair 2003

The Bible Society of Egypt sold more than 600,000 Scriptures during the Cairo International Book Fair 2003. Sales were the same as in 2002, despite the prospect of war in Iraq and the weakening of the economy. Attendance at the fair was lower than in previous years, but Bible Society staff had many meaningful encounters with visitors. The Book Fair is the greatest single opportunity of the year to distribute Scriptures.

Coptic Chant

The Bible Society of Egypt strives to reach the many different people groups of Egypt in the language they can understand, and has presented the Word of God in many different forms. The Coptic Orthodox of Egypt numbers 6-7 million and account for an estimated 93% of Egypt's Christians. In 2003, the Bible Society produced audiocassettes in the Coptic Chant style, for the first time. With the text of Mark and Luke read directly from the scriptures by a well-known deacon, this is a very appealing product for the largest proportion of the Christian minority in Egypt. This cassette has also proved ideal for use with the Bible Society's post-literacy program. The chant is done in a very slow and clear manner, making it easy for new readers to follow along in their own Bible!

Promoting the Bible

This is a time of unparalleled visibility through the media. The Bible Society of Egypt continues to provide that which the church is unable to, by raising public awareness and making the Bible a familiar sight and product through billboards, TV, and newspaper ads. In 2003, new billboards were placed at the entrance to 2 cities in Upper Egypt. During the Book Fair time, advertisements were placed on TV and in the Newspapers. Again in November, an ad for the Coptic Chant cassette was placed in a leading newspaper.

In seeking out new avenues and creative ways to inform the public about the Scriptures, televised commercials were placed in the underground metro system. Every hour, for 16 hours a day, 4 different advertisements are shown at 16 different metro stops!

Another exciting and innovative way that the Bible has been advanced was the placing of an ad in the menu of the best-known inter-city bus company. Now, as you decide whether to have some orange juice or coffee, you are given the opportunity to make an order for God's Word (With free home delivery!) Praise God for such opportunities to raise unprecedented awareness of God's Word.

Marketing the Bible

Temporary Outlets in crowded public places, is how we are making God's Word available to people who would not otherwise have access to the Scriptures. In 2003, we were able to place Bible products in the selling stands of a very popular magazine, which has stands in the underground metro system, and the railway stations, and the very popular Carrefour mall. Outlets were opened in another mall, in very busy summer resort areas, and several different sporting clubs. We were also able to offer our Bible products at an exhibition in Morocco, under the banner, "Made in Egypt!"

Our new Bookshop in Bany Swaif was opened in 2003, as well as the moving of our Mansoura Bookshop to a new and more strategic location.

Caring for the Neglected

One project for 2003 was to provide a 75% discount for all Church projects, Centers and Classes ministering to the Disabled. Discount applied to all products which serve this target group, especially, Bible cassettes and videos, Children's Bibles, and Braille Bibles.

Another project was to aid and enable those who are doing Prison Ministry. Prisoners and their families receive Bible products for free.

Year of the Bible 2004

Also taking much of our efforts and energy in 2003, were preparations for the Year of the Bible 2004! Meetings were held with other partners, a LOGO unique to Egypt was designed, activities organized, new products prepared, and much advertisement made in gearing up for this special year.

New Bible House

In October 2003, a dream came true as we moved into a consolidated Bible House in a large suburb of Cairo. This excellent facility is functional and versatile, providing needed proximity and promoting group spirit. We look forward to the addition of an attractive Bookshop on the ground floor to serve the area of Heliopolis, a populace of four to five million!

The first floor has been reserved for future project, "Bible World!" A contemporary and creative Bible Experience for school-aged children will build understanding and confidence in the historicity and reliability of the Biblical text. An Arabic Bible Research Center and a small Bible Museum will also provide resources and opportunity for further study.

Praise God for this wonderful gift. "Thank You!" to all of you who have partnered with us in prayer and giving, as we work together to encourage and enable the Egyptian church in her Bible Mission.