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ABU DHABI AVIATION

Press Release

## STRATEGIC COLLABORATION BETWEEN EL GOUNA FILM FESTIVAL, AIR TAXI EGYPT AND INVISIBLE MEDIA HOUSE

El Gouna, Egypt – October 14, 2025

In a move that reflects the depth of cooperation between the Arab Republic of Egypt and the United Arab Emirates, El Gouna Film Festival (GFF) is pleased to announce a new and fruitful strategic partnership with Air Taxi Egypt a project established through collaboration between the Egyptian Air Force and Abu Dhabi Aviation, one of the region's leading aviation companies.

TCM, the advisory arm of Prime Egypt, joins the partnership with Abu Dhabi Aviation within the framework of the project, alongside Invisible Media House, the initiative's creative and marketing partner.

Under this collaboration, Air Taxi Egypt will serve as a domestic air transport provider during the 8th edition of El Gouna Film Festival (GFF), taking place from October 16 to 24, 2025. The company will transport guests, official invitees, participating artists and Arab photographers and influencers, between Cairo and El Gouna, ensuring the highest standards of professionalism, punctuality, safety, and comfort.

Mr. Mahmood Alhay Alhameli, Chief Executive Officer of Abu Dhabi Aviation Group of Companies, stated: "We are proud to be part of this prestigious cultural and artistic event that merges creativity with a forward-looking vision. Our partnership with the El Gouna Film Festival (GFF) comes in parallel with the launch of Air Taxi Egypt, a pioneering step toward introducing advanced and sustainable air mobility to the region, showcasing the convergence of art and technology in a refined, progressive manner. The Air Taxi Egypt project is not merely a means of transportation but a futuristic vision for smart urban mobility, aiming to introduce local and international communities to the latest aerial transport solutions developed by our group. It underscores the role of such innovations in serving societies, enhancing quality of life, and supporting major cultural and artistic events that reflect the region's bright and civilized image."

Eng. Tamer Wagih, Chairman of TCM, stated: "This collaboration marks a significant milestone in strengthening the integration between the aviation industry and the worlds of arts and events through the El Gouna Film Festival (GFF) (one of Egypt's most powerful soft diplomacy platforms that promotes the country's cultural image globally). The partnership coincides with the launch of Air Taxi Egypt in Egypt, similar to advanced models implemented in leading global cities, reflecting a shared vision to deliver an elevated and innovative air transport experience. It also highlights the spirit of collaboration between Egypt and the UAE in the fields of development and innovation."

Mr. Ahmed Yassin, representing Invisible Media House, expressed his pride in taking part in this collaboration, emphasizing that the partnership with Air Taxi Egypt and GFF aligns with the company's vision of strengthening creative media presence and connecting brand image with the

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premium services offered to festival guests. This collaboration enhances Egypt's regional standing as a hub for art, innovation, and excellence."

Mr. Amr Mansi, Executive Director and Co-Founder of El Gouna Film Festival (GFF, stated: "We are delighted to partner with Air Taxi Egypt and Invisible Media House. This collaboration is a significant enhancement for El Gouna Film Festival, reinforcing the reputation of El Gouna and Egypt as premier cultural, touristic, and economic destinations in the region. It embodies our ongoing commitment to elevating the guest experience for guests, artists, and creators from around the world, while strongly underscoring Egypt's positive global image as a centre for creativity, art, and progress.

This partnership stands as a pioneering model of integration between the aviation and creative industries, reaffirming that cooperation between Egypt and the UAE extends beyond economics to encompass art, innovation, and future-making.

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