

*From the Middle Kingdom to the Middle East: Six Reasons Why Chinese Travelers Are Exploring MENA*

## **6. China is Courting Regional Powers**

Chinese travel to the Middle East doesn't only benefit the destination countries; the Chinese government is encouraging greater people-to-people engagement with the region to boost economic ties. Efforts to boost tourism and travel to Egypt – and other economically promising partners in the region – complement the broader engagement strategy.

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