



Digital Egypt Strategy for Offshoring Industry 2022-2026: Egypt's IT offshoring and business services sector sees strong growth momentum with 29 new agreements ITIDA inked with tech MNCs

Egypt's Offshore Sector Strategy 2022-2026, kicked off by ITIDA earlier in 2022, aims to double export revenue for Egypt by digitally enabled offshoring services, offer sustainable employment opportunities, and create a recognizable brand name for Egypt in new and emerging digital services and technologies. The Agency's efforts yielded significant results in this respect. Entering the country for the first time are **Capgemini, Evolve, Nortal, PwC, Tech Mahindra, and Trimetis**. While the leading companies who are expanding their current business include **Advansys ESC, Amazon, ATOS, IBM Egypt, Microsoft, Majid Al Futtaim Global Solutions, Majorel, MEAPAL, Concentrix, MicroWise Tech-**

nology, CrossWorkers, Dell Technologies, Pepsico, Expleo, SEITECH Solutions, Honeywell, Sitel Group, Sutherland, Webhelp, SYS Misr for Information Technology Services, Pixelogic, Valeo, and Vodafone Intelligent Solutions (VOIS). These agreements inked with **29 MNCs** create **34,000 new jobs** intended for exports through **35 global delivery centers** with export value worth **USD 1 billion** per annum. Newly created jobs spread across different export sectors, including **21,000** in the **Business Process Services** sector (Contact Centers and Shared Services Centers), **10,500** in the **IT Services** sector, and **3,000** in the **Engineering, Research & Development (ER&D)** sector.

Innovation: ITIDA Partners with International Player to Amplify Egypt Startup Ecosystem



500 Global, one of the world's most active venture capital firms, is partnering with the IT Industry Development Agency (ITIDA) to bring a range of programs to Cairo with the strategic aim of boosting the country's growing startup ecosystem. 500 Global will open an office in **Creativa Innovation Hub**, Giza, Egypt, to be its first ever on the African continent. Over three years, 500 Global will deploy three separate programs that will support nearly **200 startups** and around **60 accelerator managers** thanks to its team of expert program managers, investors, and mentors.

Chairperson: ITIDA Welcomes a New CEO

Ahmed Elzahr is now ITIDA's Acting CEO and Assistant Minister for CIT Ecosystems Development. **Elzahr** comes with over 27 years of experience in the IT industry across different countries, including Egypt, UAE, Kenya and Algeria, within different domains as IT services, go-to-market strategies, leadership and business development.

Elzahr spent most of his professional career at **IBM**, where he held several executive positions and leadership roles. His position there was the VP of IBM Cybersecurity Business for the Middle East and Africa, in Dubai, delivering strategic Cybersecurity Solutions for the clients across the region.

Previously, Ahmed served as Director of Sales for Central, East and West Africa, in Nairobi, Kenya, where he handled the overall go-to-market strategy for the region. Ahmed holds a B.Sc. in Electrical Engineering, Communications and Electronics, from Ain Shams University.



What Our Partners Say

"PwC is proud to have found a home for its technology and innovation capability in Egypt, a country that welcomes international partners and whose environment supports long-term investment decisions. We see our investment here as strategic and long term. Egypt's Technology and Innovation Center introduces a community of solvers who collaborate to evolve technology enabled services that reimagine the future of businesses and leverage leading practices. With the presence of highly skilled talent in the technology space in Egypt and PwC's industry expertise, the Center will allow us to serve our clients in key areas such as SAP, Salesforce, MS, Cloud, Data Analytics and Cyber Security, in the Egyptian market as well as the Middle East and Europe markets, before our likely expansion into the US space."

David Padwick
Consulting EMEA COO

"Egypt is a source of great talent and technical skills that can boost our service delivery in regional and global markets. It is also a key growth market for us in the MEA region; therefore, the launch of our technology center operations in Cairo marks an exciting milestone for Tech Mahindra. We aim to further strengthen our presence in Egypt with the addition of 1,000 employees within the next three years. We plan to support our Egyptian and global clients who want to operate in Egypt with a wide range of services and technological capabilities."

Ram Ramachandran
Senior Vice President & Head of Middle East and Africa at Tech Mahindra

"We are pleased to partner with the Egyptian government on focused initiatives that support Egypt's digital transformation journey and confirm its competitiveness;" - "Today, we are reconfirming our commitment to the Egyptian ICT industry by expanding our services from Egypt to the rest of the world, as well as creating sustainable employment opportunities for the Egyptian youth through attracting investments to the sector."

Marwa Abbas
General Manager, IBM Egypt

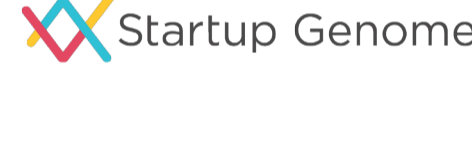
"We are thrilled to partner with ITIDA to bring 500 Global's world-class programs, which have produced eight of our 49 unicorns, and a venture education program tailored for accelerator managers. As long-time investors in the country, we have the utmost confidence in the potential of the Egyptian market and look to be a key enabler of its fast-growing ecosystem."

Courtney Powell
500 Global's Chief Operating Officer and Managing Partner

From Global Reports on Local ICT Industry and Startup Ecosystem

"**A Spotlight on Cairo's Thriving FinTech Ecosystem**": Egypt's government is banking on new digital services to curtail the country's cash culture, which is critical for achieving **Digital Egypt Strategy**. And for that regulations are being redrafted to foster a growth-friendly environment for FinTech startups, particularly those focused on consumer and small-business applications, as well as embedded finance. "**The Global Startup Ecosystem Report 2022 - FinTech Ed**"

by Startup Genome



Second annual **LinkedIn Top Startups** list in Egypt, with 10 Egyptian companies that are rising to the existing challenges and continuing to innovate and garner attention in 2022



Africa Blockchain Report 2022 | prepared by **Africa Blockchain Institute (ABI)** Research Team, a publication of fact finding and evidence-based research on the continental-wide activities of the use of Blockchain, with a focus on four countries: Ghana, Egypt, Rwanda, and Zimbabwe.



ITIDA Sponsors, Organizes, and Supports Local IT Companies' Participation in Global and Local Events

- ITIDA organized its **3rd Virtual Employment Fair** with unlimited opportunities from the largest tech companies, 15 October 2022, Virtual
- ITIDA, with **Digital Economy and Technology General Division (DETGD)**, supported 25 Egyptian startups taking part at **Web Summit**, 1- 4 November 2022, Lisbon, Portugal
- FEDCOC** and **ITIDA IPR Office** organized a workshop on "ITIDA's role, importance of protecting intellectual property rights and methods of legal protection for software companies," 5 October 2022, Alexandria
- ITIDA sponsored, in cooperation with **DETGC**, the participation of 10 startups, **Techne Summit**, Alexandria, 5 - 8 November
- Under Egypt Makes Electronics (EME)**, **ITIDA**, with **GIZ Egypt** and **AHK**, offers a substantial potential for Egyptian electronics innovation to enter new markets, go worldwide, and export - several Egyptian electronics companies presented at the **Electronica trade fair, Munich**, November 15 -18, 2022 to highlight Egypt's expanding electronics industry
- ITIDA, with **Arish University**, organized introductory seminars for North Sinai students about the training programs to be provided to the governorate's residents, within the framework of the Egyptian Chamber of Commerce in Egypt and the University to qualify North Sinai residents for the labor market. [Capacity Building Initiative in North Sinai]
- ITIDA was among the main sponsors of **Career Development Center (CDC) - AmCham Egypt 20th Employment Fair**, December 2-3, AUC's GREEK Campus, Downtown
- ITIDA is a platinum sponsor at **Jobzella's 1st Employment Fair**



Nordic and Dutch Markets Hold Big Opportunities for Egypt's IT Sector

- Söderhub**, a Stockholm-based recruitment, and talent acquisition company, launched operations in Egypt as it builds remote tech teams by connecting Nordic businesses with the diverse Egyptian tech talent pool.
- ITIDA helped 21 Egyptian IT companies join **CBI Export Coaching Program**. The Agency seeks to qualify local companies to export to the European continent and encourages the latter to invest and tap into local talents.

Local Startups Raise Significant Amounts of Money

