



ITIDA and UniMasr.com Cooperate to Increase the Students' Awareness of IT developments

In an effort to reach out to various stakeholders, the Information Technology Industry Development Agency (ITIDA) is cooperating with UniMasr.com, a non-profit online community for Cairo Engineering Faculty. The cooperation aims at informing the students of Cairo University in general and those in the faculty of Engineering in particular of news, services, and initiatives related to the Information Technology industry and how they can participate in such drives.

Cairo, 11 April 2010, The cooperation is a testimony to how ITIDA is aware of the importance of such a significant segment to the overall development of the industry that depends largely on the talent base that Egypt provides. This base is evident in the numbers of Egyptian University students and graduates who ultimately constitute the professional working force of the ICT industry.

Through this cooperation, the student community will be able to know more about the developments of the ICT sector, the programs impacting students and academic staff, and the various initiatives dedicated to this important layer of the society. UniMasr will be a significant partner that will relay these developments and news to its database surpassing 12,000 members. Members of UniMasr will be updated on every single opportunity that ITIDA offers. The opportunity might be summer training, graduation project sponsoring, research funding, small business supporting, competitions, seminars... and many more opportunities from ITIDA's ITAC and TIP programs.

ITIDA encourages similar online communities to come forward and identify themselves for similar partnerships and cooperation aiming at informing the students of all Egyptian universities of how Egypt is fast becoming one of the leading outsourcing destinations.



ITIDA's Information Technology Academic Collaboration (ITAC) aims to promote Industry/Universities collaboration through linking academic research with industry and market needs. These collaborative research programs will bring value to IT companies, universities, researchers and the technology community.

ITAC programs have been designed to link industry research with market needs. This is coupled with opportunities within IT companies for undergraduate, graduate, master students and Ph.D. students, preparing them for the global IT marketplace.

Technology Incubation Program, TIP, is a program that aims to make an impact on new companies using state-of-the-art-technology, and to contribute to economic growth of Egypt by creating sustainable job opportunities and increasing patent recognition. ITIDA hopes that through the Incubation Program it will boost the country's export of information and communication technologies (ICT) products globally and increase Egypt's attractiveness to foreign investors.

The Information Technology Industry Development Agency, ITIDA, is the Egyptian business partner making sure that you get all the help you need. They are primarily concerned with building the capacities of the local IT companies, attracting and servicing multi-national IT companies, and growing a qualified, sustainable, and deployable talent pool. ITIDA adheres to a Public-Private Partnership mode to achieve the goals of the IT industry and create for you a business environment where cooperation is a salient feature.

ITIDA is the executive IT arm of the Ministry of Communications and Information Technology, MCIT, and is located in the heart of a modern business environment at the Smart Village. With local and international outreach, ITIDA plays a fundamental role as a one-stop-shop for foreign direct investors seeking to

enhance their global offering using what Egypt has to offer and the competitive advantages of the country.

On the other hand, UniMasr.com is a non-profit online community powered by unique features to serve students and teaching staff members of Cairo Engineering Faculty. It has unique features because it was founded and still being developed by students, UniTeam, that's why they're completely aware of all students needs.

UniSMS is one of these unique features as it's only available at UniMasr.com giving them the ability to inform classes with urgent & important news. A mobile message (SMS) can be sent to a whole class at the same time to guarantee that all students are informed of the urgent news immediately.

Another unique feature is the dynamic homepage. It makes registered users only see news related to their department and class when they log into the website using their accounts.

UniMasr.com has been always known as a source of innovation and uniqueness. That's why it became the main online community for Cairo Engineering members of students and teaching staff. And the UniTeam is very optimistic about this cooperation as it means moving to a new advanced stage even if it needs more efforts and more resources.

- Ends -



About ITIDA:

The Information Technology Industry Development Agency (ITIDA) is a governmental entity affiliated to Egypt's Ministry of Communications and Information Technology. It is responsible for growing and developing Egypt's position as a leading global outsourcing location by attracting foreign direct investment to the industry and maximizing the exports of IT services and applications.

Located in the heart of the modern business environment at Smart Village, the six hundred acre business park on the outskirts of Cairo, ITIDA is a self sustainable entity that drives the IT industry in Egypt and raises awareness among the Egyptian people of the benefits and use of ICT to advance socio-economic welfare of the whole community.

Contact details:

Ahmed Reda
Media & Communication Manager
Information Technology Industry
Development Agency
T: +202 35 34 51 85
E: areda@itida.gov.eg