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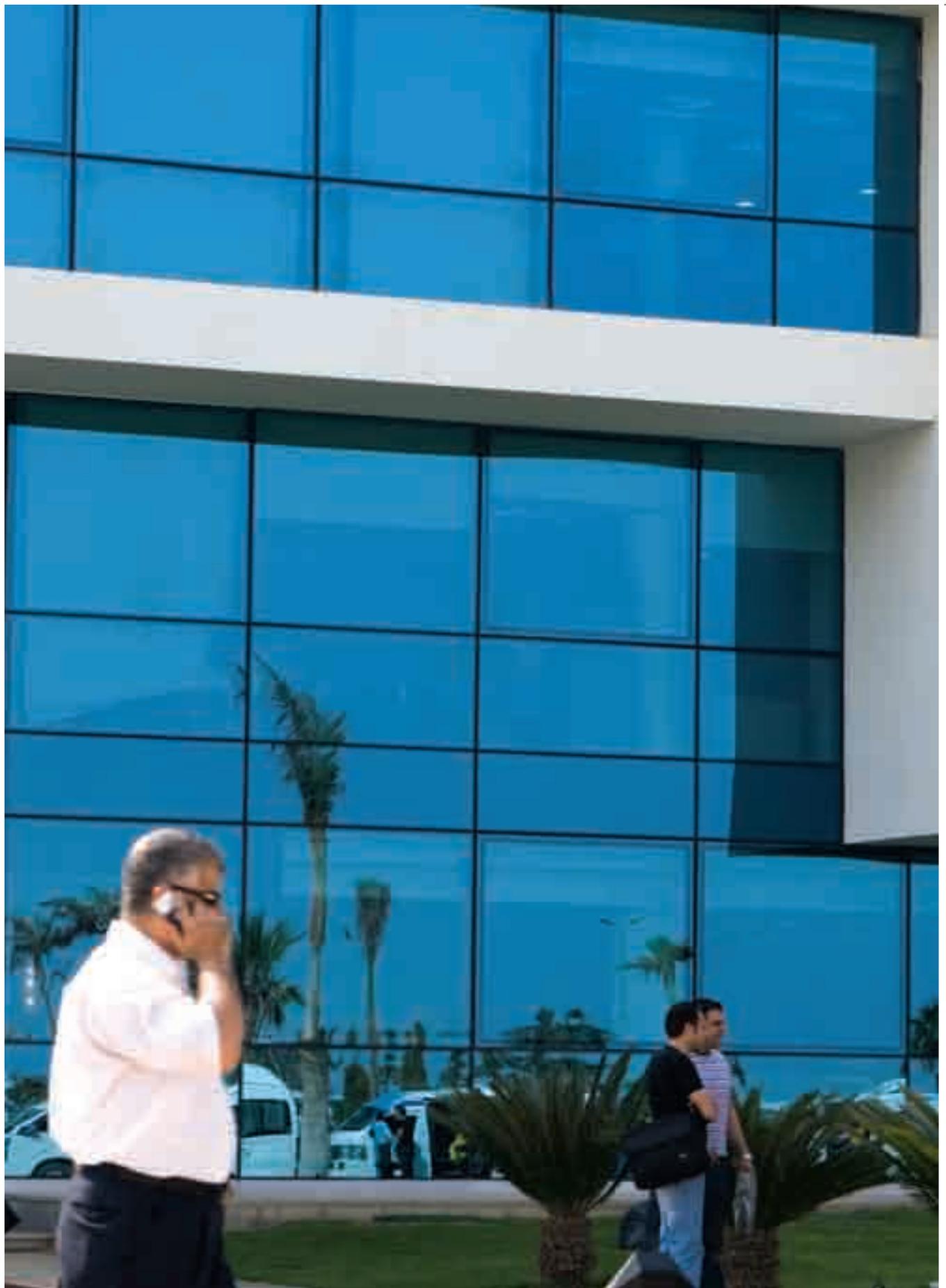


# ITIDA

Here to help you make  
the most of IT in Egypt

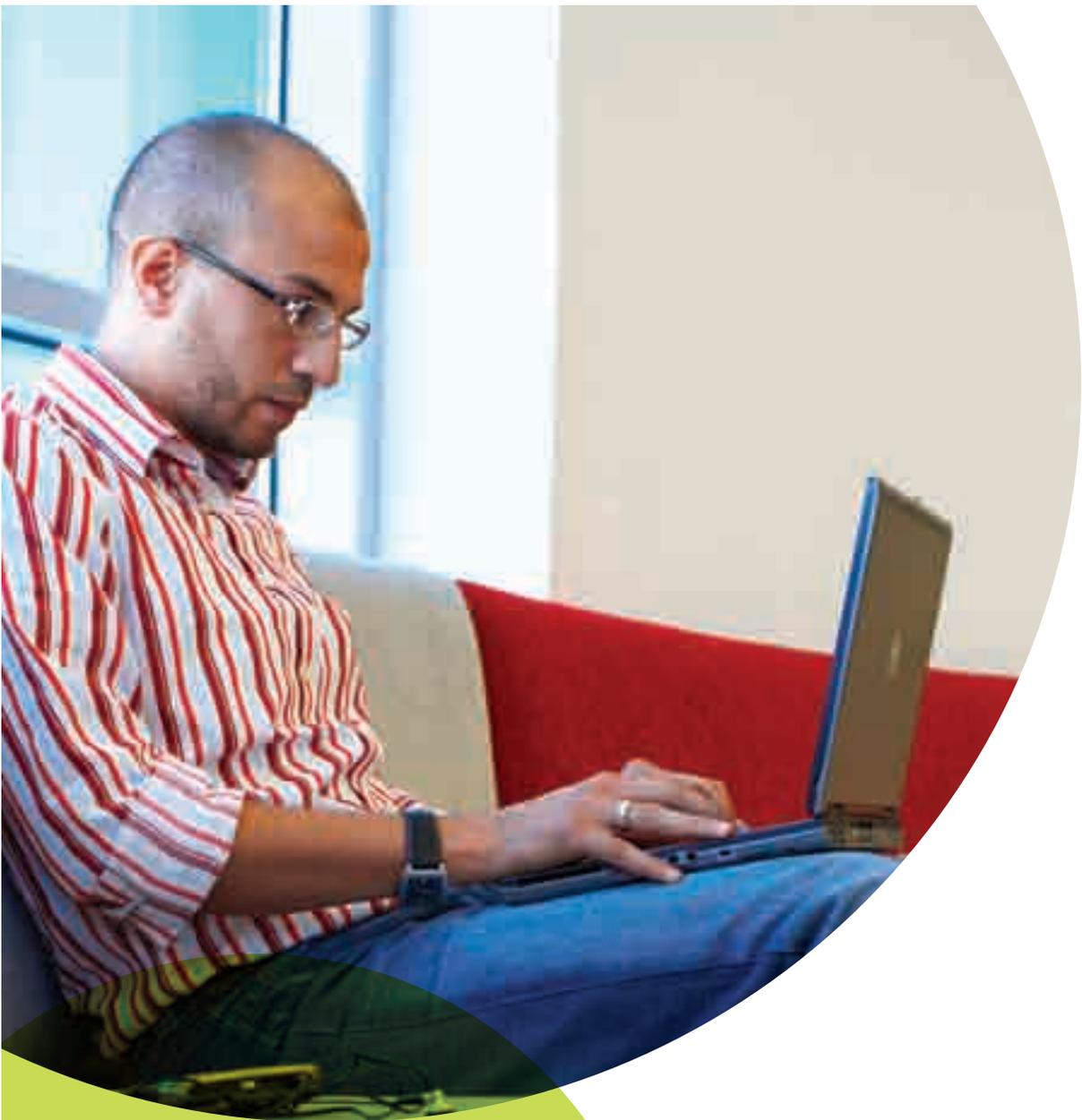


Egypt 



# At the heart of IT in Egypt

In recent years, Egypt's IT industry has enjoyed significant development – growing in size and capability and becoming increasingly recognized around the world, not least for its strengths as an outsourcing destination.



"ITIDA provided SQS with valuable, concrete support in founding our subsidiary in Egypt!"

*Axel Bartram*  
*Managing Executive, SQS Egypt*

One organization is at the heart of this ongoing success story: ITIDA, the Egyptian IT Industry Development Agency.

Founded in 2004, ITIDA is a public-private partnership between the Egyptian Ministry of Communications and Information Technology (MCIT) and the private sector dedicated to developing IT in Egypt.

ITIDA's ambition is to build and champion a world-class IT industry that will play an increasingly important role in Egypt's economic growth. To this end, ITIDA's work is characterized by long-term commitment and substantial ongoing investment to ensure fundamental sustainable improvements.

Entrepreneurial in spirit and collaborative by nature, ITIDA works with public and private bodies, with industry players and associations, universities, and individuals to help the Egyptian IT industry develop as much and as far as possible.

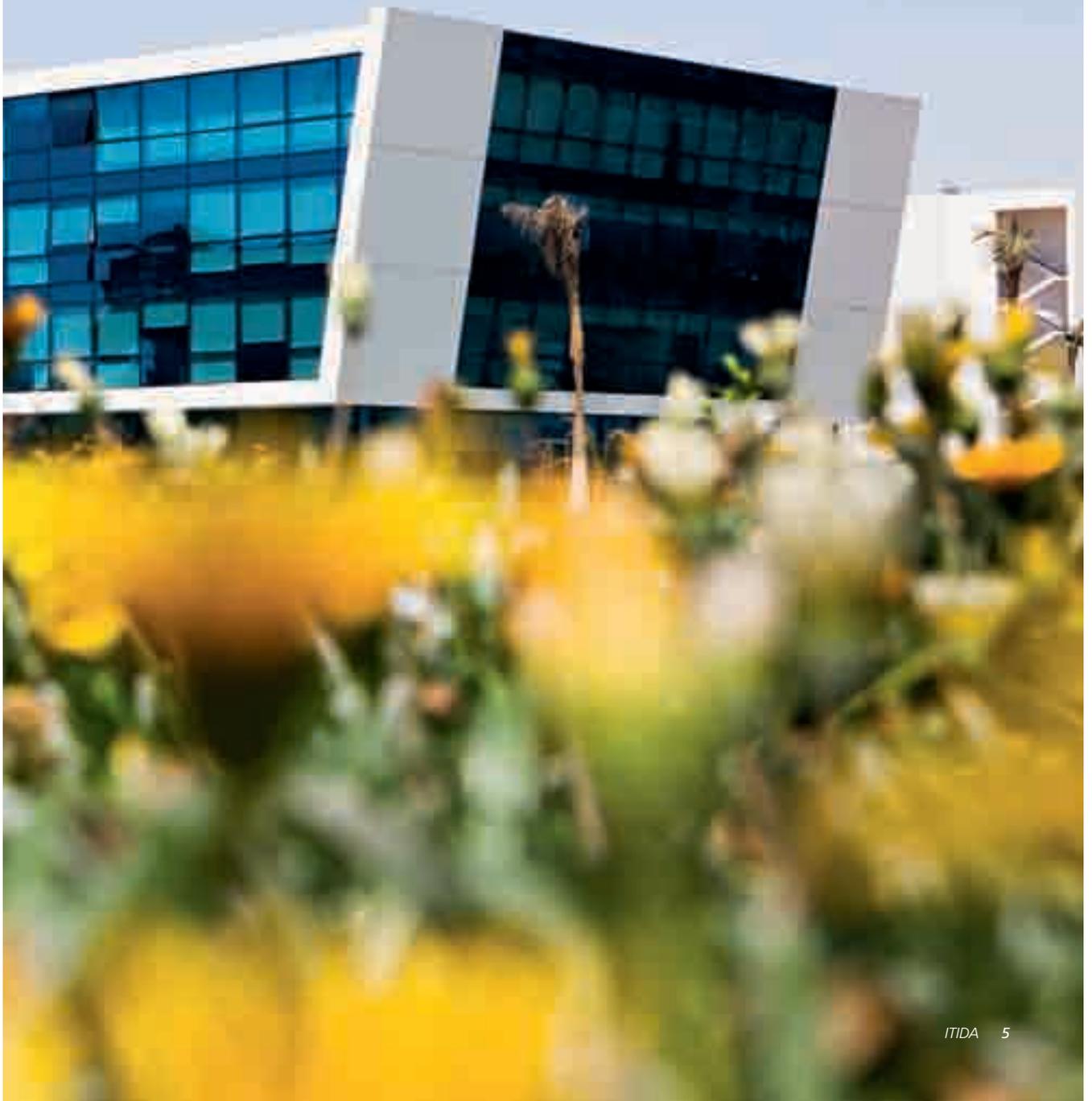
Above all, it is about helping organizations and individuals to work together to make the most of the potential of IT in Egypt.





# Strong foundations

ITIDA plays a key role in helping to strengthen the foundations of Egypt's IT industry: its people, its companies and its infrastructure.



## Focus on how ITIDA is helping to strengthen the foundations of the industry

### Developing people

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A number of programs focus on developing the skills of people – from students thinking of joining the industry to managers already in the industry.

#### Training graduates for BPO

EduEgypt, the Education Development for Universities in Egypt, has been developed specifically to train university graduates in the soft, technical and language skills required for business process outsourcing. It is the result of close collaboration between ITIDA, universities, leading companies involved in BPO training, and multinational clients.

#### Increasing the multilingual talent pool

Launched in partnership with leading language institutes in Egypt, the European Language Program is designed to increase the pool of entry-level BPO and technical support talent with proficiency in French, Spanish, German, and Italian languages.

#### Enhancing middle management skills

The RITI Advanced Management Program (RAMP) aims at providing 240 first-line ICT managers with the managerial skills and knowledge required for professional careers to generate global executives who can lead strategically, responsibly, and ethically. The program is being carried out based on the strategic agreement between the Ministry of Communications and Information Technology (MCIT) and the Regional Information Technology and Software Engineering Center (RITSEC) and implemented by the Regional IT institute (RITI).

### Developing companies

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ITIDA also develops programs to build the capabilities of Egypt's IT companies.

#### Helping local companies compete on the world stage

Developed and delivered in cooperation with an international consortium led by IT services firm Atos Origin, the Grow IT Enterprise Capacity Building Program is designed to increase the international competitiveness of 100 leading Egyptian IT companies. The companies have been selected and they will benefit from consulting services to help them develop comprehensive best practices that will underpin their success in export markets.

## ITIDA helps to develop capabilities and opportunities

### Developing the infrastructure

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From protecting intellectual property rights to supporting international software standards – ITIDA helps to ensure the industry has the necessary infrastructure.

### Helping to promote and protect intellectual property rights

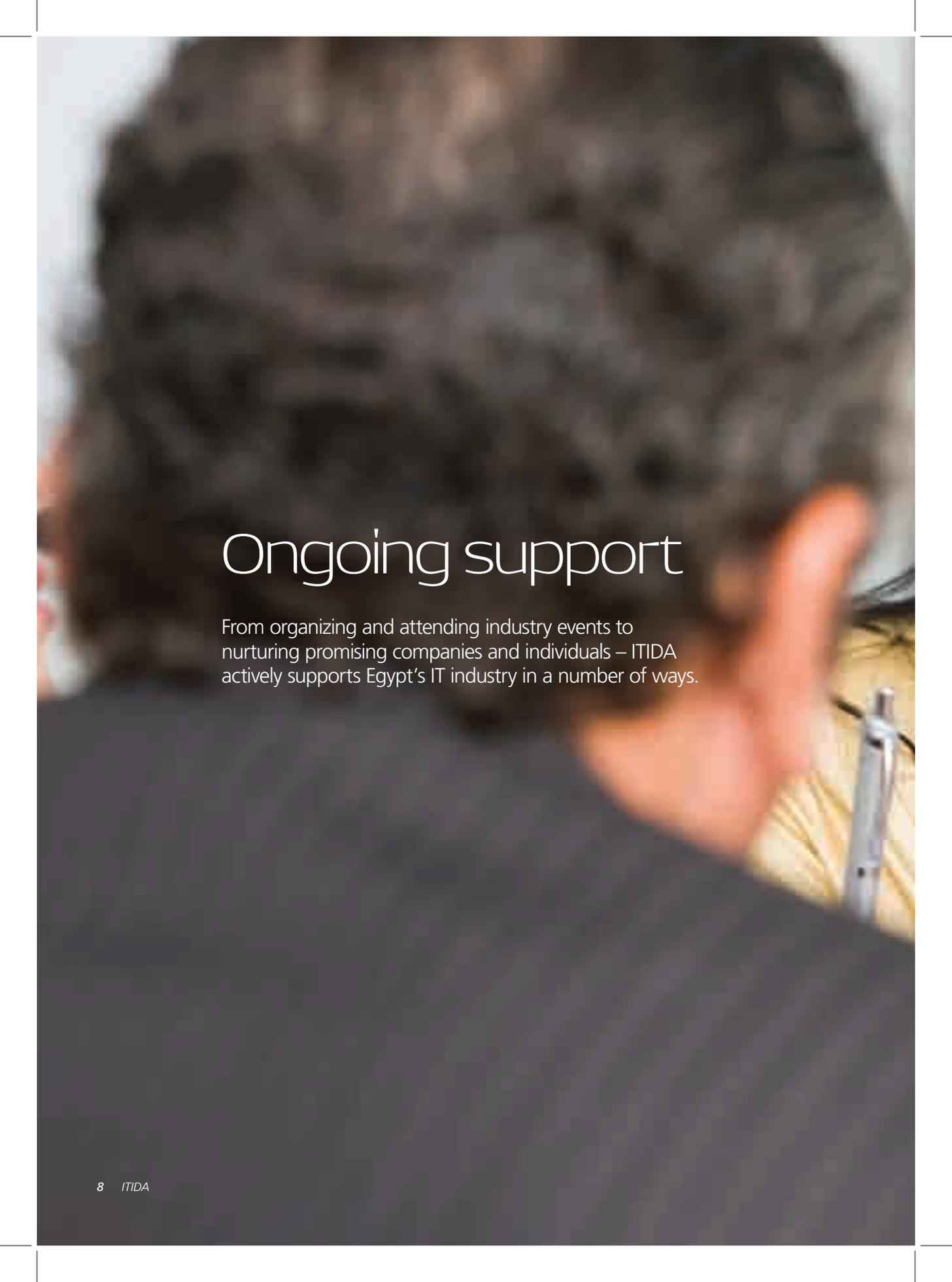
Egypt is committed to protecting intellectual property rights (IPR). Following the introduction of a new Intellectual Property Law in 2002, the Intellectual Property Rights Office was established to reinforce these changes and administer a national copyright system for software and databases. In the 2009 Business Software Alliance (BSA) and IDC Global PC Software Piracy Study, Egypt's piracy rating remained at 59% for the second year, despite overall global levels rising in 2009. In addition, the Office works with national and international organizations to increase awareness and understanding of IPR.

### Facilitating secure online business

Egypt recognizes the importance of being able to do business online securely and confidently. To this end, the e-Signature Law was introduced in 2004 together with the regulatory authority, in ITIDA, responsible for overseeing and facilitating the use of e-signatures. This provides the basis for the security of all IT applications, e-commerce, and e-business in Egypt.

### Supporting the development of a world-class software industry

ITIDA's affiliate SECC, the Software Engineering Competence Center, promotes and supports the development of Egypt's software industry by raising industry standards and professionalism. From adopting international standards to supporting technology transfer, SECC is helping to create a world-class software industry.



# Ongoing support

From organizing and attending industry events to nurturing promising companies and individuals – ITIDA actively supports Egypt's IT industry in a number of ways.



## Focus on how ITIDA is providing support for the industry

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### Promoting the Egyptian IT industry around the world

Through individual initiatives and targeted communications, through partnership building with organizations around the world, through attending industry events such as Gitex and CeBIT – ITIDA promotes the Egyptian IT industry in many different ways, locally and overseas.

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### Helping Egyptian companies increase their exports

ITIDA launched an Export Rebate Program (Export IT) to help Egyptian companies increase their exports from IT products and services.

The program aims to benefit exporting Egyptian IT companies which will get a rebate up to 10% of the value-added on IT-services-software products and services' exports.

The added-value encompasses software products, consultations, training; IT enabled services, software applications, system analysis, etc...

## ITIDA provides wide-ranging support to inward investors

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### Helping Egyptian IT companies succeed in Gulf countries

In line with its ongoing commitment to help boost the exports of local IT firms, ITIDA has launched the Go to GCC Program. Developed in collaboration with IDC, the leading global provider of market intelligence and advisory services, the Program will help Egyptian IT firms export to Gulf countries by providing a platform for partnerships with leading system integrators and channel partners in the region.

### Helping inward investors every step of the way

ITIDA is committed to encouraging the world's ICT companies to come and do business in Egypt. To this end, ITIDA provides help and guidance every step of the way.

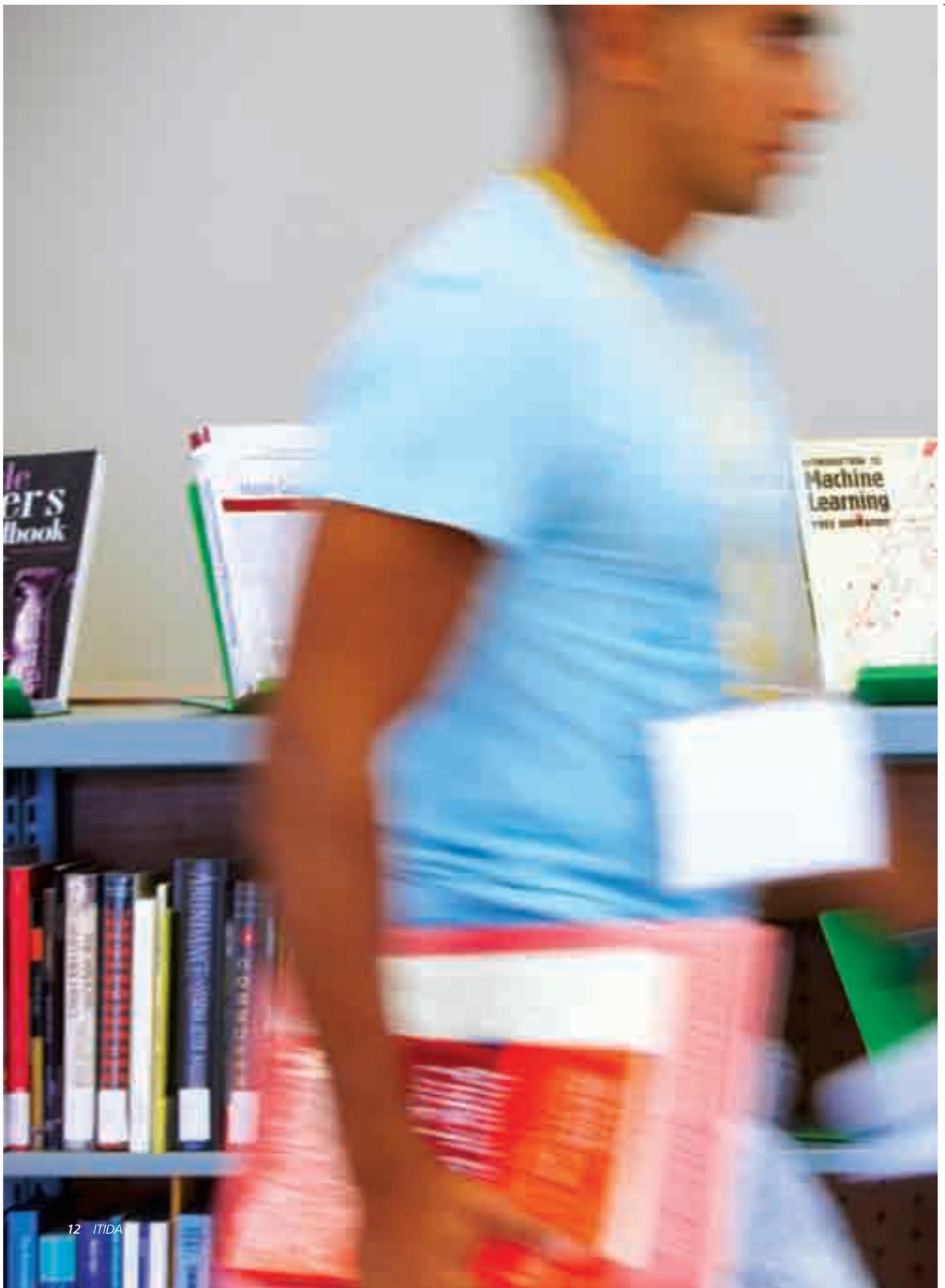
From first thoughts through to setting up and developing a business, from help with incorporation to advice on incentives, work permits, customs clearance, and technical approvals – ITIDA is on hand to provide end-to-end support.

To ensure the process of setting up a business in Egypt is as swift and as trouble-free as possible, ITIDA works closely with GAFI, the General Authority for Investment and Free Zones.

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### Providing incentives and financial support

In line with its commitment to encourage the world's companies to come and make the most of Egypt's IT industry, ITIDA helps overseas investors explore and apply for incentives for the business process and IT outsourcing sector.



# Moving forward

ITIDA helps to keep the industry moving forward, particularly through its ongoing focus on encouraging and supporting research and innovation.



Focus on how ITIDA is helping to move the industry forward

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As with all areas of ITIDA's work, close collaboration is a key factor in helping the industry come up with and capitalize on new ideas, developments, and solutions.

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#### Encouraging collaboration between business and academia

ITAC, ITIDA's Information Technology Academic Collaboration, encourages collaboration between industry and universities. To this end, a number of ITAC programs link academic research with industry and market needs. The aim is for these collaborative research programs to bring value to IT companies, universities, researchers, and the technology community. In addition, ITAC helps create opportunities within IT companies for undergraduate, graduate, masters students, and PhD students, so they can further develop their skills and experience.

ITAC's research and development programs include Product Development Projects, to help turn prototypes into final products; ITIDA Fellowships, which start with an idea and end in a proof-of-concept; and the Patent Filing Program, which aims to encourage, protect, and motivate creativity and innovation.

ITAC's undergraduate programs include Student Graduation Projects, where IT companies provide proposed subjects for graduation projects, based on market needs; and Students Summer Training, which offers students practical on-the-job training during the summer vacation in the largest ICT companies working in Egypt.

## ITIDA invests in innovation

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### Supporting centers of excellence

The Centers of Excellence Program funds applied research carried out by experts from academia and industry. These experts lead teams of researchers who concentrate on producing top quality products and services that have significant social and commercial value. The aim is also for the work to have academic merit and for it to result in patents that put Egypt on the scientific research map.

Currently, the Program supports the Center of Excellence in Data Mining and Computer Modeling. This Center has achieved significant progress in just a few years, focusing on cross-industry data mining, text mining, and data visualization.

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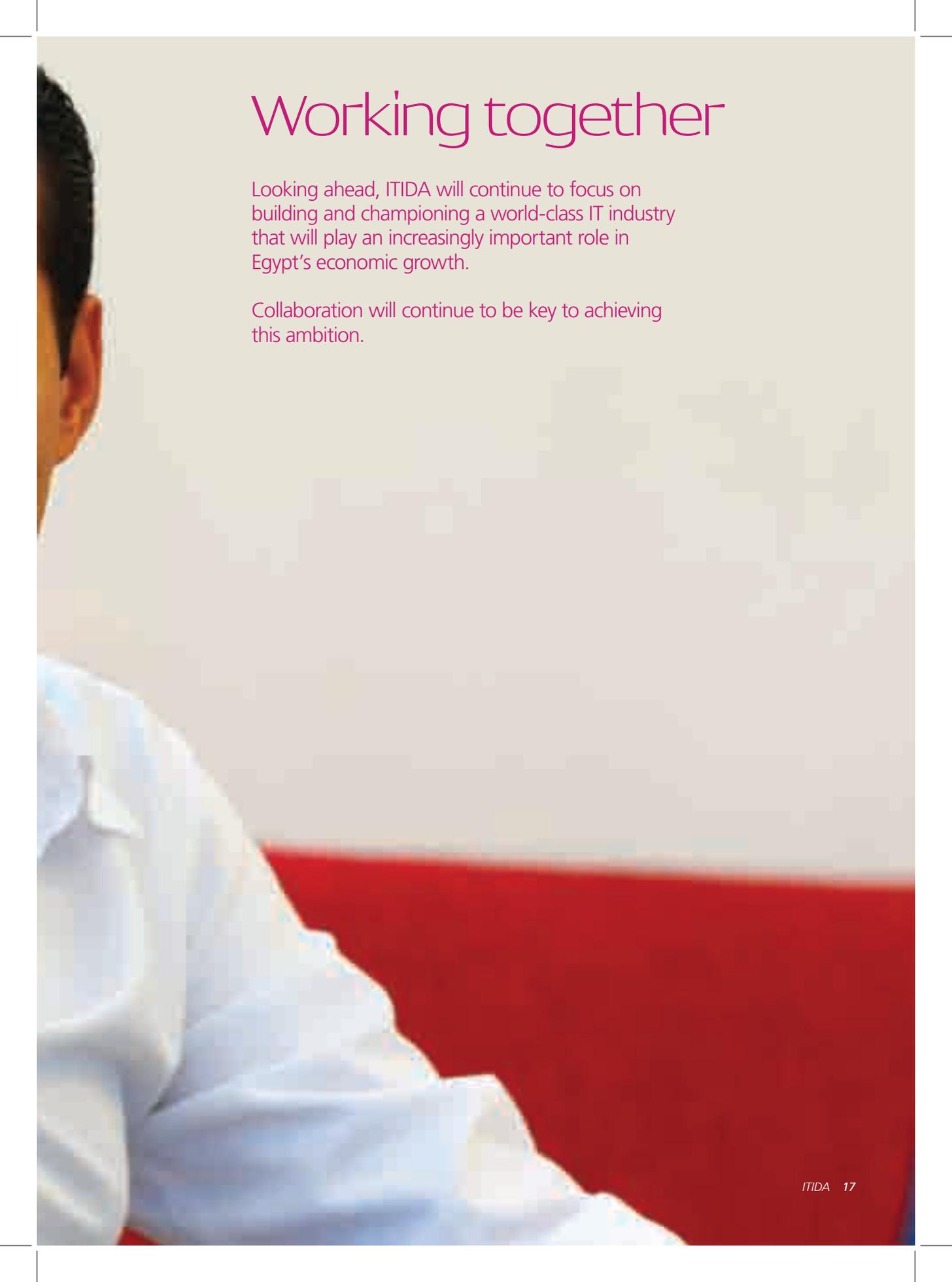
### Working together to research, develop, and deliver nanotechnology

Building on a long history of cooperation, ITIDA and IBM have launched the Egypt-IBM Nanotechnology Research Center. The aim is to create a world-class center of expertise in nanoscience and nanotechnology.

The Center has state-of-the-art facilities and equipment and operates in collaboration with Nile University and Cairo University. It will research, develop, and deliver nanotechnology that will have an impact in a range of fields that are important to Egypt: for example, on solar energy and desalination.

Current areas of focus for research include thin film silicon photovoltaics, energy recovery from concentrated photovoltaics for desalination, and computational modeling and simulation.



A photograph of a person in a white shirt, seen from the side, looking out over a city skyline at sunset. The sky is a mix of orange, yellow, and blue, with the city lights beginning to glow. The person's shoulder and arm are visible in the foreground, and the city skyline is in the background.

# Working together

Looking ahead, ITIDA will continue to focus on building and championing a world-class IT industry that will play an increasingly important role in Egypt's economic growth.

Collaboration will continue to be key to achieving this ambition.



Close collaboration is  
at the heart of ITIDA

From their offices in the state-of-the art Smart Village on the outskirts of Cairo, approximately 270 ITIDA employees are led by Chief Executive Officer Eng. Yasser Elkady. A dedicated board of directors is chaired by H.E. the Minister of Communications and Information Technology, Dr. Tarek Kamel.

ITIDA's employees are committed to working closely with each other, with multinationals, with local companies, with universities – with everyone who has an interest in the development and success of Egypt's IT industry.



# To find out more

If you have any questions or would like to explore how ITIDA could help you make the most of IT in Egypt please contact us:

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