

Press release

ITIDA Sponsors 8 Egyptian Companies in CeBIT Exhibition 2011

Egypt's Information Technology Industry Development Agency (ITIDA) flies to Hanover, Germany, from the 1st to the 5th of March, 2011 to attend CeBIT Exhibition and Conference. ITIDA's participation in the Egyptian pavilion this year, along with 8 Egyptian ICT companies stresses the importance of Egypt's role in ICT worldwide.

According to the CEO of ITIDA, Mr. Yasser El-Kady, several meetings with call centers, local and international outsourcing companies preceded the current participation of the companies to offer them the required support.

On the other hand, El-Kady underlined that a working group for crisis management is responsible for ensuring business continuity under any circumstances and countering the negative impacts resulting from internet interruption.

ITIDA's participation seeks to display Egypt's competitive advantages such as high caliber employees, competitive cost, government support, as well as distinguished geographical location. It also seeks to showcase the success of Egypt's strategy in the ICT sector and its role in the advancement of the IT industry and other related services.

The exhibition is regarded as a good opportunity for the companies to increase their competitiveness, penetrate the international markets, build up trade relationships, promote Egypt as one of the prominent outsourcing destinations. The exhibition enables the companies to display their products and promote their solutions for IT services, which allow allows the companies to augment their exports of products and services.

Among the companies participating in the Egyptian pavilion "Advanced Computer Technology" (ACT) which participates at the exhibition for the 5th time, the International Turnkey Systems company (ITS) participating for the 3rd time and Mideast Communication Systems company (MCS) participating for the 2nd time. Besides, there are also 3 companies participating for the first time, they are: eSmartsoft, Technivance, and Nile Information Technology and Dissemination (NAT).

Alpha Egypt Design is one of the Egyptian companies participating with the agency at the international exhibitions for the first time. The company was established in 1998. It offers three main products and services including accounting system to monitor the phone activities and costs through detailed reports. Since established, the company started building-up partnerships and reinforcing ties with regional companies.



This is the fifth participation of ITIDA, respectively, since 2007 and the sixth of Egypt at the CeBIT exhibition. In this framework, ITIDA held a meeting with the participating companies explaining the organization of the exhibition.

The selection of the participating companies is based on the criteria set by ITIDA. The criteria encompass the export capacity of the company, the area of specialization and its relationship with the exhibition, the compatibility of the company's business with MCIT strategy, the international quality certificates awarded to the company and the experience of the company in the ICT sector.

ITIDA supports the participation of Egyptian companies by 85% of the total costs covering the lease of the space allocated for each company, the design of the pavilion, the display equipment, advertising and promotional tools, and travel expenses.

CeBIT is considered as the biggest ICT exhibition on the international level. The exhibition has been organized by the German company Deutsche Messe in Hanover every year since 1986. In 2010, more than 4157 exhibitors from 68 countries and around 335 thousand visitors from 83 countries attended CeBIT 2010. Nearly 5000 specialized journalists participated at the media coverage from all around the world.

This year, CeBIT is held at Exhibitions Messe, Hannover, an area of one million square meters containing 23 showrooms opening their doors to visitors from nine to six.

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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.