

## Press release

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### **Asmaa Hosni Appointed as ITIDA CEO**

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The Prime Minister Sherif Ismail has issued a decree appointing Asmaa Mahmoud Hosni Ahmed as the Information Technology Industry Development Agency (ITIDA) CEO for a year as of April 3, 2016, the ICT Minister Yasser Elkady has said.

Hosni has a long experience of around 22 years in the ICT field and in developing strategies, implementing projects and managing businesses. She has also a 20- year experience in establishing a 50/50 partnership with Orascom group in Egypt, UAE and USA, and in managing distributor networks in the Arab region to market and implement projects.

Hosni occupied the position of the founding member of Wasla Egypt, and worked with a team at the Central Bank of Egypt (CBE) to develop regulations to implement mobile payment system. She also worked as a Business Development Director at Mobinil. She is one of the key founders of Health Insights—with all its offices in Egypt and UAE—a company that owns a renowned information system for managing hospitals, applied in the Gulf countries and USA through Egyptian competencies.

Hosni holds a Bachelor of Economics and Political Science from Cairo University in 1980. She also received several advanced academic degrees in the ICT field, in addition to graduate studies at Cairo University's Institute of Statistical Studies and Research (ISSR) in 1983.

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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.

