

Press release

At The Harvest of 2011, ITIDA Supports 154 Companies in Local and International Exhibitions

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Yasser El-Kady: the growth rate of the companies benefiting from the exhibition reached 120% compared to the last year.

Information Technology Industry Development Agency (ITIDA) always keen to encourage Egyptian companies participate to local and international exhibitions, announced that the total number of companies benefiting from the local and international exhibitions reached 154 companies in 2011 of which 99 new companies that benefited for the first time from the exhibitions support service.

The results of the assessment and harvesting activities of the collective exhibitions in ITIDA showed that the total number of the benefiting companies from the service since its launch in 2006 has reached about 310 companies and a total of 517 participations.

The evaluation process derived from the data provided by the companies clarified that more than 50 companies which signed deals or on its way to conclude deals worth 117 million Egyptian pounds approximately.

This results from the companies' participation in the four enormous exhibitions where ITIDA contributed in 2011. The four main exhibitions are GITEX Dubai, GITEX Riyadh, CEBIT- Germany and Barcelona International Exhibition of Telecommunications.

ITIDA's CEO, Mr. Yasser El-Kady noted that ITIDA succeeded in achieving significant growth rate in a number of companies benefiting from the exhibitions support service reaching about 120% compared to the last year. This achievement comes despite the

challenges the agency faces and the circumstances that the ICT as well as various sectors are experiencing this year.

He added that the agency supported 154 companies, including 99 new companies in 2011, while it supported only 70 companies of which 35 new companies in 2010. In 2009, it has supported 64 companies, 85 companies in 2008, 76 in 2007 and 68 in 2006.

The International Exhibitions Management Team attached to ITIDA performs a study on the results of the participation in various exhibitions aiming at identifying the pros and cons and that the next year shall witness an increase in the quantity and quality of exhibitions where ITIDA sponsors the Egyptian companies' participation in.

The agency announced last August the start of the "business trips" support service for small and medium-sized enterprises operating in the IT sector, and supporting the visit of international forums to participate in conferences, seminars or specialized exhibitions.

ITIDA also announced the expansion of the individual participation database of companies in local exhibitions, in order to keep encouraging companies to participate in local exhibitions and conferences that contribute significantly to the revitalization of the market, increasing domestic demand and creating employment opportunities for companies.

The exhibition service in ITIDA intends to help Egyptian companies promote their products and increase their exports and friction in various markets through supporting participation in local and international exhibitions.

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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.