

Call Center Expo 2009, Birmingham, UK
22 September, 2009

Egypt will participate in the Call Centre Expo 2009 during the period from 22- 23 September, 2009. Call Center Expo is Europe's number one exhibition and conference for customer contact and integrated customer management solutions.

Information Technology Industry Development Agency (ITIDA) will be exhibiting in hall 9 (stand B1) and will be presenting in the Outsourcing, Sourcing and Location Theatre on the 22nd of September, 2009.

Egyptian companies participating in Call Centre Expo 2009 are Raya Contact Center, Wasla Contact Center, Egyptian Contact Center Operator (ECCO) and Information Dynamics under the sponsorship of ITIDA.

During the event, Datamonitor is scheduled to present Egypt's competitive advantages in IT services through a prominent analyst as part of a discussion to be held on the sidelines of the event.

ITIDA booked an advertising space in Call Centre Focus Magazine, which is one of the official and most read magazines of the event; in which ITIDA will promote for Egypt as an attractive outsourcing destination through the magazine ad.

Moreover, Egypt will be promoted through giveaways like carrying cases with Egypt's promotional campaign slogan printed on them and inserts inside the bags including names and slogans of Egyptian companies. Also, registration officers will be wearing clothes with Egypt's promotional slogan on them.

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