

Press release

Day Two of Gitex Dubai 2010: Workshops for Egyptian Companies to Introduce Visitors to their Products and a Swarm over the Egyptian Pavilion

25 October, 2010 Gitex Dubai Exhibition and Conference events went on through their 2nd day and witnessed workshops for the Egyptian companies. The workshops introduced visitors to their products amid an increasing presence of visitors seeking companies ranging in their specialties between call centers services, arabization, software development, hospital management software, and other corporate and investment services.

Among the companies showcasing within the Egyptian pavilion is Back and Front Information Technology Services; a company established in 2000 and specialized in developing software and applications participating in the exhibition for the first time.

The product introduced by Back & Front Information Technology Services for company management solutions is the landmark of the company as it was designed specifically for all sorts of corporations operating in the field of retail, wholesale, distribution, food & beverages, costumes, pharmacies, as well as call centers.

Back & Front's product for corporate management solutions is an integrated system which covers all the company processes starting from sales, inventory monitoring, costs control, HR management (payroll and attendance), planning, budget, procurement, and finance.

CairoIT, a Cairo-based IT solutions and services company established in 2002 with a branch in Abu Dhabi, UAE, participates for the first time. Alnafisa International Information Technology, a Saudi Arabian company with 3 branches in Jeddah, Riyadh,



and Dammam, also participated. The company focuses on meeting the needs of clients efficiently and professionally by means of developing solutions fulfilling their requirements within their budget and agreed timeframe.

The company products include website development, multimedia slides, development and implementation of company solutions as per industry standards. Moreover, the company provides leading communication services and e-learning products.

Circuit Holding Inc. is the parent company of four companies operating in all areas of device management by mechanical electronic means. This is the first participation for the company in GITEX Dubai.

In the company's branch in Egypt, 20 professional engineers are working who are highly trained and specialized in automatically integrating devices management systems for housing purposes. Company branches in UAE and France provide full-fledged engineering solutions for automatic management of their clients in the Gulf area and Europe. These services enable real estate developers, consultation offices, lighting systems and hosting devices integrators and others to achieve more cost-effective results when implementing the fully integrated ELV systems.

On its first day, GITEX hosted GITEX Global Leaders Summit. The one-day summit encompasses senior executives from the most prestigious communications and IT companies in the world, government leaders, distinguished entrepreneurs, academics, and inventors from all over the region to discuss the future of communications and information technology. The summit is attended by some of the great speakers and thinkers in the world who will reveal their global visions concerning communications and IT contemporary issues.

In addition, the summit is a great opportunity to get to know the business offers made by the most important IT companies, communicating with world decision makers

including Facebook director of market management Randi Zuckerberg, senior vice president and GM of Oracle's Global Business and Communications Unit, Bhaskar Jorti, Microsoft (MENA) vice-president, Ali Al-Faramawi, and Executive Vice President, System Integration and International Business of HCL Infosystems Limited, Rajeev Asija. The summit aims at addressing emerging trends in communications and information technology as well as concerted and innovative cooperation efforts made by concerned authorities to regulate changes in the future of the industry.

On the other hand, GITEX Global Conference is held from 18-20 October which is one of most important and hugest technology conferences in the region in terms of regional and global participation. The conference hosts some senior executives from the most prestigious communications and IT solutions companies in the Middle East along with representatives from government authorities and famous software developers from some of the most renown IT companies in the world.

The organizer of the conference, Dubai World Trade Center, announced that the agenda of the conference for this year includes 30 interactive sessions where more than 50 senior experts specialized in the next generation of high-tech solutions will participate.

The conference features extensive and in-depth discussions on a range of important current issues including the role played by technology in the promotion and development of SMEs operating in the region and trends driving IT business most notably increasing productivity, improving business performance, avoiding data loss, interacting with clients, etc. In addition, discussions will touch on the latest challenges facing the industry including wireless technologies, security management, mobiles applications, and e-content through a series of symposia and seminars.

The Global Conference for GITEX Technology Week will launch the "Developers' Day" initiative which represents a technology forum to study the latest development tools and



workstations as well as possibilities of upgrading programming solutions developed in the Middle East region.

Developers' Day sessions include contributions on Microsoft technologies, Oracle tools, ...etc. The initiative will also include sessions on the development of specialized engineering software and cloud computing between fact and fiction.

For the first time ever, GITEX Cloud Confex (19-20 October) is held on the sideline of GITEX Technology Week under the slogan of "the future of cloud computing in the Middle East". This conference was already designed to shed light on the showcasing companies defining the future business model of the region. The agenda of the conference includes an introduction to cloud computing, how companies of the region may benefit from it, virtualization and its effect on networks and applications, steps of empowering cloud computing and infrastructure, as well as computing applications and their uses in terms of improving the performance of companies.

The conference hosts a select group including more than 40 industry leaders among whom are Jim Murphy, Research Director Web and Cloud Services Group, Betsy Frost Webb, General Manager of Unified Communications Marketing at Microsoft, Kevin Miller, Hewlett Packard Middle East Customer Project Manager, and Maksym Schipka, Kaspersky Lab's Director of R&D for Europe.

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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.