

Press release

Dr. Osman Inaugurates the New Premises of HP Company at Smart Village

Cairo, 14 June 2011, — The minister of Communication and Information Technology, Dr. Magued Osman, inaugurated the new premises of HP Company at Smart Village. The ceremony was attended by MCIT officials and HP regional and country executives.

This comes within the framework of the ministry efforts to develop more strategic partnerships with international companies, developing new technologies and pumping more investments in Egypt.

The new premises encompass the establishment of the enterprise services global delivery center, the team of external applied services, field market team serving Europe, the Middle East and Africa. The new premises offer applied services to HP Company and its management.

Various groups of ICT experts are managing the HP new premises to run the outsourcing activities for HP clients in different regions around the world. HP number of employees has multiplied during the last six months. The expansion plans target an increase of the number of employees to 300% by the end of 2012.

Dr. Magued Osman announced that the expansion of HP activities in Cairo send a strong message confirming the international company commitment towards the strengthening of the strategic partnership with Egypt. H.E. Dr. Osman also stressed that Information Technology Industry Development Agency ITIDA will offer support to the global center of HP in Egypt. According to H.E., the center comes in line with the Egyptian strategy aiming at increasing exports of IT products and services, outsourcing and offshoring services.

Dr. Magued Osman praised the efforts to invest in the Egyptian youth working in the ICT sector known for its big success. Such a successful sector was able of achieving high added value exports during a limited period of time. He also praised the Egyptian youth potential that gone beyond expectations.

The new building presents a strong message to the world confirming the stability of the Egyptian economy, the strengthen of the ICT sector which has always been able to attract foreign investments and hence, reinforce the Egypt situation on the industrial



level. During the last period, Egypt was ranked the fourth place at the A.T. Kearney Global Services Locations Index.

CEO of ITIDA, Mr. Yasser El-Kady expressed his happiness towards HP joining the ICT community at Smart Village. He added that the establishment of such technology parks is one of the successful models of fruitful public-private partnerships aiming to achieve economic growth. He further explained that the groupings such as Smart Village, offer a suitable business environment stimulating growth and increasing innovation, invention and business development.

Managing Director and Enterprise Business Lead, HP Middle East, Mr. Eyad Shihabi said that the company is honored to have such an auspicious opening to the Smart Village premises. He added that HP has been active in Egypt since May 2000 and is the market leader for enterprise, small and medium business and consumer technology products. The investment into our new premises, increasing staff strength and growth prove our commitment to the Egyptian people and the country.

Managing Director and Enterprise Business lead, HP Egypt, Hussein Hamza, added that the focus of HP in Egypt is not just the commercial progress but also the social investment, given the large young Egyptian population who are well-positioned to take on a greater role in the ICT sector. Moreover, he explained that the company lays particular emphasis in two areas: innovation in education and entrepreneurship education. At HP, we believe innovation in education is vital to developing the next generation of high-tech innovators and entrepreneurs", he said.

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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.