



## Press release

### Egypt Competes for Best Outsourcing Destination for 2011

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#### **ITIDA on its way to Best e- Government Portal in Abu Dhabi**

As Egypt reaches the finals as the best outsourcing destination at UK NOA Award 2011, the Information Technology Industry Development Agency (ITIDA) reaches the finals of the "Internet Show Middle East" awards.

The two-day show encompasses the contest of the best Middle East e-Government Portal. The event is held in 27th of September in the United Arab Emirates (UAE).

Organizers suggested ITIDA as one of best government's entities in the Middle East, in order to win the e-government portal award. Moreover, ITIDA's logo will head the Awards Ceremony.

Valuable prizes are offered to innovative designers of top creative marketing and digital advertisement campaigns, in addition to campaigns broadcasted through social media networks.

Prizes are also presented to distinguished e-commerce websites, government services portals, social networks and websites with Arabic content and also, SMEs best websites. Participating to Internet Show Middle East enables companies to attend 5 press conferences and practical discussions to introduce the latest products and techniques of business practices via Internet.

Taking place on the sidelines of Internet Show, conferences are divided into the world of social media conference, commerce and e-payment, cloud computing, e-content management and digital advertisement.



The forum entails around 50 workshops and panel discussions to be attended by 80 international experts to talk in detail about best techniques and tools to deal with different issues. These issues are listed as follows; social media networks, e-commerce, cyber-security, online advertising, e-marketing, e-content management.

The show is the single event covering all issues related to Internet for businessmen. It provides suitable environment to learn from eminent experts. Furthermore, it is an excellent opportunity to possess latest products and solutions.

The show organizer, Terrapinn Middle East company, is one of the major international companies specialized in organizing and promoting for such international shows in many areas such as, technology, energy, investment, finance, marketing and media.

The Telecommunications Regulatory Authority plays an active role in organizing the event. It is considered the government partner at the show and in charge of supporting and developing ICT industry in the United Arab Emirates.

View ITIDA's remarkable activities in promoting and advertising for the Egyptian outsourcing sector on the international level, the UK National Outsourcing Authority (NOA) declared Egypt as a potential winner of best outsourcing destination of the year 2011.

Egypt is to participate at the UK NOA Award and Conference, held in London, during the period of 9 and 10 November. The event is to be attended by 500 delegations representing 350 institutions and companies.

Being one of the largest international events in outsourcing, the UK NOA Award and Conference hosts a large number of prominent companies and providers of outsourcing services and customers who are interested in obtaining high-quality services.



In this context, NOA represents a good opportunity for business transactions and sharing experiences and improving the reputation of the industry as a whole.

The conference, in its 8th year, presents a number of seminars, round table sessions and fairs, other than the awards ceremony which comes within the framework of recognizing the efforts made by companies and individuals who have demonstrated excellence in this field.

Besides, the NOA conference tackles a number of critical issues, most notably; new trends in outsourcing, benchmarking, software services and cloud computing, risk management, outsourcing in public sector, data protection, innovation in outsourcing, outsourcing via social media, as well as contracts and negotiations of outsourcing business.

In 2008, Egypt was named best outsourcing destination. In 2009, Egypt reached the finals. Last year, the European Outsourcing Association (EOA) named Egypt best outsourcing destination, and hence, beat the Philippines, Columbia, Sri Lanka, Jordan and Morocco.

ITIDA's website represents one of the most fruitful results of marketing campaigns promoting for Egypt as an overseas outsourcing destination. Lately, ITIDA focused on incessantly updating the website, in order to be an Egyptian e- government portal to provide services for local ICT companies through ITIDA's programs supporting the industry such as capacity building programs, infrastructure for the industry and others.

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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.