

Press release

Egypt Named Outsourcing Destination of the Year 2016

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Egypt was awarded the prestigious title of the Outsourcing Destination of the Year 2016 at the Global Sourcing Association (GSA) European Awards, held on October 6, in Sofia, Bulgaria, where the awards ceremony was attended by more than 200 industry leaders from Europe, United Kingdom, North America and Asia. The ceremony brought together some of Europe's leading outsourcing suppliers, support providers and buyers.

The GSA granted 15 awards in the various categories of the competition, including Business Process Outsourcing (BPO) Contract of the Year, the IT Outsourcing Project of the Year, Shared Service Centre of the Year, Outsourcing Services Advisory of the Year, Innovation in Pan-European Outsourcing, and Best Practices in the field of outsourcing.

Kerry Hallard, President of Global Sourcing Association, commented "Special congratulations goes to Egypt for winning the outsourcing destination of the year 2016. We are absolutely impressed with the progress, development and ongoing investment Egypt is putting into the sourcing industry especially in developing talent for today and the future."

This year, Egypt was competing with Belarus, Fiji and Sri Lanka. Solid strategies, flagship projects and positive indicators make it a strong candidate for the 2016 award. Egypt received the Offshoring Destination of the Year Award in 2010, surpassing Philippines, Colombia and Sri Lanka. The award recognized Egypt's growing position in the global market and highlighted its competitive advantages.

Egypt is heavily investing in skills development and talent management. The Next Technology Leaders (NTL) is an initiative to qualify 16,000 Egyptian youths in the ICT field through online and interactive training in collaboration with MNCs, Egyptian universities and learning institutions.

This year, the Information Technology Industry Development Agency (ITIDA) features the innovative and collaborative environment in Egypt through its investment in the newly established company, Silicon Waha, for establishing science and technology parks across second-tier cities. This countrywide initiative encompasses a collaborative ecosystem of government, ICT companies, academia and entrepreneurs and creates 500,000 jobs.



The Global Sourcing Association (GSA) is a center of excellence for outsourcing in Europe and a leading association serving both the sourcing professionals and the sourcing industry. The GSA is committed to advancing the outsourcing profession and improving and growing the outsourcing industry by driving awareness, education, standards and thought leadership.

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Media Contact details:

For any inquiries, please contact:

T: +202 35 34 20 00

E: Itida_portal@itida.gov.eg

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.

