

Press release

In The Wake of GITEX Riyadh 2011: 31 Egyptian Companies Expect \$ 3 Million Deals

Date published: 23 May 2011

As IT professionals choose GITEX for a host of multi-dimensional information platforms of interaction and world leading insights, 31 Egyptian firms announced that they expect deals soaring to \$ 3 million following their successful participation in GITEX Riyadh 2011.

Delivering wide range of opportunities for IT professionals to engage and interact with Global IT leaders, these companies have introduced their products and IT solutions through the huge Egyptian Pavilion organized under the auspices of Information Technology Industry Development Agency (ITIDA).

As clear from the exhibition evaluation forms, the number of the potential clients visited the Egyptian pavilion reached 392, of a total of 2400 visitors to the pavilion. After follow-up, these potential clients could turn to real clients.

Egyptian companies stressed the importance of maintaining the follow-up process after the exhibition as this could provide great business opportunities in the Saudi ICT Market, the biggest in the Gulf Area.

Proving this, the Nile technology has concluded an agreement to export 5000 Pieces of an integrated vehicle fleet tracking. Softec company also concluded an agreement to export an identical product during the last day of this event. It is worth mentioning that the exhibition visitors witnessed a great increase during its last two days.

In addition, Arckdev company held talks with Zahra Association, a non-profit entity specialized in combating breast cancer. Being aware of the company activities, Zahra Association was so interested in making use of the technologies provided by Arckdev in

the scope of spreading awareness via the internet using the technology of interactive video clips.

Classified as one of the leading specialized companies providing such services Arckdev Company has previously provided this service to the American Association for combating cancer disease.

On the other hand, Arckdev company held discussions with the Saudi ministry of communications to adopt awareness campaign(s) to enhance the secure use for the internet via interactive video clips. These talks are to be continued during the coming phase.

The Egyptian participation this year reflected the variety of products and services, as many of these products and IT solutions have gained common acceptance due to quality measures adopted.

GITEX Riyadh is the biggest ICT technology exhibition in the Kingdom of Saudi Arabia and the second exhibition in the Middle East after GITEX Dubai. It should be noted that the Saudi market is the first market in the region in relation of computers and IT applications sales.

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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.