

## Press release

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### **ITIDA Organizes a Forum to Announce Results of First and Second Batch Companies Assessment Process and Commencement of Implementation Phase of “Grow IT”**

**22 November, 2010** — Information Technology Industry Development Authority (ITIDA) organized a meeting for Grow IT program at its headquarters in Smart Village to announce the results achieved during the assessment phase of the First and Second batches which benefited from the program.

During this event the most prominent steps to be taken during the implementation phase to help companies increase their share of local market, improve their capabilities of export and penetration of new markets were highlighted. The forum also stressed the ability to keep up with the development in the IT industry.

The event included a presentation by ITIDA officials on improvements accomplished during the Grow IT program by means of approving international best practices in business management.

Following the presentation, a team of Egyptian and international consultants in the Atos Alliance voiced a detailed explanation of development plans to be implemented for the First and Second batches companies to reinforce strategic potentials and management capabilities of these companies.

Moreover, the gathering featured an open discussion where some companies of the First and Second batches stated their experience with the GrowIT program and presented their queries to ITIDA officials and consultants team.

This program is one of the strategic programs aimed to reinforce the position of Egyptian companies and augment their competitive and export capabilities to keep up with the ambitions of MICT in terms of exports. Furthermore, the program complements other programs implemented by ITIDA including “Export IT” for the purpose of developing local



industry and uplifting the quality of its products and services in the field of IT.

“The program is a cornerstone in the process of empowering Egyptian companies working in the field of IT. In addition, it helps us develop our companies in a manner beneficial to us and the Egyptian economy in general”, commented Mr. Amr Amin, partner and technical director at eVision.

Mr. Ahmed Toumoum, General Manager, TeleTech said “ITIDA is adopting a distinguished style in its relation with companies as it is so keen on the principle of partnership and an open-door policy so it may identify their needs. The program is just a great example because we really need to increase our competitive capabilities and exports through a scientific and well-advised methodology”.

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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.