



## Press release

### HP and ITIDA Collaborate in order to Help Expand IT Exports of Egyptian Hardware Companies

Hewlett-Packard (HP), the world's largest technology company, signed a Memorandum of Understanding (MoU) with the Egyptian Information Technology Industry Development Agency "ITIDA" to provide world-class training to Egyptian hardware companies and increase their competitive advantages.

**Cairo, Egypt – 29<sup>th</sup> May 2011:** HP, through its vast knowledge and global expertise, is considered to be the partner of choice when it comes to PC/Notebook hardware training. Providing such training to Egyptian companies will assist them in the process of growing their businesses and increasing their footprint in local and regional markets. HP will provide member companies of the Federation of Egyptian Chambers of Commerce – Information Technology (FECC-IT).

ITIDA, the entity tasked with developing the IT industry in Egypt, is aiming at building the needed blocks for the growth of this industry and increasing the exports of Egyptian Hardware and Software companies.

"By signing the MoU with ITIDA, HP is demonstrating its commitment to support the future economy of Egypt by providing both the necessary hardware and training for many IT companies to help them export their products which will in turn reflect positively on the Egyptian Economy" says Hussein Hamza, HP Egypt Managing Director.

"This MoU is a clear testament to our commitment to support all segments of the IT industry in Egypt. While our endeavours in the positioning Egypt as one of the key outsourcing destinations have yielded significant results, we are keen on extending all the needed support to the Egyptian Hardware companies and we are positive that this training, along with other initiatives will have considerable impact" says Yasser EIKady, ITIDA CEO.

The MoU was signed by Hussein Hamza, HP Egypt Managing Director, and Mr. Yasser EIKady, ITIDA CEO.

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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.

**About HP:**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.