

## Press release

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### **ITIDA: 10 Egyptian Companies Complete the Capacity Building Program of the Egyptian Companies working in the IT sector**

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The first company benefiting from the capacity building program (Grow IT) dedicated for the Egyptian ICT companies succeeded to complete the phases of the program in November 2011.

Another 9 companies will be able to complete the program next January. Reaching that date, the total number of companies which completed the Grow IT program is to be 10.

The program supported by the Information Technology Industry Development Authority (ITIDA) aims at improving the competitiveness of those companies in cooperation with Atos Consulting, the company leading the alliance of consulting firms working on Grow IT program with the aim of improving exports' capabilities, penetrating new markets and increasing the share of Egyptian companies in the current export markets.

The program which was resumed in July 2011 after the Revolution of the 25th of January works on building the capacity of 23 Egyptian companies at the moment. Those companies pursue the implementation activities that took place before the program stops due to the events of Jan 25th revolution.

The evaluation process of the first and second phases' companies (with a total number of 40 companies) respected the highest levels of international standards and best practices applied according to the field of business of each company; the process also took into consideration the areas that should be developed in each company.

The evaluation process was based on the SOFT Methodology model through which data of these companies were analyzed very carefully to determine the relative level of each company in relation to three key aspects: The company's strategy, internal operations and financial matters.

The main results of the evaluation process for the first phase companies were the development of an assessment report specific for each company and drafting a map of the priorities for the identification of areas that should be developed as well as setting a progression plan, which specifies in detail the strategy of reform and development of these companies.

Also, the assessment process found that the companies undergoing this process have promising potential and a group of competitive products in global markets.

The program operates with the assistance of 30 advisors of which 17 international advisors and 13 local advisors in collaboration with ITIDA team work and the project management unit. Such a diversified environment aims to ensure that the desired services are provided and that the beneficiary companies can get the maximum benefit of the program.

Therefore, 64 of the best industry practices for the 23 companies taking advantage at the present time are being implemented and 9 companies have completed the implementation phase while 3 companies completed less than 75% of the implementation phase, 12 companies completed less than 50% of the same phase and 40 companies completed more than 50% of the phase.

The program consists of three basic phases; the first one is the commencement of the program which includes the selection of beneficiary companies and registering them in the program.

Then, the assessment phase is started and includes the evaluation of each beneficiary company as per the international standards and best practices for the business field of the company.

The aim of the evaluation process is to identify the relative weight of the company, prepare a detailed report about it, determine the intervention priorities for the development of their capabilities and develop an integrated plan for each company.

The final phase is the implementation. ITIDA provides direct support bearing 90% of the total cost of consulting services provided to the beneficiary companies.

Atos Consulting and Technology Services (previously known as Atos Origin) leads an alliance of two globally classified institutions among the top global institutions in the provision of consulting services; Hewitt Associates and Arth Ready Little.

The Alliance also includes the Indian global QAI Foundation which has the experience in the development of small and medium enterprises.

The Alliance is crowned by CID as a promising local consulting firm that have a previous special expertise in the Egyptian market.

Atos Consulting and Technology Services is one of the major global corporations with various activities in the provision of consulting services and has more than 2,500 employees worldwide.

The list of its customers includes large companies such as "Airbus" and "BMW", "Cisco", the European Space Agency and "France Telecom".

Information Technology Industry Development Agency (ITIDA) sponsors the participation



of 45 Egyptian companies in GITEX Riyadh International Information Technology Exhibition 2011. The exhibition is one of the most prominent IT events in the Middle East.

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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.