

Press release

ITIDA Launches Integrated Program for Developing SMEs Business

Date published: 5 April 2017

The Information Technology Industry Development Agency (ITIDA) has announced the details of its integrated program for developing business of Small and Medium Enterprises (SMEs), especially in the field of software and electronics designing and manufacturing. The program is in the framework of ITIDA role to raise the efficiency of Egyptian ICT companies.

The program— serving as a main pillar for ITIDA various programs and initiatives— aims to assist SMEs to develop their plans and projects and increase their operational efficiency levels, thus enhancing their competitiveness in the local and global market.

The program provides a comprehensive package of technical assistance to develop Egyptian companies' business to comply with international standards, including the provision of financial assistance that helps companies overcome financial obstacles. It will provide a comprehensive evaluation of the companies and guide them to optimize the benefits of the various support programs and initiatives provided by ITIDA, whether technical, financial, or consultative support or support related to skills enhancement, business development, and customer attraction.

The program consists of four phases starting with the preparatory and selection phase. Selection is made according to the program approved criteria, announced on ITIDA website. Phase Two is the evaluation process, which includes the analysis of the approved companies, entailing developing the plan of the implementation and consultation, selecting the follow up-team, and setting the timetable and key performance indicators.

Phase three includes the preparation of an information file about the company, containing the company's business plan, financial capabilities and plan. This is in addition to helping in assessing the intellectual property assets of the software companies, and preparing a credit file for the company, in case it needs funding through financial institutions. This is in addition to the follow-up phase during which the companies will be contacted, for monitoring the phases of implementing the project action plan, and finally comes the final approval phase, during which the company will be evaluated, recommendations and final report will be prepared.

Contact details:

Media Contact details:

For any inquiries, please contact: T: +202 35 34 51 74, 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.

