



## **ITIDA and Launches New RAMP Rounds to Enhance the Skills of 240 Managers in the Egyptian IT Industry**

The Information Technology Industry Development Agency (ITIDA) announced the launch of 8 new rounds of RITI Advanced Management Program (RAMP) targeting 240 first-line managers. The program, implemented by the Regional IT institute (RITI), is tailored to address the challenges posed by the fast-paced economic developments and to generate global executives who can lead strategically, responsibly, and ethically.

The program encompasses eight different modules designed to empower the participants with greater perspectives on professional and personal levels which will enable them to lead their companies and motivate their employees. The program will also provide the participants with global business perceptions, analysis of best practices, and solid knowledge base and scientific foundation of management tools. RAMP modules are strategic marketing, sales management, quality management, leadership skills, creative thinking and effective problem solving, international business, strategy, strategic design and strategic behaviour, and finance.

Dr. Hazem Abdelazim, ITIDA Chief Executive Officer, said “the new RAMP rounds do indicate how ITIDA is leaving no stone unturned to equip Egyptian IT managers with the skills needed to excel and lead the growing IT industry into its rightful global place.” “RAMP will affect managers, companies, and the quality of doing business...we aim at producing world-class individuals who constitute the core of our competitive advantages.” he added.

Mrs. Zeinab Zaki, ITIDA Vice President for industry development, said “we see RAMP as a very effective tool in the process of enhancing the skills of our managers for the highly competitive global market. The efforts exerted by ITIDA in this regard are complementing its various activities and capacity building programs to increase the competitiveness of local companies.”



ITIDA subsidizes 85% of the total cost of the RAMP program that will kick-start in October and will be conducted by a group of professional instructors. The first phase of the RAMP program was conducted in 2008 with four successful rounds and 120 participants from 64 IT companies.

#### **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 RITI**

Regional IT Institute (RITI); a subsidiary of the Regional Information Technology and Software Engineering Center (RITSEC) was established in 1992 as a center of excellence for the design, delivery and dissemination of training and professional development programs in a variety of domains and fields aiming at the formulation of top-notch managers, experts, practitioners and trainers. Its mandate is the design and delivery of academic and training development programs to help leverage skills and knowledge in various management, business, and information technology fields.



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