

Press release

ITIDA Sponsors 17 Egyptian ICT Companies and SECC at Gitex Dubai 2009

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Information Technology Industry Development Agency (ITIDA) announced that it will participate in Gitex Dubai 2009 due to be held from October 18- 22, 2009.

ITIDA will sponsor the Egyptian pavilion hosting 17 Egyptian information and communication technology (ICT) companies in addition to Software Engineering Competence Center (SECC), an ITIDA affiliate.

ITIDA's participation aims to create partnership and investment opportunities for Egyptian companies in the Gulf markets, which will in turn help Egypt realize its ICT exports target of \$1.1 bn by 2010.

ITIDA CEO Dr. Hazem Abdelazim pointed out that the agency's role in supporting Egyptian companies at international exhibitions helps them communicate with current and expected clients and partners in the Gulf. Such support, he added, firmly establishes Egyptian companies in the region.

Dr. Abdelazim added that presence in such events facilitates more exposure and marketing of Egypt abroad, which attracts international companies to make use of the Egyptian expertise in managing their regional operations.

Meanwhile, ITIDA held a meeting for the Egyptian exhibitors to prepare and organize their participation at the 17th round of Gitex Dubai.

The meeting raised the awareness of Egyptian companies with the promotional campaign of Egypt launched earlier by ITIDA.

The meeting further informed the companies of the selection criteria that ITIDA followed including quality certificates, business activity and its relation to the exhibition and the company's export capacity.

ITIDA offered the participants about 85% of the cost divided over the pavilion rent and construction, internet connection, exhibiting tools, promotional and



marketing materials and the flight tickets and accommodation expenses for one representative from each company.

The Egyptian 402 square meter pavilion is featured a size bigger than last year's, paving the way for more rooms, a VIP zone and meeting areas for exhibitors. Also the pavilion is located in a special zone at the entrance of hall 2 between those of England and Morocco.

Moreover, ITIDA booked a five-page ad space in English and Arabic, showcasing Egypt's competitive edge and investment opportunities. The ad will be published in Dubai Times, Gitex Dubai Catalog and Gitex Preview. ITIDA also booked billboards across Dubai International Convention and Exhibition Center.

Gitex is one of the region's largest IT procurement platforms, providing focused areas for technology organizations to network with the thousands of senior technology managers and chief information officers set to visit the high profile event.

A total of 3,361 from 83 countries took part in Gitex Dubai 2008 and about 129,844 from 157 countries visited the international exhibition.

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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 socioeconomic welfare of the whole community.



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