

Press release

Over 40 Egyptian Companies Meet Gulf Peers in Dubai and Riyadh

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The program is carried out by Information Technology Industry Development Agency (ITIDA) in cooperation with International Data Corporation (IDC). Over 40 Egyptian companies and a similar number of Gulf firms participated in the meetings that aimed to seek cooperation in IT.

During the last six months, ITIDA and IDC have worked on identifying the points of strength of the Egyptian companies and their potentials.

ITIDA and IDC thoroughly studied the products Egyptian companies are distinguished with and compared them with the needs of companies in the Gulf.

IDC held extended meetings in November and December with about 80 Egyptian companies during which they presented information about their history, fields of work and technological products and solutions.

IDC also studied, through raising questions, the companies' organizational structures, operational phases, financial and export performance, skills, accreditations, partners and future plans.

Following the meetings, IDC prepared a complete file on each company including all data, evaluations, recommendations and gap analyses for each company. It was obvious that the fields of expertise and the products of each company are diverse. The companies have already exported some of their products or intend to export them.

These fields include, but not limited to, software development, consulting and training and technological and telecom services and solutions, Arabic applications, information security, contact centers, hardware sales and regional support centers. The analysis process has been accurate in terms of recognizing challenges or obstacles IT companies

Are likely to encounter in their pursuit to increase their exports to the Gulf.

On top of these challenges are: knowing the right partner that can finalize the deal, ineffective follow-up, indentifying valuable opportunities, contacting the right person at a Gulf company or institution nominated to receive the exports and strong competition.

Egyptian companies' points of strength revolve around numerous areas, among them are: software development and solutions for health-care, communication, baking and business sector, marketing and business development, training, assessment certificates and certifications.

On the other hand, IDC held meetings with about 97 Gulf companies from Saudi Arabia, UAE, Kuwait, Bahrain, Qatar and Oman.

The meetings, an hour each, focused on figuring out the specialties of each company, the solutions it needs, existing partnerships with Egyptian companies, requirements for putting into force new partnerships and their perception of Egyptian peers.

Around 14 companies showed interest in putting into force partnerships with Egyptian companies, while 28 others showed real readiness. About 33 companies agreed in principle and almost 22 others requested more information about the specialties of the Egyptian companies.

The meetings revealed that the most nominated sectors to receive Egyptian exports are those of health, education, telecom, e-government, banking, transport, aviation, petroleum, sales, media and hospitality.

ITIDA CEO Dr. Hazem Abdelazim noted that the effort undertaken by the agency in collaboration with IDC was unique.

The process was based on accurate and deep analysis of the current status of Egyptian companies and their ability to export products and solutions that are likely to be well-received in the Gulf after indentifying the demands of this key region, he added.

Dr. Abdelazim pointed out that the most important phase in the program is that of follow-up which will continue for a period of six months. He explained that this stage will identify the direct results of these meetings to overcome any difficulties that may stand in the way of conducting business partnerships.

Meanwhile, a number of Egyptian companies will head for KSA where they will meet with Saudi counterparts to discuss means of boosting possible cooperation and meeting the needs of the Gulf region of IT services and solutions.

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Contact details:

Ahmed Reda
Media & Communication Manager
Information Technology Industry Development Agency
T: +202 35 34 51 85
E: areda@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.