

## Press release

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### ITIDA to Contribute to NASSCOM India Leadership Forum 2010

Information Technology Industry Development Agency (ITIDA) will take part in India Leadership Forum 2010 organized by National Association of Software Services Companies (NASSCOM) due to be held from 9-11 February, 2010 in Mumbai.

**05 February, 2010—** ITIDA's official delegation will be led by Board Member and Strategy Advisor Amin Khair Eldin. The delegation will also involve representatives of Egyptian and international companies operating in Egypt.

ITIDA's participation in the forum reflects the agency's interest in knowing the recent developments in IT services through such a world event, ITIDA Board Member Khair Eldin noted.

According to ITIDA Board Member Khair Eldin, such participation allows Egypt to showcase its potentials and success factors as a major business process outsourcing (BPO) destination.

It is also an opportunity for Egypt to get in touch with decision-makers and officials in the field, he added.

The ITIDA delegation will be introducing Egypt's competitive advantages and latest indicators during several meetings and panel discussions to the participating international companies and investors.

NASSCOM's India Leadership Forum 2010 will spotlight the key issues and challenges that BPO companies are likely to face as they move out of the aftermath of the World Financial Crisis.

The recovery and the form it takes, will serve as the focal point for the forum deliberations, which has "Looking ahead: New ideas, new directions" as its theme.

Experts, representing different stakeholders of the IT-BPO industry, will gather under one roof, and provide insights on the emerging world economy and how companies can get back on the growth track and achieve new milestones.

A number of executive directors, analysts, consultants and marketing and human resource development experts will contribute to the event by giving a well-defined picture on the strategic plans required for carrying out mega projects. They are also expected to give examples of leading managerial practices and consultations related to promoting their companies and services.

The forum will discuss means of enabling companies to penetrate new geographical horizons, targeting new segments of consumers and following growth opportunities in different fields.

The event also tackles means of developing small and medium sized projects, figuring out the best ways to enter and compete in new markets with bigger companies.

Moreover, the forum reviews the tools that enable companies to create the right mental vision about institutions like promotional activities and campaigns and leadership attitudes.

In addition to panel discussions and meetings, the forum entails an award giving ceremony for eminent leaders in the field of information and communications technology (ICT).

It is also worth mentioning that the forum this year is under the theme "New Times, New Ideas, New Directions' " showcasing insights on the new evolved face of world economy and what would it take to reach the next level of growth, after the tough changes of the



world economy. It also allows new strategies and technologies needed for establishing and marketing new entities.

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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.

**About MCIT:**

For more information about the Egyptian Ministry of Communications and Information Technology go to: [www.mcit.gov.eg](http://www.mcit.gov.eg)