

Press release

ITIDA to Sponsor 20 Egyptian Companies in GITEX Dubai 2010

16 October, 2010 The Information Technology Industry Development Agency (ITIDA) sponsors the Egyptian participation in GITEX Dubai Exhibition and Conference held in Dubai International Convention and Exhibition Centre (DICEC) from 17 to 21 October, 2010. ITIDA shall sponsor the Egyptian pavilion which comprises 20 Egyptian companies specialized in the field of IT as well as a Software Engineering Certification Center (SECC).

The fifth participation in a row for the agency in GITEX comes as one of the positive steps taken by the agency to create opportunities for partnership and increase Egyptian IT products and services exports to the Gulf markets. This would help create a strategy for the Ministry of Communications and Information Technology to increase Egyptian IT products and services exports up to \$1.1 billion by the end of 2010. The agency held a meeting for the Egyptian companies showcasing in the exhibition for the purpose of preparing and organizing participation the thirtieth version of GITEX. The meeting began with spreading awareness among Egyptian companies participating by means of an Egyptian promotional campaign in the field of ICT called "Egypt On" as well as announcing that the agency supports the Egyptian companies participating in the exhibition by almost 85% of the cost of participation.

The agenda of the meeting featured informing companies of the selection standards employed by the agency for participation in the exhibition including certificates of quality, company's activity compared to that of the exhibition and the agency, and company's export capabilities.

The Egyptian pavilion this year is estimated at 378m² which makes for great space for rooms and areas for meetings and VIPs which the showcasing companies may utilize. In addition, the pavilion enjoys a spectacular location at the entrance of Hall 2 in between the English and Canadian pavilions.

Egyptian companies participating in GITEX shall hold workshops mainly in order to introduce visitors and potential clients of the exhibition to their technological products and solutions. These workshops shall be something of an opportunity for Egyptian companies to communicate with visitors and potential clients and for the attendance of these workshops, at the same time, to ask questions which are meant to help companies showcase their products in a better light. Among Egyptian companies participating in GITEX, 6 are first-timers under the sponsorship of ITIDA and 10 second-timers.

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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.