

Press release

ITIDA, Nokia and Etisalat Misr Extend the Deadline of Bilmasry Competition

Egypt, Cairo, 13 September, 2010

Bilmasry competition, which has been launched by Nokia North Africa and Etisalat Misr in cooperation with Information Technology Industry Development Agency (ITIDA) and under the auspices of Minister of Communications and IT Dr. Tarek Kamel, has been extended till the end of September.

The decision to extend the deadline gives the opportunity for a large number of mobile applications developers to join the contest.

ITIDA CEO Dr. Hazem Abdelazim said that the objective behind the competition is to find innovators and add a new perspective and knowledge with a local ideology to the mobile applications field.

He added that the decision to extend the competition is quite sound because it enables us to explore more innovative ideas and applications completed by the contesting developers.

This extension, Dr. Abdelazim noted, will derive a positive output for the winners at the end.

According to Abdelazim, this is one of the reasons why the agency had entered into agreements with our partners which enable us to work on expanding our scope to work on several fields related to its mission as an entity responsible for developing the Egyptian IT industry.

ITIDA will give Bilmasry contestants a chance till the tenth of September to participate in WAS Competition, an international initiative to find out the best mobile phone content.

The best eight applications and eight developers will be selected through the contest provided that their programs are relevant to any of the following applications: trade and business, governmental fields, education, entertainment, life style, tourism and culture, media, news, environment and health, integration and leadership development.



The winners in the local contest will be invited to join the international competition due to be held in Abu Dhabi, UAE in December.

Nokia gives special attention to such contests that are based on innovation. A large number of contestants signed up to take part in the competition.

The contest goes in line with the current trend of encouraging innovation and creativity and boosting public-private partnerships.

Nokia collaborated with ITIDA in offering the required tactic during the selection of winners as well as in working with the selected developers to create more related projects.

General Manager of Nokia North Africa Mr. Mathia Nalappan said that due to the high turnout, decided to extend the sign up deadline to receive more developers and enable more developers to join. This in turn will pave the way for a wide spectrum various ideas for content production, which will benefit Nokia customers.

On his part, Products and Service Director at Etisalat Misr Mr. Sherif Amin pointed out that Etisalat's partnership with Nokia reflects the commitment towards reaching out the company's clients and local communities in Egypt.

Mr. Amin added that the company had earlier announced a challenge for Egyptian applications developers to create different local tools and found an unprecedented turnout from the local community to develop these tools, which made the company decide to extend the contest.

Mr. Amin added that one of the goals of this initiative is to help Egyptian developers create diverse local tools that are likely to cause a positive impact.

Whether the developer is a junior or an expert in the field of mobile applications, this joint initiative offers new opportunities for local developers to enhance their work.

The initiative is part of Nokia's 2010 Calling All Innovators Contest, an international competition on developing mobile applications in five different areas.

For more details about the contest, you can visit: <http://www.tip-eg.com/bilmasry/>

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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.