

Press release

ITIDA and Vodafone Launch an Initiative for Sponsoring Young Developers

Information Technology Industry Development Agency (ITIDA) signed on Tuesday June 15th, 2010 a partnership agreement with Vodafone Egypt on launching a contest and a program for sponsoring the developers of mobile programs and applications.

Published: 16 June, 2010 Entitled Mobile Apps Academy, the initiative aims at preparing a generation of talented developers and helping them generate innovative ideas conforming to the needs of the Egyptian market.

The initiative comes as a continuation of the collaborative efforts of ITIDA and Vodafone Egypt of developing the information and communication technology (ICT) sector and supporting innovation and creativity in the Egyptian market.

Another purpose of the initiative is to highlight Egypt as a regional hub for projects and ideas and to invent high-quality mobile applications.

The initiative will work on raising the local production through encouraging and sponsoring the skills of the target groups, offering opportunities for talented Egyptians and turning their ideas into real projects that can contribute to the development of the ICT sector.

ITIDA CEO Dr. Hazem Abdelazim said that the initiative and partnership with Vodafone Egypt reflects the agency's efforts to support the ICT industry in general and human calibers in particular.

He added this support is offered through a specialized program that targets different groups in the sector, especially programs developers.

Dr. Abdelazim further noted that ITIDA has always been concerned to put into force the principle of partnership and cooperation with leading ICT companies, believing in the important role of the private sector in the progress of the national industry.

Enabling talented calibers to gain experience and implement their projects, he explained, will contribute to enhancing the Egyptian Information Society, which has witnessed a leap making it one of the most growing sectors in the region.



For his part, Vodafone Egypt CEO Eng. Hatem Dowidar said that company supported this initiative out of its deep belief in its responsibility as an ICT corporation, especially with regards to human resource development.

Vodafone Egypt, he added, considers human calibers the main pillars of the industry, which requires constant innovation and development.

According to Eng. Dowidar, Egypt possesses minds and ideas that need to be sustained and sponsored by companies and institutions working in the field.

Eng. Dowidar noted that the bilateral initiative targets programs and internet developers of students and graduates.

An advanced training program will be offered for calibers on programming mobile applications. Also a contest offering from LE 1000 – 10,000 prizes is part of the initiative.

The initiative will demonstrate the ideas and innovations of talented Egyptian youth and help put them into force through enabling distinguished developers to join the Technology Incubators Program sponsored by ITIDA.

Applicants can sign up in the program through adding their data and the details of their programs and application online.

Sarmady, a Vodafone Egypt company, will then manage the technical support, the design, development and hosting of the portal on which applicants can apply.

The company will also be in charge of the technical support of the program in the internet area.

Vodafone Egypt will thoroughly evaluate ideas in cooperation with ITIDA and select the suitable ones based on the technical skills of the applicants and the quality of ideas and proposed projects.

An 800 square meter-location inside the building of the Technology Incubators project will be allocated for the project.

The place will be provided with 200 chairs and 100 computers connected to the internet to facilitate an enabling work environment for the winners based on an open office system.

Vodafone Egypt will promote the initiative on its websites, via mobile ads and online.



Vodafone Egypt will also offer the program participants, in cooperation with Sarmady, workshops and training sessions and a number of other skills in several fields including marketing, planning, development and others throughout the contest duration. Social activities will also be organized for the participants.

The winning projects will be selected by the end of the program based on several criteria including the level of innovation and the marketability of the project. Every contestant will be requested to publish his or her application on an app store.

Contestants must not be older than 33 years. S/he must not be an owner or a partnership in any company.

Applicants related to employees at mobile companies or ITIDA will not be allowed to join the program.

A total of 500 contestants will be selected to join the program in the first year. The most three successful projects will be funded by as much as \$750,000.

The deadline for receiving applications is 25 July 2010. Applicants can apply on www.mobileappsacademy.com.

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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.