

Press release

ITIDA Participates at Gartner Symposium ITxpo 2010

09 November, 2010 — In view of the Egyptian participation in the world IT arena and exchange of expertise and attraction of direct foreign investments, the Information Technology Industry Development Agency (ITIDA) participates in the ITxpo held by Gartner Consulting from 8/11 to 11/11 2010 at the Château de Cannes, France.

The conference is among the most important symposia in the IT industry as it addresses the ideas, tools, and necessary relations to implement business technology strategies. Moreover, it is the biggest annual gathering for presidents and CEOs of international major companies, institutions and IT entrepreneurs all over the world.

During a press conference on the sideline of the exhibition, it is expected that ITIDA and Atos Origin will announce the details of their cooperation plans concerning the support of the regional market in the fields of IT and communications. It is worth mentioning that the company – Atos Origin IT Systems – was established in October 2010 as a joint stock company based in Cairo for the purpose of better providing services to the company clients in Egypt and the Middle East by means of benefiting from the geographical and cultural vicinity of promising markets targeted by the company.

Atos Origin is one of the major European companies working in the field of communications and information systems through its branches in 40 countries all over the world. The company provides quality system integration and development services, infrastructure management services, investment services, outsourcing services, processing financial systems, and process management with an eye on achieving results all over the world. The company's yearly turnout is estimated at €5.1 billion, accommodates around 49000 employees, owns a client base including world companies



operating in all sectors, and is an executive partner for IT and communications services for the Olympics all over the world.

Strategy consultant and ITIDA board member heading its delegation to the conference, Mr. Amin Khair-Eddin said that “cooperation with Atos Origin reflects increased interest on the part of multinational companies in investment in Egypt being a leading destination for investments servicing EMEA markets and one of the world fastest growing countries in the field of IT services”.

In the same context, CEO of the BOD of the company in Egypt and GCCs Mr. Samir Alawadi said “we have an ambitious development plan in Egypt and GCC and we expect a yearly revenue surplus of \$100 million by 2014. I hope we could work with ITIDA as we pledge that our international and local experts will provide quality services and solutions to help institutions speed up their business growth exponentially”.

During the conference, the delegation shall hold a symposium headed by Mr. Amin Khair-Eddin entitled “Global Outsourcing: Creating a Network of Sites Providing Outsourcing Services” in which the delegation will give an overview of the global market for business outsourcing, how to create and manage a network of sites providing outsourcing services, the role of established and emerging sites in this network, as well as highlight the elements needed when choosing sustainable sites to provide these services.

A number of executives in the field of IT in Egypt and many multinational companies operating in Egypt including Valeo, Sykes, HP, Vodafone, Stream, Atos, and Sutherland in addition to Egyptian companies including OTventures, Raya and Xceed are taking part in the Egyptian delegation.

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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.