

## Press release

---

### PM Nazif Inaugurates Second Part of Smart Village Phase III

Prime Minister Dr. Ahmed Nazif inaugurated today the second part of Phase III of the Smart Village facilities.

**Cairo, 14 January 2010:** The phase encompasses the buildings of the new IBM Business Process Delivery Center, Information Technology Industry Development Agency (ITIDA), Information Technology Institute (ITI), Engineering Consultants Group (ECG) and Piraeus and HSBC banks.

The headquarters of the Smart Village Company, which hosts several local and international information and communication technology (ICT) companies, is part of this phase as well.

The inaugural ceremony was witnessed by Minister of Communications and Information Technology Dr. Tarek Kamel, Minister of State for Administrative Development Dr. Ahmed Darwish, Minister of Investment Dr. Mahmoud Mohie Eddin, Minister of Social Solidarity Dr. Ali Al-Moselhi, Minister of Transport Eng. Alaa Fahmy, Minister of Education Dr. Ahmed Zaki Badr and a number of ICT sector leaders.

Dr. Nazif began his inaugural tour by commencing the premises of ITIDA. ITIDA CEO Dr. Hazem Abdelazim received the premier and his accompanying ministerial delegation.

After that PM Nazif inaugurated and inspected the new building of ITI where he was received by ITI Chairman Dr. Mohamed Salem.

Afterwards, Dr. Nazif toured the IBM new Business Process Delivery Center where IBM Egypt General Manager Eng. Amr Ghoneim gave in his presence a comprehensive presentation of all the financial and accounting activities carried out by the center for clients overseas.

Equipped with state-of-the-art technologies and devices, it was the first IBM center in the Smart Village.

A number of qualified EDUEgypt program graduates have been hired at the IBM center, which also offers a variety of services like business process



outsourcing (BPO) back-office, transaction processing operations, technical support and call center operations.

EDUEgypt is an output of a cooperation protocol signed between Ministry of Communications and Information Technology (MCIT) and Ministry of Higher Education and Scientific Research in December 2007.

EDUEgypt aims at meeting the needs of the ICT employment market through a skill development program targeting Egyptian university students and graduates.

The program was offered this year to 10,000 students at 35 faculties in 10 universities, focusing on the outsourcing industry.

Separately, Dr. Nazif inaugurated ECG headquarters where he was welcomed by ECG Chairman Eng. Amr Allouba.

In another development, Premier Nazif witnessed a detailed presentation of the different phases of the Smart Village since it kicked off till now. The presentation was given by the Smart Village Company Managing Director Eng. Amr Abu Alam.

Dr. Nazif concluded the inaugural tour by commencing the new branch of Piraeus Bank in the Financial District. PM Nazif was received by Michalis Sallas, the Chairman of the Board of Directors and Chairman of the Group Executive Board (CEO) of Piraeus Bank Group.

A total of 43 buildings of local and international companies specialized in ICT and financial services have been operating so far in the Smart Village. Such companies facilitated about 30,000 distinguished job opportunities for Egyptian calibers. Currently 30 new buildings with investments amounting to LE 6bn over the coming two years are underway, offering another 30,000 jobs.

The Smart Village Financial District comprises a number of premises like those of the National Bank of Egypt, Commercial International Bank (CIB) and Delta Rasmala.

By the end of next year, the Financial District is expected to host the new buildings of HSBC Bank, Arab Bank, National Investment Bank, Bank of Alexandria – Sanpaolo, the Egyptian Stock Exchange, Beltone Financial, EFG Hermes, Financial Control Agency and a number of securities companies.



Dr. Kamel stated that the new inaugurations came as part of the process of finalizing the advanced infrastructure of the different phases of the Smart Village, the huge technology project whose foundation stone was first laid by Dr. Nazif.

The project, Dr. Kamel added, has been designed, implemented and managed by Egyptian expertise and companies specialized in the field.

Meanwhile, Dr. Nazif held a meeting with ICT leaders and senior staff and board members of the Smart Village Company following the inaugurations.

In January 2009, Premier Nazif had inaugurated the first part of phase III that includes numerous facilities of international and Egyptian ICT companies and banks.

**- Ends**

**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.

**Contact details:**

Ahmed Reda  
Media & Communication Manager  
Information Technology Industry  
Development Agency  
T: +202 35 34 51 85  
E: areda@itida.gov.eg