

Press release

Sponsored By ITIDA; GITEX 2011 Witnesses Largest Egyptian Presence

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70 business companies targets Emirati and Gulf market to display their products and solutions.

The exhibition witnesses the Egyptian e- Signature Center of Excellence Kick-off

Information Technology Industry Development Agency (ITIDA) sponsors the Egyptian participation in Gitex Dubai 2011 held from 9 to 13 October at Dubai World Trade Center (DWTC).

This year, ITIDA's participation is the largest of its kind in the history of Egyptian participation in Gitex Dubai and international exhibitions.

ITIDA sponsors the Egyptian pavilion which includes around 70 IT Egyptian companies in addition to the participation of Software Engineering Competence Center (SECC).

This is the sixth participation of the Agency in GITEX Dubai. This is due to the importance of such an event in opening horizons for more partnerships, increasing the Egyptian IT exports, pumping more investments and penetrating Gulf markets.

Furthermore, the Egyptian participation reflects the awareness of Gulf market of the Egyptian potential and competence in the field of IT services, bearing in mind Egypt's high ranks in international reports.

ITIDA's CEO, Mr. Yasser El- Kady pointed out that ITIDA's participation is different than the previous ones, not only regarding the number of companies but also the type and sort of participation maximizing the benefits of all Egyptian companies from such a prominent exhibition.

Gitex Dubai exhibition witnesses the launching of the Egyptian e- Signature Center of Excellence, he added. Mr. El- Kady explained that this center is the first of its kind in North Africa and the Middle East providing e-signature infrastructure, services and applications for all operating systems. Furthermore, the center is the first of its kind in the region achieving integration between software and Public Key infrastructure (PKI) and ensuring the confidentiality of information systems.

In the same context, ITIDA held a free training course at Gitex Dubai exhibition about best practices in international exhibitions. The training also aims to transfer Egyptian companies' expertise to Gulf market to maximize the benefit of the Egyptian companies' participation in this year's exhibition.

ITIDA offers the companies participating in the Egyptian pavilion a number of services: halls equipped with monitors to display their products/ services, enlisting the companies' names in the booklet of the Egyptian delegation and Gitex Dubai official Catalog, using the facilities of the Egyptian Pavilion such as meeting rooms and VIPs halls.

Egyptian companies participating in the exhibition are selected in accordance with ITIDA five-axis selection criteria: export capacity of the company, specialization, relation to the exhibition, compatibility of with the communication and information technology sector, international quality certificates, years of experience in the sector.

Gitex Dubai counting its 31st round this year is one of the most important specialized ICT exhibitions. The exhibition last year' statistics reflects that 3523 companies of 65 countries participated in the exhibition, and about 137 thousands from more than 139 countries visited the exhibition and benefited from its services and products.

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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.