

Press release

Cairo ranked one of the top five emerging cities for outsourcing in new report

Combination of skilled workforce, business environment and cost savings, reinforce Cairo's position as world's 4th most emerging outsourcing destination

Cairo, 13 December, 2010: Cairo has once again been recognized as one of the world's top offshoring cities, ranked 4th emerging city in the latest 'Top 100 Outsourcing Cities' report conducted by Global Services-Tholons.

Last year, Egypt was ranked 7th and this leap to 4th in the 2010 list highlights the ongoing developments and investments being made in the country, resulting in Cairo emerging as the top city from Middle East and Africa.

Egypt's second ICT hub, Alexandria, also showed marked improvement jumping to 47th having only entered the top 50 last year.

Commenting on the report, Mr. Yasser El Kady, CEO of Egypt's Information Technology Development Industry Agency (ITIDA) said: "With two cities featuring so prominently in the list, this independent report affirms Egypt's position as a leading global outsourcing destination and gateway to the Middle East and Africa. We are continuing to invest in the capabilities of our talent pool, infrastructure and business environment to ensure we continue to offer a quality location for businesses from around the world."

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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.

Contact details:

Contact details:

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

Jess Burr
Hill & Knowlton
T: +44 0207 413 3103
E: jess.burr@hillandknowlton.com