

## Press release

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### Twelve Egyptian Companies Expect Deals Worth LE 44 million after GITEX 2010

**21 December, 2010,** The Egyptian firms that participated in GITEX 2010, held at the Dubai International Convention and Exhibition Centre from October 17-21, said that they expect deals worth \$8 million (about LE 44 million) following their participation.

In statements sent to the Information Technology Industry Development Agency (ITIDA), the companies noted that GITEX 2010 was a great opportunity for acquainting the visitors with their products and the fields of their work amidst a high turnout at the Egyptian pavilion.

The 12 firms, out of 20 Egyptian ones that participated in the exhibition, said that such speculations of the volume of the deals followed discussions and fruitful meetings with potential clients. In addition, the clients showed considerable interest in the companies' products and technological solutions.

Two companies of the 12 said they expect deals that could hit \$4 million; one of them participated in GITEX for the first time under sponsorship of ITIDA. This company offers IT services and software development worldwide. It has affiliates in the Middle East and Europe. The company managed during the exhibition to finalize an agreement with a leading global company to distribute its products for managing fleet vehicles.

Another Egyptian company, which took part in GITEX for the second time, said it anticipate deals and contracts worth \$ 1,5 million. It is a leading communications and information technology (ICT) firm offering a variety of solutions and advanced and compact services for its clients in the Middle East and Europe. It is also the sole company that offers bulk SMS services in addition to solutions for hosting servers and launching electronic portals on the internet through data centers.

A survey conducted among the Egyptian companies that participated in GITEX about the services that ITIDA offered them during the event gave 91 per cent for the services quality and 88 per cent for the design of the Egyptian pavilion. The types of visitors got 62 per cent.

Assessing the participation of the Egyptian companies in GITEX 2010 started as soon as the event was over through distributing questionnaires among these firms to know their



views in terms of organization and the participation output besides other details that ITIDA would benefit from as guidelines for similar future participations.

The companies' responses to the poll came some time after GITEX was over to ensure data accuracy, following contacts with potential clients.

ITIDA took part in GITEX 2010 for the fifth successive year as part of its constant efforts to open up new prospects for the Egyptian exports of IT products and services in various world markets including the Gulf.

These efforts aim at achieving the strategy adopted by the Ministry of Information and Communication Technology (MCIT) to enhance the country's exports of IT products and services to hit the target of \$ 1,1 billion by the end of 2010.

The volume of the deals expected to be realized by the companies after GITEX 2010 reveals how the Egyptian companies are capable of competing on the global level thanks to the high-professionalism and quality of their products and technological solutions.

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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.