

## Press release

### Egypt Competes in the World Summit Award WSA for 2011

Information Technology Industry Development Agency (ITIDA) announced its participation in the World Summit Award for 2011. The contest aims at leveraging ICT practices, and providing excellent e-content to build a comprehensive IT society.

The World Summit Award is a global initiative to select and promote the world's best digital contents.

ITIDA is responsible for selecting and nominating one product per each category with a total of eight nominees to represent Egypt in the World Summit Award. This year, ITIDA received more than 70 applications to participate.

Five winners in each of the 8 categories will be announced as winners of the WSA 2011 and will be able to present their products on a world stage gaining international standing.

Arabic is preferred, however, for a company to join this event, it must have an application or a project developed in Egypt in any language. Also the project must be totally owned by the company, including its photos, multimedia, ...etc. All the projects must be finished after January 2009.

Projects can be submitted in one of eight categories: e-Government and Institutions, e-Health and Environment, e-Learning and Education, e-Entertainment and Games, e-Culture and Heritage, e-Science and Technology, e-Business and Commerce and e-Inclusion and Participation.

After the nomination process is complete, an international jury will come together for a multiday-session to evaluate the submissions on the basis of content and creativity in Hong Kong.

Started as a global initiative in 2003 as part of the UN's World Summit on the Information Society (WSIS), the World Summit Award (WSA), is organized by the International Center for New Media (ICNM) in Salzburg. It is a global initiative to select and promote the world's best e-Content and innovative ICT applications; to date more than 160 countries are actively involved.



Through national pre-selections and contests and a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

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**Contact details:**

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

**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.