



Press release

Egyptian Prime Minister Appoints Yasser EIKady as CEO of the Information Technology Industry Development Agency (ITIDA)

Egyptian Prime Minister yesterday appointed Eng. Yasser EIKady as the new CEO of the Information Technology Industry Development Agency (ITIDA). EIKady will be reporting directly to the Minister of Telecommunications and Information Technology.

In September 2009, EIKady was appointed as the First Deputy to the Minister of Investment in Egypt. To support his role for the Ministry, Yasser was also appointed as a board member for the General Authority for Investment (GAFI), the principal government body regulating and facilitating investment in Egypt.

Since 2007, EIKady has also been a board member in the Information Technology Industry Development Agency (ITIDA), which builds the capacities of local IT companies and aims to grow a qualified, sustainable and deployable talent pool. A year later, EIKady joined the Advisory Board for the Minister of Communications and IT, Dr. Tarek Kamel, to help formulating the national innovation strategy and the IT industry development for Egypt.

Today, EIKady is also a board member in Credit Agricole Egypt. Yasser was also an advisor to the former Minister of Transportation, Eng. Mohammed Mansour.

Prior to holding these positions, EIKady established and grew the business of Cisco Systems in Egypt and the Middle East region over a period of ten years. He took on the role of general manager for Egypt back in 1999. EIKady built the organization from the ground up and designed a strategy to align Cisco Systems with the Egyptian government's vision for CIT development.



He then took over the region becoming the Managing Director for MEA, strategy and business development. ElKady's role at Cisco Systems not only achieved revenue growth and expansion, but he was instrumental in building relationships with the regional governments to enhance IT skills and to develop talent.

After earning a Bachelor of Science Degree in Electronics and Data Communications Engineering from Cairo University, Yasser received a degree in computer design from California, USA.

About IDITA

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 technology and 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. To learn more about ITIDA and its activities, please visit www.itida.gov.eg

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