

# EGYPT

The Destination of Choice



**EGYPT**

IT Industry Development Agency



# Executive ARM

of the Ministry of CIT



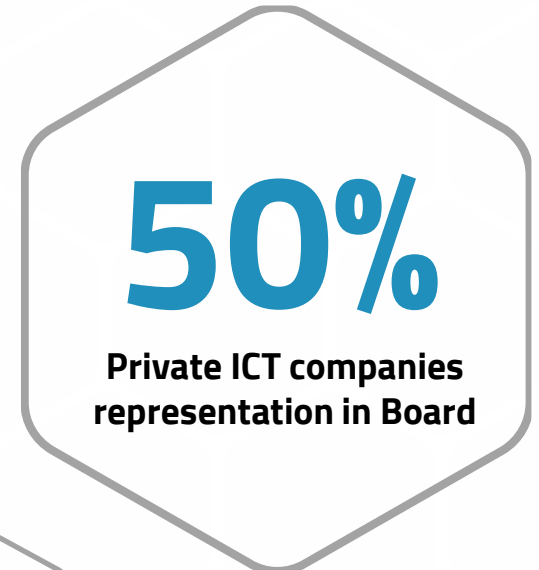
Enable Business  
Environment to Boost  
Digital Exports



Accelerate  
Market Driven  
Skills Development



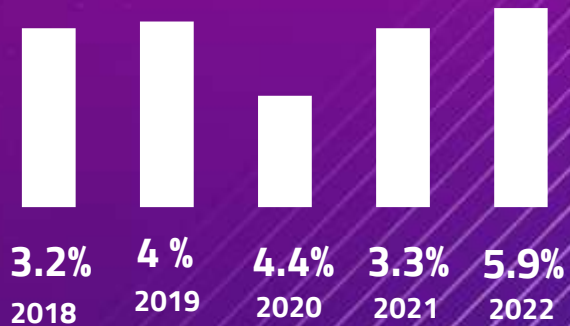
Stimulate  
Growth  
in Innovation





# Fast-Paced Economy

## GDP



**\$5.12B**  
**FDI**

2021

## ICT Sector

### \$ Exports



**Fastest**

growing sector

**16.3%**

**Largest**

contributor to  
GDP growth

**280,000+**

Jobs

The  
Economist

Egypt ranked  
**4<sup>th</sup>** most **resilient country**  
to the pandemic  
Jul 2021

"It is always hard to overcome hard times by an individual effort! Well-established visions, broad missions and integrated efforts across the country, makes it easy to control disaster, no matter how critical it is."

**EXPO  
TECH**

Expo Technology Egypt commenting to ITIDA on Egypt's resilience during COVID pandemic

"The Egyptian mentality and culture are very adaptable to cope with any difficulty fast enough. also the country infrastructure and the government support was really helpful"

**Henkel**

As reported form Henkel to ITIDA in response to COVID 19 effect on operations in Egypt in 2020

Egypt

has been building its profile as a world-class BPO contender, showing great resilience and adaptability for decades, not just in the face of a global crisis"

Peter Ryan  
Ryan Strategic Advisory

"Egypt gained great credibility due to the Government response towards wave 1, Egypt will defiantly gain portion of the business in Philippines and Latin America."

**SYKES**

As reported form Sykes Egypt to ITIDA in response to COVID 19 effect on operations in Egypt in 2020

"Our operations in Egypt had minimum impact compared to other locations since the workforce is Egypt is very agile and committed"

**iSON**

# Increased GLOBAL CONFIDENCE



Egypt is one of the **Middle East's** most powerful **transformation stories**. Its performance has been aided by **economic reforms, favorable demographics, and a stable inflation rate**  
**Jan 2022**



Egypt's **economic growth** will **outperform** most emerging markets and **regional peers** over the coming 2 years  
**Jan 2022**



Egypt ranked **4<sup>th</sup>** most **resilient country** to the pandemic  
**Jul 2021**



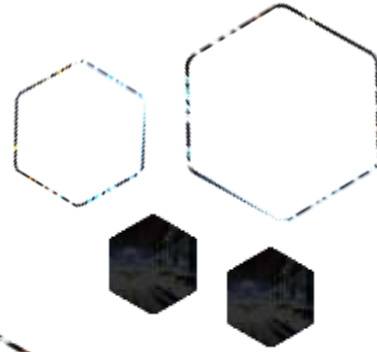
Egypt is **Africa's top FDI destination**  
**Jun 2021**



Egypt is the **only** country in **MENA** to witness **positive real GDP growth**  
**Oct 2020**

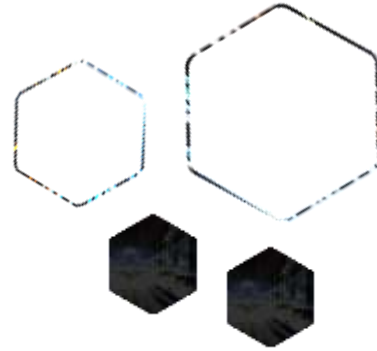


Egypt progressed **6** places in **Ease of Doing Business**  
**Oct 2019**





# Progressive SECTOR ACKNOWLEDGMENT



An **Attractive** Offshoring  
Destination with **Unique** Proposition  
**Sep 2021**



**#15 Global** Services Location  
**#1 in MEA**  
**Apr 2021**



**4<sup>th</sup> Most favored Offshore**  
**CX Delivery Location**  
**Apr 2021**



**#16 Global GBS Location**  
**#1 in MEA**  
**Sep 2020**



**Attractive multilingual hub** for  
nearshore delivery to **Europe**  
**Jul 2020**



**Primary Location** in EMEA for  
Global Sourcing of Services  
**Aug 2019**

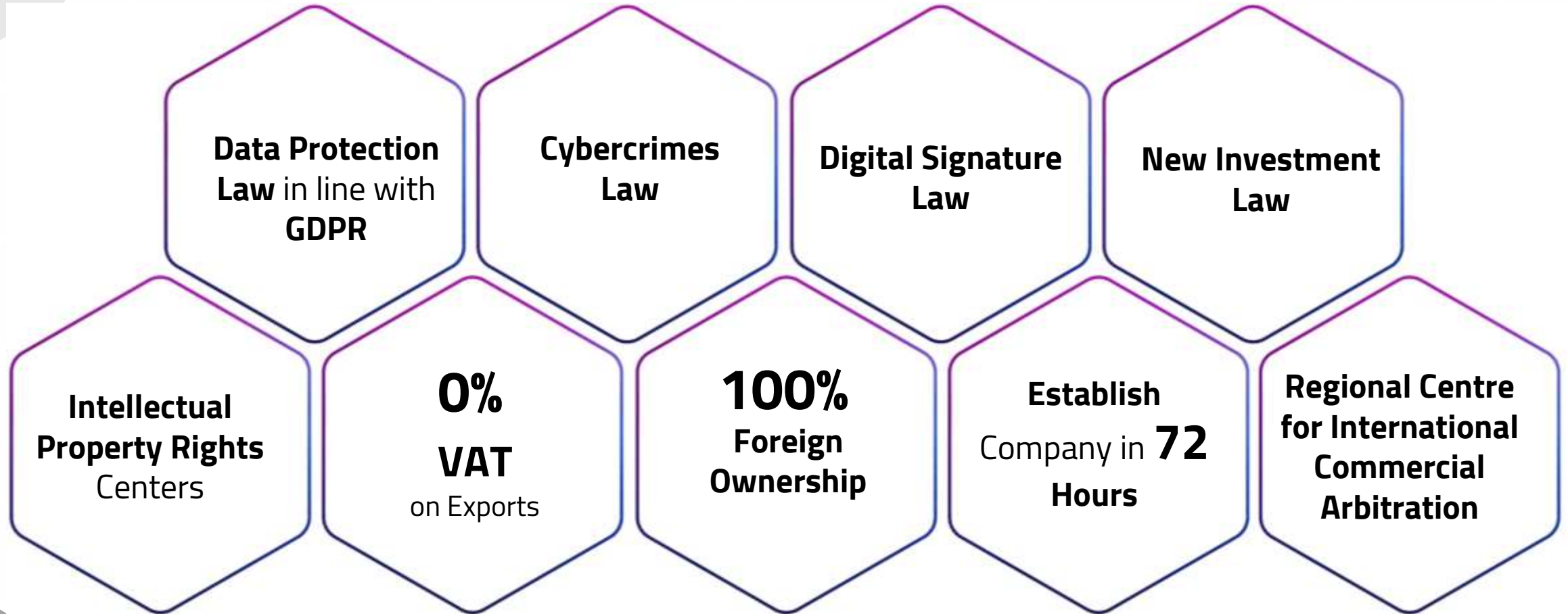


The **only non-European country**  
among **18 GBS Locations**  
**May 2019**



One of the **fastest growing**  
offshore destinations in the world  
**May 2019**

# Conducive Business Environment in Egypt







EGYPT

ABUNDANT  
TALENT



COMPETITIVE  
COST



ABUNDANT  
TALENT



**100+ Million**  
Population

**70%** below 40 years

**600K+** Annual Grads

**1<sup>st</sup>** in Middle East & **2<sup>nd</sup>** in EMEA

**49%**

Women

**40%**

STEM

**100k F&A** & **40k ICT**

Annual Grads in Cairo

**#10** on **Top Coder**

رديني

**80%** working  
population speak  
**Foreign Languages**

**20+** Languages

**70+** Universities

**100+** Institutes

**60+** International Schools

egyptfwd  
initiative

Certified high-value training in **Technology Tracks**  
targeting **200,000+ youth** in  
collaboration with online learning platforms,  
MNCs, and leading universities

UDACITY

amazon  
web services

AT&T

edX

Google

COMPETITIVE  
**COST**

# Cairo C&B Savings

**vs**

Up to  
**60%**  
Savings

among  
**Top 10**  
least expensive  
cities

Warsaw   Bucharest   India  
**72%**   **56%**   **10%**

**Software Developer**

Warsaw   Bucharest   India  
**75%**   **55%**   **16%**

**F&A**

Warsaw   Bucharest   India  
**70%**   **66%**   **24%**

**Data Analyst**

Source: EY



**EGYPT**

**PIVOTAL  
LOCATION**



**PIVOTAL  
LOCATION**



**Internet Backbone**  
connecting **60+ Countries** through  
**13 Routes**



**Free Trade** agreements covering  
**70+ countries** across  
Africa, Asia, and Europe

**EET Time Zone**



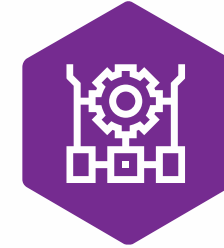
**Seamless Business Continuity**

with **US and Asia**  
Follow the Sun approach

**Cosmopolitan Life**



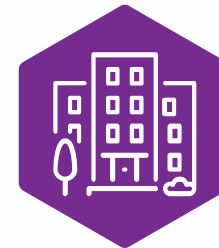
**Diverse Culture**  
**5000 years**  
old heritage



**Quality infrastructure**  
at low cost



**Quality housing facilities** with  
international standards



**Recreation facilities**  
International Restaurants &  
shopping Malls



**High Safety**  
Perception and  
low crimes probability

# Golden Opportunities

for Data centers

## Issue

White spot of Data Centers & Clouds in the Middle East causing APAC Latency

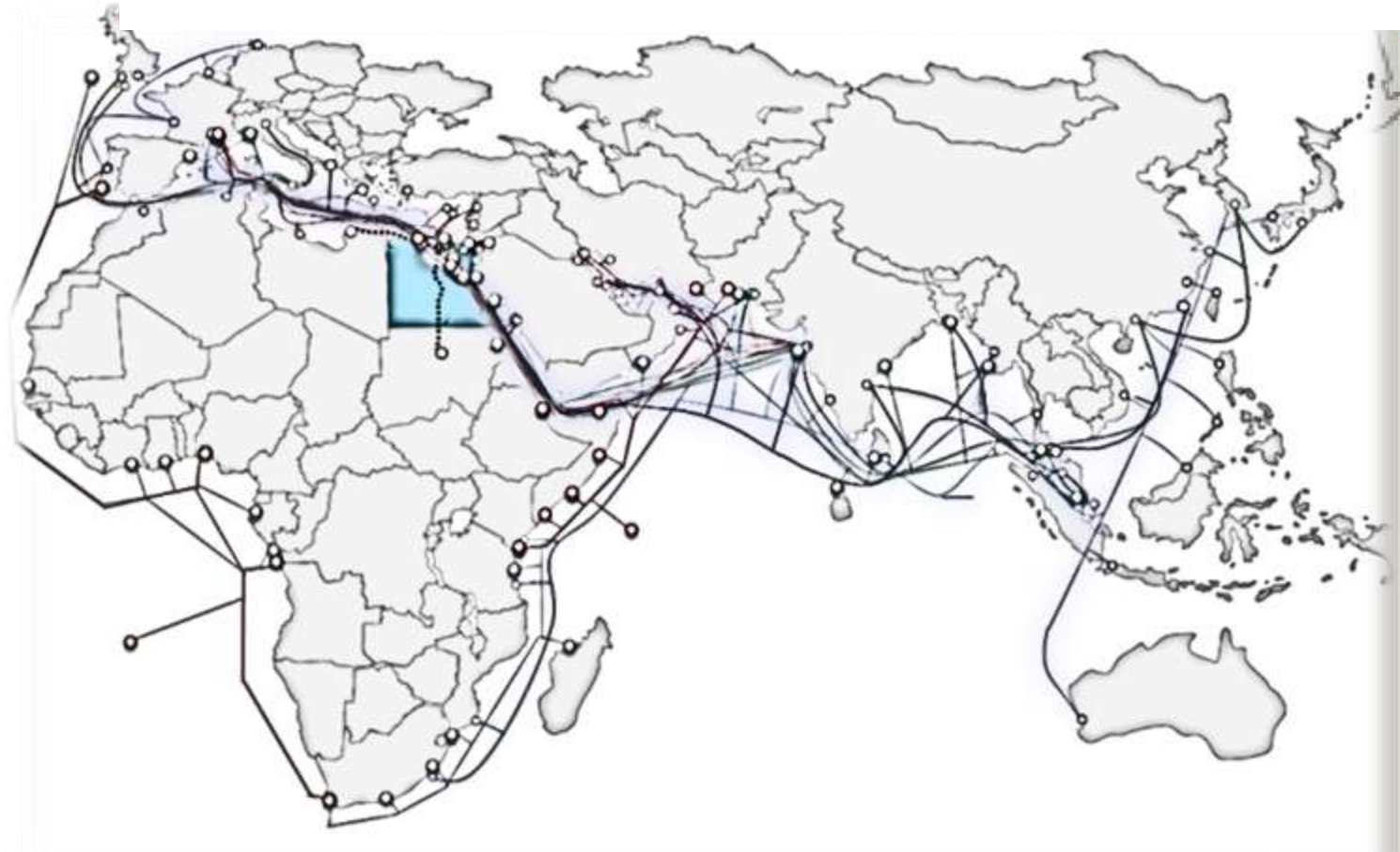
## Opportunities Utilizing

- ◆ Strategic Location
- ◆ High-Quality Infrastructure Technology Parks

for building a network of Data Centers

**Saves 150+ms**

from Gulf and Far East routes

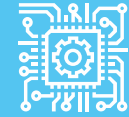


**90%** of Europe-Asia Data Flow



EGYPT

DEVELOPED  
INDUSTRY



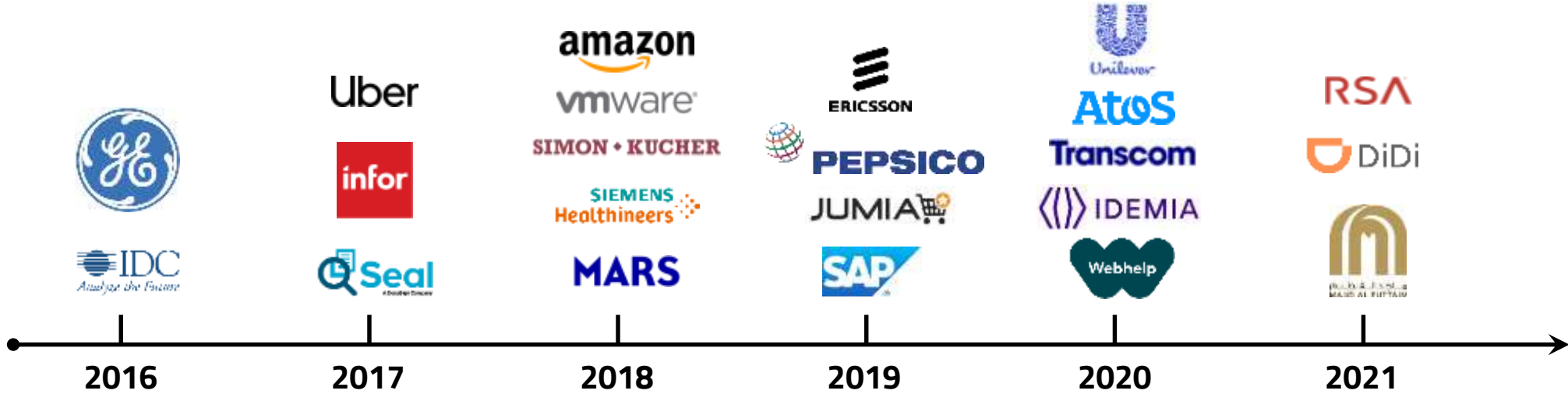


**150+** Delivery Centers

**100+** Countries

**50%** serve 3+ Continents

Since  
**2003**



DEVELOPED  
INDUSTRY



# Tech Leaders

Leveraging Egypt for Global Operations

## IBM



In Egypt Since **1954**



**7 Regional** Tech Centers



**1700+** Employees

**“IBM has always realized the attractiveness of Egypt as a competitive sourcing destination.”**

Wael Abdoush, Former General Manager, IBM Egypt

## DELL Technologies



In Egypt Since **2009**



**Center of Excellence**



**1200 Employees** (48% Females)

**“Selected by DELL Senior Executives as one of the “Best” locations for investment and growth.”**

Magued Mahmoud, VP & GM, Dell CoE

and more..



SIEMENS UBER

QCENTRIS

ORACLE



NOKIA



TERADATA

Microsoft

INFRANET





DEVELOPED  
INDUSTRY



# A Global Sourcing Hub

For Captives and Providers

**\_VOIS**



In Egypt Since **2002**



**8200 Employees**

(55% Females)

**“We host here Vodafone's worldwide center of excellence on technology. So many activities where you can see that it's really the technical hub is happening in Egypt.”**

Alexandre Froment-Curtill, Former CEO, Vodafone Egypt

*All AI and Cognitive activities  
IoT services & Smart Cities solutions*



**Business  
Services**



In Egypt Since **2004**



**2500 Employees**

(1/3 Females)

**“Egypt is an attractive location for its stable and secure infrastructure; large educated and high quality engineer and IT labor pool; and availability of many language skills.”**

Frances Woodworth, Head of Egypt Service Implementation & Deputy Site Leader


*Main of their 5 Service Centers*

DEVELOPED  
INDUSTRY



# A Growing Edge in Knowledge Process and Design



 In Egypt Since **1995**

 **Advanced Technology Lab & Regional Centers of Expertise**

 **500 Employees**

**"Microsoft's vision is to leverage Egypt's wealth of research & software engineering talent and unique expertise around natural language processing and speech processing to serve as a center of expertise for language processing and speech processing across Microsoft."**

Hussein Salama,  
Advanced Technology Lab Director



 In Egypt Since **2006**

 **R&D CoE + 2 SSCs**

 **2200 Engineers** (29% Females)

**"Our software house in Egypt is the main software house for Valeo, serving the entire group in 30 different countries"**

Wael Abu El-Maaty, Former GM, Valeo Egypt

EGYPT

INSPIRING  
INNOVATION



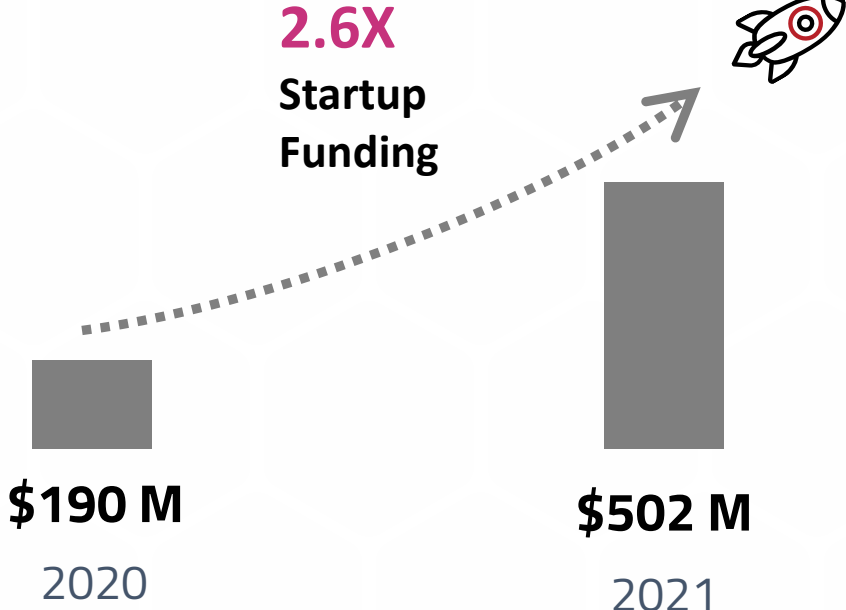


**60%**  
Foreign  
Investors

**20**  
Innovation  
Hubs

**2<sup>nd</sup>**  
MENA Startup  
Ecosystem in  
Knowledge

**Top15**  
Global Emerging  
Startup Ecosystem  
in Funding



International Hubs

Fortune 500 Investors

Innovation Labs

Innovation Initiatives

# Egypt makes Electronics

Initiative

INSPIRING  
INNOVATION



**Selected Industry  
Segments**

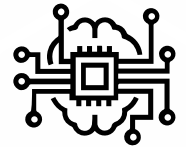
**Support Industry  
Products**

**Eco-System  
Development**

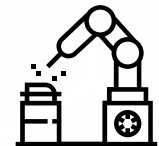
**Testing and  
Accredited Lab**



**Electronics  
Innovation  
Complexes**



**Electronics  
Innovation Hub  
(KC)**



**+ Financial Incentives**





# Manufacturing Giants



Since 2012  
\$900M Annual Revenue  
4M units/year  
2.8M units exported (2018)



Since 2001  
\$600M Annual Revenue  
1.5M units/year  
800K units exported (2017)



Since in 2017  
JV with Chinese Megan  
\$70M Annual Revenue  
1.5M unit/year  
65% units exported



Since 1964  
JV with Toshiba & Sharp  
\$1.5B Annual Revenue  
1.5M units/year  
\$300M exports (2017)

# Leading Design Houses



EGYPT

SUPPORTIVE  
GOVERNMENT



**SUPPORTIVE  
GOVERNMENT**



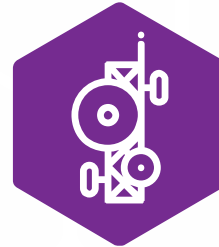
## Investors Attraction Support and Aftercare System



**Market Intelligence  
& Due Diligence**



**Training & Talent  
Development**



**Preferential Telecom  
Rates**



**Set-up/Expansion  
Support**



**Financial  
Incentives**



**Dedicated Account  
Manager  
for each investor**



**Ministry of Communications  
and Information Technology**



**NTRA**  
National Telecom Regulatory Authority  
الهيئة الوطنية لتنظيم الاتصالات



**Ministry  
of Investment**



**General Authority for  
Investment and Free Zones**

Thank you



**EGYPT**