



Empowering Egypt's Digital Future

Vivo Smartphone Factory Visit

In a significant step towards enhancing Egypt's manufacturing and technology landscape, H.E. Prime Minister Dr. Mostafa Madbouly, accompanied by H.E. Minister of CIT, H.E. Minister of CIT Dr. Amr Talaat and Eng. Ahmed Elzاهر, ITIDA's CEO, visited the Vivo smartphone factory in the 10th of Ramadan City. This visit is part of the ongoing efforts under the presidential initiative 'Egypt Makes Electronics', aimed at establishing Egypt as a high-value manufacturing hub.



Fueling Growth in Beni Suef

H.E. Dr. Mostafa Madbouly, Prime Minister of Egypt, explored Beni Suef's vibrant Technology Park, accompanied by H.E. Dr. Amr Talaat, Minister of CIT, and Eng. Ahmed Elzاهر, CEO of ITIDA. The visit showcased the remarkable growth of Aura Communication, a call center services company, from 50 to 670 employees, highlighting the commitment to local talent. At Creativa, the Prime Minister celebrated Egypt's strides in digital innovation, engaging with dynamic entrepreneurs and visionary startups.



CREATIVA Innovation Hub - Ismailia

Dr. Amr Talaat, Minister of CIT, and Eng. Ahmed El Zاهر, ITIDA's CEO, embarked on a journey of discovery within Ismailia's vibrant innovation hub, CREATIVA. With over 28,000 empowered youth and 90+ startups nurtured by its programs, CREATIVA stands as a testament to Egypt's digital aspirations. With over 2,300 freelancers thriving within its ecosystem, CREATIVA is not just a center for innovation but also a hub for digital proficiency and pioneering ventures, spearheading Egypt's technological revolution.



Electronics Innovation Complex in Borg El Arab

The final stop was the Electronics Innovation Complex in Borg El Arab, where the Prime Minister and Minister of CIT toured the facility. This complex has become a cornerstone of Egypt's tech scene, supporting 110 companies, 100 startups, and 210 product ideas in just three years. By training 9,500 students and graduates and partnering with universities, the complex is nurturing innovation and building a brighter future for Egypt's tech leadership.



Strengthening Egypt-Hungary Tech Collaboration

Egyptian-Hungarian Business Forum Paves the Way for Strategic Partnerships

ITIDA recently hosted the prestigious Egyptian-Hungarian Business Forum, in the presence of key government officials from both nations. This landmark event marked a significant step in fostering groundbreaking cooperation in modern technologies, AI, digital capacity building, outsourcing, and international digital infrastructure.

The forum was attended by H.E. Dr. Amr Talaat, Egypt's Minister of Communications and Information Technology, H.E. Mr. Márton Nagy, Hungary's Minister of National Economy, H.E. András Kovács, Ambassador of Hungary, and Eng. Ahmed El Zاهر, ITIDA's CEO. With participation from 19 distinguished Egyptian and 13 esteemed Hungarian companies and academic institutions, the forum aimed to cultivate strategic partnerships and stimulate bilateral investments.



Highlighting Egypt's Competitive Advantages

The forum served as a platform to illuminate Egypt's unparalleled competitive advantages in the ICT sector. These include a highly skilled workforce, a cost-effective business environment, advanced infrastructure, and steadfast government support. These elements collectively enhance Egypt's stature as a premier regional IT hub and a magnet for global service centers.

Eng. Ahmed El Zاهر, ITIDA's CEO, underscored the forum's profound significance in unveiling new growth horizons and market opportunities for Egyptian companies while propelling innovation within the IT sector. He elucidated on ITIDA's pivotal role as a catalyst for Egypt's ICT sector, emphasizing its mission to empower local companies, particularly SMEs, by facilitating exceptional networking and partnership opportunities.



Fostering Bilateral Ties and Mutual Growth

This strategic collaboration between Egypt and Hungary aims to fortify bilateral ties and foster mutual growth in the dynamic landscape of technology and innovation. Hungarian companies showcased their cutting-edge solutions, followed by fruitful bilateral meetings designed to cultivate meaningful partnerships, further cementing Egypt's leadership in the regional IT landscape.

The Egyptian-Hungarian Business Forum has paved the way for a new era of cooperation, leveraging the strengths and expertise of both nations to drive advancements in the technology and innovation sectors, ultimately benefiting the economies and citizens of both countries.



Boosting Egypt's Tech Startups Scene



Strategic Partnerships and AI Innovation

We kicked off our journey by joining forces with RiseUp and Techne to empower entrepreneurs and ignite AI innovation. This collaboration is a vital step towards propelling AI-powered startups both locally and across Africa, playing a pivotal role in shaping Egypt's AI-driven future.



Inauguration of the Entrepreneurship and Startups Unit

ITIDA and GAFI inaugurated the Entrepreneurship and Startups Unit and its e-platform. This initiative underscores our commitment to fostering a vibrant tech ecosystem in Egypt, perfectly aligning with the government's vision of a robust entrepreneurial landscape. ITIDA's involvement highlights its dedication to supporting innovation and technology.

Forbes Middle East Fintech 50: Egypt Leads with Innovation

In a testament to the strength of Egypt's fintech ecosystem, 13 Egyptian fintech companies have been recognized in Forbes Middle East's Fintech 50, displaying the country as a leader in financial technology innovation. Notably, companies such as Fawry, MNT-Halan, and Paymob lead the charge, underscoring Egypt's pivotal role in the fintech landscape.



ITIDA Celebrated the Girls in ICT Day

ITIDA Celebrated the Girls in ICT Day as the Agency is dedicated to empowering young women and showcasing the endless opportunities in technology. Among the women featured in this celebration were: Mirna Arif, General Manager at Microsoft Egypt, Nagia Haraki, Strategy and Transformation at PepsiCo, Rania Salah, Head of _VOIS Egypt Center, Maggi Dewdar, Campus Head - Africa at InTouchCX, and Nidal Afid, Cluster Director - Engagement Executive Sales Operations at Intelcia Egypt.

Empowering Organizations Individuals through Development Programs

- Electronics Innovation Empowerment Design Companies' Enablement is an EME program opened for local and global enterprises engaged in electronics systems/products/IP devices, component IC chip (ASIC) or electronics EDA tools. The 3-year program closed by the end of April offering access to Electronics Innovation Hub in the Knowledge City.
- Q4E, part EME Initiative, is launched to expand talent in semiconductors and embedded systems, fostering access to trained professionals for companies in Egypt.
- TIEC-CREATIVA's EME Incubation Program (EIP) launched for those who have an idea, startup, or project related to technology and sustainable development goals. Successful applicants get a chance to receive funding of 360,000 LE and technical support.
- ITIDA, in collaboration with GIZ and Komet Institut, introduced Up4Jobs Training Program, aimed at enhancing German language skills for Egyptian graduates and job seekers.
- ISTQB® Partnership Program, administered by SECC, recognizes organizations with a demonstrated commitment to software testing certifications: Fekra, BlueCloud, Sumerge, TestCrew, Ejada, TestPro, Qeema, Pmaestro, Valleysoft, and EISewedy Electrometer.
- Graduation Projects Support program, offered by ITAC for the 19th round announced accepted graduation projects. Summer Internship Support

- SECC's Online Training on Generative AI in Software Requirements Engineering - Online [Owner and Trainer]
- SECC's Online Training on Generative AI in Software Testing - Online [Owner and Trainer]

- Hya Raeda opened for women with innovative ideas in the field of information and communication technology.

ITIDA Engagements

- Data Science Conference DCS MENA 24 - Egypt University of Informatics (EUI) and online [Strategic Partner]
- SECC's Automatic Software Industry in Egypt Roundtable - Creativa Hub, Sultan Hussein Palace [Organizer]
- SECC Tech Nights' Exploring Computer Vision and AI Insights - CREATIVA Hub, Giza [Host]
- SECC Tech Nights' Talents Capabilities versus Market Challenges for the Tester Role & AI Testing Evolution - CREATIVA Hub, Giza [Host]
- SECC Tech Nights' Unlocking Success: Supercharge Your Business with AI's Transformative Power - CREATIVA Hub, Giza [Host]
- Vodafone's AI Assistive Tools Hackathon - Vodafone Egypt Premises, Smart Village [Strategic Partner]
- RiseUp Summit 2024 - Grand Egyptian Museum (GEM), Giza [Strategic Partner]
- Techne Summit Cairo - Sultan Hussien Kamel Palace: Creativa Innovation Hub & Cairo International Stadium [Sponsor and Corporate Exhibitor]
- Engineerx Youth Summit '24 - the Greek Campus [Strategic Partner]
- ITIDA-ABSL DACH Informative Webinar: The New World of Business Services Locations - Online [Organizer]
- SECC launched DevOpsDays Cairo Conference 2024: Call for Proposals



Fresh Unveilings



Archer Integrated Risk Management expanded its operations in Egypt with a vibrant hub in West Cairo brimming with potential for dynamic business operations. As they plan to double their operations and hire an additional 150 engineers, Archer continues to drive efficiency and adaptability in risk management solutions, supporting a customer base that exceeds 1300 clients globally.

Startup Ecosystem Navigating the Entrepreneurial Scene

TIEC partnered with CIHEAM Bari to execute Startup10 program in Egypt. The program was funded by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI). Winners will have the opportunity to join the community of Italian companies and to benefit of an additional 3-month period of collaboration (Open Innovation Program) with one of them in his own country and of vouchers up to €5,000,00 to be used in the form of support tools, training, coaching, services and equipment to be validated, together with the Coordination team of CIHEAM Bari.

The Center announced Startup10 winners

- Poultry Sync
- SEAVO
- Egrobots
- Plug 'n' grow
- AlProtein
- Farmtopia
- Fruitful Solution



Here is a list of local startups fundraised during the second quarter in 2024:



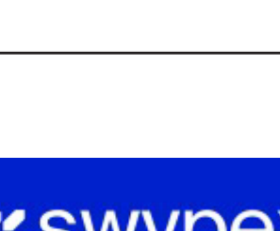
Sahl - USD 6M
Seed and Series A



iSupply - USD 2.5M
Pre-Series



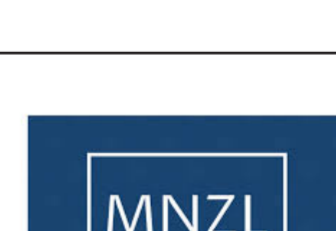
The Potcast Productions (TPP)
Pre-Seed



Swypex - USD 4M
Seed



One Order - USD 16M
Series A



MNZL - USD 3.5M
Seed



Bokra - USD 4.6 M
Pre-Seed



Insights from the World

Global Reports

Egypt Ranks as a Top Destination for Offshore Customer Experience Delivery in 2024

Egypt has solidified its position as a leading destination for offshore customer experience (CX) delivery, according to the 2024 Front Office CX Omnibus Survey. Competing against over 40 global locations, Egypt has impressively secured the fifth place, demonstrating its strong appeal in key European markets. Available at: <https://ryanadvisory.com/india-is-the-most-favored-offshore-cx-delivery-location-in-2024/>

Milestones and Key Achievements

- Drawing insights from ITIDA latest two Employment Fairs (IEF), where 125 local & MNCs participated between Oct 2023 and Mar 2024, the data reveals key trends shaping the job market as follows:
 - software development roles top the charts, accounting for over 58% of the 3200 job openings in Egypt. Following closely are job roles in IT Management and Artificial Intelligence/Data Science, each comprising 9% of available opportunities.
 - IT infrastructure roles make up more than 7.5% of the offered jobs, while Information Security positions stand at 4.4%, Data Analysis at 3.7%, and Digital Arts at 3.2%. Telecommunications Engineering jobs account for 2.4%, while Research and Development positions represent 1.15%.
 - English (49% of jobs), German (23%), French (14%), and Italian (13%) emerge as the top languages in demand by call center and business process outsourcing business.

- Showcasing Egypt's Fintech Brilliance! In the midst of global financial shifts, Egyptian fintechs shine brightly, with 13 companies entering in Forbes Middle East's Fintech 50. Egypt proudly leads in numbers, reflecting our burgeoning fintech landscape. Fawry, leading Egypt's strides, is joined by other innovative entities like MNT-Halan, AMAN Holding, Valu, Thpdr, Paymob, Contact Financial Holding, PaySky, MDP, Money Fellows, Lucky ONE, Telda and Klickit, all collectively catering to millions and driving financial inclusion across Egypt. Link: <https://www.forbesmiddleeast.com/lists/the-middle-east-s-fintech-50/>

STAY TUNED

for more exciting updates in the next edition of the ITIDA Newsletter as we continue to bring you the latest news and stories from Egypt's thriving ICT industry.