

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

Since
2004

50%
Private ICT companies
representation in Board

300+
Employees

Fast-Paced Economy

GDP



\$5.9B
FDI

2020

ICT Sector

\$ Exports



Fastest
growing sector

16%

Largest
contributor to
GDP growth

280,000+
Jobs

The
Economist

Egypt ranked
4th 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 4th most resilient country to the pandemic
Jul 2021



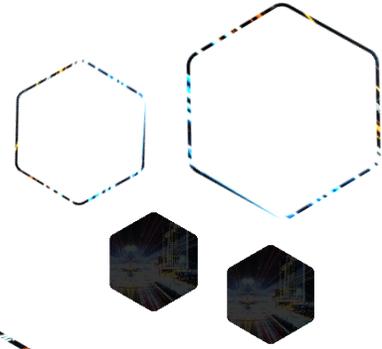
Egypt is Africa's top FDI destination
Jun 2021



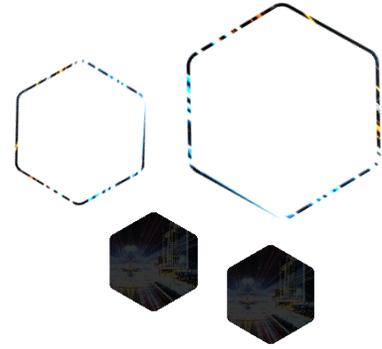
Egypt is the only country in MENA to witness positive real GDP growth
Oct 2020



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



4th 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

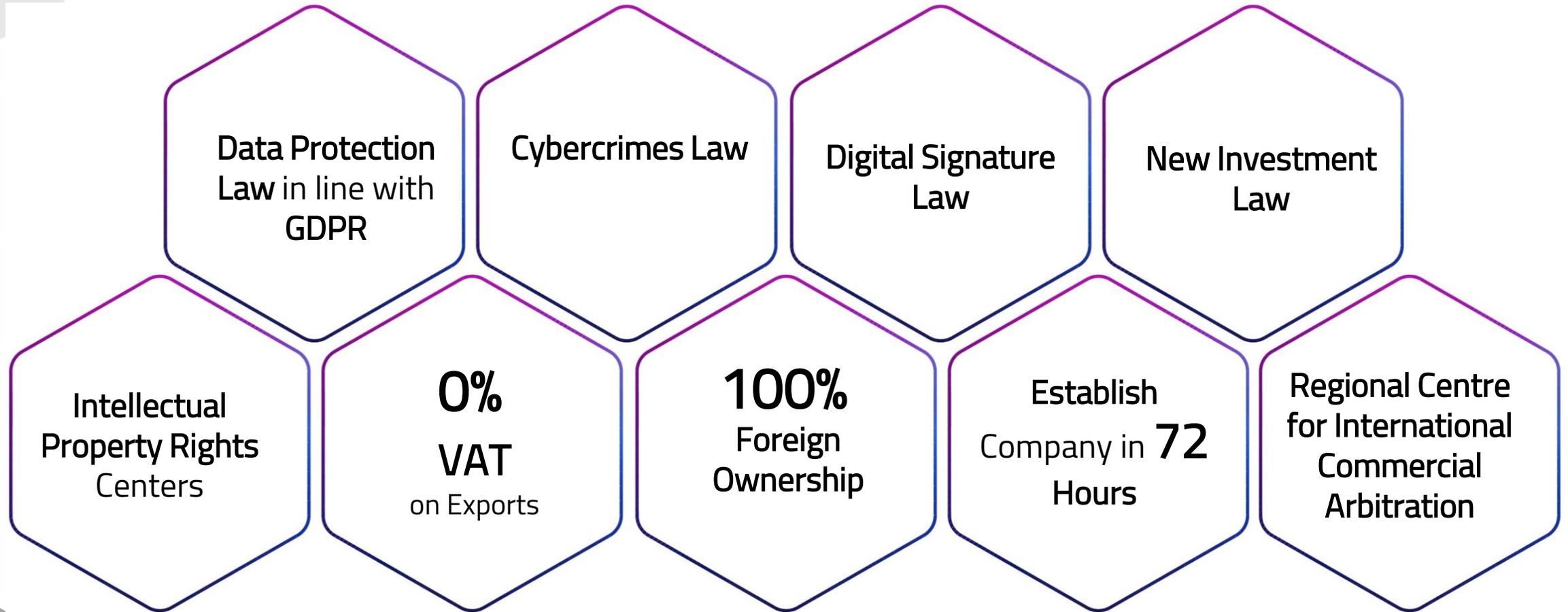


The only non-European country
among 18 GBS Locations
May 2019



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

1st in Middle East & 2nd in EMEA

49%
Women

40%
STEM

40K
ICT Grads
in Cairo

100K
F&A Grads
in Cairo

#10 on Top Coder

رابطتي

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

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TALENT



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100K F&A & 40K ICT

Annual Grads in Cairo

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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



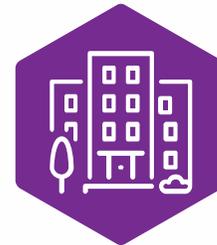
Diverse Culture
5000 years
old heritage



Quality infrastructure facilities
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

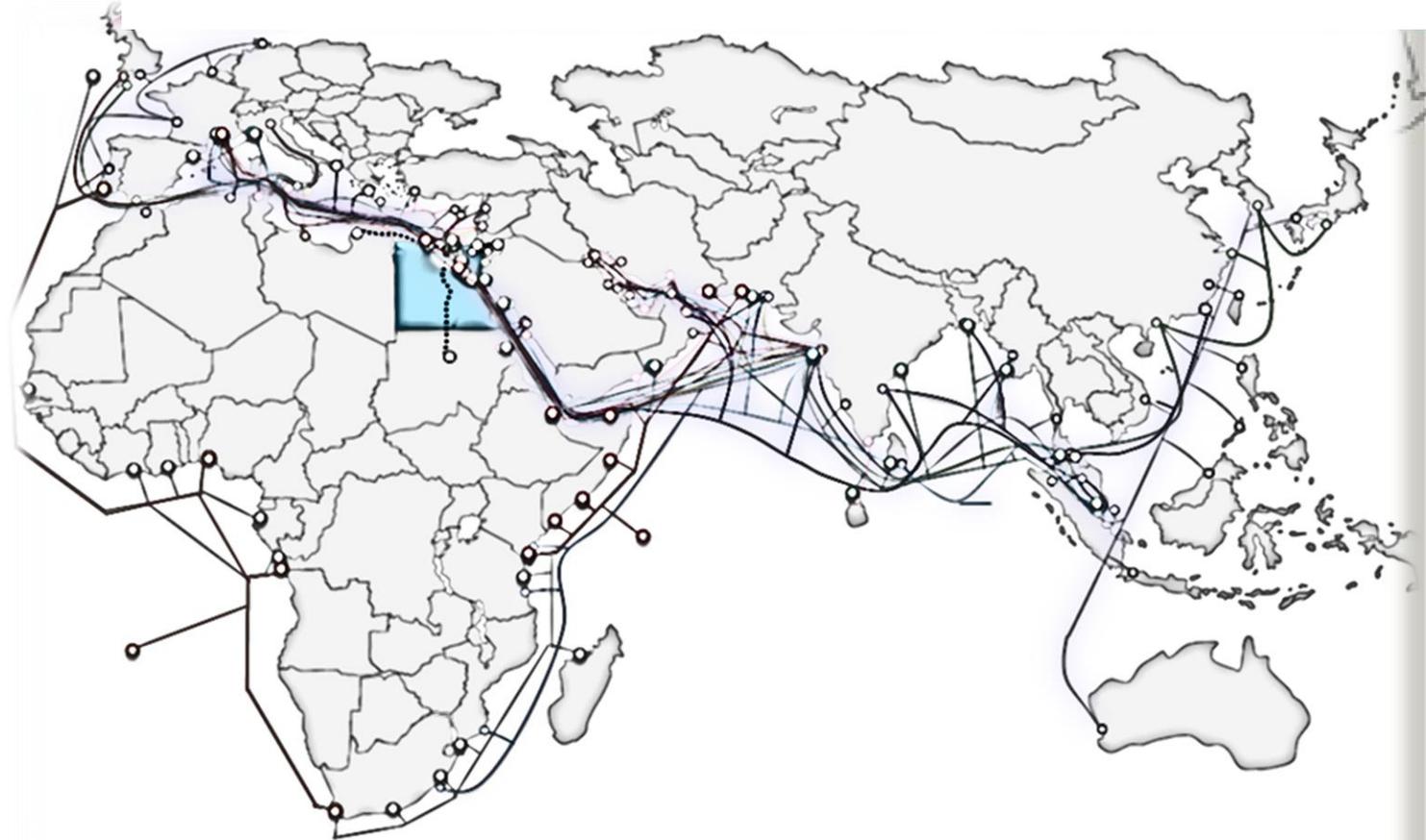
Opportunities Utilizing

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

for building a network of Data Centers

Saves 150+ms

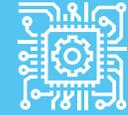
from Gulf and Far East routes



90% of Europe-Asia Data Flow

EGYPT

DEVELOPED
INDUSTRY



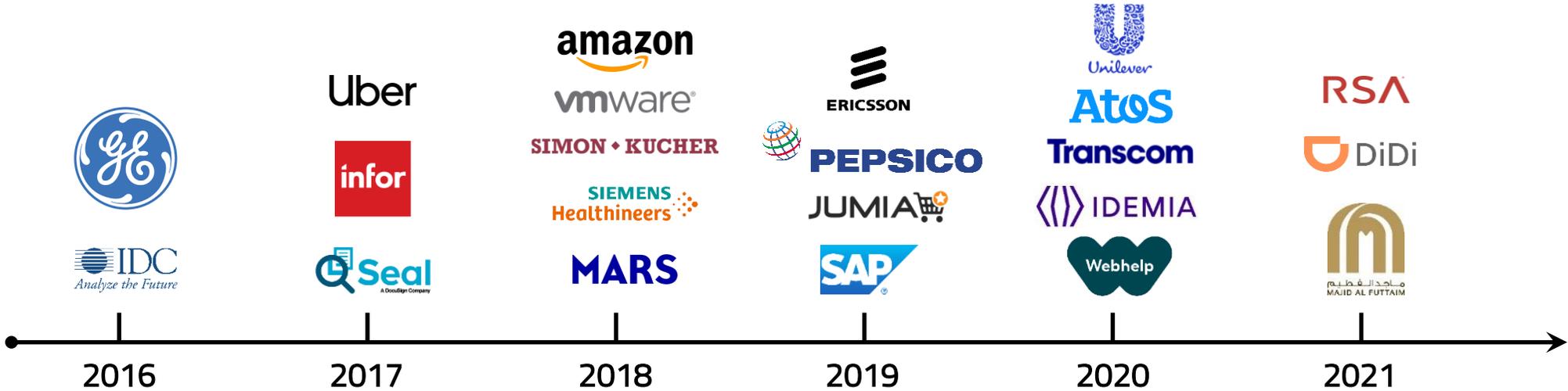


150+ Delivery Centers

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



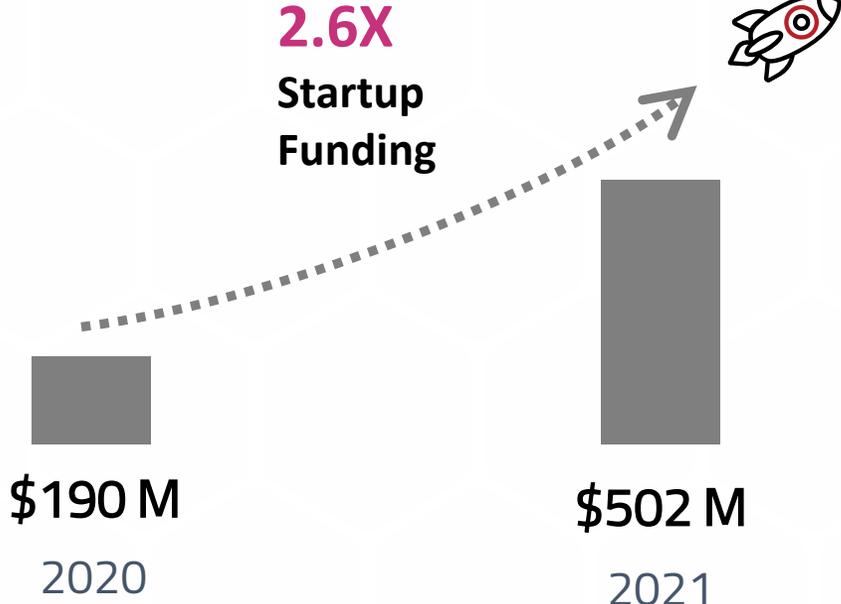


60% Foreign Investors

20 Innovation Hubs

2nd 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**

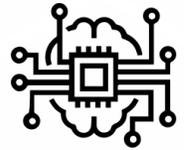
**Support Industry
Products**

**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



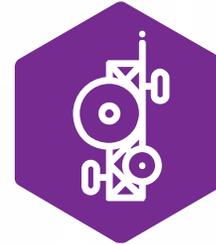
Investors Attraction Support and Aftercare System



Market Intelligence
& Due Diligence



Training & Talent
Development



Preferential Telecom
Rates



Set-up/Expansion Support



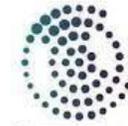
Financial Incentives



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