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**Invest In Egypt**

# **THE REGIONAL DRIVING FORCE**

**Invest in Communications and Information Technology**

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# QUICK FACTS

## Quick Facts

- The government, along with telecoms operators, are working to develop Egypt's telecommunications infrastructure - which has been and will continue to be a driver of the PC market.
- Competition will result in declining prices, extending the affordability of services.
- The government's National ICT Strategy is targeting 13mn broadband subscriptions by 2015 and over the same period is investing to link 10% of telephone exchanges with fibre-optic cables.
- In May 2014 Egypt's Communications Minister stated that more than EGP130bn (USD18.5bn) must be invested in the development of Egypt's ICT infrastructure by 2020. The Egyptian government has reportedly planned three national projects to boost the ICT sector. Around EGP45bn (USD6.4bn) has been allocated for the first project, which involves improving access to high speed internet services.

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# SOCIOECONOMIC IMPORTANCE

- Emerging information and communication technology (ICT) is setting the pace for a changing, competitive and dynamic global marketplace and representing an enabling platform for business and socioeconomic development in the 21st century. In that respect, developing nations are urged to keep pace regularly with the developments taking place in the developed world through the design and implementation of plans for universal access in terms of ICT literacy and its effective utilization for developmental purposes. It is important to note that building the ICT infrastructure will not realize quantum leaps in the development process unless it is coupled with concrete projects and activities that engage the community at large with its different stakeholders irrespective of their locations whether urban or remote, gender or background. This paper describes the evolution of the ICT sector in Egypt over the last decade as an integral element of the nation's overall development process within the context of an emerging economy and the various growing potentials ICT offers for its socioeconomic development.

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# GROWTH DRIVERS AND COMPETITIVE STRENGTHS

## Competitive Strengths and Capabilities

**Core Areas for Investment:** Business process outsourcing, key-process outsourcing, call centers, localization and Arabic-language development.

**A Pro-Business Government and Regulatory Body:** Egypt's Ministry of Communications and Information Technology is widely credited with having created the conditions allowing the sector to flourish. The National Telecommunications Regulatory Authority promotes competition in broadband, fixed-line and mobile telecommunications. And the Information Technology Development Authority helps IT players based in Egypt become more globally competitive.

**A Robust Infrastructure:** Egypt is served by three mobile networks, (Vodafone, Mobinil and Etisalat). Due to the progress in the Egyptian market resulting from competition between the three mobile operators. Such competition is positively reflected on the cost of services, introducing the 3G network, spreading mobile database services and mobile phones applications as well as preparing for accessing the 4G network.. Telecom Egypt (TE), the nation's fixed-line player, serves 6.82 million subscriptions till Dec.2013. Wireless and wireline broadband cover every major urban center in Egypt.

**A Large and Growing Domestic Consumer Base:** More than 38.75 million Egyptians regularly surf the internet — more than the population of many European countries from which over 2.63 million subscriber has ADSL line, till Dec. 2013.

**A Skilled Multilingual Workforce:** Egypt generates tens of thousands of university graduates each year having strong commands of foreign languages and neutral, easy-to-comprehend accents. No of university graduates entering the workforce reached more than 330 thousands in FY 2013/2014; in addition Egypt has more than 235 thousands working in the CIT sector till September 2014

**Critical Mass:** Egypt has emerged as a destination of choice for multinationals looking to establish cost-effective product developments and call centers. Developments such as Smart Village, the first technology park in the Middle East and North Africa, create key industry clusters providing high-tech telecom and IT infrastructure.

**Feeder Companies Abound:** Major global and Egyptian companies based in Egypt can call on the expertise of thousands of proven Egyptian niche players.

Sector Drivers	Egypt's Value Proposition	Investor Benefits
Labor Force	More than 300 thousand Egyptian obtain university degree every year, of whom 70 thousand have a commerce degree, 18 thousand with engineering degree, and over 3,000 with IT Degree.	Large potential talent supply with the skill sets necessary to succeed in CIT.
Language Skills	Egyptians speak European languages with a neutral, easily understood accent. Annually, more than 22,000 students graduate with European language skills including English, French, German, Italian and Spanish. Many of these students have studied their second language since primary school.	Large potential supply of talent with the language skills to succeed at all levels of the value chain, from call-center operators to senior researchers at offshore development centers for MNCs.
Infrastructure	Egypt has a state-of-the-art IT infrastructure in place. Submarine fiber-optic cables link Egypt to Southeast Asia, the Middle East and Europe. All landlines have dial-up access. High-speed broadband and wireless networks are in place in major urban areas throughout the country.	Existing state-of-the-art IT infrastructure greatly eases start-up costs, and enhances day-to-day productivity.
Labor Costs	Skilled labor is readily available at reasonable prices. For instance, programmers earn an average of USD 10-20 per hour. And, wages are stable — growing only 5% annually.	Consistent and competitive labor costs improve profitability year after year.
Large Domestic Market	More than 38.75 million Egyptians are internet users; every householder with a landline has dial-up access, while ADSL subscribers reached over 2.63 million users.	A technology-savvy consumer base larger than the entire populations of many European countries is hungry for new products and services.
Proximity to Major Markets	Egypt is close to major CIT consumers in Europe, Africa and the Middle East. It is closer to Europe, the United States and Canada than is India or the Philippines. Just five hours' flight time to most European cities, Egypt is also close to India and Asia.	Strong regional markets and proximity to major export markets.
Proximity to Suppliers	All CIT components are available locally. Egypt is also very close to major CIT component providers in Europe and Asia. Egypt is home to a broad network of skilled service providers.	Easy to find components and to subcontract design and production work.

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## Policy Support for CIT Industry Investment

- The government's Information Technology Industry Development Agency (ITIDA) supports the IT and BPO industries in Egypt.
- ITIDA provides end-to-end support for foreign direct investors seeking to enhance their global offerings using Egypt's competitive advantages; It also helps overseas investors explore and apply for incentives covering all verticals of the IT industry and especially in the BPO/ITO field.
- ITIDA full-fledged support to investors includes backing all due activities required by investors including information gathering, site visits, case studies and others. It also includes facilitating the set-up and establishment procedures in Egypt, in addition to providing incentives that support the company's business needs.
- ITIDA worked on reducing company's start-up cost including reducing cost of telecommunication, especially the cost of circuits linking Egypt to the Gulf and other Arab Countries to be able to open new markets in these areas. The General Authority for Investment operates a One-Stop Shop that streamlines and expedites investor services — most businesses can incorporate in 72 hours.
- Nile University is dedicated to improving technology-related education, and enhancing the skills of the nation's young labor.
- The government provides an incentives package to cater to the investor's needs:
  - Provides data and internet centers, a high-tech Pyramids Smart Village and a free zone (Telecom Hotel) for international call centers and transit regional Internet traffic.
  - Offers special tax exemptions and reductions for ICT industries.
  - There are special reductions on land prices for investors in the ICT sector.
  - Easing of export and import regulations.
  - Offers training programs for professionals in IT, communications and networks according to investors' standards and specifications. These training programs are often offered at the government's expense.
  - Assigns a government official to facilitate interaction with government organizations.
- Ministry of Communication and Information Technology (MCIT) seeks to support small and medium enterprises (MSMEs) by means of raising their performance and competitiveness through helping them identify new marketing and production opportunities. It also seeks to support MSMEs outside Egypt's main cities with the aim of creating job opportunities in these communities. ITIDA adopts various initiatives to boost Micro and Small Enterprises by injecting them with direct and indirect financial support through a set of programs.

In May, ITIDA organized MicroCom Exhibition and Forum to support ICT small businesses and micro enterprises through a variety of programs to develop and market their products. 95 exhibitors participated and more than 200 applications and products were developed providing integrated solutions for all economic sectors in variety of fields, among which are industry, education, health and tourism.

A cooperation protocol was signed in June with the Financial Services Institute (FSI) to provide small and medium enterprises with training and consulting services related to non-bank financial areas, helping SMEs in ICT fields to get acquainted with the suitable funds, counter challenges and find solutions to improve their productivity.

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In September, ITIDA signed a cooperation protocol with Bedaya Centre for Entrepreneurship and SMEs Development to encourage financial institutions to pump investments in ICT projects, especially small and medium sized companies.

## **Governmental support for electronics industry**

MCIT encourages the hardware and electronics manufacturing industry through supporting Egyptian manufactured products, promoting them locally and supporting their regional and international exports.

### **Inar Tablet**

As part of encouraging the development of local manufacturing industry, ITIDA initiated a project for manufacturing Egyptian tablets in Egypt. In April 2012, ITIDA signed a cooperation protocol with the Supreme Council of Universities that encompassed in its initial phase launching a pilot project to provide students of Egyptian public universities with 10,000 low cost, high quality tablets.

Inar manufacturing entity is a local Egyptian company. At later phases, the tablet will be available for all consumers. The project objectives include increasing the efficiency of the educational process in Egypt through promoting e-learning and enhancing interaction and networking between members of the educational community.

It also aims at developing the Egyptian Information and knowledge Society to create a generation capable of coping with the era of technology and innovation, enriching the Arabic e-content industry and developing the manufacturing industry of local tablets to meet local needs.

### **Pluto Tablet**

The new tablet Pluto was launched during the events of Gitex Duabi 2013 held in October. A partnership between the Egyptian government, the Arab Organization for Industrialization (AOI) and Intel Egypt helped assemble the first tablet with an Intel processor on Egyptian lands.

## **Technology Zones**

The government of Egypt is eager to establish technology zones across the nation to provide a supportive environment for the development of the national ICT industry, and boost Egypt's reputation as a provider of world-class ICT and outsourcing services. Technology zones promote national growth in ICT-related fields while providing a number of benefits to member companies and organizations. These benefits include access to shared resources, such as uninterruptible power supply, high-speed telecommunications connections, security, management offices, convention facilities, parking, retail outlets, and entertainment and sports facilities.

### **Smart Village Egypt**

SMART VILLAGES DEVELOPMENT AND MANAGMENT COMPANY (SVC) was founded in November 2001 as a Public-Private-Partnership (PPP) investment with a mandate to establish

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and manage a branded chain of Technology cluster and Business parks as well as variety of other products and services.

It is located on the Cairo-Alexandria Desert Road in the “Abu Rawash” area to the west of the capital. Smart Village occupies an area of 450 Acres including 317 Acres for the administrative buildings and green spaces, as well as a lake area and waterfalls.

The first stage of the Smart Village was inaugurated in September 2003; it includes Communication Centre building, Business Service Center, Conference Center, and Technological incubators which support new small businesses and small investors in the field of technology. There are also a post services center, a reception and meetings center, a library and a center for electronic printing, publishing, and imaging.

## **Cairo Contact Centers Park**

Egypt's first Contact Centers Park in Maadi is the first equipped to cope with the country fast development in the Communications and Information Technology (CIT) field.

Egypt's exclusive strategic advantages, namely the availability of qualified and multilingual workforce, excellent infrastructure, strategic location and political stability, have made Egypt an equal destination for outsourcing industry .

The contact center park offers the latest call center technologies, making Egypt one of the top offshore outsourcing contact center destinations in the region.

Built over a 75 acre-space, the project will contribute to developing and raising the export capacity of ICT services through Egyptian and international companies specialized in business process outsourcing (BPO.)

The first phase of the project involves three buildings where the Egyptian Raya and Xceed and the American Sykes companies are currently located, exporting their services across the globe from Egypt.

The park administration will follow up the commitment of real estate companies with the set specifications and the rental of buildings at competitive prices. The third phase will start in 2011 and will be finalized in 2015.

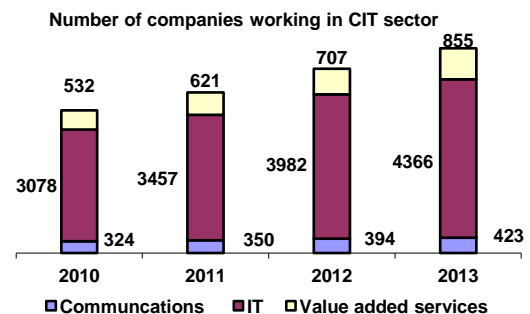
The selection of a specialized company to run the zone and conduct its maintenance based on international quality standards is underway



# MARKET STRUCTURE

## CIT Holds a Special Place in Egypt's Economy

- Egypt has three advanced mobile phone networks (Mobinil, Vodafone Egypt and Etisalat Egypt). All three have 3G and 3.75G infrastructure, they serve over 95.21 million subscriptions till Nov. 2014 and hitting a penetration rate of 110.95%.
- Every landline provides dialup internet access for the cost of a local call.
- There are more than 47.52 million regular internet users till Nov. 2014.
- Over 3.02 million subscribers enjoy ADSL line till Nov. 2014, with annual growth rate of 17.4%.
- Fixed line subscriptions reached about 6.24 million till Nov. 2014.
- The country's network of postal outlets is being reconfigured to be a business communications network as well as points of contact for government services.
- WiFi networks are provided countrywide by businesses, restaurants and cafes for their customers.
- In 2013, the number of citizens acquiring the ICDL certification for syllabus 5 in Egypt reached 8000.
- As of Nov. 2014, the CIT industry consisted of 6166 companies operating inland with total investments of EGP 46.94 billion, and 54 companies operating in free zones areas with total investments of EGP 23.8 million.

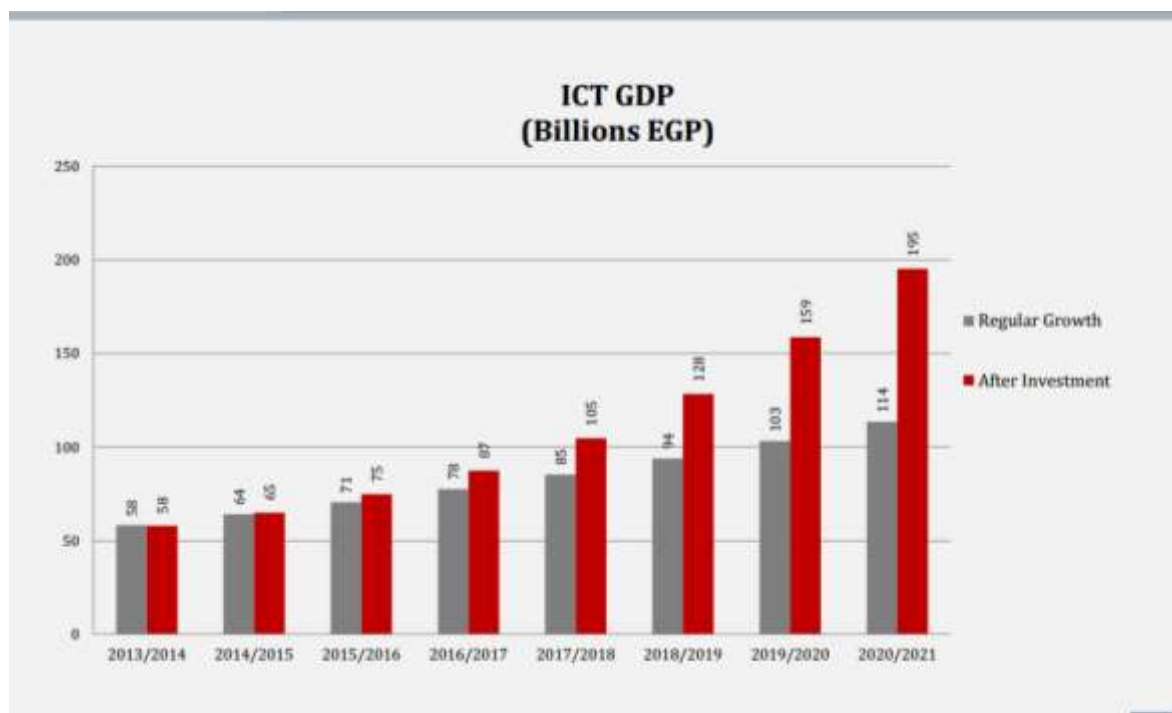


Source: MCIT

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# 2020 OUTLOOK

- The world is witnessing a revolution in information and communications technology (ICT), the scope of which stretches far beyond the realm of the sector itself. No country seeking real, sustainable development and progress can hope to achieve these aims without a strong ICT sector in place to drive the necessary change.
- The Ministry of Communications and Information Technology (MCIT) was established in 1999 to develop the national ICT sector.
- Highlights of MCIT journey so far include the release of the National Communications Plan in 2000, the Strategy for Building the Information Society in 2003, the IT Industry National Development Strategy in 2006 and the National Strategy for Communications and Information Technology in 2007.
- MCIT strives to achieve the digital economy through the use of ICT tools to provide prosperity, freedom and social equity for all. Its mission is to enable the development of a knowledge-based society and a strong digital economy relying on equitable and affordable access to knowledge; digital rights; and the development of a competitive, innovative national ICT industry.
- The strategy focuses on three key objectives: the transformation of Egypt into a digital Society, the development of the ICT industry and the establishment of Egypt as a global digital hub.
- In order to achieve these objectives, MCIT has paid close attention to the basic infrastructure; information infrastructure and digital content; electronics design and manufacturing; community development; ICT industry programs and initiatives; cyber security and e-Signature; and legislative and policies framework.
- In the formulation of this strategy, the primary considerations were the political and economic changes taking place in Egypt, the development of the communications sector both regionally and internationally and Egypt's national development priorities, in addition to the achievements and challenges of the sector over the last decade.
- The 2020 strategy supports the development of the communications sector both regionally and internationally.



Source: The Ministry of Communications and Information Technology (MCIT)

### ICT Sector Quantitative Targets

	2013/2014	2020/2021
<b>ICT GDP</b>	EGP 58,3 Bn	EGP 195 Bn
<b>Contribution to GDP</b>	3.8 %	8.43 %
<b>Growth Rate</b>	10 %	16 %
<b>Job Opportunities (Direct/ Indirect)</b>	15/ 45K	250/ 750 K
<b>ICT Services Exports (O&amp;O)</b>	EGP 11 Bn	EGP 23 Bn
<b>Electronics Industry</b>	EGP 14 Bn	EGP 70 Bn
<b>Broadband Penetration (Fixed)</b>	13.95%	40%
<b>Broadband Penetration (USB)</b>	4.49%	15%
<b>Broadband Penetration (Mobile)</b>	22.61%	44.4%

By 2021 it is envisaged to increase households fixed Broadband coverage to 90%. Moreover it is targeted to reach 90% population mobile coverage through 4G. KA – Band will accelerate the deployment of Broadband

Targets		Phase 1 (Ending 2016)	Phase 2 (Ending 2020)
Availability Targets	Fixed	75% of households (2 Mbps)	90% of households (25 Mbps)
	Mobile	98% of population with 3G coverage	90% of population with 4G/LTE coverage
Penetration Targets	Fixed	4.5 million (~22%) households	9 million (- 40%) households
	Mobile	8 million (~10%) citizens	14 million ( 15%) citizens

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# KEY PERFORMANCE INDICATORS

## Exports

- The Information Technology Industry Development Agency (ITIDA) remained committed in 2013 to supporting ICT export promotion through several initiatives and programs. ITIDA ventured to recognize new funding sources and cooperation for ICT projects.
- Egypt has a significant IT and business-processes outsourcing industry in place, serving international customers. Major multinational corporations including Intel and France Telecom's Orange are developing products in Egypt for export to the global marketplace.
- Local players including ITWorx, ITsoft, Sakhr, Harf and Arabize export software ranging from Arabic-language solutions to plug-ins and modules for popular software packages globally. Major MNCs including Microsoft, Adobe and Corel also develop their products in Egypt for global export. New R&D centers in niche areas of data mining and wireless technologies are exporting to major markets as well.
- In 2013, Egypt's total exports from the CIT sector reached USD 1.3 billion. MCIT is targeting to reach USD 2.5 billion in 2017 of ICT exports.

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# SECTOR PERFORMANCE AND SUCCESS STORIES

Egypt's communications and information technology sector is a leading global outsourcing destination, Egypt is the leader in the MENA region and 4<sup>th</sup> worldwide on A.T. Kearney's 2011 Global Services Location Index (GSLI)<sup>1</sup>. This puts Egypt ahead of competitors in the region including UAE which ranked 15<sup>th</sup>.

Egypt, one of the highest-growth potential IT markets in the Middle East, is receiving increasing attention from tier-one vendors and distributors, most of which are already very familiar with the market. Given the huge population, rising economy and relatively low PC penetration, the country will continue to be an important market over the forecast period.

A pro-active policy and clear long-term vision by the government of Egypt, in partnership with the private sector, seeks to make the CIT sector a key one in the country's economy.

CIT sector targeted 3.5% growth rate for the FY 2014/15 compared with 2.7% for the FY 2013/14, and contributes 2.7% to real GDP.

Egypt offers easy access to markets in the Arabian Gulf, the Levant, North Africa and Sub-Saharan Africa as well as Europe. Open to the world and investor-friendly, Egypt is an ideal location to base a business with regional – and even global - ambitions. It is a key communications node, notably hosting SEA-ME-WE2, the world's first submarine cable linking South-East Asia, the Middle East and Europe.

Leading global players ranging Intel and Oracle to Orange and Vodafone have established product development divisions and call centers serving global operations. Home-grown players are making their marks nationally, regionally and globally.

Egypt's CIT businesses cover the entire sector. Call centers based in Egypt serve customers worldwide at all ends of the value chain. Software developers produce Arabic-language solutions for major global software packages and plug-ins for popular English-language programs from Adobe and Microsoft. A research-based technology house created part of the global WiMAX standard. Niche businesses conduct research and data mining operations, and still others focus on telecom and infrastructure projects.

The total number of direct employees in the CIT sector reached 43 thousand employees in the first half of FY 2013/14.

A key to the success of this industry sector is the close partnership between the government and businesses. In keeping with the government's reform efforts, there has been a significant and ongoing deregulation of the business environment. The state endeavors to promote international and domestic investments into the CIT sector in order to increase Egypt's

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share into global exports of software. This industry brought about to Egypt some EGP 1300 million in the value of exports during 2013. Therefore, the number of companies working in the sector increased to 5644 companies, 4 while the number of companies established in this sector amounted to 665 and 309 companies during FY 2012/13 and the first half of FY 2013/14 respectively. Total implemented investments in the sector amounted to EGP 17701.9 million and EGP 8837 million during FY 2012/13 and the first half of FY 2013/14 respectively.

## **Success Stories**

### **Etisalat Misr**

Is a leading international telecom company operating in 15 countries around the world. Egypt is one of the countries where operation was launched in May 2007 as the first 3.5G operator. Etisalat's entry to the Egyptian market ushered in a new era for the telecom industry.

Today, Etisalat Misr's 2G and 3G robust and high quality network covers and serves 99% of the population in Egypt. Moreover, Etisalat Misr is the first and the only operator in Egypt that has an exclusive international gateway and its customers enjoy competitive international rates to all destinations around the globe. In order to complete Etisalat Misr's product portfolio, two well-established ISPs (Internet Service Providers) were acquired and provide broadband services to customers while at home and while on the move.

Likewise, Etisalat Misr is an active corporate citizen, taking every opportunity to engage in many social activities to serve the various groups of the Egyptian society.

### **Vodafone Egypt**

In 1998, Vodafone Egypt (Ex. Misrfone Telecommunication Company/Click GSM) entered the Egyptian telecom market as the second operator; a consortium between Vodafone international, Air Touch, and local/ international partners.

In January 2002, Click GSM was rebranded to Vodafone Egypt. Since 2007, Vodafone Egypt's shareholders structure consisted of Vodafone Group with 54.93% ; Telecom Egypt with 44.94% and a minority free float of 0.13%.

2006 witnessed another important step as Vodafone Egypt launched its off-shore operations under the name of Vodafone International Services. This subsidiary is dedicated to outsourcing business processes and IT services for Vodafone operators and beyond. Both its Business Process Outsourcing and Information Technology Outsourcing business units have seen success year after year with over 2,200 employees who collectively speak ten different languages to provide world class customer and technical support for customers in 80 countries.

Vodafone Egypt has grown over the years to become the leading mobile operator in Egypt, not only in revenue share but also to become the number 1 mobile operator in Egypt with the largest customer base. Vodafone proudly serves more than 36.3 million customers (December 2011) offering the most advanced technology for its customers, the best working environment for its 6,500 employees and the strongest corporate responsibility initiatives for the community.

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Vodafone Egypt reputation and the value of its brand are built on Vodafone's global commitment to responsible, ethical and honest behavior within the communities in which it operates. Since its inception, corporate responsibility was an integral part of Vodafone Egypt's operation in Egypt. To further expand the impact of Vodafone's corporate responsibility initiatives, Vodafone Egypt Foundation was established in 2003, as a corporate foundation donor, supporting NGOs and civil society organizations to implement developmental project in the areas of health and education for children, community development, the usage of mobile technology for development and access to communications.

## **Global Telecom Holding**

Global Telecom Holding began as Orascom Telecom Holding (OTH), a member of the Orascom group of companies established in 1976. Orascom initially entered the field of information technology and telecommunications by trading and distributing equipment in Egypt. It eventually became the market leader acting as a regional representative for the most important names in this sector including Microsoft, Hewlett Packard, Compaq, IBM, Lucent Technologies (AT&T), Oracle, and Novell.

Orascom continued to build upon its solid foundation in 1994 by acquiring an interest in Egypt's first internet service provider, InTouch, marking its first step in offering services. As the communications sector in Egypt began to be privatized in the following years, Orascom continued to add more service companies to its portfolio. It participated in a joint venture that was awarded Egypt's first license for VSAT technology as well as acted as a lead member of the consortium formed to create Egypt's first private telephone network.

In 1997, Orascom Telecom Holding (OTH) was established as a separate entity to consolidate the telecommunications and technology interests of the Orascom family of countries led by its controlling shareholders the Sawiris family. The new organization quickly proved itself as an IT and telecom leader by becoming Egypt's only company to hold licenses in all three privatized sectors: wireless, fixed-line payphones and VSAT.

Throughout the following decade, OTH grew and expanded its portfolio of investments to include telecommunication services in promising markets throughout Africa, Asia, Europe, North America, and the Middle East. In 2012, OTH merged with Vimplecom Ltd, creating Global Telecom Holding and the world's sixth-largest mobile telecommunications provider by number of subscribers with more than 86 million customers.

## **Xceed Contact Center**

Xceed is a rising star of quality, multilingual contact centers and Business Process Outsourcing services provider. With a total capacity of 2000 web-enabled multi channels, Xceed manages various outsourcing programs with commercial and governmental clients worldwide. Our core objective is to deliver superior quality and value to our clients in every aspect of the CRM cycle.

Xceed has the competence to execute complex project ramp ups for large organizations with an uptime of 99.9% through leveraging its multi site capability. Currently, Xceed has four sites where three are in Cairo and one site located in the Casablanca, Morocco.



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Xceed is owned by Telecom Egypt, the incumbent Telco operator of Egypt.

## **TE Data**

TE Data was established in 2001 by Telecom Egypt to function as its data communications and Internet arm. TE Data was awarded a Class A license, from Egypt's National Telecommunications Regulatory Authority (NTRA), which allows TE Data to build its own national network, and operate its international data gateway.

The company is the Internet Service Provider market leader in Egypt with a DSL market share of more than 60% ending 2010. Currently, with operations in Egypt and Jordan and ambitious plans in other parts of the MENA region, TE Data's portfolio includes narrowband and broadband Internet access services, managed dedicated Internet access services, IP VPN connectivity services, and global connectivity services. TE Data's portfolio of services covers the communications needs of all whether consumers, small and medium enterprises, large corporations, and Internet Service Providers. TE Data service's purpose is to cater for everybody's needs online.

## **Link Development**

LINK Development, an OTVentures subsidiary, is a leading Technology Solution Provider in the Middle East and Worldwide. Founded in 1996, the company now operates through offices in Egypt (HQ), UAE, KSA, Qatar, Italy and Canada. the company provides a wide range of solutions and services including Internet & Intranet portals, E-services Automation, E-commerce, Enterprise Integration, Microsoft Dynamics CRM & ERP, Mobile-based solutions, and Infrastructure solutions.

LINK Development's client portfolio includes Fortune 500 companies in the region such as Microsoft, Intel and Pfizer in addition to leading governments as well as regional and multinational businesses and many more.

With a 250+ strong force of young certified professionals, LINK Development boasts best of breed team of developers, designers, architects, project managers and quality engineers. Being a Microsoft Gold Certified Partner, the highest level of partner certification from Microsoft, the company has positioned itself at the forefront of the industry in the region. LINK Development also acquired both ISO 9001:2000 certified and CMMI level 3 accreditation.

## **ITWorx**

ITWorx is a global software professional services organization. Headquartered in Egypt, the company offers Portals, Business Intelligence, Enterprise Application Integration, and Application Development Outsourcing services to Global 2000 companies. ITWorx serves Governments, Financial Services firms, Educational institutions, Telecommunication operators, and Media companies in North America, Europe, and the Middle East.

ITWorx has partnered with Magic Quadrant technology vendors - Microsoft, Vignette, IBM, Oracle, MicroStrategy, Informatica, Ounce Labs, and Intel. We leverage these partnerships, our global delivery model capability, our ISO 9001:2008 and CMMI level 3 certified processes, and

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model-driven development tools to extend our customers IT organization; augmenting it with agile, high quality, productive capabilities, technology competences, and vertical industry

know-how. ITWorx engagement model is based on forging long term strategic partnership relationships with its customers. It has thus since 1994 amassed a list of industry-leading Fortune 500 repeat customers the likes of United Technologies, Microsoft, Vodafone, and Mellon Bank.