



# ITIDA : Programs & Achievements

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*Itida Programs Y2009*

- Grow it
- Export it
- Goto GCC
- RAMP
- SECC
- ITAC
- EGNC-IBM
- EGYPT-ON
- MNC's FDI
- Incubators
- EDU-EGYPT
- E-Signature
- IPR

*Developmental*

*Regulatory*



*Itida Objectives / Scope*

- Local Industry Development
- HR Development
- Branding
- R&D and Innovation
- Investment Promotion
- Technology Transfer
- Employment
- IT Exports Promotion
- Entrepreneurship
- Regulatory

## Itida Programs / Activities



## Objectives / Scope



## Grow it

- ❖ **Objective** : to increase the international competitiveness of 100 Egyptian IT companies that are exporting, export oriented or possess potentially exportable products/services.
- ❖ **Consortium** : Atos Origin – ADL-QAI-Hewitt – CiD(Local)
- ❖ **Services Provided:**
  - ▶ **Assessment**
  - ▶ **Diagnosis**
  - ▶ **Prioritize areas that needs to be improved;**
  - ▶ **Build Business Upgrade Plan (BUP)**



## Itida Programs / Activities



## Objectives / Scope



## Export it

- It's an Export Rebate Program to help Egyptian companies increase their exports from IT products and services and minimize the impact of latest economic downturn.
- Rebate will be 10% on IT service-software products and services
- Rebate will be granted on the value-added component only, excluding cost of goods sold (material costs, software licenses...etc.)
- The ceiling rebate amount is set at 500,000 USD per company per year
- The rebate will be on cash-bases rather than accrual-bases (companies are eligible for the rebate once cash is received in their bank accounts)
- Accounting Period :Y2009

## Itida Programs / Activities



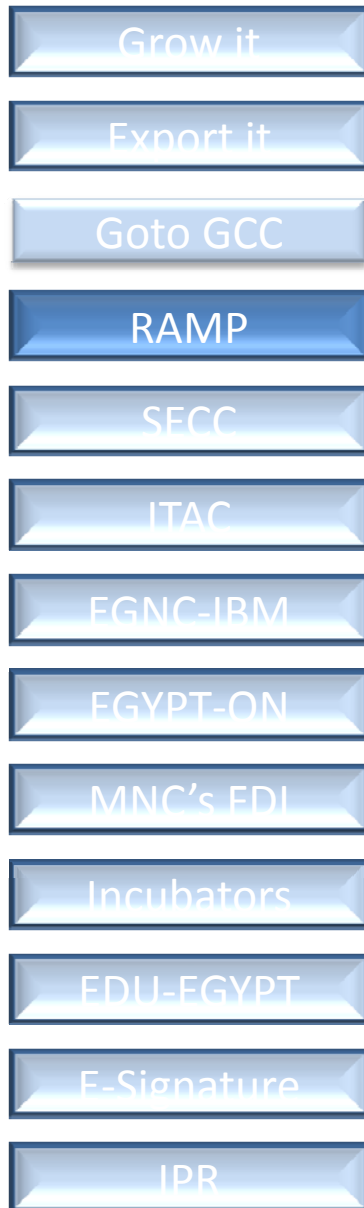
## Objectives / Scope



## Goto GCC

- ❖ **The program aims at supporting Egyptian IT firms in penetrating the GCC market through providing a platform for partnerships with leading system Integrators and channel partners in the GCC region**
- ❖ 80 companies were selected to join the program out of 222 applicants
- ❖ **IDC pre analysis indicates the following:**
  - 42.5% of the participating companies have high opportunity in the GCC
  - 21.3 % have medium opportunity in the GCC
  - 36.3 % have low opportunity in the GCC
- ❖ **Potential Cluster by Technology type:**
  - Software Development
  - IT Services
  - Enterprise Applications
- ❖ **Potential Cluster by Opportunity (Sector)**
  - Banking & Financial services industry (BFSI)
  - Communications (Telco)
  - Government
  - Health Care

## Itida Programs / Activities



## Objectives / Scope



## RAMP

- ▶ The objective of the program is to finalize the training of 240 first line managers who are responsible for direct supervision of the work of operational staff, and who form a link between operational staff and management.

- ▶ Training Outsourced to RITI

### Course Modules Provided:

- ▶ **Strategic Marketing**
- ▶ **Sales Management**
- ▶ **Quality Management**
- ▶ **Leadership Skills**
- ▶ **Creative Thinking & Effective Problem Solving**
- ▶ **International Business**
- ▶ **Strategy, Strategic Design and Strategic Behavior**
- ▶ **Finance**

## Itida Programs / Activities



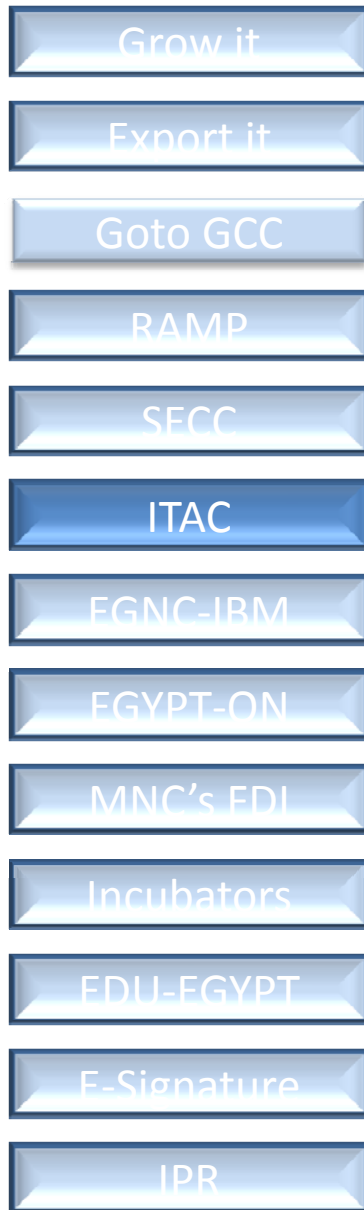
## Objectives / Scope



## SECC

- **CMMI** : SECC assisted 33 Egyptian software companies to be successfully appraised towards the Capability Maturity Model Integration (CMMI®) different levels ranging from Level 2 to Level 5.
- **COPC** : ECCO and C3 were certified to the COPC certification. Mobinil is planned to be certified in February 2010. Extension of COPC project to include 5 new Call/Contact Centers starting September 2009,
- Software Testing Center (STC)
- Embedded Software Development
- Trained about 11,000 specialists from around 500 companies on different training tracks.
- ITIL
- Six Sigma
- **Going Regional** : Providing software process improvement training and consultation services for 8 companies in Arab Republic of Syria.
- Providing training and consultation services for Saudi companies. Successfully appraising one company towards CMMI level 3.

## Itida Programs / Activities



## Objectives / Scope



## ITAC

### Information Technology – Acadmia Collaboration

Encouraging R&D in local SMEs to increase products and services competitiveness .

Supporting Students Graduation Projects and Summer Training

Five Types :

- PDP : Product Development Programs (17)
- ARP : Advanced research Projects (12)
- Fellowships (4)
- Summer Training (2536 Students in 92 companies)
- Graduation Projects (261 Projects in 58 Faculties)

ITAC Steering committee and Juries from Private Sectors and Academia

## Itida Programs / Activities



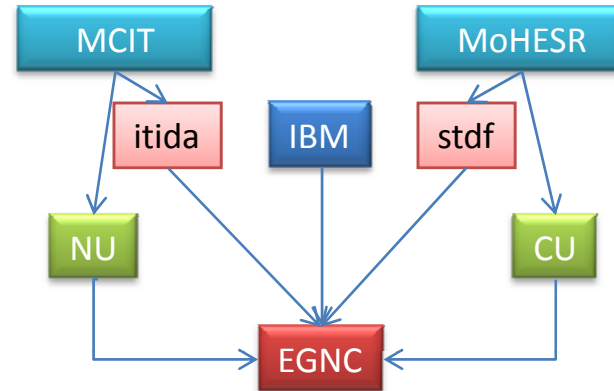
## Objectives / Scope



2010

## EGNC-IBM

- MoU between itida , stdf , and IBM signed Sep. 19<sup>th</sup>. 2008.



- **4 Research areas :**
  - Thin-film silicon photovoltaics
  - Spin-on carbon –Based Electrodes for Thin film photovoltaics
  - Energy Recovery from CPV for Water Desalination
  - Computational Modelling and Simulation
- **12 high Calibre Egyptian Researchers (11 on Board) currently in Yorktown and Zurich Labs**
- State of the Art Nano Facility under construction in Cairo University.**
- Researchers will be back in 18-24 months time Frame.**
- **Current governance in the form of a Joint Project , and planned to be an independent center governed by two ministries MCIT and MoHESR**

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## Branding Campaign Results :

### Media :

Before (Y2007) : 53 article

KPIs - Y2008 = 548 article = 398%

KPIs - Y2009 = 1290 article = 430%

### Reports

Reports by ITIDA,

- Beyond BRIC: Offshoring in non-BRIC countries: Egypt - a new growth market

\*Global Reports:

1- The Shifting Geography of Offshoring – The A.T.Kearney Global Services Location Index.

**Old rank:13 at 2007**

**New rank: 6 at 2009**

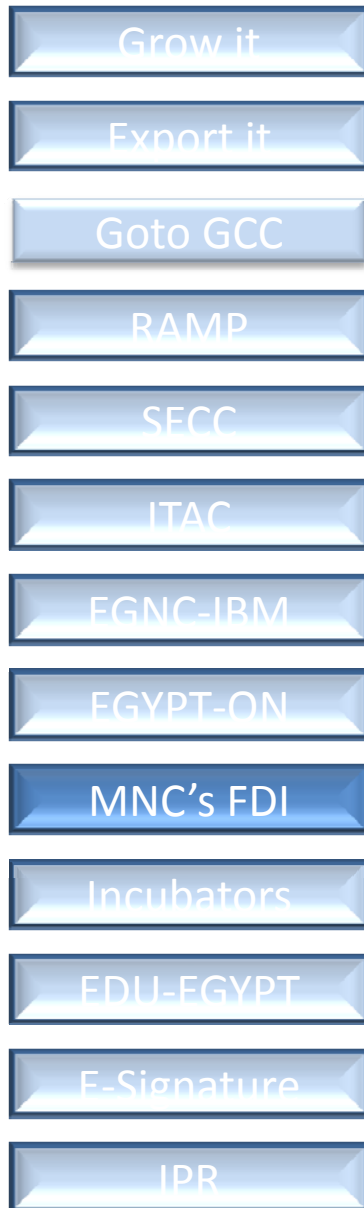
2- Outsourcing to Africa report – Commonwealth Business Council and CyberMedia

**Our Rank: No. 1**

3- Yankee Report Y2008 on Middle East : **Rank 1<sup>st</sup>.**

4- Top 50 Emerging Global Outsourcing Cities (Cairo ranked seventh), Tholons and Global Services (Alexandria in Top 50)

## Itida Programs / Activities



## Objectives / Scope



## MNCs FDI

- A Short –to-medium term strategy to leapfrog promotion of investments and Exports
- Attracting MNCs to establish Delivery Centers for Offshore BPO/ITO Export Services
- Incentives :
  - Training Subsidy
  - Telecom Subsidy
  - Rental (in some cases)
- Professional Deal Sourcing and Pipeline Management Methodology
- Target Markets : US and Europe



Company	Type of Service	Planned FTEs (2010-2012)	Actual FTEs
→ Valeo	ITO (embedded)	200	225
Mahindra Satyam	ITO	300	52
Teleperformance	CS	2250	400
Vodafone	BPO/CS/TS	3500	1800
→ Orange R&D center	R&D (Telcom)	45	35
→ Microsoft CMIC	R&D (Informatics)	200	50
Orange	TS	450	1550
SQS	Independent Testing	250	124
ITS	ITO / RIM	408	82
Wipro Info Tech	ITO	300	150
ORACLE "CS"	CS	200	400
→ ORACLE "SSI"	High End Consulting	210	28
→ IBM (GDC)	High End Consulting	1100	200
Cisco-Xceed	CS/TS/	300	18
IBM (GSC)	BPO (F&A)	1500	50
EMC	ITO / RIM	300	100
Stream International	CS	1000	320
BDO - ISNAD	BPO (F&A)	1200	50
SYKES	CS	1000	-
Etisal	CS	2000	450
Total		16713	4654

## Itida Programs / Activities



## Objectives / Scope



## Incubators

- ▶ **Program Started Y2006**
- ▶ **Total Current Incubations (20)**
- ▶ **Total Employment : 263**
- ▶ **9 Companies Graduated**
  - ▶ **Khayal – *Salis* – *3D Diagnostics* -*Bird ICT* – Online Media – Engnet – *Silminds* –*Pulse* – EFT**
- ▶ **Smart Village Incubation:**
  - ▶ **B115 (8) + B145(2)**
- ▶ **Universities Incubation :**
  - ▶ **Cairo (3)**
  - ▶ **Alex (3)**
  - ▶ **Assuit (3)**
  - ▶ **Mansoura (MoU Signed )**
- ▶ ***New* Initiative in Y2010 :**
  - ▶ **MI<sup>2</sup>C : Mobile Innovations Incubation Center**

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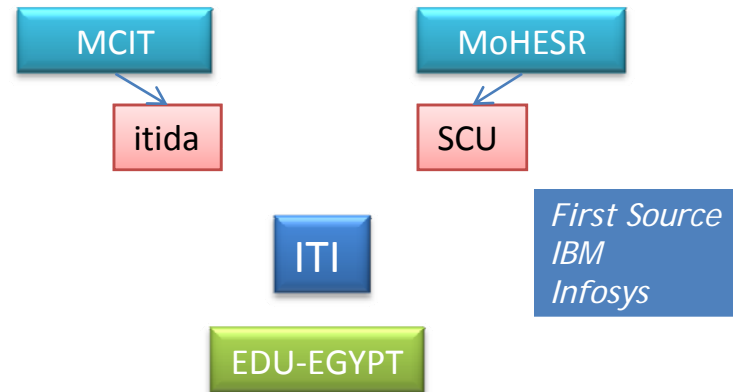
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## EDU-Egypt

- MoU between MCIT , MoHESR through itida and SCU , Dec., 30<sup>th</sup>.2007



- with a Clear of objective of narrowing the gap between the University Output and workforce (Industry) Requirements.
- Achieving Scale through Universities Curriculum adaptation.
- **Key Objective : Industry Engagement (Local&MNCs)**  
*(Raya, Exceed, Teleperformance, ITS, Mobile Operators, Satyam, Wipro) Typical PPUP*
- Training on : Language, Soft skills , communications and Computer Skills
- Phase I (H1 Y2008)
  - 3000 Students - 5 Faculties – 2 Universities
- Phase II (2008-2009)
  - 5000 Students – 22 Faculties - 7 Universities
- Phase III (2009-2010)
  - 10000 Students - 35 Faculties - 10 Universities

# Y2010 & Beyond

## “Focus on Innovation and Entrepreneurship”

- On June 14th, 2009, the Prime Minister announced the launch of the Egyptian Innovation & Entrepreneurship Center (IEC)

# IEC Vision & Mission

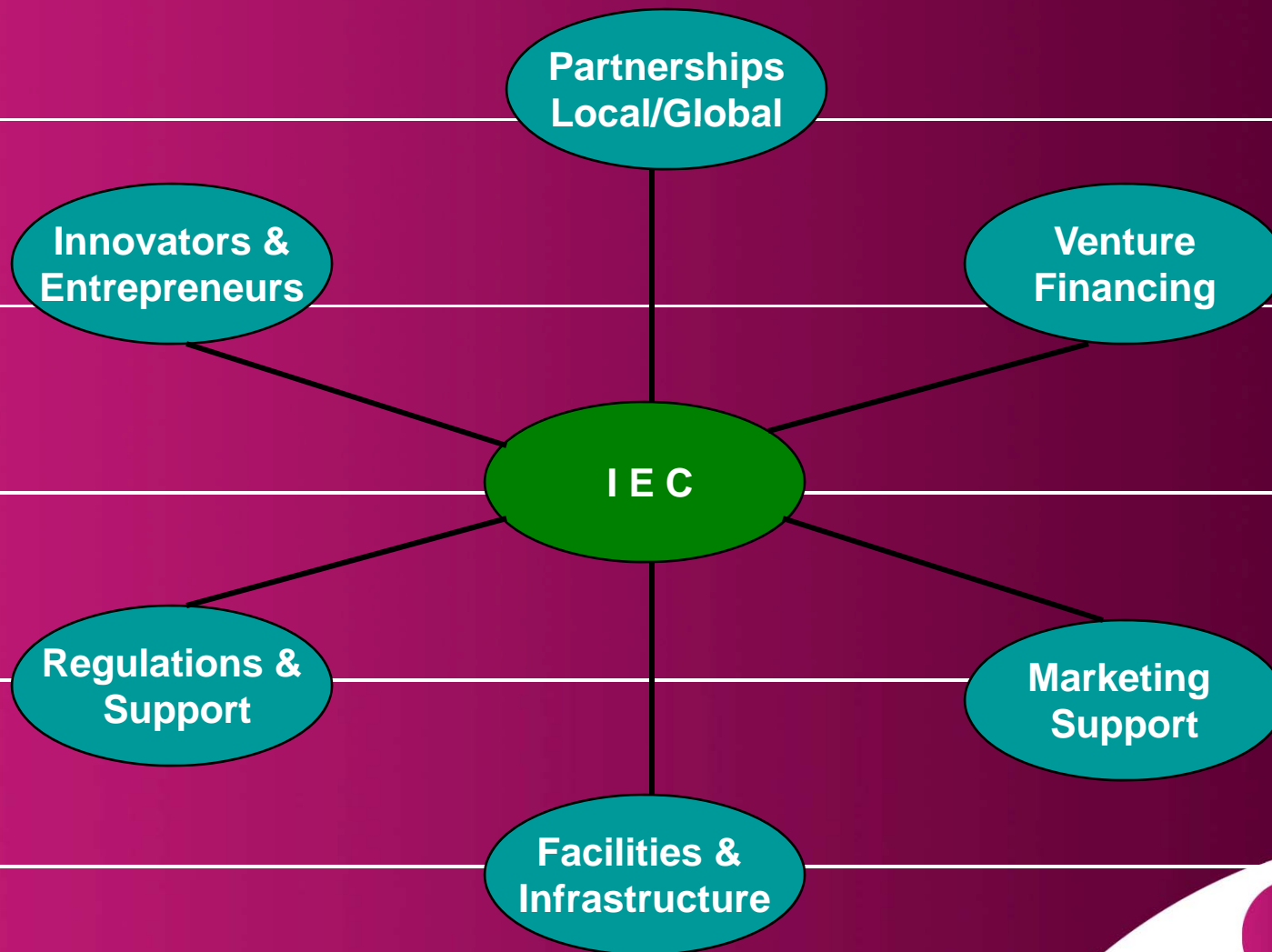
Vision:

“Stimulate Innovation-Based Economy”

Mission:

The center will strategize, facilitate, incent, and promote innovation, entrepreneurship, and the creation of intellectual property in ICT and its applications

# IEC Ecosystem



Thank You