



Ministry of Communications
& Information Technology



Information Technology Industry
Development Agency

IT Industry National Development Strategy targeting Export Growth

Status Review

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Objectives



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- **Why the review**
- **Strategy Stakeholders (PPP)**
- **Strategy announcement**

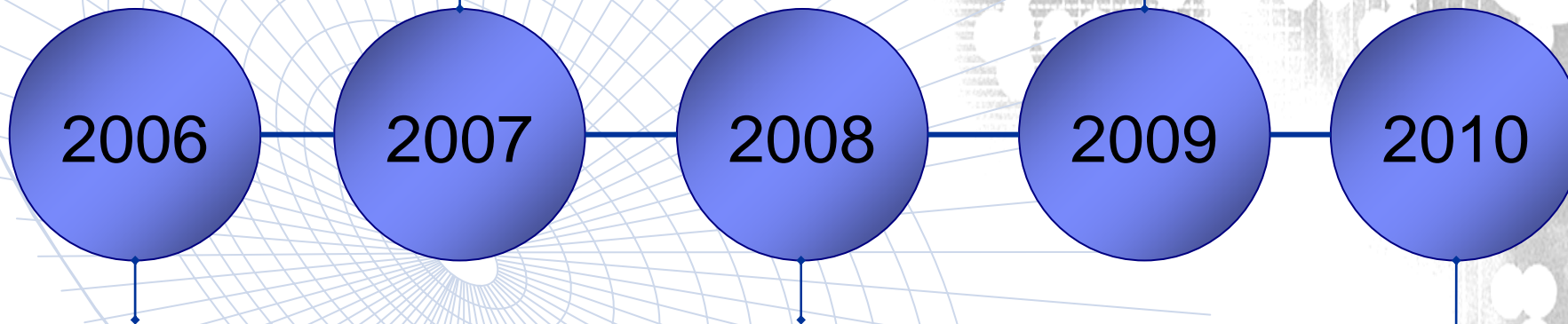
Timeline



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- Positioning and PR campaigns
- 2nd Venture Capital
- 1st Mega Co.
- IT awareness programs
- Nile U and R&D
- \$300M in exports

\$700M in exports



- Launch ICT strategy
- Targeted in-sourcing program
- ITIDA Capacity Building Program
- International Training Center
- IT Information Center
- Financial support mechanism

- 2nd Mega company
- Expanded training programs
- \$500M in exports

\$1.1B in exports

Strategic Directions



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- **Public-Private-Partnership**
- **Export focused “world class standards”**
- **Market driven Not Supply driven**
 - Capacity and Human Capital building programs
 - Existing, large, growing & supply constrained market opportunities, where Egypt has or can develop an exportable offering with relative advantage
- **Labour Intensive LOB’s “including non IT professionals”**

Strategic Directions



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- **Dual parallel Path**
 - Develop & support **existing** companies
 - New LOB's "Paradigm shift"
- **Critical mass**
 - Large / mega companies & clustering
 - Multinationals or Nationals with international management & systems are essential locomotives backed by SMEs.
- **Focus & Shoot high**

Critical Success Factors



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- **People, People, People....**
 - **Management & Professionals**
- **Holistic, sustainability, transparency, complementary and visibility**
- **Focus and prioritization**
- **World class standards & experts**

Critical Success Factors



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- **Strategy ownership & management (MCIT/ITIDA)**
- **Programs' PMU with clear goals**
- **Synergy with other ICT projects**
- **Availability of necessary funds**
- **Government a promoter NOT a competitor**

The Way Forewarned



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Strategy Execution

Higher Council Formation

Board Appointment “Strategy Execution Leader”

Work Plan & Ground Work

Core Team Formation

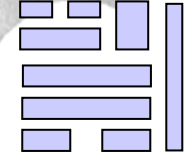
Team Orientation & Projects Assignment

Processes & Templates

Strategy Team



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Core Team Formation

Business Development

Project Management

Strategy Management Team

**International
Bus
Development**

Marketing

**Development
Programs**

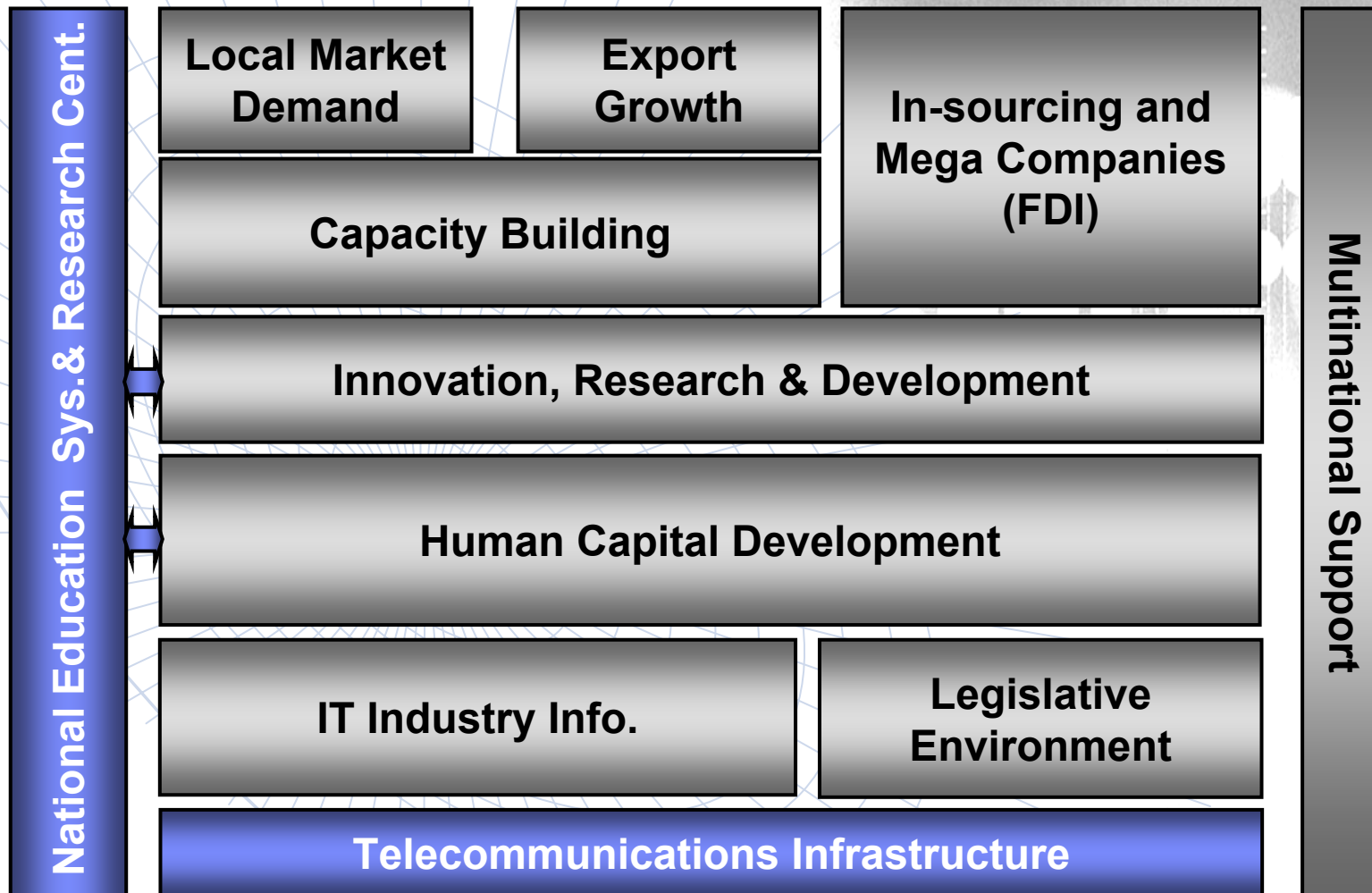
**Government
Procurement**

**Multinationals
Expertise**

Strategy Framework



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Multinational Support



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Multinational Support Initiatives

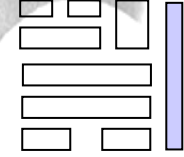
Initial List & Continuous Dialogue

Know-how
Transfer

FDI

Access to
International
Markets

Others



IT Industry Info.



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IT Industry Information Center

ICT co. database - Intermediary & (CIT-Internet)

ITIDA New Portal

IT Center Initial Project Definitions

Policy Maker

Current &
potential
Investors

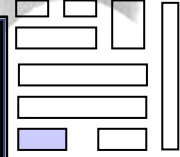
International
Organizations

Researchers &
Academia

Media

Potential Buyers

Off Shoring
Agents



Legislative Environment



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**Legislative Environment
Projects**

IPR Law Enforcement ITIDA New Role

Cyber Crime Law

High Steering Committee

Human Capital Development



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**MCIT Management
ITIDA Finance**

- IT Users Programs
- IT Professionals

- Call Centers Professionals
- ITI BPO Training Program
- Web Artists Training Program (CIT-Internet)

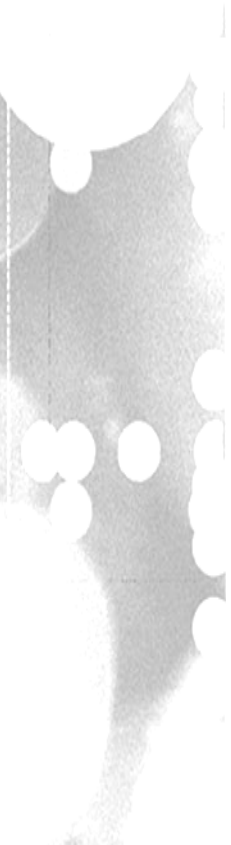
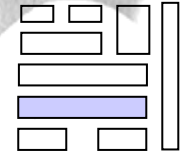
**International Level
Training Programs**

Evaluating IT&ITES Professionals (Scaling Up Program)

- Hewitt, BuzzNet
- Berlitz

International Professionals Training Centers

- (!!) regional Academy
- IBM, Symantec....



Innovation Research & Development



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Excellence Centers Project

Data Mining and
Computer Modeling

One R&D Center
established with four
on going tracks

Two More R&D Centers
Planned

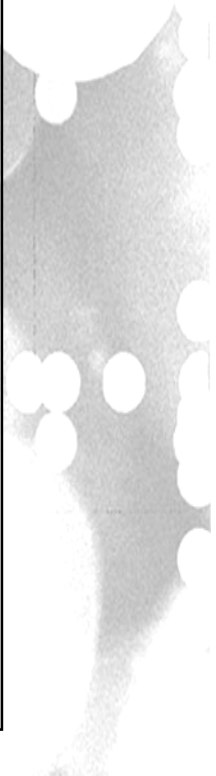
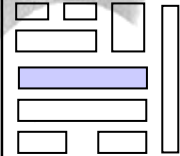
Incubators & Venture Capital Project

Business Plan
Competitions
TDF

8 Incubators
(mobile applications,
gaming, Engineering
Support Services, ...)

Embedded SW Lab

ITAC program



Capacity Building



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**Institutional
Financial support**

VC TDF I & II

IBDC & CFO Services

SMEs Loans & Services

NGOs (EITSAL & CIT) Fin. Support

**Financial
Support**

**Institutional
Capacity Building**

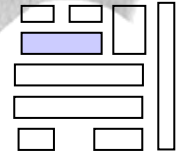
Enterprise Capacity Building Program (100)

CMMI – COPC

SME Quality Prog.

SME's Dev. Tools (IBM, Oracle & MS) & CIT

**Quality
& Productivity**



Local Market Demand



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IT Awareness Programs

National Media
Coverage

CIT
Sectoral Coverage

Etisal Com Expert
Training Prog

Etisal
Geographical Reach

Events Bus Plan
Comp, CMMI, NU

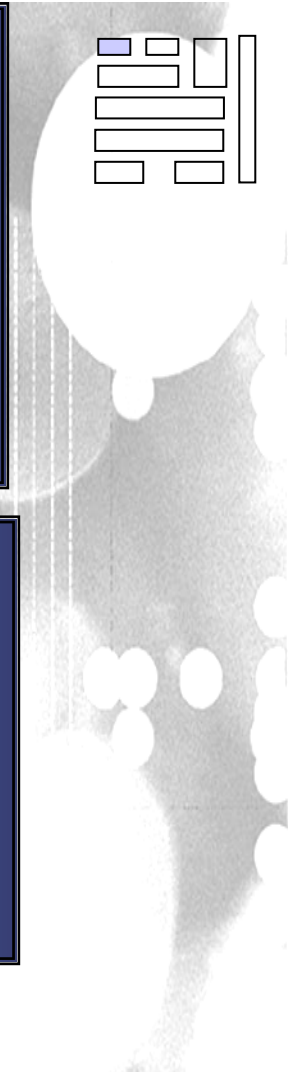
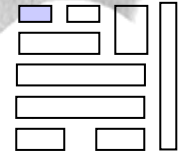
Products

CIT
Vertical Needs
Study & Products
Champions

Exhibitions

Cairo ICT

Cardex



Export Growth



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Promotional, trust & Verticals

**Branding Egypt Project
Top 7 PR Agencies**

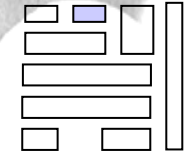
**Coordination with GAFI
FDI Campaign & Sectoral Incentive (McKinsey)**

Expatriates linkage Project

Outposts Business Centers (CIT)

**ECS MOU / Commercial Attachés Training
Program & Coordination with EU Program**

**A.T. Kearney (IT Services)
McKinsey (IT Enabled Services)**



Export Growth



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Internationals Exhibitions\ Trade Missions

ITIDA's Exhibition Team

International Events Calendar & Selection Criteria

CeBIT 2006 (16 co.), 2007 (16 co.)

SeCa 2007 France

Outsource World New York 2006
(17 co.)

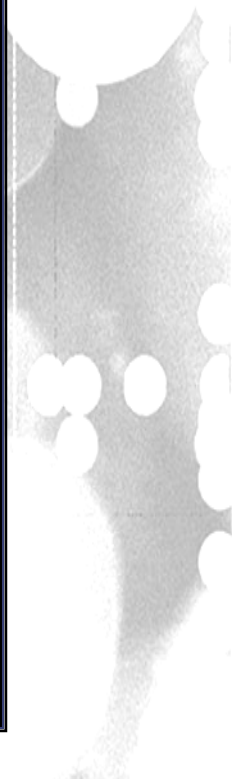
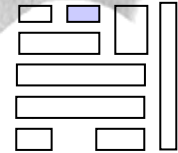
Off Shore & Systems
2006

Gitex Dubai & Saudi 2006, 2007

Helsinki 2006

Trade Missions:

India, USA, France, China, Armenia (CIT), Helsinki



In-sourcing and Mega Com.



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FDI, In-Sourcing Project & Mega Co.

Top 25 Companies (A.T. Kearney)

Key Executives Assignments

Bus Development (MCIT & ITIDA)

Investors Support Team (ITIDA)

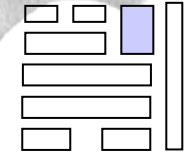
Clustering Initiative Coordination (ITIDA, IBDC)

VALEO (French)

Oracle (USA)

SUN Micro Systems

Indian MNC



Goals 2010



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● **Measurable**

- Grow exports from \$250M (2005) to \$1.1B (2010)
- Create (35K+15K) 50,000 new jobs

● **Non-measurable**

- Develop Local co. Skill & Scale “World-Class”
- Foster knowledge-based economy
- Help other Egyptian economy sectors
 - Become more competitive (exports)
 - Improve productivity & level of services (national)
 - Creating Egypt high tech image



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Thank YOU

