

العنوان: مصر تشهد طفرة في مجال التعهيد  
المصدر: موقع Daily News Egypt  
التاريخ: ١٨ سبتمبر ٢٠٢٢

The Information Technology Industry Development Agency (ITIDA) recorded a surge in the number of business services and IT jobs offshored to the country.

The agency added that at least 19 global services providers and leading tech companies have announced their expansion plans in Egypt and four new market entrants established their offices and R&D centers during the second quarter (2Q) of the current year alone.

Vodafone Intelligent Solutions (\_VOIS) — a subsidiary of Vodafone Group and its partner of choice for talent, technology, and transformation — inaugurated its new office in Alexandria, adding 1,000 new contact center jobs to serve Vodafone’s global customers in both German and English.

The expansion announcement is not the first of its kind this year. Following the COVID-19 pandemic and the demonstrated resilience of the Egyptian ICT sector, several key outsourcing players have already announced their expansion plans, including Webhelp, Sutherland, PWC, STMicroelectronics, and many more.

“We’re excited to see \_VOIS expand its footprint in Egypt through the new office in Alexandria — a city with many competitive advantages, untapped and abundant tech talents, and multilingual capabilities,” commented CEO of the ITIDA Amr Mahfouz.

The geopolitical tension across other service locations has also augmented Egypt’s global appeal to investors and encouraged more demand from global enterprises choosing Egypt as their reliable offshoring destination and business services hub.

“The current geopolitical scene works in favor of Egypt and guides investors and global service providers towards the country being an ideal unparalleled offshoring destination and global digital services delivery hub for the EMEA region,” Mahfouz stressed.

He also encouraged multinational companies to invest in tier 2 cities, where ample opportunities and talent are accessible at a competitive cost.

The inauguration of the new office adds to the mutual journey of productive cooperation and constructive partnership between the ITIDA and \_VOIS.

“The cooperation with \_VOIS is one of our outstanding successes in attracting and fostering foreign investment in the IT offshoring business and the IT sector at large,” Mahfouz added.

Egypt has seen an increase in its appeal to investors since the government launched a new incentive scheme for foreign investments in light of the 2022-2026 Digital Egypt Strategy for the Offshoring Industry. The ambitious strategy, spearheaded by the ITIDA propels the sector on a higher growth trajectory.

According to Egypt’s Ministry of Communications and Information Technology, the local ICT sector has achieved the highest growth rate of about 16.3% among different state sectors during FY2021/22. Egypt’s digital exports also hit \$4.9bn in the same period.

Additionally, Mahfouz applauded the multilingual capabilities and skills of Egyptian youths working in the outsourcing sector. He noted that the current demand is certainly exceeding supply, adding that one of the ITIDA’s strategic goals is to invest in developing digital and soft skills and creating a talent pool that’s capable of building the knowledge economy.

VOIS Egypt’s office serves 14 markets around the world. The company makes annual investments of EGP 3bn and exports services worth €145m. In five years, VOIS aims to inject EGP 18bn and bring the value of its business in Egypt to €1bn.

Furthermore, the company targets increasing the size of its team from 8,600 to 10,000+ employees in its offices across Cairo and Alexandria, making it the second largest in terms of headcount across \_\_VOIS’ sites in Egypt, India, Hungary, and Romania.

The opening of the new office of \_VOIS underpins Egypt as an attractive investment destination for multinational companies such as Vodafone, which is keen to expand its global delivery business in the country.