

Press release

ITIDA Sponsors Egyptian Companies at CeBIT 2012

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CeBIT Global Conferences is held during the period of 6 – 10 March 2012 in Hanover, Germany. In this world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments, Egyptian companies will have the opportunity to participate to this event and to display their products and services to the world.

As usual, ITIDA intends to sponsor the Egyptian participating companies in a form of "collective participation" by covering 80 % of the total cost of the space reservation, stand construction (in form of workstation), other facilities like plasma screen, internet , meeting lounge, etc..., as well as the marketing and promotional campaign costs. Sponsoring companies is always preceded by a highly selective process.

The selection process in ITIDA depends of specific criteria, including relevancy of the company's activity vs. exhibition specialization, relevancy of the company's activity vs. IT strategy, experience of the company in the Egyptian market, export experience or export potential and the availability of quality certification.

Industry men, the wholesale/retail sector, skilled trades, banks, the services sector, government agencies, science and all users passionate about technology are the key target groups at this event.

This year, the event discusses main themes in each day of the conferences. They are named as follows: All Things Smart, Flying the Cloud, Connect your Lifestyle, and Social Business.

Prominent speakers from international companies are to participate at such these significant conferences. Amongst those companies we can list the following: Google, Siemens, Vodafone, Germany, HP, Amazon, IBM Brazil, and others.

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About ITIDA:

The Information Technology Industry Development Agency (ITIDA) is a governmental entity affiliated to Egypt's Ministry of Communications and Information Technology. It is responsible for growing and developing Egypt's position as a leading global outsourcing location by attracting foreign direct investment to the industry and maximizing the exports of IT services and applications.

Located in the heart of the modern business environment at Smart Village, the six hundred acre business park on the outskirts of Cairo, ITIDA is a self-sustainable entity that drives the IT industry in Egypt and raises awareness among the Egyptian people of the benefits and use of ICT to advance socio-economic welfare of the whole community.