

## Press release

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### Egypt named Outsourcing Destination of the Year at the 2008 National Outsourcing Association Awards

**London, 24 October, 2008:** The British National Outsourcing Association (NOA) gave Egypt the thumbs up and named it outsourcing destination of the year. Egypt made its way to the prestigious award after beating the Philippines and Romania in a too close to call race to win this category of the NOA annual awards.

The CEO of the Egyptian Information Technology Industry Development agency (ITIDA), Dr. Hazem Abdul Azim, received the award on behalf of his government during a glamorous ceremony at Park Plaza Riverbank on the bank of the Thames in London. More than 500 high-level executives and outsourcing professionals attended the event hosted by comedian presenter Dominic Holland.

In a short speech, Abdul Azim thanked the NOA for the award and stressed that Egypt is “slowly but surely putting its stamp on the map of favored global services locations”. Recently, Egypt was lauded as “by far the Middle Eastern country currently best positioned to take advantage of the boom in outsourcing” in a report by the Yankee Group Research titled “Can Middle Eastern Countries Fulfill the Eastern Promise”.

Proudly presenting his country’s case, Abdul Azim left quite an impression when he gave a glimpse of what Egypt has to offer to the outsourcing world. “Young population, a large multilingual workforce, a solid infrastructure and a



competitive cost structure fortified by unequivocal government support” constituted a very compelling case presented by the ITIDA CEO.

Latest reports and analysis seem to agree with Abdul Azim. The Yankee Group report was not alone in detailing the virtues of the Egyptian outsourcing industry as Cairo was awarded the 7<sup>th</sup> position in a study prepared by Tholons-Global Services on the top 50 emerging outsourcing cities in 2008. A. T. Kearney, the famed consultancy firm, placed the country in the 13<sup>th</sup> position on its 2007 Global Services Location Index.

The growing list of multinationals investing in Egypt like Vodafone, Wipro, Satyam, Teleperformance, IBM, Microsoft, SQS, and Valeo is another testament to the country’s unwavering efforts to establish itself as a modern business location.

Martyn Hart, chairman of the NOA, commented: “At the NOA we strive to raise awareness of best practice in the outsourcing industry – the awards are core to this strategy. Our winners and the runners-up have ably demonstrated excellence in outsourcing and have highlighted the importance of best practice and standards being met in the industry. These achievements make an excellent contribution to the Body of Outsourcing Knowledge (the BOOK) that the NOA holds on behalf of the industry.”

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**Notes to editors:**

The Information Technology Industry Development Agency (ITIDA) is a government body affiliated to Egypt's Ministry of Communications and Information Technology. It was established to encourage the development of Egypt's IT industry, with a particular focus on outsourcing services. It is tasked with attracting foreign direct investments to the IT industry and maximising the exports of IT services and applications.

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