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OUTSOURCING  
DESTINATIONS

# EGYPT 2022

## OUTSOURCING DESTINATION GUIDE

## ICT SECTOR INSIGHTS & CONTACTS

INDEPENDENT INFORMATION GUIDE BY  
GERMAN OUTSOURCING ASSOCIATION

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Map copyright: dikobrazik via 123rf.com

# GLOBAL SERVICE DELIVERY AT SCALE

## EGYPT 2022

# Outsourcing Destination Guide Egypt 2022

## Welcome

We present with the Outsourcing Destination Guide Egypt 2022 the conditions, capabilities and actors of the Egyptian ICT sector. We showcase unique solutions by Egyptian industry experts in the form of case studies, project reports and have talked to local industry leaders about their operations and perspective.

As a result, we help decision-makers to understand better the local conditions and opportunities for both: working with IT- and business process service providers in Egypt or for investments in own delivery center operations.

This publication is an independent information guide published by Deutscher Outsourcing Verband e.V. (German Outsourcing Association) as a joint initiative with ITIDA.

## Content

- 8 ICT Sector Overview - Egypt
- 34 Location Map
- 36 Sector Insights by Local Business Leaders
- 108 Contacts & Company Information
- 126 Editors Message, Publisher Information, Partners

## Disclaimer

The information in this guide has been carefully researched by industry experts. The views and opinions of the authors do not necessarily present the association's standpoints but are meant to give an authentic insight into the sectors. The company information (page 108 ff.) has been provided by the individual companies and can be used to evaluate a potential fit for co-operation.



## SKYLINE OF CAIRO, EGYPT



# THE EGYPTIAN ICT SECTOR

- 8 Egypt's ICT Sector in 2022
- 28 Office Market Overview - Advantages & Opportunities
- 34 Location Map



# An ICT Sector Overview Egypt's ICT Sector in 2022

By Stephan Fricke, CEO & Head Of Advisory  
Board German Outsourcing Association,  
Outsourcing Journal

## Location, History and International Relations

The Arab Republic of Egypt, is located in northeast Africa on the Mediterranean Sea in the north and the Red Sea in the east, which divides Africa from Asia, and connecting them both through the Suez Canal, the heart of the maritime silk-road, that enables a direct shipping trade route between Europe, Asia, and East-Africa.

Egypt shares direct borders with Libya in west, the Sudan in the south, as well as Palestine and Israel, over the Sinai Peninsula, in the east, a land bridge between Africa and Asia, which makes it one of the few contiguous transcontinental countries in the world and a truly unique geographic and strategic location.

Egypt's history has been rich and prosperous due to the Nile with its fertile banks and the accomplishments and ingenuity of its people which made it one of the cradles of civilization. The country not only harbors one of the Seven Wonders of the Ancient World, the Great Pyramid of Giza, but also produced, with the hieroglyphs, one of the first known writing systems and birthed, with Cairo and Alexandria, some of the largest and most vibrant metropolitan areas that continued to exist over the millennia.

Picture: Sunny morning in downtown of Cairo, 123rf.com



Modern Egypt however emerged in 1922, when it gained independence from the British Empire as a monarchy. Following the 1952 revolution the last King Farouk was toppled and a republic proclaimed. The Arab Republic of Egypt is a multi-party system with over 100 registered political parties. Since 2014 General Abdel Fattah El-Sisi, a retired military officer and party independent politician serves as the sixth and current president.

Egypt is founding member of the United Nations, the Non-Aligned Movement, Arab League, African Union, the Organization of Islamic Cooperation, and the World Youth Forum.

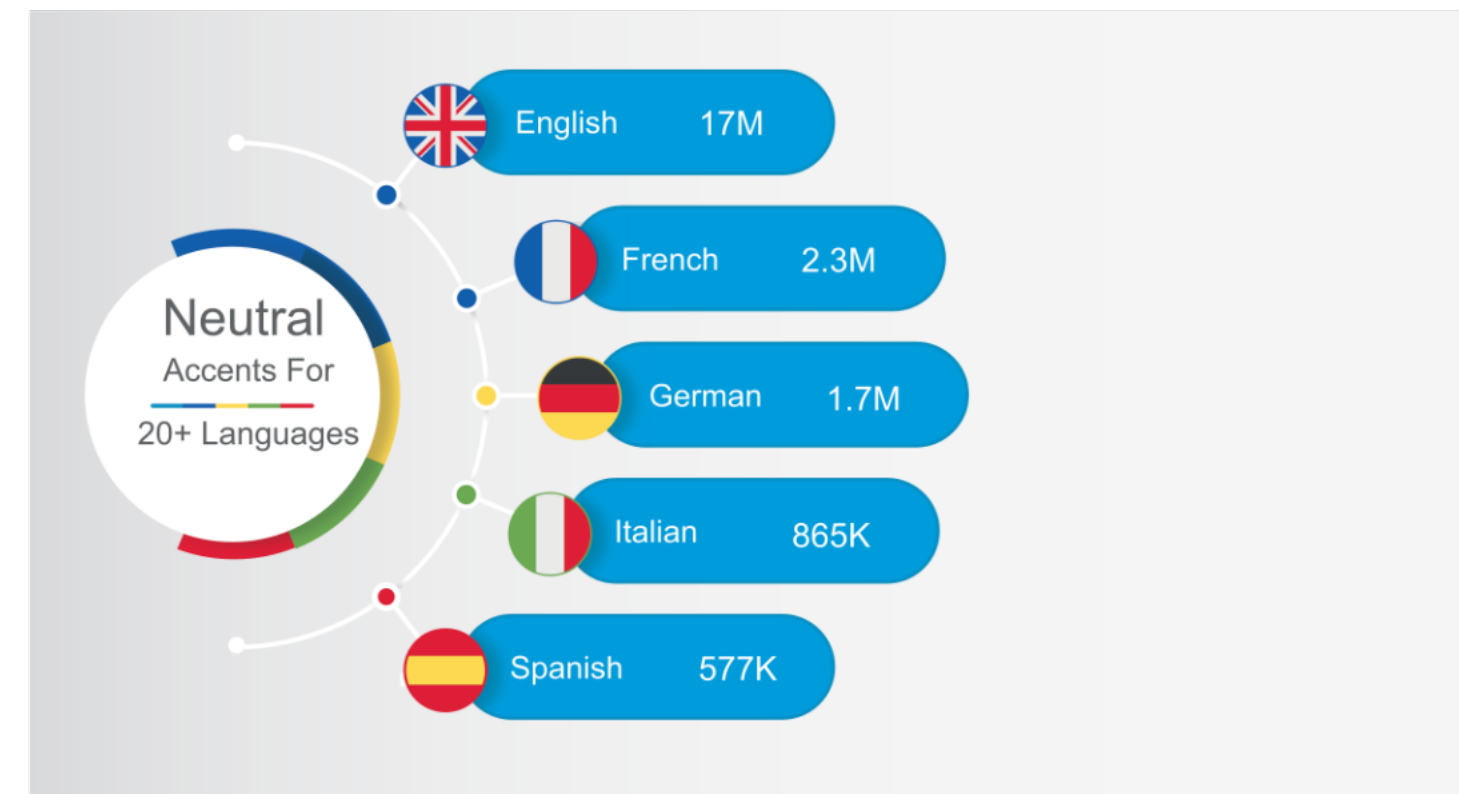
Due to its proximity the European Union is Egypt's first trade partner and its largest source of investment (EU 2017). Consequently Egypt has signed the Euro-Mediterranean Agreement establishing an Association (EMAA) and the European Neighborhood Policy (ENP) with the EU and several other Trade Agreements like the Greater Arab Free Trade Agreement (GAFTA), Common Market for Eastern and

Southern Africa (COMESA), Egypt-MERCOSUR, as well as many bilateral ones. It is also a WTO and GATT member and is a Major non-NATO ally (MNNA) of the United States. 1234

## Demographics, Language, and Religion

With its 1,010,408 km<sup>2</sup> territory Egypt is 29th largest country in the world and the 14th most populous with approximately 101,480,000 inhabitants (2021) (Statista 2021). Over 90% of the people live along the banks of the Nile, its delta, the Suez Canal, and almost one third alone in the greater Cairo metropolitan zone, which makes these regions one of the world's most densely populated areas. Only small communities live scattered throughout the desert regions and around old trade and transportation routes.

The country has staggering demographics with over 60% Egyptians being under the age of 30 and just around 5% over 65, making it one of the most youthful



population in the world (World Population Review 2022). These demographics paired with the fact that Islam is the official state religion makes Egypt the biggest Sunni Muslim state in the Arab world ( $\approx 90\%$ ) but it also has a large Christian community ( $\approx 10\%$ ) (Pew research center 2012). Thus Egyptian Arabic is the official language and the most widely understood in Middle East-North Africa due to the popularity of Egyptian music and cinema throughout the Arabic-

speaking world. Nevertheless there is a plethora of minority languages, like Coptic, Nubian, Beja, or Domari. English, French and German are the main Foreign languages taught in schools and universities. 567

## Economy

The Egyptian economy is a lower middle-income economy generally categorized as a developing or emerging economy and its currency is called the Egyptian pound.



Egypt's nominal gross domestic product (GDP) for 2021 was \$396.328 billion and \$1.4 trillion (PPP) increasing to roughly \$440 billion and \$1.5 trillion in 2022. Its current GDP per capita is \$4,176 and \$14,226 (PPP) (IMF 2021).

Key economic sectors are oil, gas, metals, chemicals, agriculture, textiles, and the Suez Canal itself with a share of around 10% GDP alone. The tourism industry is also a major contributor that accounts for around 12% GDP. It took a big hit during the pandemic as did the whole industry did but is recovering quickly.

Nonetheless, Egypt was one of the few emerging market countries

maintaining a positive growth rate, due to the governments timely response, its relatively diversified economy, and IMF support. According to the IMF, Egypt's economy will continue to grow at a rate of 5.1% in the fiscal year that ends in June 2022, and is estimated to accelerate to 5.5% in each of the following two years (IMF 2021).

Moreover the Egyptian government spurred the growth of the ICT sector in recent years amounting to approximately 5% GDP contribution in 2021 which is targeted to be raised to 8% over the coming three years (Columbia University Institute for Tele-Information / Egyptian Ministry of International Cooperation).



Cost of Living in Egypt

All in all the Egyptian Government is focused on achieving its Sustainable Development Strategy Vision 2030, which aims at reaching 7-8% real growth, a 30% investment rate, and a 25% export contribution to its GDP as well as reducing unemployment to 5% (IMF Connect 2022).

## Office space and infrastructure

Egypt's strategic location helps it becoming a transit hub for submarine cables. It is connected to 13 out of 18 cables passing by, which provides it with a capacity that exceeds 60 tera-bytes per second (American Chamber of Commerce in Egypt 2018). In 2019, in the wake of the pandemic,

the MCIT also strengthened Egypt's ICT infrastructure at a cost of USD 1.9B, which quadrupled internet speed from 6.63 Mbps to 32.77 Mbps and enabled the sector to support much of the additional demand (MCIT 2021). Thus people who had to leave their offices had the capacity that allowed them to work from home.

The cost for internet connectivity in Egypt can exceed partly drastically the cost e.g. in Western-Europe.

Egypt offers a plethora of state driven, private and collaborative options for IT technology and business services companies. Over the past decade and under the direction of the Ministry of Communications and



IT Industry Development Agency (ITIDA) Building, Giza, Egypt  
Image: ITIDA



Information Technology (MCIT) and its subordinate IT Industry Development Agency (ITIDA) Egypt's ICT infrastructure has grown rapidly. New Tech and Cyber parks with a focus on ICT services are sprouting around the country, as the Egyptian government is acquiring investors as well as investing heavily itself in one of its fastest growing markets. Most of these parks apply proven international concepts of not only hosting companies but also offering extended services as business accelerators and incubators.

The Maadi Technology Park in Cairo, like its predecessor the Smart Village in the 6th of October City, is one of Egypt's first specialized investment zones, at full capacity since 2017, is a collaborative project between several governmental bodies like the MCIT, the Ministry of Investment and the Cairo Governorate. It houses 38 buildings with a capacity for 140.000 direct and indirect job opportunities. It is equipped to host Egyptian and international IT and BPO off-shore companies and many enterprises like Intel, Naos, Centro, Etisal, IST, and Henkel have already relocated there in 2013 (BIZTECH Africa 2013 / World Bank 2014).

Silicon WAHA is another project, encompassing four technology parks in Beni Suef, Sadat, Borg Al Arab, and Assiut. The last two also belong to ITIDA's Innovation Cluster Initiative (iCi) that has additional locations (Alexandria, Al Beheira, Matrouh, Minya, and Sohag), which aims to create a network that enables entrepreneurship through public-private partnership. Each cluster comprises at least one university, several private companies and a center for entrepreneurship and specializes in a specific ICT sector (MCIT and Silicon WAHA 2022).

In addition there are many other technology parks like the Sinai TechnologyValley (STV) that specializes apart from ICTs in Microelectronics and Biotechnology, the Mubarak City for Scientific Research and Technology Applications (MUCSAT), which also pursues genetic engineering, biotechnology, and new materials, or the BUE-Tus Science and Innovation Park that is managed by The British University in Egypt (BUE-Tus Science & Innovation Park 2022 / comstech 2022). Minister of Communication and Information Technology Amr Talaat announced 7 more Tech parks to be launched in

2019 and as of July 2021 there are MCIT plans for 50 more smart cities in the light of rising ICT exports and investments in the industry (MCIT 2021).

### ICT and BPO sector

The Egyptian ICT sector accounts already for about 5% of the country's GDP, almost half generated through tourism, which directly reflects the efforts that have been taken by the public and private sector over the past decade. Moreover the Egyptian government spurred the growth of the sector as well as research and education with the aim to raise GDP contribution to 8% over the coming three years (Columbia University Institute for Tele-Information /

Egyptian Ministry of International Cooperation).

All these efforts have been supported by good infrastructure projects (especially IT infrastructure like mobile connectivity and energy) as well as new pro-business laws whose impacts are positively reflected in the World Banks Ease of Doing Business rankings (IMFConnect 2021).<sup>25 26</sup>

In 2020-2021 digital exports grew from \$4.1B in 2019/2020 to USD 4.5B (MCIT Egypt). To further support this trend the Egyptian Government is also working with Ernst & Young on an ambitious strategy that aims to triple the size of BPO and ITO exports over the next five years.

Picture: El Qanater El Khayreya, Qalyubia Governorate, Egypt  
Source: Mohamed Nafea via Unsplash.com





At the same time the Government launches a new Export-IT Program, relieving micro-, small-, and medium-sized enterprises (MSMEs) from their tax burden by giving 35%, 15%, and 10% incentives, to drive the exporters competitiveness and reducing export related costs (ITIDA 2022).<sup>28</sup>

ITO, BPO and other ICT exports have become an important source of revenue for Egypt. By now the Industry provides services to approximately 100 countries in over 20 languages and considering the Egyptian commitment over the past decade laid down a solid foundation for further accretion (Oxford Business Group 2021).

### Digital Strategy and Sector Development

With the ICT 2030 strategy, Egypt is undertaking an investments to improve capacity building, training programs, digital government service reforms, and infrastructure upgrades. Its overall goal is to maximize the ICT sectors contribution to economic growth by focusing on capacity building, electronics design, manufacturing, as well as expanding and diversifying their technology parks. The Strategy also includes the digital transformation of core government services in the areas of education, healthcare, and government services.

**73%** of 100M+ Population is under 40



**70+** Universities  
**100+** Institutes



**40%** STEM



**100K** Finance & Accounting Graduates  
**40K** ICT Graduates In Cairo



**49%** Female Graduates

The Ministry of Communication and Information Technology (MCIT) launched an initiative called "Our Future is Digital" in 2021 that aims to train 100,000 young Egyptians to develop their ITC skills in areas of high market demand, like website design, data analysis, and digital marketing. (International Trade Administration U.S. Department of Commerce 2021)<sup>30</sup> This is essential to further develop the sector and more importantly to compensate the massive brain drain that not only Egypt but all African countries are experiencing and which, according Deputy Minister of Communications for Digital Transformation and Mechanization Khaled Al-Attar, is the biggest problem capable of stalling the Egyptian digital transformation ( MCIT / Daily News Egypt 2021).<sup>31</sup>

In 2020 the "Our Digital Opportunity" initiative was launched to stimulate the contribution of Small- and Medium-Sized Enterprises (SMEs) in the digital transformation projects of government entities and establish partnership between the public and private sector (MCIT 2021). The initiative is also driven by the ministry's

Digital Egypt Project that aims to supply some 32,000 government buildings, especially those of the New Administrative Capital (NAC) that is build 30 miles east of Cairo, with fiber-optic cables at a cost of \$375M (International Trade Administration U.S. Department of Commerce 2021).<sup>32 33</sup>

Furthermore the MCIT is also working on developing six new technology parks in the cities of Minya, Menoufiya, Mansoura, Sohag, Qene, and Aswan with a focus on hardware design labs, startup incubators, training institutions, integrated systems for AI training, data science, and cybersecurity to further support the ICT industry (International Trade Administration U.S. Department of Commerce 2021).<sup>34</sup>

### Example 1: WORLD BANK

In 2016 Egypt launched the World Bank Equal Access and Simplified Environment for Investment (EASE) program that aimed to create jobs by improving the regulatory environment for investors.



#### Story Highlights:

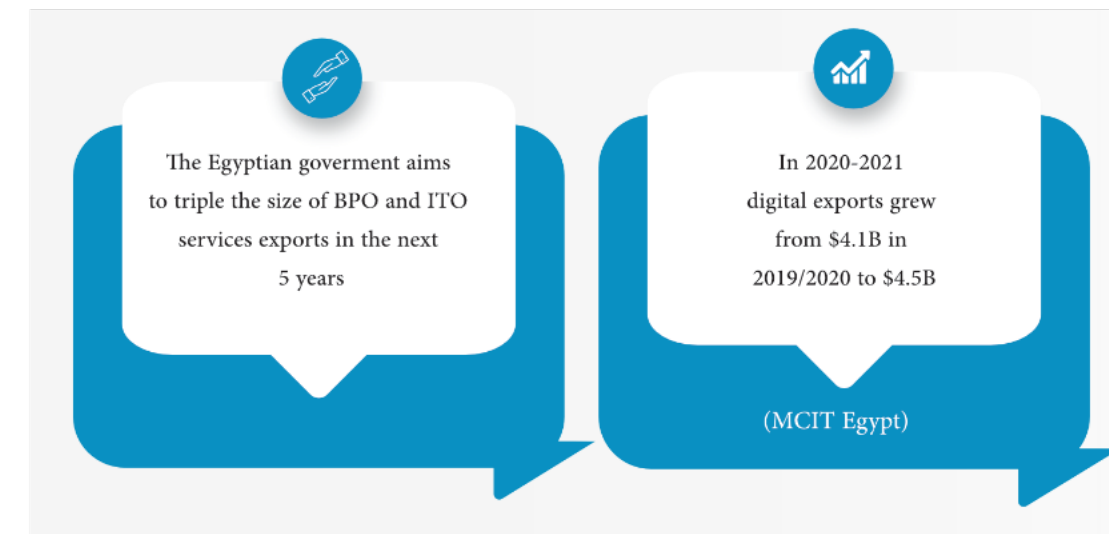
1. The EASE Program has laid the foundations for investors to quickly and easily obtain operating licenses.
2. Reforms introduced by EASE have resulted in a 91% improvement in average length of time to get a business license and allocate lands for businesses.
3. The operation supported the General Authority for Investments and Free Zones (GAFI) in establishing One Stop Shops that act as a window for would-be-investors and also supported the Industrial Develop-

ment Authority (IDA) to reduce the number of days required to issue high-risk industrial licenses from 640 to 55.

Even though EASE ended in 2021 it made its mark on the GAFI One Stop Shops that still act as a window for would be investors. It also lastingly helps the IDA in its ongoing quest to simplify, automate, and decentralize regulations and bring them in line with international good practice. And it helped the Egyptian Regulatory Reform and Development Authority expand its capacity to manage reform (World Bank 2022).<sup>35</sup>

#### Example 2: BMZ

In 2022 Egypt launched another project with the German Federal Ministry for Economic Cooperation and Development (BMZ) called Supporting e-Government and Innovation in the Public Administration (InnoPA). Its aim is to create the prerequisites for digital transformation of the public administration through a more citizen-centric approach. To achieve its goals the project cooperates with wide array of relevant ICT actors, while simultaneously adhering to



the “Leave No One Behind” (LNOB) principle because a great advance in technology always bears the risk of leaving marginalized groups behind. Summarized the projects goals are:

- Creating institutional and process-related prerequisites for a citizen-oriented, digital transformation through better regulation and strategic co-ordination.
- To improve and prepare the human resource management in the public administration for the digital transformation.
- Improving the public administrations ability to provide digitalized user-centric public services.
- Developing institutional and personnel foundations for innovation management in the public administration

## Education

Egypt's education system is the biggest in the Middle East and North Africa (MENA) region with more than 23.5 million preuniversity students, 1 million teachers, and 56,000 schools. The tertiary education system consists of over 50 Universities and 100 institutes that bring out over 500,000 annual graduates of which 330,000 are trained in business service and 50,000 are trained in IT related fields.

Since 2014, the Egyptian Government has set education reform as one of its top national development priorities to improve learning and development for children, as well as incorporating ICT at all levels of schooling, particularly at



tertiary level, in cooperation with the World Bank and other multilateral institutions.

In 2018, Egypt's Ministry of Education and technical Education (MoETE) launched a new system, Education 2.0 for all levels of education to adapt to international standards. Its overall aim is to build the student's capacity and skills for problem solving, creativity, critical thinking, negotiation, teamwork to enable them to deal with the issues of the age and to align them with the country's newly developed 2030 Strategy Vision.

Especially in regard to technical education and vocational training the MoETE put in great efforts to increase and qualify the number of young people with skills and capabilities that allow them to meet the needs of the job market (UNESCO 2022 / DARPE 2022 / MoETE 2022)

## Labour market

Egypt has a labour force of 28,5 million people (World Bank 2022) and young society with more than 20 million people in the age group of 18-29

years. Despite the increasing levels of education and the progressively narrowing gaps between genders, young Egyptian university graduates suffer from high unemployment rates, especially females. The unemployment rate over the pandemic years was 7.9% but improved to 7.3% in 2021.

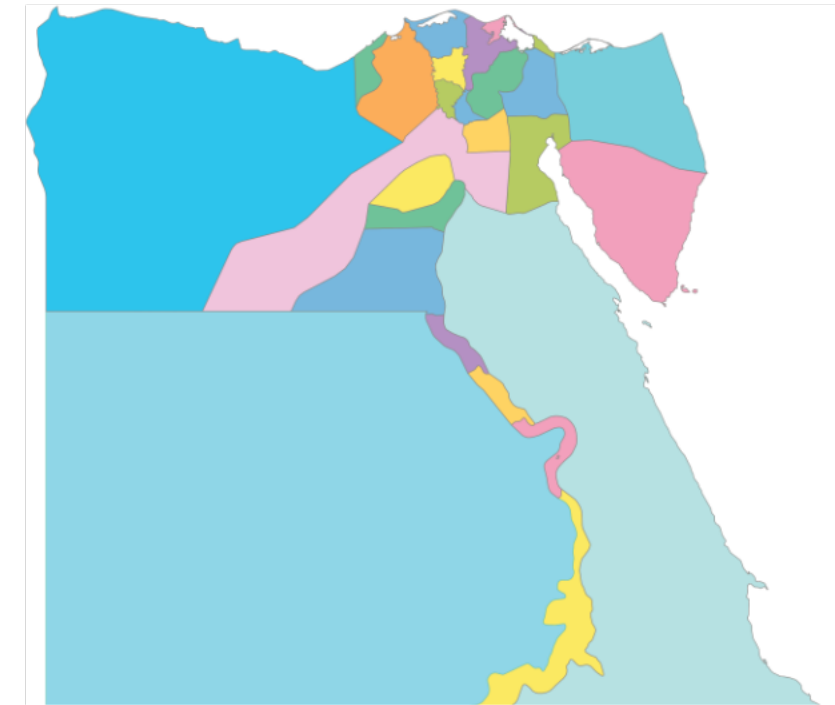
Nevertheless, unemployment in the age group (18-29) remains around 30%. The Reasons vary by economy but may widely include mismatches between job supply and demand and the insufficient formal job creation in the private sector (The British University in Egypt 2021).<sup>36</sup>

Especially for women unemployment was high around 17% in 2021 and at first glance this could potentially indicate a rise in the employment rate but research confirms that women are actually dropping out of the labour force despite the gender gap in education rapidly closing. Especially women under the age of 36 face a tradeoff between their productive and reproductive roles in society. Thus marriage and burden of care responsibilities are among the main

factors hindering women from reaching their full economic potential.

Literature and research highlight how the limited participation of women in the labor market is negatively affecting economies and limiting its inclusive growth (World Bank 2011). For the case of Egypt, a report by the International Monetary Fund (IMF) indicates that if the rate of women participation in the labor market increased to the same rate of men, the GDP for Egypt would increase by 34 percent (American University in Cairo 2022).<sup>37</sup>

This may change in the near future as Egypt's Government and the MCIT launched programs since 2016 to empower women not only in the field of ICT but in general. In addition Minister of International Cooperation Sahar Nasr said that they want to provide women and youth with help and lines of credit to fund their own MSMEs, adding that women-owned enterprises are the key to female empowerment, both politically and socially (MCIT / Ahram Online 2016).<sup>38</sup>



Egypt Map by  
Vemaps.com <https://vemaps.com/egypt/eg-07>

## Labour cost

The average monthly salary in Egypt is 9,200 EGP (Egyptian Pound) which converts to 462,45 EUR, or 496,77 USD and the gender pay gap is slowly closing but still lies at roughly 10%. (Salaryexplorer.com)

For the ICT sector the average lies slightly higher at 9,240 EGP. Entry level salaries for fresher and juniors incrementally increase about 32% after 2-5 years experience and another 36% after 5-10 years although

## Salaries in IT and customer care jobs in Egypt - current estimates

### IT services jobs (monthly gross salaries)



Software Engineer	Between ca. 700 and 1,200 EUR
Business Process Consultant	Between ca. 1,900 and 2,400 EUR
Service Delivery Manager	Between ca. 1,900 and 2,400 EUR

### Customer Care jobs (monthly gross salaries)



Agent	Between ca. 300 and 700 EUR
Client Engagement Specialist	Between ca. 300 and 800 EUR
Call Center Manager	Between ca. 1,400 and 2,400 EUR



There is a **10% pay gap between male and female workers in ICT** as well as in **customer care** jobs in Egypt. (Source: data for 2021 salaryexplorer.com)



**Bonuses in Egypt vary between 4% and 5%**, and 48% of the employees receive bonuses. (Source: data for 2021 salaryexplorer.com)

**Please note:** The salaries given here are based on statistical data from different sources, incl. information from leading job portals and information from local companies. Actual salaries may differ according to industry, job, company size and may change due to labor market dynamics. Salaries incl. 20 - 30% tax.

these numbers might vary depending on company and position.

Obtaining a Bachelor's degree increases the salary over people that only managed to earn a certificate or diploma by 24%, another 29% more

for attaining a Master's Degree, while a PhD holders can add additional 23%. About 48% of employees in the ICT and customer care sectors receive annual bonuses that average at 4-5% of their annual salary.

Especially foreign companies setting up service delivery centers pay higher salaries as they aim at a swift set-up process.

Work-life balance is good with usually 8 working hours/day, but in some companies 10-12 work hours can be observed.

### IT Services (monthly average salaries)

For the information technology sector in Egypt the monthly average salaries are between about 700 EUR and 2,400 EUR gross, incl. 20-30% taxes.

### Customer Care (monthly average salaries)

The average monthly salary for customer care related jobs is about 317.18 EUR. The wages range from about 300 EUR to 2,400 EUR, gross.

Salaries compiled by comparing different sources, incl. Salaryexplorer.com., Glassdoor.com, payscale.com and information from local companies.

## Conclusion

With the rising number of workers in the ICT sector, up to about 300,000 in 2021, slowly but steadily rising growth rates (15,2% in 2020 and 16% in 2021), continuous infrastructure development, law implementation to reduce costs of doing business and ongoing efforts to further implement ICT into the education system the Egyptian Government created a good foundation to build on (MCIT and World Bank 2021). <sup>39 40 41</sup>

According the Egyptian ICT Ministry the sector attracted \$390M in 2021 up from \$190M in 2020. The industry grows at a 16% rate making it the highest growing sector in Egypt's economy and hopes are high that it helps to accelerate job creation which, apart from improving and reforming the education system, is one of the main challenges for the Government to tackle its high unemployment rate and stop the brain drain (MCIT 2021).

Thus it is absolutely crucial for a country like Egypt, where a large population of school and collage



## SECTOR OVERVIEW

graduates enter the job market each year, to have an investor-friendly business environment that allows the private sector to become an engine creating more and better jobs (World Bank 2022).<sup>42</sup>

While not without problems, the sector seems to be mostly

well organized and supported by the government which shows a great level of ambition to provide the right stimulus through the plethora of its projects, initiatives, and bilateral co-operations.

And with a GDP contribution of 5% and rising it is not surprising that Egypt's Govern-

ment is heavily invested as the industry is expected to drive future economic growth (American Chamber of Commerce in Egypt).<sup>43 4</sup>



**About the author:** Stephan Fricke is CEO and Head of the Advisory Board of the independent Deutscher Outsourcing Verband (German Outsourcing Association) and

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Journal focusing on shared knowledge from experienced industry experts from Germany, Europe and other countries. He is advising companies on their strategies and activities on the German market, as well as economic support organisations on development and growth of local ICT and BSS sectors. You can connect with Stephan via LinkedIn.com and Xing.com.



## SECTOR OVERVIEW

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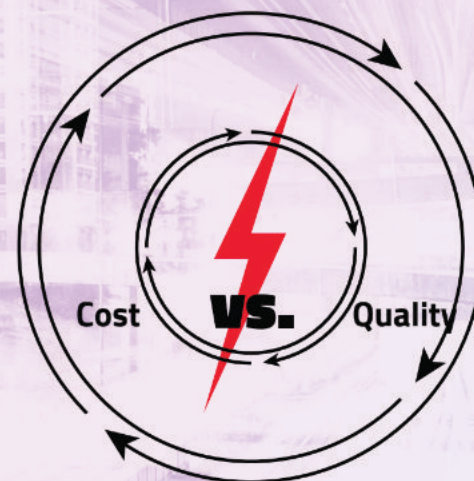


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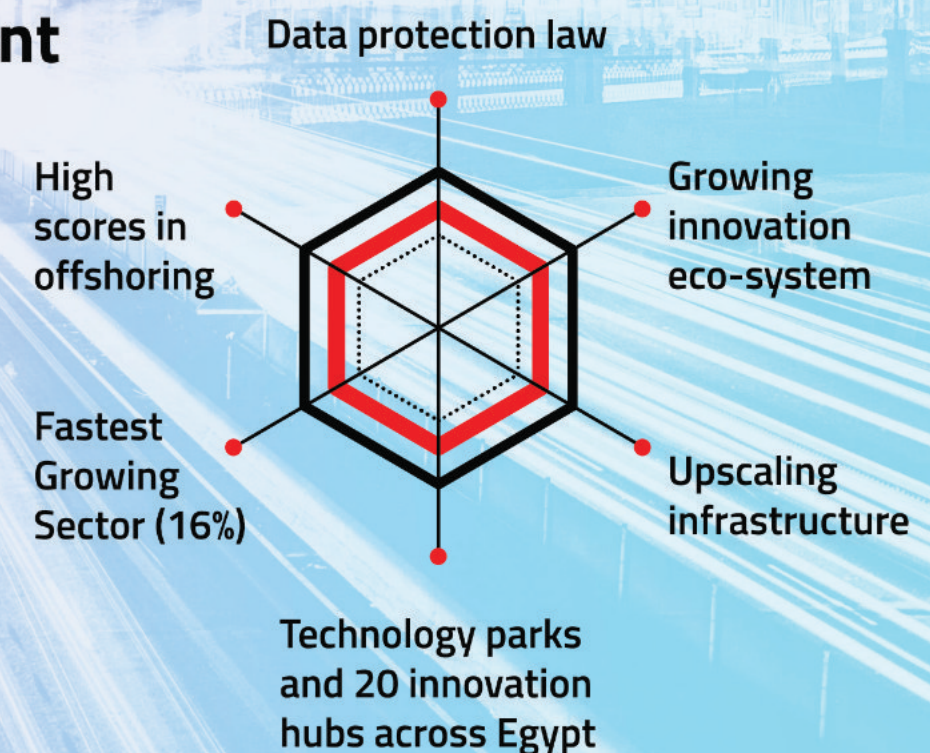
Cairo is amongst the top 10 least expensive cities in the world.

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- Serving verticals globally

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## Benefit from Government support



- Mix of financial and non-financial **incentives** to foreign investors
- **New Investment Law** providing additional incentives
- **One-stop-shop** for establishing business



## An Office Market Overview

# Advantages & Opportunities

By Zenah Al Saraeji, Research Analyst at Jones Lang LaSalle (JLL) MENA

Over the past couple of years, Egypt has established itself as a resilient country, being among the few markets to have recorded economic growth in 2020. This growing market was mainly driven by the various structural and economic reforms launched by the government to combat the impact of the novel COVID'19 outbreak – which has led to further growth of 5.6% in the country's GDP in 2021.

While this generally reflected positively on the real estate sector in Egypt, it is yet to fully recover from

the prolonged effects of the global pandemic and the uncertainties it had brought to the overall economy. While local firms were the most active in recent years, demand from international corporates witnessed signs of recovery at the start of this year. Market conditions began to improve globally, resulting in higher activity and inquiries.

The supply of office space has increased sustainably in the past five years, reaching 1.6 million sq m in 2021, which is a 35% increase compared to 1.2 million m<sup>2</sup> in

Picture: Blake Dunn on Unsplash.com



2017. While the first quarter of 2022 did not witness any office completions, we expect an additional 260,000 m<sup>2</sup> of GLA to be delivered throughout the year, assuming no further construction delays.

In terms of office space, the Egyptian market has witnessed a shift in the type of offerings that have been introduced and delivered in the last few years. In line with global trends, tenant requirements have started revolving around building quality, technology, sustainability, health, and wellness, as well as location and transportation services. As a result,

the majority of new developments that are entering the market with such standards are situated in East Cairo, where road infrastructure is well developed and connected. Moreover, we expect most demand to be directed towards the east of the city, given its proximity to the New Administrative Capital (NAC), which will be considered as a major business hub once completed.

Surrounding amenities and facilities have also become of high priority for many prospective tenants in selecting their office space. Consequently, more mixed-use office parks and

Picture: Think Tank,  
Source: ITIDA



grade A buildings with retail components, F&B segments, as well as wellness centers are being launched and delivered. Cairo Festival City (CFC) in New Cairo is an example of a prime mixed-use development, with modern, high quality, grade A offices that have easy access to retail, F&B, and recreation facilities.

Another global trend that was observed amid and post-pandemic was the change in occupier requirements for office space. Companies around the world opted to downsize, relocating to smaller, fitted-out units, to consolidate their opera-

tional costs. More international corporates also started relying on outsourcing and offshoring services to reduce their operating expenses while maintaining the quality of their work.

With that said, Egypt was well-positioned to be the country of choice for many companies looking to outsource services given the many advantages it offers. Egypt's strategic location, between Europe, Asia, and the US, give it the upper hand in serving the world within similar time zones – which is preferable by most firms. Moreover, Egypt's population,



Picture: ITIDA Village Architecture, Source: ITIDA



## SECTOR OVERVIEW

which currently stands at over 104 million, is fairly young, multilingual, and a talented working population with over 45% lying between 15-44 age groups. This, coupled with the fact that the labor cost in Egypt is relatively lower than other countries, makes it an ideal destination for outsourcing purposes.

Therefore, over the past couple of years, we saw a growing demand for call cen-

ters and ICT services in Egypt, doing work for overseas companies such as Europe. The industrial and logistics sectors are also witnessing higher activity and demand, with more global companies choosing to establish manufacturing plants in Egypt for trading purposes.

Looking forward, we expect the business environment to continue to surge in Egypt as

the world continues to open up and recover from the global pandemic. Meanwhile, the government and the private sector continue to work on enhancing their office offerings and their talent pool to position and promote Egypt as a global hub for outsourcing services.



**The author:** Zenah Al Saraeji has been a research analyst at

Jones Lang LaSalle (JLL) MENA since 2019. With over three years of professional experience, she does extensive industry and economic research, market data, and macroeconomic analysis for various markets throughout the MENA region.

Moreover, she is mainly responsible for creating the JLL Quarterly Market Overviews for Cairo while assisting in

other market updates such as the UAE and Saudi-Arabia.. Aside from delivering various market research and analysis projects within the MENA region, including detailed market intelligence in support of key client engagements, Zenah has also worked on various thought leadership publications in MENA.







Country:	Arab Republic of Egypt
Government:	Unitary semi-presidential republic
Religion:	90% Muslims, 9% Christians, 1 % Other
Population:	102,674,145 (2021 estimated)
Official languages:	Arabic
Capital:	Cairo
Currency:	Egyptian pound (EGP)
GDP per capita:	\$11,951
Time zone:	EET (GMT+2)

## KEY FACTS & LOCATION



# SECTOR INSIGHTS

## ARTICLES & INTERVIEWS

38	Deal with the negative customer experience in five steps
44	The Need for Work-At-Home Environments Compliance and Data Regulation
52	SEGMATEK's global footprint in the Telecom industry
58	Revamping CX for a Renowned Fortune 20 Automake
66	Building Remote Tech Hubs out of Egypt for the European Market
72	Scandinavia in Cairo - International Business
78	The Best Digital Transformation 2021: Create the 'Voice to Message' digital service
86	Diversity, gender equality and future-ready hybrid work model at VOIS
92	The evolution of Microsoft's Egypt Development Center
98	Challenges and solutions in Egypt: in offshore, BSI and healthcare
106	Transformation and Digitization



# Deal with negative customer experience in five steps

By Alaa Elkhishen, Chief Executive Officer  
at Webhelp, Egypt





Image: Webhelp's  
office in Egypt  
Picture: Webhelp

The client was an automobile services company. Their main tasks include sales, lease, finance, maintenance, fleet operation, electric vehicle charge, and co-development of vehicles with automakers.

### The Challenge

The Automobile Services Company suffered from high absenteeism and

low Customer Satisfaction Score. Both were negatively affecting the customer experience.

### The Solution

To better understand the drivers, we implemented a survey across the full population to identify their feedback and the root cause of the problem. Then we checked the pattern for adherence and Customer Satis-

faction performance. At the same time, we also focused on the employee journey enhancement and applied a rewarding system for targeted quartiles within the project. It was cardinal to start using analytics deployment to better track and understand the whole process.

### So Webhelp implemented the Five Steps Approach

1. Understanding the Whys behind the low results for both the controllable and the non-controllable factors. The controllable factors were resolved, and we re-designed the customer journey within the service framework from start to end. This quality framework was shaped to match the customer experience and satisfaction.

2. The customer satisfaction survey was changed, on several points it was updated, after checking and getting our client feedback and approval.

3. The internal process and procedure were revamped in terms of changing the call structure and knowledge base format to be more

user-friendly and easy to use and search.

4. Webhelp found it important to integrate the customer culture into the client process by optimizing the process according to the market culture. A great example of that was giving outbound calls as the customers mentioned they didn't check their emails frequently.

5. The most important part was to make all the mentioned actions and plans to work. Then follow up and track the results, which lead us to the expected outcome.

### The Results

Customer Satisfaction improved by 12% in the 1st month as an outcome of improving the customer experience. This growing client satisfaction percentage had a positive

Image: Webhelp's  
office in Egypt  
Picture: Webhelp







**About the author:** As of October 1st, 2020, Alaa Elkhishen was hired as Chief Executive

impact on the employee journey as well as the production atmosphere, so the absenteeism rate dropped from 25 to 7 per cent.

The client was satisfied and asked for ramping up with

Officer for Webhelp Egypt to create one of the largest BPO companies in the Middle East. Before that, Elkhishen was appointed as EVP of Majorel UK, which is the newly formed entity established by the joint venture of Bertelsmann and Saham Groups. This newly formed entity which replaced the subsidiary brands of Arvato, Phone Group, ECCO Outsourcing and Pioneers, has immediately become one of the Global leaders in the Outsourcing industry.

Alaa joined ECCO Outsourcing as General Manager in 2007.

extra 200 FTEs (full-time equivalent) in 45-60 days including the support staff, opening a new line of business, and discussing more opportunities.

Since then, he has completely re-shaped the organization to serve its clients better and now reached 8000 employees. Mr El Khishen received the degree of "Master's of Business Administration" at the American University in Cairo. Also, he was awarded a diploma in Automotive Management at the General Managers' Development Program by Hartwell Academy UK.

Born in Cairo in 1970, he speaks Arabic, English and French. He is married with three children.



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SPECIALIST  
OUTSOURCING



# The Need for Work-At-Home Environments Compliance and Data Regulation

By Rasha Ezzeldin, Sales and Marketing Director  
at Xceed, Egypt

Photo by Surface on Unsplash.com

## CASE STUDY

Xceed is one of the leading BPO players in the EMEA region, proudly managing various international & local programs, providing them with a wide array of contact center services. BPO and Shared Services (HRO, FAO) are in our portfolio in 10 different languages; Arabic, English, French, German, Italian, Spanish, Greek, Russian, Turkish, and Ukrainian. Capitalizing on the company's groundbreaking success, Xceed currently has 25,000+ employees, 10,000+ Omnichannel workstations, and 8,000+ remote agents.

Xceed prides itself on its ability to adopt disruptive technologies to benefit its clients, such as RPA, AI, and predictive analytics. The company is also partnered with top security vendors to maximize network and data security for client intellectual property. This has allowed the company to optimize performance while maintaining best-in-class service quality while delivering superior quality and value to its clients.

Xceed has remained at the forefront of Egypt's BPO offering and positioned its services to clients anxious for delivery point diversity. Its expanding network of centers affords it access to talent, which is crucial in servicing a wide array of vertical markets. Equally,





Picture: Bruno  
Emmanuelle  
via unsplash.com

the focus on higher-value technology should not be underestimated, given the growing demands of clients.

Moving forward, expect Xceed to continue disrupting customer experience management in Egypt for enterprison for growth, Xceed adopts the latest technologies, accentuates an excellent customer experience and promotes sustainable development to provide compre-

hensive and optimized onshore/offshore customer management solutions.

Xceed's dedication to providing reliable, secure and efficient shared services to its clients has reaped rapid growth and great results. We amplify global business values through consistent, reliable and growth-driven customer management solutions. The company promotes quality by recognizing and rewarding superior



## OMNI Channel CX:

### Empowering Experience Across Touchpoints



**Xceed**  
www.xceedcc.com



performance. In addition, our QM skilled analysts monitor, mentor and help agents maintain the highest standards of quality interaction with customers.

### The Undeniable Need for Work-at-Home Compliance and Regulation

Lockdown regulations across the globe are gradually diminishing as the world returns to normality; however, work-from-home (WFH) structures will not be falling away, especially within the contact center environment. Therefore, contact centers will face a new challenge of exposure to cybersecurity risks and meeting compliance and regulation requirements.

### Evolving Work-At-Home Agent Compliance and Regulation Trends

"With contact centers shifting their agent workforce to remote working environments, data protection and cybersecurity threats become problematic for operators from a risk management, compliance and regulatory perspective," says Rasha Ezzeldin,

Xceed Sales and Marketing Director. Respondents indicated that data protection of customers, mitigating cybersecurity risks/hacks, processing personal consumer data, and protecting employees' personal information were very heavily impacted by agents working from home during the COVID-19 pandemic. Credit card numbers, health data and financial records are sensitive data that agents have access to, making them prime targets for cybercriminals. The WFH agent's challenges include managing organizational silos and splitting functions and resources across multiple sites.

### Post Covid-19, the Adoption of Multiple Hybrid Virtual and Physical Work Models

As the world moves towards normality, some agents have returned to physical contact center sites; however, onsite agent levels are unlikely to return to pre-pandemic levels. Instead, operators have indicated that they will embrace the 'new normal' where some agents may work from home while others may alternate between home and onsite work.

Contact centers will face a new challenge of exposure to cybersecurity risks and meeting compliance and regulation requirements.

### The Need for Secure, Work-At-Home Agent Interface Systems

The rising adoption of WFH/hybrid working models within the contact center realm increases an agent's potential exposure to security risks and breaches, necessitating the deployment of secure remote agent in-

terface systems. Although working remotely, agents are still required. As a result, they pose a security problem being away from a physical site. Moreover, employing remote or gig workers in far-reaching geographics typically have a bring your device (BYOD) policy, presenting further security risks.

Picture: Xceed Office  
Egypt Copyright: Xceed







Picture: Xceed Office  
Copyright: Xceed

### Adapting Compliance and Data Regulation for Work-At-Home Environments

Rasha Ezzeldin points out that WFH transitions have been a component in creating a more digitized yet complex contact center ecosystem. As a result, specific regional and global privacy and data security require-

ments, such as PCI-DSS and General Data Protection Regulation (GDPR), need to be remoulded to fit the new normal.

### Conclusion

It is clear that a WFH/hybrid working model is, bringing with it a multitude of benefits, such as cost reduc-

tion, access to new pools of talent and on-demand workers. However, with agents working virtually, security and compliance are placed in precarious positions. Device-locking interface systems, cybersecurity education and restructuring of security policies are initiatives that are

the kernel of a stringent contact center security framework.

As Rasha Ezzeldin notes, "Cyber security and data privacy are key factors when choosing a contact center service provider. Within the context of work-at-home agents, to be ahead of

*your competitor, it is in the organization's best interest to quickly realign compliance and regulatory standards that fit these new, flexible working models."*



**About the author:** Rasha Ezzeldin is the Head of Xceed's Sales & Marketing. She is gen-

erating and growing business by combining sales strategies, business intelligence, and company strategic marketing plan, generating leads and closing deals that have allowed the company to exploit new geographic markets and verticals. So the company has been witnessing more than 50% annual growth since its inception among the global 100 players.

Mrs. Rasha Ezzeldin graduated from the Faculty of Engineering, Cairo University, and she holds a BS in Electronics and Communications Engineering. She has also completed a Diploma in Communications Engineering from the National Telecommunication Institute (NTI) in Egypt.



# SEGMATEK's global footprint in the Telecom industry

By Khaled Khorshid, Chief Executive  
Officer at Segmatek, Egypt

Due to the international upheavals and strain on the economy, business leaders are searching for locations in the EMEA region to provide high-tier quality for their IT and Telecom services. Thus, investors' worldwide demand is increasing, targeting Egypt as a destination for its resilience and stability.

Egypt became one of the leading top five Business Process Outsourcing (BPO) and call-center industries destinations. It has substantial competitive advantages qualifying it to compete globally, such as well-trained human talents,

technologies and infrastructure. This is also in addition to low operational costs, a strategic geographical location, stable economy, and strong government support.

In this scope, Egypt has taken sound steps towards establishing a solid technology hub through providing specialized ICT-training programs, the establishment of technology and business hubs, namely the Smart Village and the Contact Center Park in Maadi, and offering incentive packages to businesses and companies. Data protection is



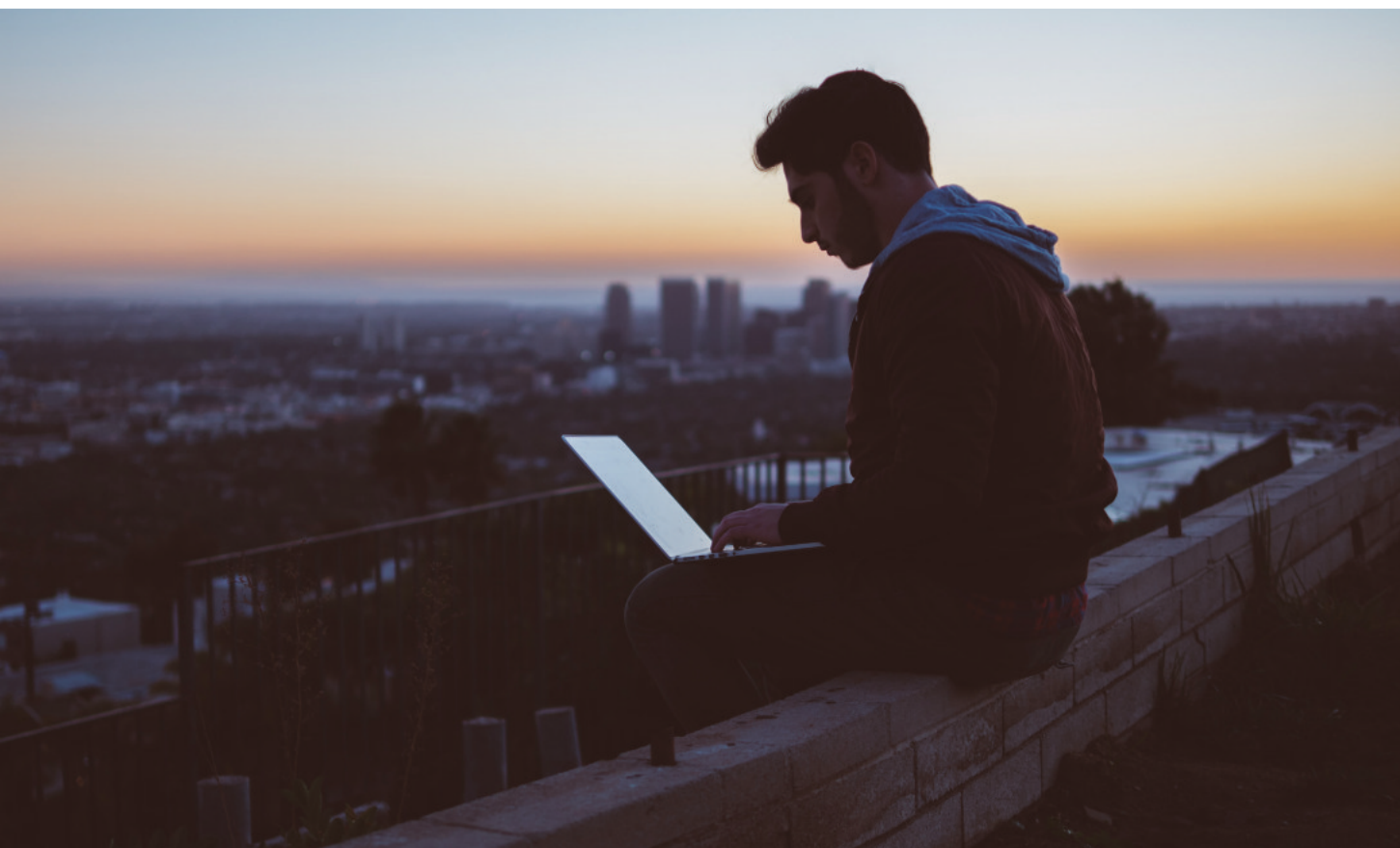


Image source: Avi Richards  
via Unsplash.com

also a top-of-mind for Egyptian lawmakers; in 2020, Egypt's Parliament passed the Personal Data Protection Law, which protects all Egyptians and expatriates' data privacy rights (A law similar to the European Union's General Data Protection Regulation). This all comes under an umbrella of a favourable investment environment despite the global crisis.

According to international rankings, Egypt's National Telecom Regulatory Authority (NTRA) now stands at 41st among 193 countries compared to 95th in 2019, thanks to well-known BPO Service providers' names and start-ups.

In this respect, SEGMATEK played a prominent role in such ranking reached, with its integration in the

Egyptian and the EMEA market as a serious competitor in the global BPO space. The company is positioning itself as a high-quality, value-driven core in supporting the speedy achievement of the digital transformation processes in the countries where it operates.

We have a broad range of skills representing a deep pool that is not just defined by its diverse range of employable skills but also by rich-in-language graduates who further enhance the BPO workforce. In addition, the country's native Arabic enables us to offer tailored customer service options for several global markets.

Our employees receive training on the latest technologies and other skills required for offering the best consultation services for companies and bodies operating in the Egyptian, Gulf and international telecommunications markets. In addition, our global footprint opened new horizons for investment opportunities expansion, and we are now running with a massive team across five main offices in Egypt, KSA,

Kuwait, Bangladesh and Pakistan. As Egypt's BPO industry provides services for more than 100 countries, SEGMATEK became one of the fastest-growing offshore destinations for service provision with its outsourcing workforce. With an attractive competitive environment and high-pay scales, we succeeded in solving the equation of providing outstanding financial stability to our employees.

At the same time, we maintained highly competitive rates in our business offers comparable to those in India, the Philippines, and Malaysia, which were once the most favourable offshore locations among most global buyers. Furthermore, as MCIT intends to establish 20 innovation hubs by 2025 and position Egypt among the top 40 countries for innovation globally by 2030, SEGMATEK is engraving its position among the evolving BPOs in the Telecom market.

We are scaling, adapting, and ensuring business continuity by operating from within a high-value, low-risk location with a large talent

**Egypt's  
National  
Telecom  
Regulatory  
Authority  
(NTRA) now  
stands at 41st  
among 193  
countries  
compared to  
95th in 2019.**





**About the author:** Khaled Khorshid is a senior executive with proven experience managing large telecom companies and tech startups in Africa, the Middle East, and the USA.

pool of competitive-cost, well-educated employees and advanced technical requirements. In addition, we retain a great deal of goodwill among our customers by providing best practices in the customer satisfaction

Started up and grew green-field telecom carriers, digital providers, and disruptive businesses in highly challenging emerging markets. He transformed the business of incumbent players facing intense competition in telecom, high-tech, education, edu-tech, fi-tech, and utilities. Focused expertise since 2013 in planning and implementing impactful and successful digital transformation programs. Extensive experience mentoring and advising founders of new startups in fintech, education, e-commerce, and mobile advertising.

He is a pragmatic leader with a contagious positive attitude

measures and KPIs reflected in the services offered primarily to their End-users while participating in the significant positive impact on the country's economy.

and relentless efforts to deliver business results by focusing on building and mentoring motivated teams. Capable of handling high-pressure roles including Chief Executive or Growth Leader for telecom or digital startup in fintech, education, or e-commerce; Regional Leader for high-tech solution providers targeting growth in the MEA region; and a Senior Advisor to executive management on digital strategy, tech innovation, and disruptive business models.

Khaled is also a public speaker in industry conferences focusing on digital transformation, customer experience, disruption, and leadership.



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# Revamping CX for a Renowned Fortune 20 Automaker

By Ahmed Refky, CEO of Raya CX, Egypt

Image by Austin Distel via Unsplash.com

RAYA Customer Experience provides next-generation BPO and customer experience management on behalf of clients across various verticals. RAYA CX has been the most preferred partner of customer service, technical support, and global services for Fortune 1000 companies across North America, Europe, the Middle East, and Africa since 2001. Delivering from the most competitive and highly skilled labour markets, RAYA CX provides an array of integrated business process outsourcing solutions supported by robust strategies, continuous improvement, and innovation.

With over 10000+ seat capacity and 7500+ advisor talent pool, RAYA CX provides top-notch outsourcing of omnichannel customer experience management and call centre services, which has helped accelerate the growth of key thriving industries.



The client is a renowned American automotive flagship brand, offering sales and after-sales services, social media management, and omni-channel solutions as part of their provided automotive digital services.

Low C-SAT scores, plus high Average Response Time and Turnaround Time (TAT), were negatively affecting the automaker's CX before approaching RAYA Customer Experience (RAYA CX) for support. The client's objectives were to continue

boosting their growth rate, depending on a more customer-centric approach, create a more intuitive and friendly customer experience, and establish more insightful communication with their customer base.

RAYA CX embraced a 4-step approach to develop and implement a customized solution that dissects its operations. A thorough case study has been conducted to track the successful methods implemented to transform the client's CX.

Picture: Raya CX Office  
Copyright: Raya CX



## The Challenges

There were a number of challenges, but the pandemic was one that had a big impact on this client. RAYA CX had to exploit Egypt's resilient infrastructure.

Although the pandemic took not only Egypt but also the whole world by surprise, the enormous investments made in developing the infrastructure in ICT, power, and energy infrastructure in Egypt have enabled the country to show remarkable resilience and adaptability. In 2019, the government invested billions of dollars in infrastructure upgrades, which supported the unexpected increase in demand caused by COVID-19. So, with the support of Egypt's infrastructure upgrades, RAYA CX could focus on the other key challenges.

- Inadequate digital engagement
- Slow and long Average Response Time per inquiry
- Turnaround Time (TAT) exceeding 48 hours

## The Solution

- Design a pleasant and efficient end-to-end customer journey across all channels

- Enriched the knowledge base by adding the updated process to facilitate the flow of information

- Deployed analytic tools to closely and continuously monitor our client's position in the market

- Automated simple and repetitive inquiries across platforms

- Trained and qualified CX agents to provide service according to world-class standards

- Implemented the solution in 60 days

## Implementation

RAYA CX has developed a comprehensive training program for the client's customer service agents to upgrade their soft skills and enrich their product knowledge while undertaking proper site auditing. To build long-term relationships and create a

**RAYA CX deployed a Social Media Monitoring tool so that the 360-view of the customer experience becomes whole.**





Picture: Raya CX in Poland  
Copyright: Raya CX

360-degree view of each customer, implementing the omnichannel strategy required changes on the client's end.

The automaker adopted a more intensive training program created by RAYA CX, along with establishing a thorough knowledge base, easing the customer service agents' accessibility to the needed information to guarantee the success of the new omnichannel strategy and to have the Average Response Time and the Average Handling Time under control.

The challenges were about how to orchestrate all the efforts to build the required infrastructure and create the needed knowledge base to be accessible for the team with its wealth of data within a tight timeline and tight budget.

RAYA CX expedited IT and infrastructure setup along with setting up and configuring the omnichannel platform from the website, social media channels, emails, customer support calls, chats, and online support.



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**10K+**  
SEAT CAPACITY



**16M**  
TRANSACTIONS  
/MONTH

**13**  
DELIVERY  
SITES

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(DELAWARE, USA)

**EUROPE**  
(WARSAW, POLAND)

**AFRICA**  
(CAIRO & HURGHADA, EGYPT)

**GULF**  
(UAE, KSA, & BAHRAIN)



[www.rayacx.com](http://www.rayacx.com)



## CASE STUDY

RAYA CX certified the client's CS Agents through its training program to be qualified to manage their multiple social media channels within the omnichannel platform. Also, RAYA CX deployed a Social Media Monitoring tool so that the 360-view of the customer experience becomes whole. RAYA CX also provided an adequate analysis of agent-customer interactions and communications on social media.

Finally, RAYA CX leveraged Automation tools so that the client can get real-time alerts and react swiftly and efficiently depending on the customers' stage in the automotive customer journey.

### The Results

- An enhanced experience by decreasing the Average Response Time from 24 hours to 30 minutes
- Optimized Turn-Around Time (TAT), from 48 hours to 60 minutes
- Use predictive market analytics to impact and alter sales directly

**About the Author:** Ahmed Refky is a senior executive providing strategic vision and leading enterprise transformation. He holds a B.Sc. degree in Computer and Automatic Control, with continued education in several institutes, including the International Institute for Management Development (IMD), Lausanne, Switzerland.

Mr. Refky was the managing partner and co-founder of several companies located in the United States, such as

Planovate and Nutri Selections. Serving as the Senior VP and Co-Founder of Xceed, a global BPO service provider, before joining Convergys as Egypt's Country Manager, has enriched his professional background and leadership in multicultural environments within international organizations. He is mostly known for his revenue and profitability growth abilities, as well as his versatility in launching and transforming businesses in different industries.



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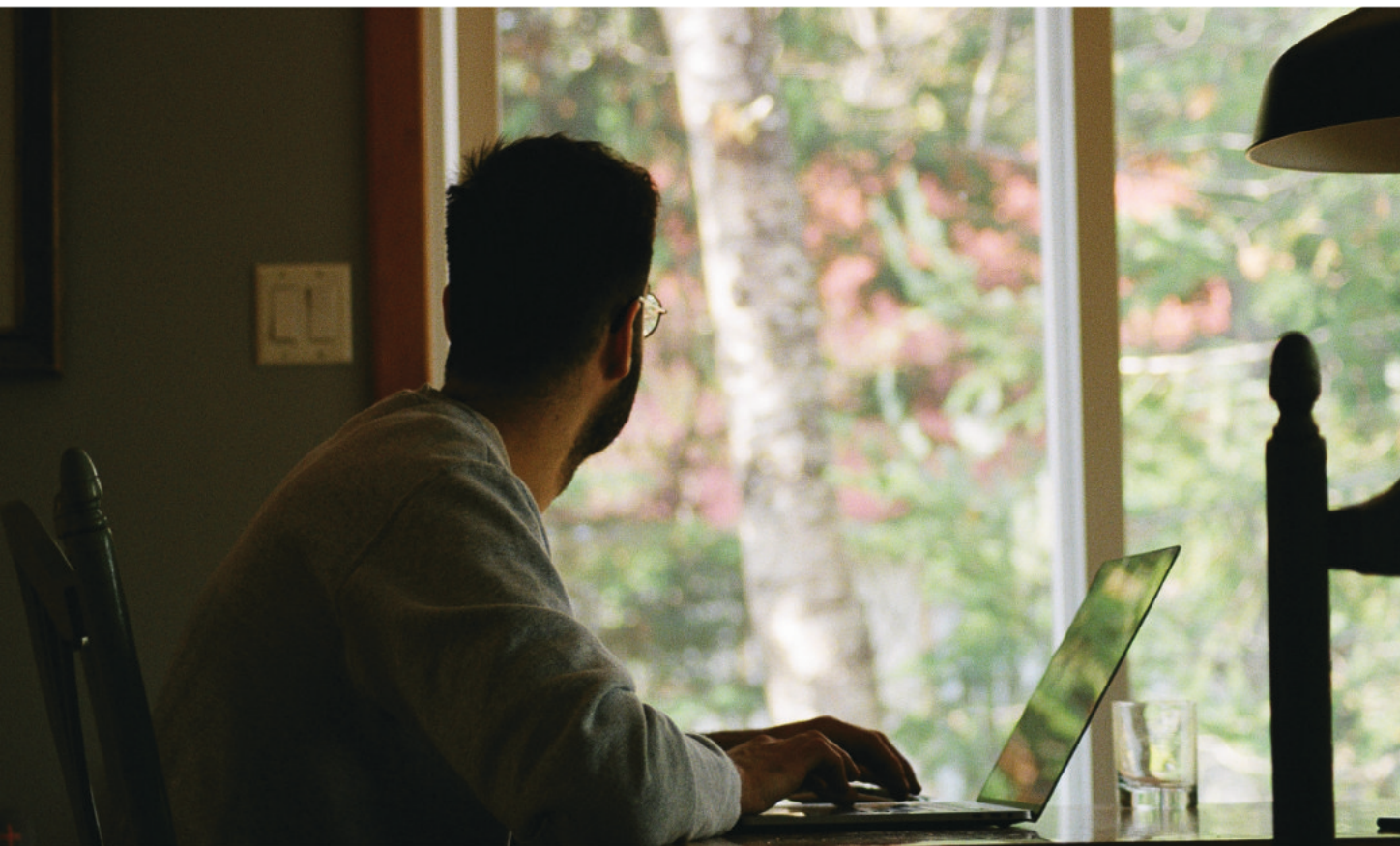


# Building Remote Tech Hubs out of Egypt for the European Market

By Mahmoud Badr, Managing Partner of robusta,  
Germany and Egypt

Photo by Chris Montgomery on Unsplash.com





Picture: Yasmina H  
via unsplash.com

In recent years, a market shift was observed as Egypt has become a renowned technology innovation & IT hub in the region. While managing several export projects in Europe through robusta's office in Germany, requests for Egyptian tech talent outsourcing started coming in from different customers.

European companies started looking to scale their tech teams and

are seeking to grow across different locations, allowing them to move faster and be less dependent on one talent market. Companies that have the need to hire 100+ tech talent are looking for a trusted local partner that can help them build and scale their remote hubs fast.

Engagement models range between short term 3-6 project-based agreements to long-term engagements

where a development hub with 50+ engineers, designers and product managers is ramped up in a period of 6 months.

Customers requested everything from project-based talents mastering all kinds of tech stack as well as robusta's help sourcing, interviewing and vetting these talents, and managing the financial & admin of hiring these talents. These services are being sought after in industries such as telecom, retail & e-commerce, automotive, healthcare & education. The surge in demand for such services from the Egyptian market is due to several factors. That's how Hive by robusta started; a company specializing in building remote global teams, fast and hassle-free.

### Benefits of Tech Nearshoring

There are many benefits to talent outsourcing other than the obvious time-saving aspect of hiring & training in-house employees. One of the most significant advantages of outsourcing tech is the access to new talent and the ability to grow in a more agile way.

Outsourcing provides flexibility on both ends. Companies want to manage their risk while growing into new markets by hedging their bets. They want to build hubs in different locations and double down on those that perform best.

Another obvious advantage is investment efficiency. With differences in market compensation rates, companies can save up to 50% of their labor costs versus hiring in-house without sacrificing talent quality in most cases. Working with the right nearshoring partner also guarantees that through a meticulous selection and vetting process.

Moreover, a great advantage is lifting the logistics burden off of employers. Issues like legal procedures of hiring globally, providing equipment & office spaces remotely & general team engagements are all taken care of.

### Why Egypt?

Currently, the Egyptian talent pool in the ICT sector is the cornerstone of Egypt's unique position among the global nearshoring destinations.



*the Egyptian talent pool in the ICT sector is the cornerstone of Egypt's unique position among the global nearshoring destinations.*

Out of the annual pool of 500,000 university graduates, nearly 50,000 have technology-related degrees. Coupling that with market compensation rate differences makes Egypt a landmine for software engineers and tech experts across the entire tech stack. Let's not forget the significant growth in the ICT industry in Egypt overall in the past decade, which is forecasted to continue growing exponentially in the upcoming years.

Egypt's unique location with respect to Europe makes the time differences issues non-existent versus countries like India or countries in South America. Language barriers are also very minimal, which only strengthens Egypt's positioning.

There's also an excellent investment in the local infrastructure, providing better utilities & internet connectivity to support technological advancements across all industries. And all that is backed by the governmental vision of a digitally native country by 2030.

### What is Hive by robusta?

Hive by robusta specializes in building remote global teams fast and hassle-free. We understand business needs and find the right-fit candidates with zero hiring & legal headaches. Building on robusta's years of expertise in building teams & companies is a great idea to bring a fully customizable experience with a transparent pricing model whether companies are looking to hire one employee or an entire team. Hive works with businesses with fast-growing development needs & teams and companies looking to expand globally with multicultural Plug'n'Play talents who sync seamlessly within their group.

Having been in the market for over a decade, we've become very experienced with the local tech talent. We know where to source exceptional talent, and we understand exactly what the firms need and what would get them excited to work for different employers locally & globally. Our methods revolve around build-

ing and hiring for long-term engagement. In addition, we provide strategies for growing, maintaining, engaging, and retaining a remote team, global expansion, & management transfer facilitation when needed.

### Looking forward

Our vision stretches beyond outsourcing as we aim to provide a 360-degree experience that addresses the customers'

needs wherever they are and takes care of every hurdle they face along the way. Our journey doesn't end with hiring a single engineer or a whole team. We continuously work hand in hand with our customers to consult them on market insights & the suitable candidates to look for and provide guidance on performance management & improving retention rates. All of our in-

tentions are to help businesses grow across the globe & provide unique job opportunities for talents all over Egypt.



As a founding partner of robusta Deutschland, Mah-

moud has over 10 years of experience in international business with focus on strategic partnerships. Mahmoud studied Mechanical Engineering and Management at Technische Universität München and worked with BMW, Daimler and Henkel prior to joining robusta where he is currently responsible for building nearshoring hubs out of

Egypt to serve the Western European markets. Having worked in global functions in multiple locations including Stuttgart, Düsseldorf, Amsterdam and Greater New York City, Mahmoud is a strong supporter of cross-border collaboration.



# Scandinavia in Cairo

By Hans Henrik Groth, Founder &  
CEO of CrossWorkers

When doing business in Cairo, one of the big mistakes would be trying to convert Cairo into a European look alike. One would lose so much because Cairo and Egyptians have so much to offer.

However, suppose one wants to get the full potential from working with distributed teams in Europe and Cairo. In that case, it is crucial to have a company culture that enables the corporation. The easy part is deep-diving into the vast pool of resources, but do remember to hire people and not resources and make sure that the needed environment is also in place.

Culture is one of the "2 Big C's", and the other is Communication when it comes to working Nearshore/ Offshore. Egypt and Cairo, in particular, have already a head start as the general cultural readiness is already in place compared to other destinations.



However, it is crucial to find a vendor that has taken the massive investment into creating a company culture that is crucial for a future value-creating cross-cultural corporation.

CrossWorkers have created a company culture through ongoing training and education based on the past +12 years of experience - aiming both at business and geographical, cultural understanding. Scand-

inavian ownership and management have been instrumental in this process.

The Scandinavian Management culture has been embedded into management on all levels. It has successfully created a work culture focused on a constant pursuit of efficiency without missing out on the most important ingredient in all organizations - the people.

CrossWorker's Office,  
Copyright: CrossWorkers



The Scandinavian influence is also reflected in transparent processes and routines that support efficiency and the other "Big C" - Communication, a pillar in the day-to-day corporation with any customer working with distributed teams. At CrossWorkers, this combines efficient knowledge systems, training and sheer access to communication tools and equipment.

Cultural understanding also means fully comprehending the primary conditions for the customers' business environment. GDPR has since 2018 been an incorporated part of the European market, but GDPR has not yet fully been integrated into the Egyptian IT community. For European companies, it is an absolute must to secure that not only contacts support GDPR, but also the actual implementation and understanding right down to the youngest developer - at the end of the day, the responsibility always falls back on the customer with the risk of catastrophic consequences

For an organization with a European background, GDPR is already an



Scandinavia  
in Cairo  
Copyright:  
CrossWorkers

incorporated routine with a constant focus on training, monitoring, and ensuring everybody stays updated.

Ongoing training and knowledge sharing have always been the core of CrossWorkers - European experts sharing cultural insights, Egyptian IT gurus giving insights into new technologies and methods, or two colleagues helping guide each other to finding the best solution for a customer in the fastest way. A culture that needs to be enabled, supported and maintained in a structured form and where tools are available for both employees in Cairo and the customers in Europe.





For any responsible and professional European company, out staffing goes hand in hand with keeping up the values for one's



**About the Author:** Hans Henrik Groth (52), a Danish citizen and the Founder & CEO of CrossWorkers, has extensive knowledge within the IT Off-shore/Nearshore/Outstaffing domain gained from operations in Pakistan, Ukraine and Egypt. In addition, he has a background as HR Director for a listed Danish IT company. For more than ten years, Hans Henrik has been dedicated to building up CrossWorkers in

employees. Therefore, when selecting a vendor, remember to ensure aligned values. Good office environment, hardware, work-life balance, and the combined benefits have to match the need to be attractive and correspond with customer values based in a European context. At CrossWorkers, it is already part of our DNA.

So, all in all, CrossWorkers might not be a one-to-one Scandinavia in the middle of Cairo, but we do believe we are pretty close.

Cairo, Egypt – a company with entities in Denmark, Egypt & Bahrain with sales in several European countries and the GCC region.

Hans Henrik is actively participating in increasing the capacities of the Egyptian ICT industry and, not the least, promoting the destination to the European market.

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The Best Digital Transformation 2021

# Create the 'Voice to Message' digital service

By Mohamed Tawfik, General Manager  
at Teleperformance Egypt





Teleperformance  
Office  
Photo:  
Teleperformance

Teleperformance Egypt has been awarded Best Digital Transformation 2021 to lead the digitalization transformation and digital effectiveness in the MENA region, presented by Samsung Electronics Middle East & North Africa HQ.

Teleperformance launched and implemented the 'Voice to Message' digital service, deflecting the highest call drivers through non-voice channels to decrease customer efforts and increase the team's efficiency. Over and above, chatbots have been

deployed to improve the response rate to frequently asked questions, not only chatbots but on all digital channels. Although the highest volume was deflected to WhatsApp through our IVR (interactive voice response) deflection, Teleperformance has also implemented live chat to make it easier for customers to interact. We attempted to decrease the volume received by 45% from the calls to deflect on WhatsApp.

Teleperformance Deflect has played a crucial role in integration with the

WAHA (Work At Home Agent) model, ensuring smooth business continuity and Voice Deflection, Enabling a Higher Level of Automation (Bot) Efficiency. With high tech - high touch approach, promoting digital channels to the customers has improved the adoption and rollout of the new services, positively impacting the brand image and market share.

Moreover, launching "Visual Support Service" has positioned Samsung to be the first and only Telecom company to offer the Visual Support service globally. Providing diagnosis and troubleshooting in a single step, customers can open their cameras with highly secured programs. Instead of sending over technicians. As a result, we achieved cost savings, a better customer experience, and a higher satisfaction rate by eliminating additional steps with this new digital channel.

### Evolution journey for Market Leaders

In 2011 Samsung launched Teleperformance with six agents. By 2015 the headcount reached 180+ with

back-office expansion to Include E-mail & Chat and the launch of a social media new line of business, followed by the "IVR Launch", which was created for the C-sat Survey in 2017. Furthermore, during the pandemic in 2019, Teleperformance launched a new line of businesses (WhatsApp for Business – E-store) to adapt to the latest consumer behaviour.

Now Samsung in Teleperformance is supporting:

- Customer Service in two languages (English and Arabic)
- Technical Support through 5 different channels

As a result of adopting new channels and implementing the 'Voice to Message' digital service. Teleperformance was able to achieve:

- 50% COST SAVINGS
- 25% Increase in WhatsApp interactions
- Percentage of Digital Services increased from 15% in Q4'20 to 47%
- Introducing a new digital channel's "Visual Support".
- Being the first and only telecom company to offer the Visual Support service globally.

*Teleperformance Egypt has been awarded Best Digital Transformation 2021 to lead the digitalization transformation and digital effectiveness in the MENA region.*



- Providing diagnosis and troubleshooting in a single step.
- The percentage of Call Satisfaction increased from 91.03% to 93.65%

The Implementation process was executed professionally and efficiently with a fast and smooth transition to the WAH (work at home) model, with 40% of the HC moved in the first two weeks and 100% operating from home during the lockdown. Moreover, 50% of the agents work

from home post-pandemic. Also, no layoffs took place during the transitions. However, the headcount doubled in Social Media LOB (line of business) because of the increase in WhatsApp for Business interactions.

### The Challenges

- A high volume of calls and high cost of voice interactions.
- Lack of adoption of non-voice channels of communication from



Teleperformance Egypt Picture: Teleperformance



Picture: Teleperformance

the consumers compared to voice channels.

- Business continuity during the early days of the COVID-19 pandemic.
- Egypt has not been well versed in the implementation of the work-at-home model.

### The Solution

- Diversify existing business model with digital channels.

- Design and implement the Teleperformance Voice To Messaging Solution.

- Deflect voice interactions to non-voice channels while educating customers on the process.

- Customers enter their number through an IVR path to continue the conversation on WhatsApp rather than holding.

- TP Egypt customized this for Samsung with the IT team in Egypt within six weeks, cutting the initial integra-




**Teleperformance**  
each interaction matters



● Countries where we operate  
○ Countries we serve

### High-Tech

- Reliable and redundant IT architecture
- Integrated omnichannel solutions
- Analytics and artificial intelligence
- Intelligent automation
- Cybersecurity

### High-Touch

- Hire the right people: digital recruitment processes, psychographic assessments, predictive recruitment models
- Develop talent: coaching, training at all levels
- Management with a purpose
- Multicultural and diverse environment with local understanding

88+

COUNTRIES

420k+

TEAM MEMBERS

265

LANGUAGES & DIALECTS

244k

WORKSTATIONS

170+

MARKETS

Teleperformance is the agile business services partner that companies need in this digital world.

**End-to-End Digital Solutions**  
A Trusted Partner Focused On Results

**Digitally-Enabled, Intelligent Operations**



## T.A.P

- High Tech Solutions such as "RPA & AI, Chatbots, Omni-channel CX
- High Touch Solutions for AI-based Coaching, Gamification, Simulation
- Customer Interaction Analytics
- Predictive Modelling
- Recommendation Engines
- Dynamic Dashboards/Reporting
- Customer Journey Mapping
- Lean Six Sigma
- Design Thinking
- All Ideas Matter

## CASE STUDY

tion cost by almost half.

### The Results

- Increased customer satisfaction significantly.
- Lowered the cost by almost 50% with a sustainable option
- The WAHA deployment was successful, with 100% of the operations working from home within only two weeks after the transition, overcoming the network and con-

nectivity challenges, sustaining the security and functional integrity standards, and managing the operations remotely.

- Agents trained in new technologies.
- As a result of voice to non-voice deflection, WhatsApp for Business interactions increased from 200,000 to 800,000.
- Average CSAT scores went from 91% in 2019 to 93%.

- Customer NPS score from 26% to 60%.
- Samsung Egypt awarded best practice for implementing WhatsApp for Business.
- Global rollout across every Samsung location.

**About the Author** Mohamed Tawfik is an Entrepreneurial leader in the BPO, Telecom and Technology industries with over 25 years of solid business and management experience in Egypt, Europe and Arab countries.

Mohamed has also been operating large scale projects within different industries

ranging from Telecom, Real Estate, IT-based sectors, FMCG, Oil and Gas, Automotive, Financial Services and others. Based on his high-profile qualifications and capabilities, he has managed and operated a wide span of control of people and companies with significant achievements.





# Diversity, gender equality and future-ready hybrid work model

By Ramy Kato, Head of Global Care  
and Egypt Center at \_VOIS

Images by geralt via Pixabay.com

CASE STUDY

Established in 2006, **\_VOIS** – Vodafone Intelligent Solutions – has grown from a single entity service provider to a global, purpose-driven TechCo, dedicated to driving scale at speed and delivering value to Vodafone. **\_VOIS** provides services to 28 countries – and underpins everything Vodafone does, operating from 6 locations: Albania, Egypt, Hungary, India, Romania, and the UK.

Globally, over 26,000 highly skilled individuals are dedicated to being Vodafone Group's partner of choice for talent, technology, and trans-

formation. We deliver the best services across IT, Care, Business Intelligence Services, HR, Finance, Supply Chain, HR Operations, and many more.

The journey taken by **\_VOIS** relies on digital technologies and services and is driven by talented people who can enhance the experience for our customers. We provide the full suite of our services from our Egypt center, including Technology Services, Digital Services like Automation, Business Process Services and Customer Care.

OUTSOURCING  
DESTINATIONS



Our purpose is to improve one billion lives and reduce our environmental impact by half by 2025. Together, we build a digital society where our technology improves people's lives for the better and enables inclusion for all without impacting our planet.

### \_VOIS Egypt

\_VOIS started operating in Egypt in 2006 and now has established global delivery centers in Alexandria

and Cairo. With more than 8,500 employees, \_VOIS Egypt supports Vodafone's global markets and group functions. It delivers best-in-class customer experience through multi-functional services in the areas of Information Technology, Networks, Business Intelligence and Analytics, Digital Business Solutions (Robotics & AI), Commercial Operations (Consumer & Business), Intelligent Operations, Finance Operations, Supply Chain Operations and HR Operations.

Vodafone building in Egypt  
Photo: \_VOIS



### Alexandria office

In 2021 \_VOIS opened a new office in Alexandria to expand the \_VOIS Egypt footprint and explore the untapped potential of the talent pool in the city of Alexandria, strengthen our business continuity plans, and increase the diversity of our workforce.

### Future-ready hybrid model

The COVID-19 pandemic has clearly seen a global shift in the relationship between employees and their employers, and employees now have very different expectations for ways of working.

Over the last two years, we have listened to our colleagues, and this feedback has shaped our approach, putting flexibility, trust and balance at the heart of our hybrid model.

Through the pandemic, we learned that people could be very productive and efficient at home. As a result, some of our roles are 100% remote. In contrast, for some others, there is a real value to being physically

present in the office 2-3 days a week for in-person collaboration, team discussions and social opportunities.

At \_VOIS, we're excited about the opportunities that hybrid working can offer, opening up our roles to a broader talent pool and removing barriers such as geography, disability or caring responsibilities, in turn helping to create a more diverse and inclusive workplace.

Feedback from our employees has also helped to re-shape our 'future ready' office spaces, creating flexible and separate areas for different types of work, connection and co-creation.

### Diversity & Inclusion

We are proud to be a diverse and inclusive company, where everyone can be themselves and belong, whatever their background, nationality, race, gender or identity. Our groundbreaking parental leave programme promotes balance and equality for parents whatever their gender. We are committed to supporting our people throughout each different stage of their lives with our

*Egypt's  
National  
Telecom  
Regulatory  
Authority  
(NTRA) now  
stands at 41st  
among 193  
countries  
compared to  
95th in 2019.*





Vodafone building in Egypt  
Photo credit: \_VOIS

Youth programmes, support for people who have experienced domestic abuse, and women experiencing symptoms of menopause. Reconnect offers exciting opportunities and a support programme to women returning from career breaks. Our flexible, future-ready ways of working and our focus on being 100% and supporting mental health and wellbeing create

a culture of learning, trust and productivity.

### Gender equality

At \_VOIS, we want to develop policies and programmes to support women through all aspects and phases of their working life. From the beginning of the women's career, through pregnancy, returning

to work, after a break, parenting and later in life through menopause.

Under 100% Human, our culture encourages our people to bring their whole selves to work, and we promote a culture of communication and openness on these different experiences.

**About the author:** Ramy Kato started his current position as Head of Global Care and Egypt center on the 1st of March 2020. Ramy has 20+ years of diverse experience in management, business and digital transformation, operations management, customer experience and business devel-

We are committed to increasing the number of women in the organization and targeting 40% women in senior roles by 2025. We are making good progress with 36% female employees and more than 50% of women on our leadership team.

We run many initiatives designed to support and engage

women at all levels. Our Women in \_VOIS network celebrates and supports women holistically with regular webinars and events run for and by our female colleagues.

opment. He has extensive expertise in leading large-scale companies, where he assumed the roles of General Manager in Global Lease, Managing Director in Careem, and regional managerial positions in Xceed and Orascom Telcom.





# The evolution of Microsoft's Egypt Development Center

By Dr Hussein F. Salama, Director of Microsoft's Advanced Technology Lab, Cairo, Egypt

Microsoft's Egypt Development Center (EgDC) consists of software development and applied science teams working on diverse projects that feed into Microsoft's global products and services. EgDC employs the top talent in computer science and data science in Egypt. We engage in developing the next-generation cloud services that utilize state-of-the-art Machine Learning and Deep Learning. Our engineers are involved in the entire software development life cycle from experimentation to design, development, release functions and DevOps. We employ more than 100 engineers and data scientists. We are growing to triple that size shortly as Microsoft recognizes that Egypt has the largest and best-educated computer/data science talent pool in the entire Middle East & Africa. In addition, growing a dev center in Egypt brings significant cost advantages.



### The Evolution of EgDC

The seed of EgDC is the Advanced Technology Lab in Cairo (ATL Cairo). Microsoft established ATL Cairo in 2007 with an initial mission to impact the Arab region by making Microsoft's products and services more relevant to the Arab world. Microsoft was explicitly interested in the unique expertise around natural language processing and speech processing that Egyptian scientists and engineers have accumulated over the years due to

their work on the very complex Arabic language. Over the years, ATL Cairo's mission evolved beyond just catering to the Arabic-speaking users of Microsoft's services to serve as a center of expertise for language processing and speech processing across Microsoft.

ATL Cairo was initially part of the prestigious Microsoft Research organization. Our impact was measured through the tech transfers we completed to the various Microsoft product teams

Microsoft's Egypt Office,  
Copyright: Microsoft



Microsoft Office  
Copyright: Microsoft

and, ultimately, the release of our technologies into Microsoft products. Over the years, we migrated to be part of the product teams themselves and expanded our responsibilities from tech transfers to full ownership of specific Microsoft products. Throughout, we maintained our scientific edge. In parallel, other organizations established development teams in Cairo that co-exist with ATL Cairo under the umbrella of EgDC. Based on that 15-years history, we consider

EgDC to be a dev center deeply rooted in science.

### Our Work

Our staff engages in the experimentation, development, and operation of state-of-the-art cloud-based AI services that power Microsoft's cognitive services, search, web analytics, and more. We take responsibility for our services' accuracy, scalability, and reliability.



## CASE STUDY

We maintain our connection with the Microsoft Arabic-speaking users by developing and maintaining the industry's most accurate Arabic models for machine translation and speech recognition. In addition, we also develop highly accurate models for a

comprehensive set of low-resource languages.

Supporting the Community

Since the EgDC's inception, it's been keen on promoting computer science research and development in Egypt. As a result, the lab offers

internship programs to students from the entire region. This allows prospective software engineers to work hand-in-hand with our engineers and scientists and to gain hands-on experience with authentic products and state-of-the-art technologies.

Technology Lab in Cairo, Egypt. He is responsible for setting up the lab for long-term success and growth and enabling the lab's engineers and scientists to perform at their best by striking the delicate balance between "freedom to innovate" and "focus on delivery."

Before joining Microsoft, Hussein founded Citex Software, a startup that built the first open-source mobile advertising platform. While at Citex Software, Hussein helped found and incubated a few early-stage startups. Most notable is Blue Kai, which Oracle acquired in 2014. Before Citex Software, Hussein was the Chief Operating

Officer of SySDSoft, an Egyptian startup acquired by Intel in 2011. In 2005, Hussein co-founded Digital Networked Advertising, Egypt's first digital signage network.

Hussein started his professional career in 1996 at Cisco Systems in San Jose, California. He was an Adjunct Lecturer at the Department of Computer Engineering, Cairo University, in 2007 and 2008. In addition, he serves on the Advisory Boards of several universities in Egypt.

Hussein received a PhD in Computer Engineering from North Carolina State University and an MBA from San Jose State University, California.



**About the author:** Dr Hussein F. Salama is the Director of Microsoft's Advanced

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# Challenges and solutions in Egypt: in offshore, BSFI and healthcare

By Ahmed ElMoghazy, CEO of Advansys ESC

## 1. Software Delivery Center

Advansys ESC partnered with a Key player in the Gulf Area, in the Financial Sector, for building their Off-shore Software Delivery Center in Egypt including the different phases of the SW development cycle. The lack of resources & access to the latest technology at lower costs were the major barriers in the digital transformation Journey. So, over the Three-Year of the partnership, Advansys have enabled the Financial Institution on different levels of Software Outsourcing Operational Out-

sourcing and Business Process outsourcing to achieve high progress in their digital transformation journey along with enlarging the enterprise Market share.

### The Challenges

Since the Institution is offering a wide range of financial services while the market is undergoing a profound transformation and the digital technologies are reshaping payments, lending, insurance, and wealth management. Access to specialized talents, latest technologies at competitive costs while improving their service





Picture: fotoblend via Pixabay.com

delivery where the major barriers in the digital transformation Journey. The institution needed to focus more on the core business as well as optimizing the costs to be able to cope with challenges in financial services economies which became more diverse, competitive, and inclusive. That's where Advansys ESC partnership in Services Outsourcing played a major role in the institution journey towards digital transformation.

### The solution

Advansys ESC partnership with the financial institute Advansys started in 2019 with the mission to build their entire SW Delivery Center in Egypt. The SW Development Hub, in Egypt, included all the different phases of the SW Development cycle such Design, Development, ..., Go-live Support with different Seniority level as well. The Development Center is currently running with full capacity and it's increasing based on the projects' requirements.

Advansys ESC experts are delivering projects through different Services SLA working on different business operations processes in an isolated IT environment to ensure data confidentially, and finally the managed automation services, offered by Advansys ESC experts, in the offshore center is covering all required services and support for the developed software solutions.

Technologies: IOS, Android, .NET, Oracle APEX

Services Offered: SWDC ((Software Delivery Center Outsourcing), B P O (Business Process Outsourcing), and OP (Operation Outsourcing).

### The outcome

Advansys ESC team contributed significantly to the Digital Transformation journey of the client which was a catalyst in accelerating the transformation along with adding more digital solutions to their Portfolio to be more competitive & seamlessly multiply their market share.

## 2. Hybrid Capability Center

Advansys ESC over the past few years have been collaborating with one of the biggest Global Organization in building their offshore capability Center in Egypt. Currently it contains 200+ specialized talents in different engineering and technological areas. Access to skilled engineering talents pool and ability to improve business efficiency were major challenges for the organization to keep on highest performance and extend their market reach. That is where Advansys ESC played a pivotal role in increasing the partner's revenue by Two-digit 'year-on-year' along with being the extendible delivery arm for business expansion and seizing more opportunities through offering a wide range of services from ITO, Engineering Services Outsourcing, Procurement Outsourcing, SW Outsourcing and Business Process Outsourcing.

### The challenges

As the Organization is offering different solutions for the Warehouse



Automation and Material handling, they faced major challenge on keeping the operation costs within thresholds along with the massive demand on engineering & technical resources in addition to the increase in hiring cost in the American and European markets. Actually, access to specialized talents, in the field of engineering service, and industrial automation also considered as other barriers for providing improved service delivery and business efficiency to maintain the high performance.

### The solution

Advansys ESC established a partnership with the Global Organization to build their Hybrid Capability Center for mechanical, control and software engineers that works within the design, operations and process of their material handling & warehouse automation solution delivering. We started 8 years ago with 4 Control engineers operating in North America to work on Material handling projects related to e-commerce, and currently we have more than 200+ dedicated specialized engineers who delivered many successful projects across the globe.

Advansys ESC experts are delivering projects through different delivery models from Offshore, Onshore, Nearshore and Hybrid models throughout four continents. Advansys ESC is continuously equipping the team with the required expertise & latest technologies to provide comprehensive, quality solutions and full range of specialized engineering services.

Advansys teams have worked on these projects through all stages from solution development, detailed design layouts, electrical & hardware design, order entry, PLC programming, SCADA & visualization, SW development onsite system commissioning and After Go-live Tech support.

Technologies Expertise: Java, PLC programming, SCADA, Conveyor systems, Picking technologies, Sortation technologies, Storage automation.

Service Offerings: IT Outsourcing, SW Delivery Center, Engineering Services Outsourcing, Procurement Outsourcing, Business Process Outsourcing

### The outcome

Advansys ESC ever-growing specialized engineers have helped the organization to overachieve the growth targets globally by providing flexible models and unmatched industry expertise.

Our skilled talents helped in quick expand in their work force through industry expertise and ability to access to the latest technologies at a

lower cost to ensure global competitiveness and land more business opportunities.

### 3. Improving Healthcare Revenue Cycle Management

Private healthcare providers in the Middle East have 70-80% of their revenues come through insurance companies their patients have used whilst enjoying the services they

Picture: marionbrun  
via Paxabay.com





provide. This puts a significant strain on these organisations as the gap between the actual expenses paid by the healthcare provider and collection of the related revenues takes at least 1 month.

Advansys ESC has worked with several healthcare providers in

the Middle East to improve their Revenue Cycle Management.

The solutions provided focus on two key areas: Customer Data Accuracy and Eligibility Check Accuracy.

In Customer Data Accuracy, Advansys ESC worked with the

healthcare providers to eliminate the errors that occur whilst recording the Patient's data on their HIS (Healthcare Information System).

Advansys ESC integrated Web Portal, OCR and RPA in the following manner:

1. Web Portal for Front Desk to upload the scan of the Patient's ID on for Contact Centre team to enter the National ID number provided by the Patient whilst booking their appointment.

2. OCR tool to extract the ID number from the scanned document and return it back to the Portal.

3. RPA tool to logon to the government health portal to grab the insurance provider of the Patient (using the Patient's ID number).

4. RPA tool to logon to the relevant insurance portal to grab the Patient's personal information (name, DOB, gender, etc.) and insurance information (policy number, coverage, co-pay %, etc.).

5. RPA tool then populates the Web Portal for the Front Desk/Customer Care team member to see all the information extracted, add information that is not available on the insurance portal (mobile number, next of kin, etc.) and submit the data to be added or edit in the healthcare provider's HIS.



**The author:** "As Technology Evolves, we advance in augmenting the power of automation through saving millions of operation hours and magnifying efficiency." **Ahmed El-Moghazy, CEO.**

Ahmed has 15 years' Experience in Industrial Automation systems, Strategic Outsourcing in Egypt, Central/Eastern Europe, Middle East, North America.

He led Advansys ESC business in different areas like FMCG, BFSI, Manufacturing, Governments, Healthcare, Oil & Gas industry, Power & Utilities. The CEO of Advansys ESC holds B.Sc. degree of Electronics and communication Engineering from Ain Shams University, and a Master of Business Administration degree with a Black belt in Lean six Sigma.





# Transformation and Digitization

By Ahmed Nagy ElAnwar  
Assistant Vice President of Sutherland



We make digital human - is what Sutherland brings to the global operations. The rapid growth of digital transformation engaged in the human workforce modifies the technical design and human insights into a deeper understanding to promote business innovation.

We have been one of the leading companies of the most significant

companies in the world in the digital transformation led by the eccentric customer business. Driven by a relentless, entrepreneurial spirit and by partners across the globe with an extensive intimate affiliation with global clients, and work with them to find strategic and operational solutions that offer and implement advanced accomplishments.

Picture: Sutherland's office in Egypt  
Image: Sutherland



In the new era of digitization, powered and driven by advanced technological transformation and integration of information across a wide range of processes in an extensive machine learning and human engagement, the result of an outcome-driven solution.

These outcome-driven solutions adapt from the various key business focus on product development, customer experience, and business models. Continuous innovation transforms the business's core services, including how the company is led by tremendous customer experience.

The top three digital transformation services we provide are Technology Services, Enterprise Services, and Healthcare IT. Therefore, allocating customers' needs in every matter becomes accessible in each case.

### 1. Technology Services

"Customer experience technologies and new business models that deliver seamless CX."

To achieve more meaningful goals, one of the key businesses in increasing boundless communication and engagement within the organization and the customer is how one perceives the needs of the others.

Our Customer Experience and Strategy are led by a modern combination of human knowledge and technological capabilities resulting in an innovative and engaging application. The Technological Services provided by us expand through world-class touchpoint transformation, seamless customer and user communication, specializing in cloud services, end-to-end salesforce implementation, personalization and recommendation, and a digital workplace.

### 2. Enterprise Services

"Enterprise support is in our DNA. With 13,000+ technology professionals across the globe supporting 15+ languages, we have a rich heritage managing large and



complex technical support ecosystems."

Supporting thousands of services worldwide and optimizing solutions enabling Customer Success organization, this approach made by us manages to build a structure where the customer strategy aligns with the digital transformation. The Enterprises Services include Enterprise B2B product support, Service Desk, and Customer Success.

### 3. Healthcare IT

"We help Health Plans and Providers on their top-of-mind use-cases to achieve key business and care outcomes through technology and enhanced patient/member engagement."

These human-centric services are not new in the global market and

operations and the retrospective of a broader range of digital possibilities for organizations and individuals. The modern age of technology ascends to be a great tool to improve one's lifestyle or a company's performance seamlessly.

A company that acquires opportunities for digital transformation obtains an immense avenue toward a digitized experience for customers—efficient, transparent, and interactive management helps to connect an organization emerging to a successful global operation experience.



**The author:** "Ahmed Nagy ElAnwar is the Country Head for Sutherland Egypt & Global SD Head for Travel & Retail with Span of 4000 + FTEs, 15 years overall experience in client relations & business process transformation.

Ahmed has contributed to multiple launches of new functions and LOBs. He also

played a key role in restructuring the operational module following the pandemic.

Ahmed likes to Play Football, Padel, and spend time with his lovely daughter in his free time.

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**JOIN IN THE FUN**  
Check out our latest offerings at Sutherland Egypt



# LOCAL COMPANIES, ORGANIZATIONS & CONTACTS

114	ITIDA	124	Sutherland
115	CrossWorkers	126	Athear
116	Raya	126	BDO
117	Segma Technology	127	Evolvice
118	Teleperformance	127	JLL
119	Webhelp	128	Microsoft
120	Xceed	128	Robusta
121	Advansys	129	_VOIS
122	BBI	129	Deutscher Outsourcing Verband e.V.
123	ISON Xperience		



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The Information Technology Industry Development Agency (ITIDA) is the executive arm of the Egyptian Ministry of Communications and Information Technology for spearheading the development of IT in Egypt. ITIDA is Egypt's engine for spreading technology, driving innovation, and supporting foreign investors seeking to enhance their global offering from Egypt, the global hub for IT/ITES and technology innovation.

Established in 2004 and located at the heart of a modern business environment in Smart Village, ITIDA supports and develops the ICT industry through five main segments:

- Talent Development,
- Innovation & Entrepreneurship Support,
- Investor Attraction & Support,
- Egyptian Companies Development, and
- Business Ecosystem Development.

ITIDA's work is characterized by long-term commitment and substantial ongoing investment to ensure fundamental sustainable development.

ITIDA works with entrepreneurial and collaborative spirit to serve public and private bodies, industry players and associations, universities, and individuals to help the

Egyptian IT and services industry develop as much and as far as possible. ITIDA offers a wide range of services that help building the capacities of the local IT companies as well as attracting and servicing multinational companies. ITIDA also helps businesses expand by offering a unique access to numerous markets through sponsoring and participating in the local, regional and international trade shows.



IT Industry Development Agency (ITIDA) Building, Giza, Egypt  
 Image: ITIDA

## COMPANY INFORMATION



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CrossWorkers is a professional Scandinavian IT Offshore/Nearshore/Outstaffing company with Offshore Development Center in Cairo, Egypt, and established sales in several European and Gulf countries.

CrossWorkers have been active in Egypt for more than ten years and have succeeded in creating a true cross-cultural company with well over 100 IT professionals.

Our European customers work directly with their own tailor-made dedicated IT staff without costly intermediaries. CrossWorkers provides facilities and helps to ensure that employees are motivated and understand the European culture, so they perform efficiently in close collaboration with you and your own IT organization.

We have solid experience within HR in terms of both recruitment and human resource management and many years of experience with IT outsourcing from several destinations. At the same time, we know about the challenges European businesses face in their struggle with optimizing their IT development function and creating a scalable business.

Our longstanding international HR experience, intercultural insight, and in-depth knowledge of the Egyptian IT labour pool and culture enable us to find suitable candidates for any European company. We do this through a well-structured process, and we benefit from a very extensive candidate database and our social media channels.

As our customer, you have a full Project Management lead on

your team. In addition, you get the possibility to tap into CrossWorkers' large technology knowledge and experience through your dedicated Service Delivery Manager – you get to be part of the family.

CrossWorkers is fully GDPR compliant both legally and in practice as a European company, and our agreements are based on European law & venue. Furthermore, we will invoice in a European currency. So, all in all, you get Egyptian advantages on European terms.



## COMPANY INFORMATION



**FIRST-CLASS  
CX DOMAIN  
EXPERTISE**

RAYA Customer Experience provides next-generation BPO and customer experience management on behalf of clients across various verticals. RAYA CX has been the most preferred partner of customer service, technical support, and global services for Fortune 1000 companies across North America, Europe, the Middle East, and Africa since 2001. Delivering from the most competitive and highly skilled labour markets, RAYA CX provides an array of integrated business process outsourcing solutions supported by robust strategies, continuous improvement, and innovation.

With over 10000+ seat capacity and 7500+ advisor talent pool, RAYA CX provides top-notch outsourcing of omnichannel customer experience management and call center services, which has helped accelerate the growth of key thriving industries.

The key industries RAYA Customer

Experience has focused on are the technology & consumer electronics, media & communication, fast food, banking & insurance, automotive, white goods, retail, health care, travel & hospitality, e-commerce, government & public service, and real estate, amongst others in EMEA.

Our operations are well supported through a robust continuous improvement approach using best practices in Lean, Innovation, 6 Sigma, Problem Solving, and Data Analytics and world-class standards such as COPC, GDPR, PCI, and ISO certifications. In addition, our customer experience management services provide tangible value to our clients. By offering 13 strategically located delivery sites in Cairo, Hurghada, Dubai, Warsaw, KSA, Bahrain, and the USA, sharing insights and analytics to support illustrated savings is effortless.

RAYA CX had received numerous client praise and high CSS across all

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industries. It was also recognized with awards and certifications, including the COPC certificate, CCW awards, and GCX awards.

Moreover, RCX was recognized by IAOP - the International Association of Outsourcing Professionals® (IAOP), a global, standard-setting organization that advocates for the outsourcing profession based in the US. Its annual Global Outsourcing 100 list is one of the most prominent acknowledgements recognizing the world's best outsourcing service providers and advisors. RAYA CX being selected amongst the best outsourcing providers in the world for the second year in a row further validates its commitment to excellent customer care and its path towards digital transformation.



SEGMATEK is an IT Consultancy provider & System Integrator focusing on Telecom Sector. We deliver innovative integrated IT Solutions & Services to Telecom mission-critical businesses across the Middle East, Africa, and Asia.

### Who We Are

SEGMATEK provides cutting-edge integrated Information Technology solutions and software services for the Telecom Sector Mission Critical Business. Our target is to enrich the Digital Transformation Journey of the CSPs and bridge the gap between the Technology and Business stakeholders.

### When We Started

By employing the region's best IT/ Telecom experiences, SEGMATEK started in 2014 and managed to gain the trust of the leading mobile operators in the MEA

region, then expand its delivery footprint to many others in Asia and Europe. Our offices are in Egypt, Pakistan, Bangladesh, Saudi Arabia, and the Emirates.

### How We work

We empower our client's IT through SIX proven values, capitalize on our large base of IT/BSS consultants, achieve seamless mobilization, avail regional capabilities with a local presence, deliver high ROI solutions, being a one-stop-shop for our clients, and utilize state-of-art standards and methodologies in our delivery.

### What We Do

We specialize in delivering End-to-End IT services across the most sophisticated Telecom Business Process Solutions, such as Revenue Management (Charging & Billing), Customer

## COMPANY INFORMATION

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Management, and Product & Marketing Management. As well as complementing the existing Core BSS with surrounding products that shorten the TTM and improve the revenue of our clients.

Our partners in Success are Nokia, NTS, Atos, Velti, Huawei, Matrixx, Mobile Tech, Eastwind, Ericsson, WBN, DELL EMC, IBM, Enghouse, Telenco, Paymob. In addition, we serve Orange, We, Etisalat, Zain, Banglalink, MTN, STC, Epic, Mattel, Togocel, Malitel, Optcl, Ooredoo, Ethio Telecom.





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Teleperformance (TP) is a global leader in customer experience management. As a Digital Integrated Business Services Company offering Customer Experience Services, Back-Office Services, and Knowledge Services.

Our mission is to deliver an outstanding customer experience at every single opportunity due to our commitment, passion, and dedication to excellence. As a result, we create opportunities and value for our employees, clients, customers, communities, and shareholders.

With a team of 420k and 460+ facilities in 88 countries, TP has the most significant geographic footprint in the industry. We can serve you anytime, anywhere.

Teleperformance has the most substantial presence in telecommunications, technology and consumer electronics, financial services, healthcare and insurance, public services, and retail.

The average length of Teleperformance's client relationship is 13 years, based on the top client segment (top 50).

Teleperformance is ranked top Global Impact Sourcing by the International Association of Outsourcing Professionals (IAOP) in the Impact Sourcing in a Large Organization category and is also recognized for its commitment to social and environmental responsibility.

Teleperformance has the largest interaction expert team in the market: multicultural, highly skilled, and deeply knowledgeable, with a wide range of integrated omni-channel solutions, technology, and the highest security standards.

In a digital world full of challenging frictions, where customers aren't robots but emotional beings, your company can achieve customer management by partnering with the proper organization.

With over 44 years of experience in connecting the world's most successful brands with their customers, Teleperformance has become a trusted Digital Integration Business Services provider.

Our Digital Integrated Business Services combines human touch and high technology to deliver extraordinary customer experiences. While technology creates new and agile ways of working, our interaction experts remain committed to creating unique connections through empathy, adaptive communication skills, and, more importantly, a passion for making it happen.

We make each interaction simpler, faster, better, safer, and more cost-effective by delivering proven global best practices combining high-tech and high-touch with lean six sigma discipline. Teleperformance Egypt drives digital transformation by leveraging technology, analytics, and process excellence.



Webhelp creates game-changing customer journeys. As your global CX BPO partner, we design, deliver and optimize unforgettable human experiences for today's digital world. Because brilliant brands demand brilliant experiences, their reputation and revenue depend on them. Especially in a world where technology has integrated with every aspect of our lives, and people more and more look for a real, emotional connection every step of the way.

Inspired by our vision of making business more human, we create exceptional brand advocacy and loyalty, helping the leaders of today and the unicorns of tomorrow thrive. We are your virtual assistant; we assist with your Instagram post, follow-up call, and save-the-day text. We're your end-to-end partner across all B2C and B2B customer journeys, from sales to service and content moderation to credit management.

Our talented, imaginative brand ambassadors create incredible, seamless experiences, driving trusted, stronger relationships with your brand.

We put our +1300 clients at the heart of everything we do and champion imagination and creativity in the ways we work and innovate, driven by a startup mindset we're passionate about never losing. Our 100,000 game-changers in more than 200 locations and over 55 countries are proud to bring their intelligence, empathy, and expertise to the table every day.

As a business born in the new economy, we don't think of hardware or software but mindware. It's in our DNA to continuously explore how today's latest and tomorrow's next technology can best serve our people, clients, and customers. Webhelp is currently owned by its management and GBL, a leading global investment

holding. More information can be found at [webhelp.com](http://webhelp.com). Our subsidiary company, The Nest by Webhelp, is a growth-enabler of startups and scale-ups, supporting them in their customer experience approach.

Webhelp started in Egypt in October 2020 and has invested in the state of the art site in New Cairo with a vision to grow up to 5000 employees in 5 years.

Webhelp Egypt has attracted the interest of the top global companies to outsource their services in Egypt, providing back office, outbound calls, telesales in English, French, German and Italian.

Webhelp aims to strengthen Egypt's position on the global map of outsourcing and IT services. It is essential for its contributions to creating intensive job opportunities for Egyptian youth in this field.

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Since its inauguration in 2001, Egyptian service provider Xceed has been at the forefront of the country's BPO sector. It is now one of the leading homegrown multilingual Business Process Outsourcing (BPO) providers in the EMEA region, currently operating from seven (7) sites within Egypt with 10,000+ seats: four of which are operating in Cairo while the other three are in Alexandria, Qena and Assuit.

Xceed has an additional contact center, geographically and culturally proximate to Europe, at Morocco's technology park CasaNearshore Park, with 2000 seats. This site boasts a large, qualified Francophone talent pool.

Xceed also has a site in Mauritius located at Ebene Cyber City to complement its presence in Africa with 250 seats to meet expectations for French, Canadian and multinationals' need for a Bi-

lingual customer base delivered from a single low-cost location.

At Xceed, thousands of proficient speakers of ten languages engage with customers every day to bring them closer to some of the World's premium brands. Our call center services strengthen customer loyalty and create a dedicated communication channel through a well-deployed and consistent framework.

Xceed's innovative solutions evaluate the client's existing business models and enhance them to achieve client satisfaction and long-term profitability.

With its established tenure in the country, Xceed is experienced in delivering high-quality services across numerous industries, such as telecoms, fast food, technology, tourism, automotive, financial services, fast-moving consumer goods, and healthcare. In addition, the company serves several key government accounts.

Xceed strives to surpass clients' expectations through its unwavering pursuit of excellence and to sustain that, our company relies on people, process, and technology.



## COMPANY INFORMATION



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Advansys ESC is an Automation & Digital Transformation Enabler with the mission to free up millions of operational hours for our clients by re-engineering, Outsourcing, and automating their work. Advansys ESC offers industrial & business process automation and building a Center of Competencies where we work with some of the leading players in Aviation, Banking, Healthcare, Financial Services, Retail, System Integrators, and Telecoms.

Advansys ESC is also working with leading Government entities to deliver improved efficiency in government processes and significantly improve the services offered to their citizens and residents. In addition, Advansys ESC is a solution partner for leading technology vendors, including UiPath, ABBYY, Automation Anywhere, Beckhoff, Blue Prism, Cassio, IBM Watson, Aveva, Mantis, and Microsoft Azure. Advansys ESC is ISO9001 Quality Certified and currently undergoing ISO27001 Se-

curity Certification. Advansys ESC offers services in the following areas: Business Analytics (BI), Business Process Automation (BPM), Chatbot, Object Character Recognition (OCR), PLC Design and Programming, Robotic Process Automation (RPA), Face Recognition, Warehouse Automation Design, and Implementation.

Within Strategic Outsourcing Service, Advansys ESC methodology is to deliver a value-creation project for the partners where we make a conscious effort to build the business case with our partner evaluating what can be done more effectively & efficiently by Advansys ESC team rather than depend on the in-house team. Advansys ESC provides many differentiated Outsourcing Services such as SW Development, Procurement, IT, Financial, and PMO Services. Building a turnkey 'SW Delivery Center' is one of the unique Services which Advansys ESC provides. We have a group of dedicated SW Delivery Team with all function that guaran-

tees better leadership and direction in their knowledge domain, plus faster decision-making as Advansys ESC SW-DC service focuses on providing training, strategic planning, implementation guidance, and resources to accomplish its primary purposes.

Advansys ESC Procurement BPO Services assist in transforming your procurement outsourcing strategy where the approach is ensuring the purchase process will save you time and money.

We currently have 340+ specialists serving our clients from our offices in Cairo, Dubai, Oxford, Michigan, and Riyadh. To date, we have served over 60 clients across 14 countries. Advansys ESC provides its clients with flexible engagement models, including BOT, project-based, and staff augmentation (Hybrid, Onsite, and Offsite).



## COMPANY INFORMATION



BBI is a leading global technology provider focusing on AI powered, Cloud-native, digital transformation. Founded in 2009, BBI offers end-to-end enterprise data management solutions and services which empower businesses to become truly data-driven to survive the unprecedented disruptions of today and tomorrow.

BBI has three subsidiaries: BBI Outsourcing, BBI International Professional Services, and BBI Academy.

BBI Outsourcing partners with its clients to build to help them take a strategic approach to hiring hard-to-find technical talents. BBI Outsourcing has centers in 4 countries and more planned, BBI Outsourcing worked on more than 100 projects.

With a talent pool of over 20K experienced individuals belonging to fast-rising tech sectors, our clients get the highest quality talent with unmatched skills. By helping tech businesses streamline their manpower, we facilitate filling their project base and meeting the project deadlines smoothly and efficiently.

Available talents cover many specializations including, but not limited to: solution architecture, business analysis, data engineering, data governance, cloud computing, AI solutions, business intelligence, project management, quality control and quality assurance, UX design, web and mobile development (frontend and backend), ERP, and many others.

BBI Outsourcing technology staffing and search services help achieve many organizational ob-

jectives like cost reduction, operations improvement, restructuring, permanent recruitment, contract/contingent staffing, global employment & mobility, managed and RPO solutions, talent mapping, workforce consultancy, financial return advisory, salary and market-rate benchmarking, workforce consultancy, and risk management and mitigation. Moreover, our team also enables businesses to achieve strategic alignment by delegating the completion of an entire project or a portion of it to a dedicated.

Offering flexible engagement models, BBI Outsourcing provides you with the best available resources in the market for your operational needs, filling your vacancies with top talents from all over the continents.

**BBI**

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As a global leader in Customer Experience Management and Business Process Outsourcing, iSON Xperiences is leading the way in combining human efforts with technology to deliver customer delight in all interactions and on all channels.

iSON Xperiences is a subsidiary of the iSON Group. With a presence in 18 countries across Africa, the Middle East and ASEAN, through 36 delivery centres worldwide, we have been managing customer interactions for some of the world's most renowned brands and rede-

fining the way people connect with enterprises. iSON Xperiences' talented and dedicated workforce of over 18000 employees, combines human efforts with technology to deliver exceptional customer services by developing intelligent operations, for digitally-powered business process management and data solutions to enable business agility, increased productivity, and leading returns for our clients.

iSON Xperiences in Egypt is well established in Outbound Offshore Contact Centres, specialising in

sales campaigns focused on Telecommunications, Energy, HRO, and Financial Services sectors. We have deployed over 4000 dedicated agents and created over 19000 jobs in the past three years in our various operations in Egypt. We currently have four sites operating in Egypt with plans to expand further within the next year. Be it onshore, offshore, nearshore, or remote working or whether organisations need help scaling up their workforce, daily business operations or managing special campaigns, we combine technology with proven approaches to ensure successful outcomes.



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## COMPANY INFORMATION



Our digital transformation delivers exceptionally engineered, intelligent, and very human digital experiences.

### About Sutherland

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare achieve superb quality through transformed and automated customer experiences for over 30 years.

### About Sutherland Egypt

Opened in 2010, our office in Alexandria provides a full range of integrated back-office and client-facing front-office services to the company's clients in Europe, Africa, the Middle East, Asia, and North America. In 2022, a new office located in Cairo is opening its operations, hiring multiple diverse pro-

fessionals providing world-class technical support and customer service across different languages.

### Our Global Footprint

For over 35 years, we've been delighting customers through better processes. It's been our mission to provide excellent service since the very beginning. Three decades later, we have more than 120 clients, completing 43 million transactions a month on a digital backbone that spans 20 countries around the world.

We are very committed to expanding the company's global growth by achieving and delivering digital services across the world.

### Customer Engagement Transformation

We build our connection to our customers by implementing customer engagement strategies that transform the operation towards innovation.

### Business Process Transformation

We execute complex and obsolete processes impacting customer experience and reducing business agility.

### Analytics

We achieve more significant transformation in business operation from the intuitive customer experiences by exploring and analyzing to improve business outcomes.

### Tech Services

We build, configure, and deliver robust new-age Digital Solutions and Media Services leveraging deep vertical, horizontal, and operations domain expertise.

### Consulting

We are building a bridge between ideas, insights, and business practices in a combination of digital and human processes.

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RIVER NILE, EGYPT



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As one of the reputable BPO providers in the region, AtheaR provides six different services categories. One is the Customer Experience in voice and non-voice modes using various CRM & AI technologies. Additionally, AtheaR provides Inside Sales services, HR Outsourcing services, IT Outsourcing Services, Digital marketing services, and Managed Workspace Services.

Currently, AtheaR provides solutions to more than 12 countries in the EMEA region from our premises in Cairo, Egypt, by utilizing multi-lingual resources using foreign languages like English, French, German, Turkish, and Arabic. Moreover, AtheaR is very flexible in its sourcing model, which varies from full outsourcing, insourcing to co-sourcing.

Fortune 100 Companies have accomplished successful business by partnering with AtheaR and utilizing various services. The company is ISO 9001-2015 certified and is currently certified with ISO 27001. The firm is now providing more than ten different industry best practices like IT, BAFS, Retail, Food & Beverage, E-com, FMCG, Telco and others.



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Evolvice was established in 2012 in Germany and opened its nearshore centre in Cairo in 2018. As a software development service provider, Evolvice develops individual software solutions with dedicated, experienced project teams.

We provide IT professionals that reinforce our customers' internal capacities. We support companies setting up and operating an IT hub or a larger team structure in

Egypt. Evolvice has been proven as a nearshore outsourcing partner for both small businesses and large global brands with a diversity of technology and industry.

IT specialists work remotely for our customers and communicate directly with them. It does not matter whether an existing team is to be supplemented, a new dedicated team set up or a complete IT hub is to be operated. With our experienced recruiting

team and processes, we quickly find highly qualified and suitable employees.

With our intercultural experience and expertise in software development, we support and promote the best possible cooperation between Egyptian software developers and European corporate culture.



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BDO Esnad is an Egypt-based outsourcing company established in 2008 to provide organizations with BPO services that aim to drive long-term cost reductions and efficiency.

BDO Esnad is a member of the BDO International network, one of the world's largest professional service firms with over 1,700 offices in 167 countries, with annual revenue of 11.8 B\$, and some 97,000 personnel Worldwide.

BDO Esnad provides outsourcing services, such as contact center outsourcing to handle all voice and non-voice transactions for all types of customer service operations, through robust technology and infrastructure, operational management & processes, and multilingual calibers that can serve offshore, nearshore, and local markets. BDO Esnad also provides IT services such as contact center hosting, technology leasing, and CRM customizations.

BDO Esnad offers back-office outsourcing services such as payroll processing and HR services in addition to finance and accounting services. BDO Esnad is ISO 27001 certified for data security and provides its services according to global standards using top-notch technology.



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JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. JLL shapes the future of real estate for a better world by using the most advanced technology to create rewarding opportunities, amazing spaces, and sustainable real estate solutions for our clients, our people, and our communities. JLL is a

Fortune 500 company with annual revenue of \$19.4 billion in 2021, operations in over 80 countries, and a global workforce of more than 98,000 as of December 31, 2021. JLL is the brand name and a registered trademark of Jones Lang LaSalle Incorporated.

Across the Middle East and Africa (MEA), JLL is a leading player in

the real estate and hospitality services markets. The firm has worked in 35 countries across the region. It employs over 1400 internationally qualified professionals across its offices in Dubai, Abu Dhabi, Riyadh, Jeddah, Al Khobar, Cairo, Casablanca, Johannesburg, and Nairobi.



## COMPANY INFORMATION



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Founded in 1975, Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Microsoft is headquartered in Redmond, Washington, and has offices worldwide, including Canada, Brazil, the UK, India, China, Japan,

South Africa, and Egypt. Some of its best-known software products are Windows, Office, Internet Explorer, Edge, Teams, and many more. In addition to software, Microsoft also manufactures devices such as Xbox, Surface, HoloLens, and Mobile devices.

Microsoft has thousands of researchers and engineers around

the world achieving scientific breakthroughs in research areas such as Artificial Intelligence, Machine Learning, and Computer Vision. They also pursue innovation in a range of scientific and technical disciplines to help solve complex challenges in diverse fields, including computing, healthcare, economics, and the environment.



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robusta is a tech agency working across different sectors & industries on agile digital customer engagement products.

With a team of 100+ tech and market consultants, robusta maintains an impactful footprint across EMEA and engages with its clients through its two key operations hubs in Egypt and Germany.

robusta's core capabilities lie in Product Innovation, Product De-

sign & Product Development, harnessing technology to enable seamless digital customer engagement solutions such as e-commerce, apps & platforms & deliver tangible business growth.

robusta launched the E-Commerce Summit in 2018, a grassroots movement stirring up the conversation on digital commerce, providing a deep dive into the various trends, pains and opportunities across the MENA re-

gion in a unique networking experience.

The company has worked with many different businesses both in size and industries. Some of robusta's key clients are P&G, Mondelēz, Vodafone, Orange, Oriflame, Hero Group, Pepsico, Subaru, Metro GmbH, AXA, Sodici Developments, Al Ahly SC, Egyptian Ministry on Investment & International Cooperation, Al Araby, Fawry & Hyperone.

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\_VOIS (Vodafone Intelligent Solutions) is a strategic arm of Vodafone Group Plc, creating value and enhancing quality and efficiency across 28 countries and operating from 6 locations: Albania, Egypt, Hungary, India, Romania, and the UK.

Over 26,000 highly skilled individuals are dedicated to being Vodafone Group's partner of choice for talent, technology, and

transformation. We deliver the best services across IT, Care, Business Intelligence Services, HR, Finance, Supply Chain, HR Operations, and many more.

Established in 2006, \_VOIS has evolved into a global, multi-functional organization, a Centre of Excellence for Intelligent Solutions focused on adding value and delivering business outcomes for Vodafone.

At \_VOIS, we recognize how important it is that our systems can serve the organization's goals. We believe that when we combine technology with the human spirit, we can reimagine the world. We create intelligent processes and systems by learning through data. \_VOIS is the nervous system that connects all other parts of the business together.



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The German Outsourcing Association is a completely independent member organization, acting as a platform for professionals and organizations (national and international) involved or interested in sourcing or providing IT or business process services in/for the D-A-CH markets.

With more than 1,000 members, a reach of more than 300.000 contacts the association represents

one of the largest international networks of industry experts, companies, associations and government organizations. The association actively supports the market for co-operations with external service providers in IT, finance, HR, procurement, manufacturing and management. The management works together with industry experts and organizations on improving the transparency in the sector in Germany,

Europe and worldwide, on providing independent information services.

The association maintains active relations to leading and emerging sourcing destinations, such as Poland, Bulgaria, Romania, Armenia, Georgia, Portugal, Egypt and many more.

You can find more information at [www.outsourcing-verband.org](http://www.outsourcing-verband.org)



# EDITOR'S MESSAGE

# PUBLISHER & PARTNERS

This guide provides information for professionals and organizations interested and/or involved in buying, providing, or advising in ICT, business processes, and shared services. The information helps to better understand the local conditions and opportunities in the ICT sector in Egypt and to get to know the relevant local companies, persons, and sector support organizations.

The Outsourcing Destination Guide Egypt 2022 in its 3<sup>rd</sup> Edition is produced in co-operation with ITIDA and leading local ICT and service delivery organizations.

The information we present is based on over 60 different documents, articles, research papers, statistics, and other resources (given in the texts) from local organizations and media, over government organizations, local and international sector experts, to international organizations such as the International Monetary Fund or the Worldbank Group.



The articles are written by local sector experts to provide first-hand insights into working methods, business cases, business mentality, and achievements.

We would like to thank all of our partners, including ITIDA, and the authors for their contributions to the Outsourcing Destination Guide Egypt 3<sup>rd</sup> Edition.

This publication is distributed among more than 2.700.000 contacts and is available as a free download and a print copy on selected industry events around Europe and Africa.

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