

Title: ITIDA Celebrates Launch of Celfocus Egypt Development Center

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The Ambassador of Portugal in Egypt, Mr. Rui Tereno, and CEO of Egypt's Information Technology Industry Development Agency (ITIDA), Eng. Ahmed ElZaher witnessed a ceremony marking the successful launch of Celfocus' technology development center in Egypt; in collaboration with Advansys, the global technology solutions provider.

Leveraging the country's capabilities as a top global outsourcing destination, the two companies celebrated successful first milestones of hiring a top-notch IT service delivery team of professionals and senior software developers in Cairo to serve Celfocus' business operations in Europe and the Middle East.

CEO of ITIDA, Ahmed Elzaher, commented: "With the strong growth of the offshoring industry in Egypt, we are happy to be part of this successful and fruitful business partnership between Advansys and Celfocus". Elzaher said that the abundance of Egyptian tech talent helps outsourcing players realize their global delivery goals and potentials ahead of time. "Egypt enjoys a compelling value proposition and qualities including the abundance of talent, high-quality digital infrastructure, government support, and its strategic, unique central location,". ITIDA CEO added.

With over 600,000 university graduates join the workforce each year, Egypt offers the largest and youngest multilingual talent pool in the Middle East and second largest in EMEA region. "Egypt's skilled and large talent pool remains the most important factor behind the sector's success. Besides, the government is investing heavily in building the capacities and developing digital skills by supporting multiple training programs and nation-wide initiatives that cater for different advanced technologies.", ElZaher highlighted.

Celfocus COO, Álvaro José Ferreira, added; "Celfocus found in Advansys a fast and professional response for our need to implement a technology development center in Egypt. We are very excited with the results already achieved and look forward to expanding the capacity of our Egypt Delivery Center in the coming months."

Advansys' expertise in building development centers and providing exceptional tech talent for outsourcing has played a crucial role in making this project a reality. The center is equipped with state-of-the-art facilities and staffed with highly skilled and experienced tech talent. The partnership has created numerous job opportunities for Egyptian tech talent, reinforcing Egypt's position as a leading hub for digital and high-end services.

"We are thrilled to celebrate this significant achievement with our partner, Celfocus," said Ahmed El Moghazy, CEO of Advansys. "Our collaboration has been instrumental in building a world-class development center in Egypt, and we are proud to have played a part in the country's thriving tech scene. This project has showcased Advansys' capabilities and expertise, and we look forward to continuing to deliver exceptional services to our clients in Egypt and beyond."

"This significant milestone with Celfocus, achieved ahead-of-plan, strengthens our partnership, and proves that collective efforts – from both teams – always deliver a unique experience." said Sharaf El-Din Mohamed, Business Solution Director, Advansys. Advansys delivers exceptional customer experience and cost-efficient solutions through its extensive North American, European, and Middle Eastern market experience and innovative business models.

The successful completion of the project comes in line with Egypt's goal of becoming a top outsourcing destination for businesses across the world. This milestone is not only a win for Advansys and Celfocus but also for Egypt's tech industry, as it enables the creation of job opportunities for Egyptian tech talents. This accomplishment showcases the country's potential as an outsourcing hub, attracting potential clients seeking to establish development centers or outsourcing capabilities. With Advansys' proven track expertise, the company is well-positioned to help clients to successfully establish development centers and outsourcing capabilities in Egypt and beyond.