

The Spring Of Technologies

From Dreams To Needs

SPRING BREEZE & CHANGE

When T. S. Eliot spoke of the month of April as the cruelest month of the year in one of the most important poems of the 20th century "**The Waste Land**", his reference was how in spring lilacs are bred out of the dead land as opposed to winter that gives people the comfort of remaining under the thick cover of winter snow.

This is what spring is about, a transition from one state to the other, and that is what happened in this part of the world when sudden breeze woke people up to the need for change as if a wakeup call liberated unknown energies in the whole Arab/African region. Driven by a will to open a new chapter in history, people made use of a so-far-unutilized means: ICT. And the result: no other industry in 2011 has attracted more attention than ICT as the changing political landscape opened doors and unveiled business opportunities.

cairoict.com

CAIROICT ²⁰¹²
26-29 April

Cairo International Conference Center

Why Egypt?

To exhibit in Cairo ICT, obviously in Egypt, speaks enough of the local market of the country you are exhibiting in. From a population nearing 90 million to 73.87 million mobile subscribers and from 24.15 internet users to 90.32% annual growth rate of mobile internet users. You are speaking of the largest content creation country in the Middle East and Africa. But if you are wondering about post revolution Egypt, against all odds international business monitoring entities are predicting a 4% GDP growth. Egypt is taking a very progressive approach towards ICT, on the government, business and popular levels.



Regional Dimension

If Cairo ICT had gone regional in the past fifteen years, then on a scale of 1 to 10 it is moving straight to ten in 2012, as Egypt is becoming more and more of a destination and even more the stretched arms to African countries and the Arab World, which are core regions for both the government and private sector.

Creating opportunities in a region which is yet undiscovered or at best unfathomed will bring opportunities for our sponsors, exhibitors and event visitors. Opportunities to network with a large number of executives from different parts of Africa and the Middle East could not be matched in any other event around the world. However, the region we are discussing is full of challenges that nevertheless contain opportunities within them.

Joining hands with international organizations seeking to push forward ICT in this part of the world and others that are seeking the promotion of electronic content and mobile applications to millions of people around the globe brings along mind-boggling vistas that can be easily opened at Cairo ICT.



Perfect Timing

Taking place on April 26 – 29 at the Cairo International Conference Centre, Cairo ICT 2012 organizers could not have selected a better timing to hold the event, as it coincides with the settlement of political and social matters in Egypt, the opening up for building in Arab Spring countries and the rise of interest in development in the Arab/African world. The event also takes place two weeks after Easter holidays in the West, allowing for more involvement from European and American partners, while the timing is also perfect for exhibitors and visitors from Asia.

2011
KEY
PLAYERS

AdFOX	ALAM Rakamy	Arab Business Machine (ABM)	Belconn	Ciw-magazine
ACT	Alcatel Lucent Enterprise	Arabhardware	BinaryWaves	Coface Egypt
Afrique Telecom	Alkan CIT	Avaya	Brother	Crédit Agricole Egypt
Ajyal Information System	Alo Masr	Avaya (Mantrac)	C&CC	DCS Telecom
AL - Kharafi Group	Am Cham	Banque Misr	Cable Depot FZCO	DCS Telecom
Al Borsagiya	Amwal Al Ghad	Bee	Circuit Holding	Dell (Mantrac)
Al Mal	Aptec	Beijing Ecom	Cisco Systems	Delta Engineering Systems

Telecom Summit

Cairo ICT has always had the telecom focus along the past 15 years. Operators and vendors alike have always considered the event to be the home of telecommunication. Most of the networks chose Cairo ICT for major announcements and launches and so did the Egyptian government.

But the telecom industry within the whole region is facing new challenges that force it to become more competitive as the spending pattern of consumers is changing dramatically and new platforms and services are dominating the spectrum.

Operators, carriers and regulators accordingly need to engage into more in-depth and serious discussions on how the rules are changing; carriers need to expose themselves in the new era as new means of monetizing band width while demand is being probed; operators among themselves need to identify new revenue opportunities in markets that are redirecting themselves under consumer pressure to content delivery rather than simple voice connectivity; service providers and apps providers also need to engage in the discussion as their request for a shift in ideology by operators, leading to a change in technology and hence more spending, requires more convincing methods.



Sharing success stories of new technology adoption, such as LTE with revenues calculated by the megabyte rather than the minute need to be shared. Timing cannot be more perfect than now to discuss these matters in a forum that brings together top figures of top operators in the region at the Cairo ICT 2012 Telecom Summit.

IT Top Executive Forum

As IT has become the lifeline of most businesses, IT top executives, whether CIOs in some organizations or VPs for IT in others or even IT managers – depending on the size and structure of the organization – are becoming more and more influential in decision-making within their organizations. However, CIOs are being bombarded with new technologies on the one hand that may best serve their business, and are also being restricted by economic conditions on the other, forcing them to downgrade aspirations to the minimum.

Unlike what some expect, CIOs can only direct their attention to new technologies after addressing their pressing needs. Moreover, technology providers need to know that their new directions can only be introduced in parallel to avoiding the disruption of existing services. If this is the conclusion, then talking to them about the cloud or any other direction technology is heading to can only happen in a 2-way discussion rather than lecturing them about the new trends. Meanwhile, using IT to produce greater business value is vital, accompanied by an ongoing focus on lower costs and higher efficiency. This does not mean that new technologies need not be introduced but through value creation new ways to help customers and the organization profit from how data is used must be achieved.



This is what the **Cairo ICT 2012 IT Top Executive Forum** is doing: a 2-way discussion platform, where both parties to the equation will be meeting face-to-face not just one side lecturing and the other listening. And both parties will see how to raise the ROI within respective businesses for a larger contribution.

Delta Informatique	Egyptian Micro Solutions	Equity	Fujitsu (Mantrac)	HP (ESS, PSG) (Mantrac)
Digital Risk Intelligence	Toshiba	Ericsson Ltd.	Gateworx	HP Networking (Mantrac)
Earth Link For Abroad Networks	Eltek Valere	ESRI Northeast Africa	Geniprocess International	Huawei Technologies Co.Ltd
EGYMATEC	Egypt for E-content	Etisalaat Al Youm	GACIC	IBM
Egyptpreneur	EMC ²	Fortinet (Mantrac)	Globe Telecom	IBM (Mantrac)
Egypt Post	Epson Europe B.V.	Fortinet (Mantrac)	Homerider Systems	ICT News
Egyptian Broadcast Systems	Equinox	French University of Egypt	Horizon for Industry	InfoFort

THE SECURITY OBSESSION: Forum on Risk Management

If the whole world is heavily spending on security technology, whether it is IT based or even physical, the Middle East is waking up following many incidents to see that much more needs to be spent in this domain. In the light of recent developments, the Arab World is becoming more aware of this fact. But this should not be the case: spending must not be based on the obsession of security or the lack of it, but rather on risk management activities with what they entail of responses to the current threats. Businesses of the region need to learn about how to evaluate their stance on risk and the means of confronting it and accordingly seek the proper help and recommendations for improvement.



This 2-day event will bring experts and professionals to discuss how an intelligent strategy can be drawn with risk management at its core. The audience ranges from governments to communities and from businesses to academia, all set to find effective means to manage potential risks and to face them when needed.



RULE OF THE APPS: The Hand-Held Rich Experience

If we agree that a mobile application is software which runs on a handheld device that can connect to networks, and is based on an operating system that supports standalone software, we must also agree we are not only talking about native apps that can be downloaded from an apps store, but we are also talking mobile web apps that run through a browser. These are designed to run reasonably well via almost any smart mobile web browser.

Mobile applications are now taking us to the direction of only discussing features on smart phones, while most of the nation is still carrying traditional (feature) phones. Within the exhibition hall itself mobile apps presentations will be running from multinationals claiming they have the best plat-

And these are not the only issues when it comes to smart phones. They actually constitute a significantly small percentage of the Arab African mobile phone users and are not to make a major leap until problems related to price, complexity of use, battery life and others are settled. The public will listen, evaluate and give feedback. The time of one-way talk is over, it is springtime and everyone is entitled to an opinion to be expressed at the **Cairo ICT 2012 Mobile Apps Forum**.

forms, to young entrepreneurs seeking to prove them wrong and showing their own development.



2011
KEY
PLAYERS

Intel Corporation	AIS	DATANIL Software	EgyptSat Telecom	Hi Connect
IBS	ACML	Delta Software	EGYWEB	IRWAA
Intertech Vision ME	Al-Motahida Group	ECCO Outsourcing	Etisal	IT Land
IP Protocol I.N.C	Alpha Misr Information Systems	EConnect Telecom	Eventum IT Solutions	JELECOM
IREC	Asgatech	Edu Systems International (ESI)	Fixed Solutions	Madenty.net
IT Synergy	Back & Front ITS	Egylec	Fuzzy Cell	MAIN TELECOM
ITIDA	BDO Esnad	Egysacom	Good News 4 me	Matrix Information Technology



CAIRO ICT Forum

This is probably the oldest continuing ICT forum in the region and has a track record of success. From discussing industry-related issues to applying ICT in the different sectors, the Cairo ICT Forum has seen a line-up of top-notch speakers and moderators alongside an impressive presence in about 700 sessions along the years.

The 2011 round saw a change of concept when all the forums were brought down to the exhibition ground, adding a new flavor to both the forum and exhibition. Industry leaders networked with professionals and even youth who showed a deep interest in the topics, especially in heated discussions on matters of privacy and on-line identity.

The heated debates are coming back in 2012 with issues covering the future of the Internet, ICT applications in government services, real estate, banking and others. Tutorials and on-hand training similar to the ones carried out by Nokia in 2011 will continue to rise as a trend of the Arab/African premier event.



Metco	Technowireless	J R M for Communications	Logica Egypt	MCDR
Millensys	Telecom Arabia	Jiangsu Hengxin	Lorienne SA	Misr International Systems (MIS)
OFIS Soft	Telecom Cluster	Kemet Corporation	Mantrac Distribution	Misr Trade & Investment
Orchida Soft	Social Fund for Development	Ketab Technologies	Matrix Comsec PVT LTD	Mobile guide
SIMTEC	Victory Link	Lagardere Active	Microsoft	Mobilink
Smart Business Solutions	Wasalny	Lenovo (Mantrac)	MCS	Nera Networks
Tagipedia	Wireless Stars	LINKdotNET	MSAD	NetApp

Evaluate

Chances of Business after Cairo ICT



Regional and International Exhibitors at Cairo ICT 2011:

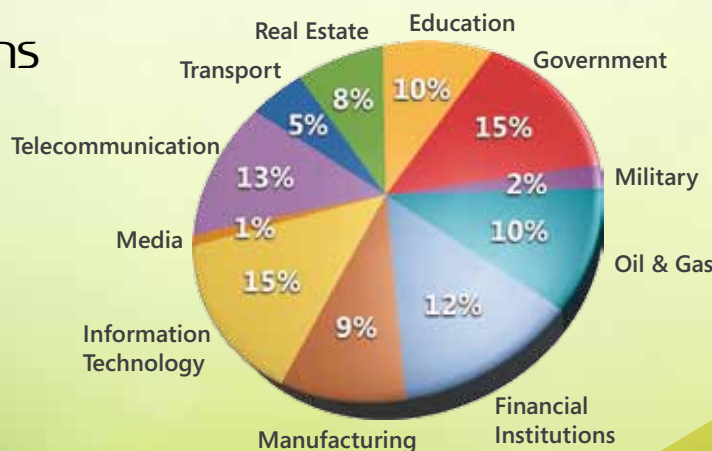
The participation of several regional and international companies was stronger than in previous years, to confirm the confidence in the Egyptian industry as Cairo ICT is considered the meeting point of the ICT and related communities in Egypt and the region. Despite the aftermath of the revolution that has affected many sectors and other events Cairo ICT kept the number of exhibitors of 2010 round and also the size of the event.



FRANCE Guest of Honor:

France was Guest of Honor this round. French Ambassador in Egypt Jean Felix- Paganon headed a delegation to the exhibition. The visit was followed by a meeting attended by businessmen and members of the French Chamber of Commerce in Cairo and governmental officials.

Classifications of Visitors



Netway
NTI
Nile IT
Nokia
Online Modern Solutions (OMS)
OTA

PACC
Pavli Soft Co., Ltd.
QNAP Systems, Inc.
Quranmakka Technology
Raw Entertainment
Redington Gulf

Reichle & De-Massari R&M
Sagemcom
Schneider Electric
SEE
Shanghai Baud
Shenzhen Fibershow

Shenzhen Necero
SICC
Siptech Communication
Smartec
Softex Software House
Softline International



Outstanding Support from the Government:

The exhibition was inaugurated by H.E. the Minister of Communications and Information Technology, Dr. Magued Othman, H.E Charles Kitwanga (MP), Deputy Minister for Communication, Science & Technology, Tanzania and H.E. Jean Felix- Paganon, Ambassador of France (Guest of Honor).

Statistics Prove Success of 2011 Round:

Exhibitors at Cairo ICT share many of the same objectives found at similar large-scale events around the world. Almost all exhibitors reported that their main purpose during this special round of Cairo ICT was sales & marketing. The majority also utilized the event for public relations, maintaining relationships and creating awareness about their products and services. Exhibitors applauded the professionalism of the Cairo ICT staff and the assistance available for exhibitors. While 95% of exhibitors reported immediately that they would continue participation in Cairo ICT 2012, nearly 70% of those exhibitors said they were satisfied with their location and planned to remain there in the following year, 30% will enlarge their stand in the future.

Various Agreements Signed at CAIRO ICT 2011

Cisco

Cisco announced that it will invest \$10 million to seed a sustainable model of job-creation and economic development in Egypt.



Huawei & National Telecom. Institute

2 memoranda of understanding between Huawei and The National Telecommunications Institute dealing with launching the Egyptian training program, which comes in a Chinese grant at about USD 4 million.



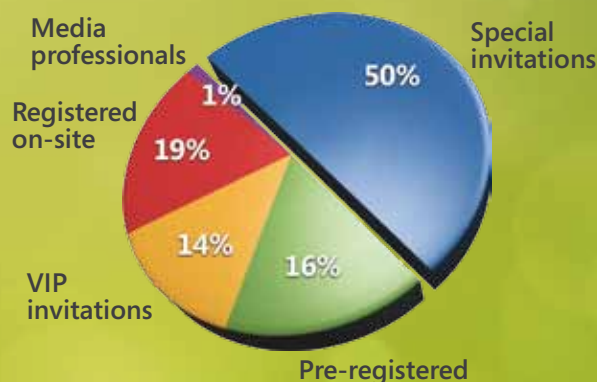
TIEC & Nokia

TIEC and Nokia signed a memorandum in the field of training and skill development for Egyptian youth, as well as embracing their creative projects.



Large Attendance by Trade Professionals:

Cairo ICT 2011 serves not just as an exhibition space, but also as a way for business leaders to meet and make deals. 82,350 visitors, VIPs, business people, officials, delegates and media personnel attended Cairo ICT 2011 to take advantage of the unique opportunity of access to so many of their colleagues. The ICT industry was of course well presented, but the oil and gas, tourism, manufacturing, education and other industries also took part in the conference.



Sony Vaio
Sunsea Telecommunications
Systel Telecom
TE Data
Telebusiness
Telecom Egypt

Telecom Misr Company
Teleperformance
Telepower Communication
The Blue Zone / FRC Group
Mobinil
NTRA

Ubifrance
UNESCO Cairo Office
United Distribution
Universe
Virgi Tech Corporation
Vodafone

Westcon Middle East
Western Digital
WSI Egypt
Xconcepts Solutions
Xerox Egypt
Youm7



Exhibitor Profile

- Banks / Financial Institutions / Banking Technology
- Broadband Solutions
- Business Communications and Networks
- Business Storage/Virtualization
- Call Centers
- Computers
- Content Providers
- Digital Signage
- Display Technologies
- Education Technology
- Electronics
- GPS Solutions
- Green Technology Providers
- Home Automation
- Information Technology
- Internet services / ISPs
- Office Automation
- Operators
- Printers / Peripherals
- Real Estate
- Security Solutions
- Smart Cards
- Software and System Management
- System Integration
- Telecommunications
- Wireless Communications



Unique Campaign:

Cairo ICT has one of the largest campaigns in the region, using all possible vehicles and means that lead to the widest exposure possible. All specialized media in the region, TV stations and the internet are going to be the field of action for this important event.

SPONSORSHIP OPPORTUNITIES: Book Your Space Now

Cairo ICT presents itself for multinational, regional and local companies to position themselves in one of the world's fastest growing markets. Through sponsorship packages tailored specifically to cover the needs of each potential, strong presence can be achieved, while booking space allows you to receive more than 80,000 visitors and to present them with your latest innovations and products. As the interest in Cairo ICT 2012 is on the rise, book your space now or ask for a sponsorship package.

Organized by



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