

Law supports MCIT efforts to protect personal data

THE Minister of Communications and Information Technology Amr Talaat has stated that enacting the Personal Data Protection Law supports the diligent efforts of the Ministry of Communications and Information Technology (MCIT) to protect citizens and residents' personal data. It is also a key step to bolster MCIT efforts to implant data centre industry in Egypt and create a safe environment for the circulation of information in the cyberspace, he added.

The ICT Minister's statement was in light of President Abdel Fattah el Sisi's approval of Law No. 151 of 2020, to issue the Personal Data Protection Law, after being passed by the Parliament.

The ICT Minister said that the data centre industry is one of the most promising industries that contribute to the growth of the economy, significantly, through attracting international investments in this field.

Talaat highlighted that Egypt's unique location on the global submarine cable map helps create promising opportunities for



Amr Talaat

many Egyptian and international companies to start implanting this industry in Egypt. This in addition to the availability of electric power, which is an essential element for establishing a data centre industry, with electric power being produced abundantly in Egypt. Moreover, according to the Integrated Sustainable Energy Strategy (ISES), the Egyptian government set goals to increase the contribution of renewable energy to 20% of the electric power mix by 2022, and 42% by 2035, added the ICT Minister.

OBG lauds Egypt's IT infrastructure, global footprint

EGYPT has established its position as a preferred destination for business process outsourcing (BPO), according to a recent report published by Oxford Business Group (OBG), a British consultancy, global publishing, and research firm.

OBG has lauded Egypt's outstanding value propositions and how this helped in attracting business outsourcing firms drawing on the country's unique location between Europe, the Middle East and Africa; its youthful, educated, tech-savvy and multi-lingual population; and strong IT infrastructure.

The budding segment has been supported by the government, which offers financial incentives to outsourcing companies, and has invested in the necessary telecommunications infrastructure upgrades to support BPO, such as 4G and fiber-optic cable networks; OBG noted.

The country's success establishing itself as an outsourcing destination, where industry leaders are leveraging it for their IT global service delivery; has created thousands of jobs, with the BPO workforce expanding from 169,000 in 2017 to 212,000 in 2019. Indeed, this figure is projected to reach 240,000 in 2020. These jobs are filled by



employees with specialised skills, as the country produces around 220,000 graduates in BPO-related fields and 50,000 in ICT-related fields per year. These students are also often multi-lingual, with the top languages of study being English, with 90,000 graduates per year; French, with 5,400 graduates; and German, with 3,000 graduates.

The report added that BPO firms are drawn to Egypt not only for its educated labour force and geographic location, but also for its low costs. The average annual salary for a software developer in

Egypt is \$7500, down considerably from \$20,000 in Romania and Bulgaria, and \$24,000 in Poland.

The country's location also means it can accommodate work across varying time zones and allows companies to provide business continuity between operations in the US and Asia. OBG added that ICT development has accelerated, with public cloud servers and BPO emerging as core contributors to the sector's growth in recent years.

The International Data Corporation (IDC) projects that Egypt's ICT exports – which

include BPO and knowledge process outsourcing – will expand from \$3.3b in 2017 to \$4.7b in 2020. It is also shifting from a specialisation in multi-lingual centres to providing high-value niche services, such as product development and research. As of 2018, Egypt provided BPO services to some 100 countries in 20 languages.

A supportive start-up ecosystem and government investment have allowed innovative enterprises to focus on developing services related to artificial intelligence, the internet of things and big data. The

rollout of 5G will be another notable step towards this end. The government and telecom operators are investing in the network upgrades that are essential for the implementation of 5G commercial services. In 2018, the National Telecom Regulatory Authority launched broadband fibre optics, a necessity for technologies that rely on 5G.

Offshoring firms will be able to use these technologies, increasing Egypt's competitiveness on a global scale. "Egypt is effectively positioned to become a major hub of business and technology services to countries and organisations that are undertaking digital transformation, particularly those in regions such as North America, Europe, and MEA facing resource constraints," Jyoti Lalchandani, IDC's group VP and regional managing director for the Middle East, Turkey and Africa, wrote in the German Outsourcing Association's "Destinations Egypt 2.0: Outsourcing Destination Guide 2019" report. "After establishing itself as a preferred regional outsourcing hub, Egypt started expanding its global outsourcing footprint and is now one of the fastest-growing offshore destinations in the world."

Samsung unveils 5 new devices in Galaxy ecosystem for better work, play

SAMSUNG Electronics Co., Ltd. hosted its first-ever Galaxy Unpacked virtual event livestreamed from Korea to introduce a new suite of power devices. Five devices were revealed during the event, that seamlessly integrate to empower consumers navigating a rapidly changing world: Galaxy Note20 and Galaxy Note20 Ultra, the most powerful Note series yet; Tab S7 and S7+, versatile tablets for productivity and creativity; Galaxy Watch3, a premium smartwatch along with advanced health features; Galaxy Buds Live, stylish and ergonomic earbuds with amazing sound quality; and Galaxy Z Fold2, the next generation foldable smartphone with enhanced refinements.

"Never before have we relied on technology like we are today. It's how we are staying connected



broader Note users looking to maximise their time for work and play. Both are built for efficiency, so you have more time to stay connected with the people you love.

Now, on the Galaxy Note20 series, new S Pen and Samsung Notes features provide an even more powerful experience and extend to Galaxy Tab S7 and Tab S7+ for flexibility and convenience. Plus, a deeper relationship with Samsung's long-standing partner, Microsoft, makes the Galaxy Note20 series and your Windows PC seamlessly work together.

Samsung devices and services are designed to work together effortlessly, elevating not only your work and play, but everything that's important to you. Take your Galaxy Note20 series to the next level by pairing it with other new additions to the Samsung Galaxy: Galaxy Tab S7 and Tab S7+, Galaxy Watch3, and Galaxy Buds Live. With these cutting-edge complements to the Note experience, you can work smarter, play longer, live healthier, and communicate better.

The Galaxy Note20 series and Tab S7 series will be available in select markets starting August 21, 2020.

as we navigate the extraordinary challenges faced around the world," said Dr. TM Roh, President and Head of Mobile Communications Business, Samsung Electronics. "Technology must make life easier, not more complex. That's why we have introduced five new power devices. Alone, these devices are powerful tools to help you maximise work and play. Together, as part of the Galaxy ecosystem, they work together seamlessly so you can spend your time focused on what matters most."

The Galaxy Note20 series is a productivity powerhouse that works like a computer and lets you game like a pro. The series comes in two versions: Galaxy Note20 Ultra, designed for Note fans who demand the ultimate in power and productivity, and Galaxy Note20, for

Careem celebrates 8 years in region

THE Middle East's leading integrated internet platform, Careem, celebrated 8 years since its inception and start of operations in 2012, last July. The first trip ever operated by Careem has taken place that year in the city of Dubai, and today, they are operating in 100 cities in 13 countries in the Middle East, Africa and Pakistan.

Throughout the past 8 years, Careem has managed to offer an excellent performance and ser-

vices in the company's trips with an accumulated distance that reached 7.4 billion kms!

Believing in the importance of giving back to the communities in which they operate, Careem managed to donate an accumulated amount of \$1.3m through its different initiatives dedicated for NGOs and charities. This has been achieved through the innovative system "Careem Rewards Programme" that also allows the

customers to redeem their points that reached total of 50 million in the region, which equals \$15m, offering variable benefits.

With the celebration of the 8th birthday, Careem Egypt is also celebrating the arrival of a new GM, as the company announced the appointment of Haitham Essam in the position of the General Manager. This comes in line with the continuous efforts of the company to renew its management and



Haitham Essam

enrich it with more calibres with a vision to improve and update the services of Careem Egypt, in addition to increasing its market share.

'Otlob' success story with 50,000 jobs in 8 cities

TALABAT, the region's leading food and grocery delivery platform, announced the rebranding of Otlob, to talabat. This is underlined by a 50,000-person job creation project in the Egyptian market, and an extensive expansion of its services in Egypt.

The September 1st rebrand reconfirms talabat's commitment to the Egyptian market, and the vast potential that it holds. In the upcoming years talabat will continue to invest significantly in the country to stimulate growth in a range of delivery-related sectors – aligning with the recently launched Digital Transformation initiative by the Egyptian government.

Initially, this investment is through the creation of 50,000 new freelance rider jobs for the people of Egypt, as well as launching in eight new cities in 2020, to have the ability to ser-



vice more than 55,000,000 potential customers, and continued rapid expansion in 2021. Tomaso Rodriguez, Chief Executive Officer of talabat, which acquired Otlob in 2017, understands Otlob's rich Egyptian heritage, and the need to continue its legacy through talabat.

"First of all, let me pay homage to Otlob and the Otlob team, an

Egyptian success-story which we're privileged to continue to build on. We are hugely proud of all of the talent that has had a role in Otlob's success since its inception in 1999, and are excited to continue this journey together, working as one team."

"When we acquired Otlob in 2017, we saw that Egypt is a country of massive potential. It is a market of 100 million Egyptians with a love for food and the joy it brings to friends and families."

"From the street-vendor selling koshari from their cart, to the many family-owned restaurants, as well as your local stores who are looking to move into delivery; at talabat we will continue to provide services to our partners which improve their livelihoods and their profitability, allowing their businesses to prosper on our platform."

"We're also rapidly expanding our operations, opening up 50,000 new freelance rider positions for the people of Egypt, where riders have the flexibility to choose their own hours, and get to appreciate the satisfaction of joy on customer's faces when they deliver their goods."

Another of the key considerations around the rebrand, is increased customer experience, which Sofiene Marzouki, Otlob's Managing Director, sees as a positive.

"For our customers, safety, speed, affordability and variety remain at the forefront of what we do. Over the next two months, we're planning to add over 2000 restaurant partners to our platform, to continue to offer the variety that our customers want. What's more, we're going to offer some of the most affordable meals that you can find via a 30LE meal deal!"

Daikin intends to substantially expand in Egypt – officials

'Success Daikin achieved in Egypt can be used as springboard to future developments'

DAIKIN, the leading global innovator and provider of advanced HVAC-R products and solutions, recently opened its new facility in Cairo to lay the groundwork for business development as the company targets to seize market share for large-scale projects. By leveraging the local knowledge and investment expertise of its partner, BPE Partners, the company is poised to substantially expand business in Egypt, where the demand for energy-saving products ranging from residential, commercial to industrial use, is witnessing growth. The Egyptian Gazette met and interviewed Mr Shunichi Mushiake, Managing Director, Daikin Egypt and Mr Sherif Soliman, General Manager, Daikin Egypt.

When asking the General Manager Mr Sherif Soliman:

- **In opening the new facility in Egypt, how will Daikin lay the groundwork for business development that aggressively competes for large-scale projects?**

He responded:

We manufacture a diverse range of HVAC-R products, span-

ning from the smallest 1-Tonne split system to the largest 3,000-Tonne chiller series, which also includes other solutions like controls, refrigerants, compressors and offsite modular solutions. With our diversified portfolio of offerings, Daikin is able to provide total solutions across a key range of buildings and facilities such as villas, commercial buildings, towers, stadiums, data centres and district cooling applications. This also covers key market verticals including residential, hospitality and health sectors.

By leveraging the local knowledge and investment expertise of our partner, BPE Partners, and collaborating with the Daikin MEA headquarters in Dubai, Daikin Egypt is keen to expand and promote all solutions to any application type or size.

- **What are some of the advantages that clients in Egypt will benefit from in the years ahead as Daikin pursues expansion plans throughout Africa?**

The Daikin Egypt facility was established in line with the move to further consolidate our presence and operations in the local mar-



Mr Sherif Soliman

kets – from sales to aftermarket support. We believe in the potential opportunities that the Egyptian market represents for us.

The public sector has now started to move towards keying in a reduction on electrical energy subsidies, driving in a growing preference for energy efficient products, and companies with technologies will lead such trend. Daikin remains steadfast in its commitment towards extending key support and guidance to different markets, especially in the move to implement more energy efficient solutions like the use of inverter technology and green refrigerants across the company's full product range – from splits, VRV, chillers and airside solutions.



Mr Shunichi Mushiake

- **How do you aim to address the demand within different emerging sectors?**

We have been spreading our unique technologies in VRV and Chiller systems in the region and are now working on the 'Inverterisation' of the entire product range right from splits till Chiller systems, and the use of new green refrigerants like R-32. We have seen increasing acceptability for green products and with government regulations for energy efficiency coming in place, it will further fuel the growth in the market.

Daikin continues to remain fully committed in providing key markets with highly efficient products that have been designed

to address growing customer needs and expectations.

Our excellent performance has given us the confidence in predicting a continuing demand for highly efficient products using inverter technology. We are also seeing continued increase in demand in residential projects and replacement (Retrofit) projects across hospitality and service sectors.

When asking the Managing Director Mr Shunichi Mushiake:

- **What are the strategic plans and future developments that Daikin MEA is planning in Africa and Egypt in particular?**

He responded:

At present, we are now looking into increasing our visibility and presence through the opening of more local offices and affiliates across major countries in the Middle East and African (MEA) region. We have found considerable success in this effort, which has prompted us to set our sights towards further expansion.

The opening of our new facility in Egypt is aligned with our Fusion 20 management plan of penetrating each region by establishing local sales companies and offices.

Since opening Daikin Egypt four years ago, the company has managed to achieve remarkable growth, which has allowed us to position ourselves into becoming one of the most significant players in the Egyptian market today – marked by an active presence, robust setup and operations.

With energy-saving products ranging from residential, commercial to industrial use, the company is poised to substantially expand its presence in Egypt. The success that we have achieved across the Egyptian market can be used as a springboard to future developments in the MEA region.

- **What opportunities are you seeing in Egypt?**

The Egyptian market has always proven itself to be a highly resilient market; showing us clear growth in terms of new developments across real estate, offices, commercial buildings, infrastructure, tourism, hospitality, and health sectors.

Right now, Egypt has helped pave the way for large-scale urban development projects and consequently, substantial growth is foreseen in the air condition-

ing market. By 2050, the current population of 23 million people in Greater Cairo is projected to climb to over 40 million. The rapid increase in energy cost has prompted consumers and owners to invest in highly efficient products, which can save up to 50 per cent during the product life cycle.

- **How do you plan to maintain yourself as the regional market leader with regards to introducing climate friendly refrigerants?**

The countries that ratified the Kigali amendment to reduce the global warming impact of HFC refrigerants are now working to replace commonly used refrigerants with those having a lower environmental impact. To show our support for this initiative, Daikin has provided free access to its patents covering HVAC equipment using the low GWP R-32 refrigerant. From a regional perspective, Daikin has also expressed its support for the United Nation's (UN) continuing efforts to assist regional manufacturers in their evaluation of low GWP alternative refrigerants suitable for the region.