

المصرية للاتصالات وغرفة المنشآت الفندقية : إتاحة خدمات الاتصالات المتكاملة بالفنادق

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**"AUC VENTURE LAB" يفوز بجائزة برنامج
أفضل "مُسرع" في شمال إفريقيا**

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مع تمويل نحو مليون مشروع .. و 1.1 تريليون جنيهه استثمارات؛

للمرة الاولى كابلات الفاير تدخل لقرى محافظات الصعيد ضمن مشروع حياة كريمة

فخلف الخراساني وقررت مئات الآلاف من حرس الملل استباقيات بلغت 835 مليا حيه .

وقد رافق رئيس الوزراء ان جهود التعدي تحقيق التنمية كاتمة لقيام السيد كرم في ٤٤٠٠ مليون .

وقد رافق التنمية وجميع التنمية والاتي شية ناء الانسان والاتي التنمية الاقتصادية تحقيق التنمية في البنيات التحتية بجانب مبادرة الرئاسة حيا كريمة تطوير القرى الصبية .

في فخلف الاتصالات ، اشار رئيس الوزراء ان السيد ان نصيب من مشروعات التعدي والرفقة الخاصة تطوير موانئ الحاكم والتايات ، وقسام الشرطة .

وقد رافق البرود ومكتب الشؤون العماري ، ومن حيث كتم عليها لا يتجاوز حارتي ندبا واباء .

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وكالة الفضاء المصرية تسلم 3 أقمار صناعية تعليمية للجامعات

والجامعات المصرية وذلك بالتعاون مع أكاديمية البحث العلمي والتكنولوجيا. انضافت مساهمة افتتاح معامل ابتكار الفضاء في كلية الهندسة بجامعة عين شمس، وفي كلية الهندسة بالأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري، وكلية العلوم بجامعة حلوان وأصبح له من المقر أن يشارك في الاختصاصات التخصصية ومخصص رئيس البحوث في أكاديمية البحث العلمي والتكنولوجيا، الدكتور شربل عبد القادر القائم بعمل رئيس معهد بحوث التكنولوجيات والكواكب، الدكتور محمد إبراهيم رئيس قطاع بحوث واختراعات الأقمار الصناعية، وعدير المشروع إلى جانب عماد الكليات.

كاتب: **باجمل خالد - فهد مقداد**
شهد الأستاذ خالد عبد الغفار وزير التعليم العالي والبحث العلمي تسليم أول إنتاج وإتاحة الفضاء المصري من الأبحاث الصناعية التكنولوجية (Space Key) ليكون نواة لعمل ابتكار الفضاء في 32 كلية علمية وعلمية في مختلف جامعات مصر، وذلك بتحويل مشترك من الوزارة وأكاديمية البحث العلمي والتكنولوجيا. من جهة قال الدكتور محمد القومسي الرئيس التنفيذي لـ (Space Key) يعتبر قمرا صناعيا تعليميا تم تطويره بواسطة الفضاء المصري لكونه نواة لعمل ابتكار الفضاء بتلك الهندسة والعلوم بمختلف

أول اجتماع للحكومة يكامل هيئتها في مقر مجلس الوزراء بالعاصمة الإدارية الجديدة

اليوم بعد يوم تاريخياً، وذلك بعد إعلان الرئيس عبد الفتاح السيسي، رئيس الجمهورية، عن تعيين الحكومة الجديدة، مؤكداً في هذا السياق أن اجتماعاً اليوم في الحى المأهول بالمعاصرة الإدارية الجديدة يعتبر بمثابة رسالة قوية وواضحة للمجتمع العالم فأنه منذ مصر تخطو بخطى حثيثة وقوية نحو المستقبل رغم كل التحديات.

أشار رئيس الوزراء أن هذه الاجتماع بالمقر الجديد لمجلس الوزراء بالحى المأهول بالمعاصرة الإدارية الجديدة يأتي في إطار بدء الانطلاق التحويلي لعمل من المعاصرة الإدارية الجديدة.

كتب: محمد شوقي - محمد حلمي
ترأس الدكتور مصطفى مبرور، رئيس مجلس الوزراء، الاجتماع الخاص - اجتماع الحكومة بكامل هيئتها - مع مجلس الوزراء والمصاحبة الإدارية الجديدة المناقشة بعد من الملاحظات المهمة، وذلك في إطار توجيه الرئيس عن عدد من السياسات، وهي السياسية، بالبدء في الانتقال إلى العمل على الحكومة والمصاحبة الإدارية الجديدة، كإجابة على فكرة انتقالية تجريبية. وسهل الدكتور مصطفى مبرور الاجتماع، بالتوجيه بأعضاء الحكومة في المقر الجديد بالمصاحبة الإدارية الجديدة، مبررا عن أن هذا

بروتوكول تعاون بين معهد " iTi " والبنك العربي
الأفريقي لتأهيل الشباب تكنولوجيا

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شحن مبادرة عالم رقبي "CWS 2021"،
 "حاسبات سوهاج" تسهيف أقطار الإبداع، طريقك للنجاح
 تمهين: الإبداع، ياد لأعمال الصالحات

تطبيق
عالم رقمي

يحيى

[illegible]

"IBM": هدفنا استعادة الشباب من برنامج مهارات المستقبل لتطوير مهاراتهم الرقمية

د. بديعة أحمد - محمد شوقي
 تخرجت أديرة دكتوراه في الفيزياء من جامعة القاهرة، الرئيس التنفيذي لشركة IBM في الشرق الأوسط والشرق الأوسط وشمال أفريقيا. لديها خبرة في إدارة فرق العمل في الشركات العالمية. لديها خبرة في إدارة فرق العمل في الشركات العالمية. لديها خبرة في إدارة فرق العمل في الشركات العالمية.



من ناحية أخرى، أكد كريم أحمد، مدير تسويق برنامج CWS 2022، والتي نظمها جريدة "عالم رقمي"، بكلفة حسابات المعلومات جامعة سوهاج، من ناحية أخرى، أكد كريم أحمد، مدير تسويق برنامج

جورجيا ٨٠٪ من سكانها من المسلمين، ١٠٪ من الأرمن، ٥٪ من المسيحيين، ٥٪ من البوذية، و٨٪ من أتباع الديانات الأخرى. في جورجيا، ٨٠٪ من السكان من المسلمين، ١٠٪ من الأرمن، ٥٪ من المسيحيين، ٥٪ من البوذية، و٨٪ من أتباع الديانات الأخرى. في جورجيا، ٨٠٪ من السكان من المسلمين، ١٠٪ من الأرمن، ٥٪ من المسيحيين، ٥٪ من البوذية، و٨٪ من أتباع الديانات الأخرى.



وفقاً لتقرير "Burga" : سامسونج تدرج على عرش
السبق الروس. للهاتف لدينا شاهي ثم ايل

[illegible]

استعداد لرحلة تمويلية : منصة "بكبا" لإعادة التمويل
تخطط للتوسع في السعودية والإمارات

[illegible]

" FILKHEDMA " بعد الاستحواذ عليها : توسعات محلية وإقليمية تطبق الخدمات المالية

وبموجب الاستحواذ ستضاعف الشركة الناشئة جنوب إفريقيا
سوقها المحتمل في إفريقيا، وتوسع في ثلاث مدن جديدة من خلال
FliKhedma في الموانئ على طول سواحل جنوب إفريقيا وخدمات
التجويل على شبكتها في مصر في الوقت نفسه. "ستستفيد" من
الخبرة من شركة SweepSouth في المملكة المتحدة والصناعات والتسويق
المتقدمة للمساعدة في تطوير خدماتها وتوسيع نطاقها الجغرافي. من
إلى عمالها في جنوب إفريقيا وكينيا ونيجيريا. ستحتج Sweep
South، إمام أدهو FliKhedma لتوسيع جديده في الغارة من
إلى إفريقيا. خدمات الشركة الناشئة المصرية إلى عروضها في جنوب
إفريقيا.

د. باسل خالد - محمد الوائلي
 مدير تنفيذي في شركة رابطة من شبكة الشركات الاستشارية الأخيرة لتعليم في الخدمة
 Filkhead. (المصري) المتخصصة في تقديم الخدمات الاستشارية
 Cairo Angels استعد هذه الشركات استشاريات
 في منطقة
 بالمتاح على الطيف من الخبرة كخدمة مشتركة
 في أفريقيا " سبوت " في مصر إفريقيا. وهو في ظل التوسع
 دوليين. ما عدا العلاقات التجارية كالأفراد أو أحد الأعمال
 في مصر الخدمات والاستشارة في مصر القاهرة. ما عدا ذلك
 Ghnt Consulting و Bas Venture
 بجزء من مجموعة من الشركات
 " سبوت " كجزء من شروط الاستثمار
 الأمريكية في الأسهم في " سبوت "

[illegible]

خلال لقائه مع مسئولى "هانيويل" الأمريكية :

الوزير محمد علي ولد عبد الوهاب - الوزير محمد علي ولد عبد الوهاب - الوزير محمد علي ولد عبد الوهاب

وزير المالية : الانتهاء من

كتب : باسل خالد - وآمل الإيجابي

أكد الدكتور محمد ميط وزير المالية أن هناك توجهات رئيسية بدراسة وإقرار حزمة تحسينات لوظائف القطاع الأسترابي، على النحو الذي يسهل في تحسين هياكل الأجور وترسيخ القاعدة التصديرية، وتعزيز شاشية الإنتاج المصرية في الأسواق العالمية، وموسدا أن الحكومة تدرس حاليا عدة مقترحات لتحسين صناعة اللؤلؤ والمجوهرات وصناعة السيارات الكرواتية، وغيرها من الصناعات التي تسعى لتوطئها.

وإضافة إلى حوار منتج مع رموز مجتمع الأعمال خلال الندوة التي نظمها الجمعية المصرية الليبرالية لرجال الأعمال، أن الحكومة تتركز أن القطاع الخاص هو الفاعل الرئيسي الاقتصادي، على تشجيع أن يغير هياكل عمله للتحسين سويلا، ولذلك تفضل بقاء نوع تعزيز مشاركة القطاع الخاص في عملية التنمية، وتضمين مساهماته في النشاط الاقتصادي، مثيرا إلى أن البروتين

مناقشة المجلس، التي سيجب أن تكون عملية شورية غير مسبوقة، وأجست تهيئة الأعمال في مصر أن تركز على التسهيلات المالية والأجنبية، حصلت على

وقادرة على الوفاء بمطالبات
الجزء لتشغيل الصناعات

ساري

فرصة كبيرة لتبناها وهذا ما اعتدته.

من جهة أخرى للمحتد الرسمي استأجر ساري التوسع على الأسواق الماسية عبر الجهد المبذور من قبل فريق ساري لتطوير وبناء منصة قوية تشد وتوحد الماسيين في مجال فعادة الأعمال الإلكترونية. الماس في الثورات والتغيرات التكنولوجية المتسارعة لا تشهدنا نحن مجال ساري الخفيف في قطاعات الأعمال. نحن نشهد التغيرات المتسارعة في نمو الشركة في أسواق المنطقة.

نضع كمبر أساسية على الاستثمار في دول الأعمال والشركات الناشئة التي يمكن الزخا في تكيف الشركات مع التغيرات الجارية في المنطقة ودول العالم، وبما يشهد عن أهداف أساسية من جهة عن استراتيجيتها متباعدة الأمداء العامة. ساري في إضافة أخرى، من قطاعات الأعمال الإلكترونية وحرصين على المساهمة في نمو الشركة على المستوى المميز. دول الأعمال تتركز على

بما يمدد من الخدمات الموزعة التي تسهل على مستخدميه توفير الخدمات وتزود من كفاءة عالية التود.

وتحت إدارة ساري، ساري حصلت على تمويل مبالغته لتكثيف من نمو أسواقها في قطاع فعادة جود تود على مائة مليون دينار. بما يمدد ساري ساري ساري

ساري

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ITIDA Hosts Virtual Employment Fair for Local Talent to Meet Rising Demand for Outsourcing Industry in Egypt

By: Basel Khaled - Mohamed ElKholi

The Information Technology Industry Development Agency (ITIDA) has organized its annual Employment Fair, through which 40 global and local ICT companies have brought job opportunities closer to young Egyptian talents and fresh graduates.

The virtual gathering is one of ITIDA's roles to meet the accelerated demand for labor in the growing outsourcing market through enhancing business skills and equipping Egyptian youth especially university grads with the essential business and digital skills to join the ICT sector.

During his opening remarks, Engineer Amr Mahfouz, ITIDA's CEO, stated that the Egyptian ICT sector is one of the most opportunities-packed, labor-intensive sectors. Mahfouz highlighted the role played by the Egyptian government and the unprecedented surge in



Investments in infrastructure development and enhancing the digital skills of young people

which led to the rapid response, and resilience during the COVID-19 pandemic.

"ITIDA has trained through its Egypt FWD initiative, Next Technology Leaders initiative, in addition to its Foreign Language Training programs 162K trainees, and provided 22K new jobs during 2021", Mahfouz noted.

Additionally, Mahfouz revealed the details of ITIDA's new strategy, which was developed in cooperation with Ernst & Young Global Consulting Services, aiming to increase the volume of digital exports of outsourcing products and services by about three times over the next five years.

He added that the strategy will provide many more training programs and initiatives under the auspices of the Ministry of Communications and Information Technology (MCIT), targeting to train 200K trainees, with a budget of EGP1.1 billion during FY2022.

Mahfouz encouraged outsourcing companies to take advantage of the Egyptian large talent pool, not only in Cairo, but in various governorates, and to leverage the newly introduced models of work, that are expected to be the new norm, even during the post-pandemic period.

Mahfouz, also motivated young talents to strive to seize the training grants and government-led initiatives and consistently develop their digital skills, to keep pace with global trends and the changing market demand, as well as the fierce global competition.

Over 6200 young men and women registered to explore and apply to nearly 5700 available jobs and internship opportunities offered by key global and local employers like AWS, Oracle, Webhelp, Dell, Ehsalat, Teleperformance, VOIS, DXC Technology, Raya, Majorel, Concentrix.

Valmet to supply microwave consistency measurements to SCA Ortviken mill in Sweden

By: Wael ElHoseny - Nahla Makled

Valmet will supply eleven Valmet Microwave Consistency Measurement (Valmet MCA) to SCA's Ortviken mill in Sweden. The mill is currently being converted from paper to market pulp production. The consistency measurements will be installed in the new chemi-thermochemical pulp (CTMP) line to control the process reliability.

The order is included in Valmet's orders received of the fourth quarter 2021. The measurements will be delivered during the first quarter of 2022.

"We evaluated different applications and found Valmet's solution to be the best. In this project, the mill is expanded from existing process sections where we have already been using Valmet MCAs for ten years. When the responsible production staff asked us to keep using these measurements, it was an easy choice," says Patrick Persson, Project Engineer, SCA.

"We have been cooperating with SCA Ortviken for a long time developing a world-class CTMP plant and



this order further deepens our relationship. The rebuild project has been ongoing for a year now and these microwave consistency measurements complement Valmet's wide delivery scope in the project," says Andreas Lindstedt, Corporate Account Manager, Services, Valmet.

Valmet Microwave Consistency Measurement measures the total consistency of the pulp process stream independent of fiber length, freeness, wood species, or blend. The measurement is not affected by flow rate, brightness, or color and enables better control for more efficient production, improved quality, and economic savings with fewer process upsets and less off-grade product. It offers a wide consistency range (0-16 Cs%) for different applications in the pulp and paper

industry. The sensor is easy to install and requires no regular maintenance, keeping commissioning and running costs to a minimum. SCA group is Europe's largest private forest owner, and it offers packaging paper, pulp, wood products, renewable energy, and services for forest owners and efficient transport solutions. SCA Ortviken in Sundsvall, Sweden, is a mill site in transformation. From having been one of the world's largest publication paper mills, it will now become one of the world's largest production lines for CTMP, using the parts of the infrastructure from the production of TMP and publication paper. There is also production of green energy on the mill site, supplying the Sundsvall district heating grid.

Flat6Labs partners with ESLSA University to Launch Innovation & Entrepreneurship Incubation Program



By: Mohamed Helmy - Nahla Makled

Flat6Labs, in partnership with ESLSA University, has launched a new innovation and entrepreneurship incubation program to empower undergrad students to develop viable and sustainable businesses upon graduation. The partnership was signed in October this year, marking the commencement of the program for the current semester's business students. The program is set to provide capacity building for the business undergrads and equipping them with primary knowledge and tools, enabling them to develop competitive products and companies. Ramez El Serafy, CEO at Flat6Labs, added, "In addition to enhancing entrepreneurship education, this reinvented university acceleration program will be a significant resource not only to the ESLSA institution, but also to the

community at large in innovation, creativity, entrepreneurship, technology commercialization, and regional technological and economic development."

The incubation program spans over two phases in an 8-month period. In the first phase, 100 selected students grouped in 25 to 30 startup teams, will be given general entrepreneurship awareness and the basics of design thinking all the way to marketing and customer discovery, and offered multiple services and perks including expert-led training and coaching sessions, workshops, and mentorship by market experts. This will be followed by dividing the startup teams into two main tracks. The TopX track will consist of 10 startups that will receive intensive entrepreneurial training in order to accelerate their growth within the subsequent 3 months, and the Frontier track, which will allow the remaining 15 to 20 startup teams to further develop their entrepreneurial learning sets and skills. The program will culminate with a showcase event, where startups will pitch their ideas and startups to a panel consisting of ESLSA and Flat6Labs personnel.

ESLSA took its first year of undergrad students in Egypt in 2019 and since then they have been offering accelerated, rigorous and innovative programs that allow students to move forward in a successful career. Commenting on the program, Dr. Mohamed El Eissawy, BBA Program Director at ESLSA University said, "We're very excited to be launching this program with a partner that has such an extensive experience and track record in the entrepreneurial sector, both locally and regionally, such as Flat6Labs."

Tamer Aly appointed as General Manager of Valeo Technical Center in Egypt

By: Mohamed Shawky - Nahla Ahmed

Valeo has announced the appointment of Tamer Aly as the new General Manager of its Egypt technical center specializing in research and development for automotive software. Aly has worked in the automotive industry for the past 20 years, of which more than 16 years within Valeo.

Aly was one of the first engineers to join Valeo in Egypt in 2005.

Since he joined Valeo, he has held a number of different roles. In his last position as the Global Software Research and Development Director of the autonomous driving activity, Aly was the first Egyptian to represent Valeo worldwide. In that capacity, he was responsible for the management of over 3,000 engineers who worked on developing AI-based autonomous driving systems across France, Germany, the United States, Ireland, Japan, Korea, China and Egypt.

"Thanks to the talent of our engineers, Valeo has already succeeded in Egypt to create one of the most advanced automotive software development centers in the world and a unique technology ecosystem," shared Aly. "I look forward to continue working with our teams to make Valeo's development center in Cairo an even more world recognized leader in its field. This is the place to be for all engineers who want to embark on an amazing adventure: inventing the car of tomorrow."

Valeo has 1,500 software engineers in Egypt who work on the development of advanced software that will continue to shape the future of the automotive industry - whether for electric cars, automated cars and all forms of digital mobility. Valeo's engineers in Egypt are specialized in designing, developing and testing automotive software and algorithms, artificial intelligence, machine learning, deep learning and the cloud.



Turkey's Security Solutions Market Poised to Reach \$355 Million in 2025

By: Wael ElHoseny - Mohamed El Kholi

Turkey's security solutions market is forecast to grow steadily over the coming years, increasing from \$247.43 million in 2020 to \$344.89 million in 2025. That's according to the latest research conducted by International Data Corporation (IDC) as part of its recently released Turkey Security Solutions 2021-2025 Forecast and 2020 Market Analysis report.

The security solutions segment continued to grow at a healthy rate of 6.4% year on year in 2020 to reach \$106.97 million, accounting for the largest share of the overall security solutions market's value at 43.2%. The second-largest segment in 2020 was IT security services, with a market value of \$73.19 million for 29.6% share. The security appliance segment rounded out the top three with a value share of 27.2%.

In terms of vendor performance, Fortinet enjoyed strong year-on-year growth to maintain its lead of Turkey's security solutions market in 2020 with 14.9% share of overall software and appliance revenue. In the systems integrator space, Turk Telekom managed to reach top spot for the first time after recording \$12.74 million in security services revenues for the year. "The massive shift to remote working brought about by the COVID-19 pandemic has put IT security under tremendous pressure," says Yemin Arac Ozgur, a research manager for IT security at IDC. "After enabling remote working, organizations prioritized the strengthening of their security postures. As a result, organizations across Turkey plan to strengthen their IT infrastructure security, augment data privacy and data security, and enhance security in their applications development environments." IDC's report highlights that CISOs in Turkey are having to deal with hybrid infrastructure complexity, sophisticated cyberattacks, increased IT environments, a lack of visibility across applications, devices, and users, the use of multiple management dashboards, and an ever-increasing security resources gap. "Half the respondents to a recent CISO survey conducted by IDC in Turkey said that they are aiming to modernize their IT infrastructure over the next 12 months using a 'zero trust' approach," says Ozgur. "Applications security and cloud security initiatives stand out as the top security technology areas in terms of investment. However, budget constraints and a lack of security talent continue to present challenges to cybersecurity in the country."

EGYPT'S ALGEBRA VENTURES SECURES \$15M FROM EBRD FOR NEW FUND

By: Nahla Makled - Mohamed Helmy

Algebra Ventures, an Egypt-based venture capital firm focused on investing in tech startups, has received a \$15 million equity commitment from the European Bank for Reconstruction and Development (EBRD) for its second tech fund.

Announced in April 2021, the Algebra Ventures II will aim to make equity venture capital investments in early-stage tech companies, with Algebra Ventures targeting a first closure of \$60 million. On the other side of the equation, The commitment will be considered a part of EBRD's \$100 million Early-Stage Innovation Facility, through which the bank invests in early-stage venture capital funds.

The fund comes just over four years after starting their first \$54 million fund, which saw the firm invest in 21 startups and entrepreneurs, six of which are valued at over \$350 million. The launch of their latest fund also brought new blood into the company, with Laila Hassan and Omar Khashaba joining as General Partners of the fund. With extensive regional and international VC experience through her work at early-stage VC firm 500 startups, Hassan brings key knowledge of Egypt's startup landscape to the team. Meanwhile, the appointment of Khashaba, who joined Algebra Ventures in 2018, comes after being credited as a major factor in helping Managing Partners, Tarek Assad and Karim Hussein, push Algebra as a regional leader.



Testing labs collaborate to maximize 5G impact ITU's newest focus group fosters federations of testbeds to accelerate tech and connectivity breakthroughs

By: Mohamed El Kholi - Wael ElHoseny

Standardization experts have formed a new focus group at the International Telecommunication Union (ITU) to optimize the "testbeds" for rolling out effective, sustainable fifth-generation (5G) infrastructure and services.

With 5G poised to ramp up digital transformation worldwide, research communities are joining forces to maximize their collective return on tested investments.

The new ITU Focus Group on Testbeds federations for IMT-2020 and beyond responds to urgent needs to build a technical and business ecosystem for the sustainable development, evolution, and federation of testbeds - the physical and virtual laboratories and testing spaces for new and emerging technologies. The accelerating digital transformation of our economies relies on the combination of increasingly complex technologies in fields from 5G and the Internet of Things to big data, cloud computing and machine learning," said ITU Secretary-General Houlin Zhao. "This focus group aims to build new partnerships to help test labs making mutually reinforcing contributions to innovation, to everyone's benefit."

INDIAN CLOUD PROVIDER G7CR TARGETS MENA STARTUPS FOR \$30M INVESTMENTS

By: Mohamed Shawky - Bakim Khaled

Startups that are expanding their operations in emerging markets using B2B SaaS are eligible to receive benefits from \$5,000 up to \$25,000.

India-based cloud services provider, G7CR, announced that it will select more than 1,000 startups across the MENA and India for its accelerator programme next year, where they plan to inject up to \$30 million in investment. The investments will offer strategic support across competency building, capital, technology and revenue, as well as give startups a leg up to adopt transformative innovations such as cloud services.

G7CR is looking to invest in 200 more startups in the next four to five months. Startups using B2B SaaS that are expanding their operations in emerging markets including the MENA are eligible to receive benefits from \$5,000 up to \$25,000.

By: Nahla Makled - Bakim Khaled

Despite Apple dominating other global markets with the iPhone brand, the company is trailing in Russia, but some regions continue to show high interest in the company's products. Most consumers in the country are, however, showing a preference for

Asian smartphone brands. Data presented by Burgis indicates that Samsung is the most popular smartphone brand in Russia, with a market share of 34% as of Q3 2021. China-based Xiaomi ranks second with a share of 26%. Apple comes a distant third with a share of 13% more than half compared to Sam-

sung. Elsewhere, Realme, also from China, is the fourth largest smartphone brand in Russia at 8%, followed by Poco at 3%. Elsewhere, despite Apple recording a low market share in Russian, several regions are registering a high interest in the company's latest device, iPhone 13.

As of December 19th, Google search for the keyword "iPhone 13" attained peak popularity of 100 in Moscow in Sakhalin Oblast, the phrase has a score of 83 to rank second, while Moskovskiy is third with the same score. Saint Petersburg is fourth with a popularity score of 80, followed by Kabardino-Balkaria at 70.

Valtech enters MENA region with ambition to redefine the business-transformation landscape

By: Basel Khaled - Nahla Makled

Global digital agency Valtech today announced its plans for expansion in the Middle East and North Africa region following the completion of the company's acquisition of Dubai-based digital agency Revonic.

As a global digital agency focused on business transformation, Valtech will look to accelerate its regional impact by helping clients improve their digital engagement through enhanced experiences and strategic technology investments.

The company's acquisition of Revonic followed its securing of funding from BC Partners, a UK investment firm, that values Valtech at US\$1.4 billion. Valtech has set its sights on further regional expansion with offices planned for launch in Saudi Arabia and Egypt



over the next 12 months. Valtech brings a breath of fresh air to the digital partner landscape across MENA," said Kareem Monem, Regional Managing Director, MENA. "The unprecedented demand for Digitally enabled Transformation (DeT) in both the public and private sectors means that Valtech's pragmatic approach to consulting, creating and connecting experiences across the B2B and B2C landscape will be very well received."

With an initial focus on four key industries, namely FSI, retail, government, and travel and hospitality, Valtech will look to launch its Experience Commerce and Data services to help accelerate its clients' transformational journeys and positively impact their business performance.

In addition to working with large-scale enterprise technologies, Valtech is also a pioneer in the composable technology segment, having spearheaded the founding of the MACH Alliance (microservices, API-driven, cloud-native, and headless technologies) is a

collaboration between technology and solution providers that works toward a software ecosystem that is flexible, headless, and cloud-oriented, allowing for a futureproof architecture for the purposes of both commerce and digital experiences.

Globally, Valtech has been making waves in retail and commerce with Microsoft's CEO, Satya Nadella, referencing Valtech's MACH Cosmetics physical-digital store solution during his keynote speech at Microsoft's global partner conference Inspire. This highlights Valtech's strong track record of overcoming complex industry challenges and unlocking customer value in an ever-changing landscape. Valtech is headquartered in Dubai, UAE and will soon be launching additional operations in Saudi Arabia.

In hotels and tourist villages:

Telecom Egypt and the Hotel Establishments Chamber: a cooperation agreement to provide integrated telecommunication services

By: Basel Khaled - Mohamed El Kholy
Telecom Egypt, the first integrated operator of communications and information technology services in Egypt, signed a cooperation agreement with the Chamber of Hotel Establishments to raise the efficiency of the communications infrastructure and provide integrated communications services in hotels and tourist villages in Egypt, within the framework of the cooperation protocol signed between the Ministry of Communications and Information Technology and the Ministry of Tourism. The agreement was signed by Eng. Adel Hamed, Managing Director and CEO of Telecom Egypt, and Alan Akel, Head of the Business Steering Committee at the Chamber of Hotel Establishments.



Under this agreement, Telecom Egypt will raise the efficiency of the telecommunications infrastructure in hotels and tourist villages in Egypt by connecting them with fiber-optic cables to ensure the provision of integrated telecommunications services, high-speed internet

and other telecommunications and information technology services with the highest possible efficiency for their guests, with the aim of encouraging the tourism system in Egypt. The agreement will be implemented in four phases, starting in Cairo, Giza and Sharm el-Sheikh, in preparation for the UN Climate Summit COP27, which Egypt will host in 2022, reaching all governorates at the level of the Republic with a total of 348 hotels and tourist villages. For his part, Eng. Adel Hamed, Managing Director and CEO of Telecom Egypt, said: "We are pleased to sign this important agreement with the Chamber of Hotel Establishments with the aim of supporting the tourism sector in Egypt with the highest level of ICT services," adding that Telecom Egypt has the capabilities and technical expertise that enable

it to develop the telecommunications infrastructure for hotels and tourist villages in Egypt and providing them with the best and latest in the world of telecommunications technology. For his part, Alan Akel, Head of the Business Steering Committee at the Chamber of Hotel Establishments, said that "signing this agreement comes within the framework of strategic cooperation between the various sectors of the state to support and develop the tourism sector," adding, "We are pleased to sign this agreement with a large entity such as Telecom Egypt, with its great experience in The communications and information technology sector, and we are confident in its ability to develop the communications infrastructure in hotels and tourist villages in Egypt."

DELTA-BASED ECOTECH PLSTKA TO EXPAND ACROSS EGYPT FOLLOWING

By: Basel Khaled - Nahla Ahmed
Plstka, an Egyptian ecotech startup, has successfully raised an undisclosed seed funding round from Alexandria Angels Network with a matching fund from Hivos. A reward app, Plstka helps customers get benefits from their solid waste with a B2B-2C supply chain system for waste management. Founded in 2021, the app exchanges solid trash with discounts and coupon vouchers for various uses such as F&B vendors, medical services, and transportation or let customers buy products at a lower than market price. Plstka, named after the Arabic word for "a piece of plastic" also offers an in-game experience called "Plstka Profitable Competition" which allows users to compete with each other to raise more awareness about plastic waste. "Waste management industry has become a necessity and an important part of our growing global economy. The world is shifting to green energy and waste management and Plstka is targeting a blue ocean market in Egypt's Delta where there is a huge potential for the waste management industry to grow and expand locally and globally," said Alexandria Angels investor Dr. Khalid Al Thwail.

CAREEM JOINS UAE'S GROCERY Q-COMMERCE RACE WITH LAUNCH OF CAREEM QUIL

By: Basel Khaled - Wael Elhoseny
Over the past two years, Careem has been steadily moving away from this idea that it is merely a chauffeur app, providing its users with multiple services on a single platform. In the pursuit of this "super app" strategy, Careem has launched Careem Quil, a quick-commerce e-commerce service that will allow users to get all of their groceries in 15 minutes or less through its hyperlocal network of dark stores.



"We're on a mission to simplify lives and give back time to spend on the things that matter," Chase Larso, Careem's Head of Groceries, says. "Making your grocery shopping 10x easier is a small first step on that journey. Thanks to Careem's customer-centric app and our extensive experience in last-mile delivery, we can optimise the entire delivery supply chain to bring better speed, value, and quality of experience to the market." From ordering to delivery, Careem is able to control the entire supply chain process through their dark store network, which will be operated by order pickers called "Quikers" who process the order, before giving them to dedicated Quil delivery Captains. Warehouse infrastructure within these dark stores will be automated over time, using robotic carts supplied through Careem's KiwiBot partnership to make the process as efficient as possible. Careem Quil will begin by catering to users in Business Bay, TVC, and the Marina by the end of 2021, before expanding to most of Dubai by early 2022. Careem aims to establish over 100 dark stores in Dubai by the end of 2022.

BAHRAINI FOODTECH CALO EYES GCC EXPANSION AFTER \$13.5 MILLION RAISE

By: Mohamed Shawky - Nahla Ahmed
This latest investment will help solidify the startup's current presence in Bahrain and KSA, develop its technology to execute its product roadmap and expand into the GCC. Bahrain-based foodtech, Calo, has jumped to the forefront of the ready-to-eat food space in Bahrain and Saudi Arabia since its founding in 2019. Now, in its latest milestone, the direct-to-consumer (D2C) foodtech has secured \$13.5 million in a seed funding round co-led by Khawarizmi Ventures, Nuvva Capital, and STV with participation from Al Faisali Group, Vision Ventures, 500 Startups, Savor Ventures, Nuvva Ventures and other angel investors. One of the largest seed rounds raised by a D2C foodtech startup globally, this latest investment will help solidify its current market positions, develop its technology to execute its product roadmap and expand into the GCC. Calo was founded at the end of 2019 Ahmed Alrawi and Mohamed Almoayed, providing personalized meal subscriptions along with calculated calories and macronutrients. The startup launched its services first in Bahrain before expanding its operations to Riyadh in early 2021.

realme unveils its Most Premium Flagship Smartphone - GT 2 SERIES featuring unique Sustainable Paper Tech Master Design

By: Basel Khaled - Mohamed El Kholy
realme, the fastest-growing smartphone brand, unveiled its latest premium flagship product - realme GT 2 SERIES. Co-designed with Naoto Fukusawa and inspired by paper, the realme GT 2 Pro is the world's first smartphone with bio-based polymer design. This time around, the realme design studio has once again teamed up with Naoto Fukusawa to create the Paper Tech Master design which is a sustainable product design, keeping "The Future in Paper" as the core design inspiration. This unique design is the perfect combination of Art and the Respect, Love and Reverence of the Great Environment. As the most premium flagship ever by realme, realme GT 2 Pro comes with the special Paper Tech Master Design. Paper is premium, neat and light. Naoto Fukusawa uses the element of the paper texture on realme GT 2 SERIES, bringing the Beauty of the paper to the mobile. realme believes in the harmony between environment and technology, and that materials can break design boundaries in all directions. Distinctive product design is essential for all realme products, but the environment does not need to be sacrificed in its name. This is where realme ensures that style and sustainability are not mutually exclusive. Since the launch of realme 1, "Power Meets Style" has been a constant inspiration, acting as realme's founding product philosophy. Therefore, when it comes to product development, Performance & Design are considered as the two key pillars of realme's product. It is the priority that realme products follow to provide the leap forward experience to global users. The first Snapdragon 8 Gen 1-powered in 2022, realme announces to Launch its GT 2 Series on January 4 in China realme also announced that it will introduce its realme GT 2 series on Jan 4, in China. As the most premium flagship line-up ever, realme aims to bring forward technologies to millions of users worldwide, break into the high-end market and be on the forefront of leading tech innovations. With Relentless tech and design innovations have always been the cornerstones of realme's rapid growth. In the realme GT 2 se-



ries special event, realme has introduced three world firsts: a back cover made of bio-polymer material, a 150° ultra-wide camera, and realme's Innovation Forward Communication. Addressing the new generation's needs, realme states that mobile phones are no longer just communication tools, instead, they represent Gen Z's attitude toward sustainability. Besides, as the most premium flagship ever, realme GT 2 Pro comes with Snapdragon 8 Gen 1 and will bring more exciting specs, hoping to provide a new high-end experience for global users.

World's first bio-polymer material with sustainability-focused design inspired by paper. Created by renowned Japanese designer Naoto Fukusawa, this "Paper Tech Master Design" makes realme GT 2 Pro the world's first smartphone designed with bio-based materials. GT 2 Pro's back cover uses a bio-polymer material that serves as an eco-friendly alternative to fossil raw materials that contribute to global warming. The SABIC bio-based material has passed not only the ISOCC International Sustainability and Carbon Certification, but also various stringent environmental regulation standards, such as REACH, RoHS, and EPEAT. In addition, realme's new box design has reduced the overall plastic ratio from 21.7% in the previous generation to 0.3% for this model. World's first 150° Ultra-wide Camera with Fisheye mode. Ultra-wide-angle lenses are often used in landscape and building photography, as they allow the camera to capture a wider perspective in each photo. The realme GT 2 Pro is the first smartphone to offer a 150° ultra-wide camera. This ultra-wide camera expands the phone's field of view by 278% compared to the main camera's 84° field. realme has also developed the world's first fisheye mode for smartphones, featured in GT 2 Pro. This mode can produce a strong perspective or ultra-long depth of field effect. With a large field of view, the overall picture becomes even more visually appealing.

Ericsson ConsumerLab: Ten Hot Consumer Trends 2030 - the hybrid mall

By: Basel Khaled - Nahla Ahmed
A hybrid mix of connectivity-enabled technology, integrated into real physical environments to enhance shopping and buying experiences, is expected to be a common element of everyday life in 2030 by the vast majority of current early adopters. The prediction is among the findings in the latest Ericsson (NASDAQ: ERIC) Ten Hot Consumer Trends report. The December 2021 report marks the eleventh edition of the Ericsson ConsumerLab 10 Hot Consumer Trends report. In line with recent Ten Hot Consumer Trends reports, it targets early adopter consumers' views on a 2030 timeline - this time covering hybrid shopping experiences in a fictional "Everyplace Plaza" mall. Consumers were asked to evaluate 15 hybrid shopping mall facilities that extend the physical consumer experience using digital technology. Almost four-in-five respondents believe that all 15 tested concepts will be available in some form by 2030. Such "bricks-and-mortar" facilities will be enabled by technologies such as Virtual Reality (VR), Augmented Reality (AR) and programmable materials. Magnus Frodigh, Head of Ericsson Research, says: "The semi-public nature of shopping malls means latency bounds could more easily be controlled and next-generation experiences could be delivered early on. XR devices could be



provided on-site, making it possible to deploy private networks with custom applications for consumers." Based on comprehensive research, the ConsumerLab 10 Hot Consumer Trends report represents the expectations and predictions of about 57 million early technology adopters globally. Dr. Michael Björn, Head of Research Agenda, Ericsson Consumer & Industry Lab, and driver of the 10 Hot Consumer Trends report since its inception in 2011, says: "On the one hand it may be difficult to imagine large numbers of consumers with expensive tech gear such as AR glasses, waterproof VR glasses, haptic body suits, tactile gloves and more at massive scale by 2030. Yet, on the other hand, if such equipment could be shared at lower cost it is definitely possible that large numbers of consumers will have it to enhance everyday shopping mall experiences." He adds: "In fact, 35 percent of surveyed consumers think shopping malls are more likely to feature next-generation technology than homes, compared to just 14 percent who disagree. Shopping malls

have long been high-tech focal points, with many featuring cinemas, game arcades, concert halls, bowling alleys and more. They likely will continue to play that role." Björn says the report also highlights consumer belief that hybrid malls could positively and sustainably contribute to local life. "If anything, the future might be increasingly localized, with 32 percent of respondents agreeing that high-tech shopping malls will make moving to small towns and rural areas more feasible and attractive - and just 13 percent disagreeing with this," he adds. The 10 Hot Consumer Trends 2030 - The Everyplace Plaza are: The All-New Arena "You could be both actor and spectator, but will the immersion experience give you a thrill or a fright? Nearly eight out of 10 consumers envisage event halls where telepresence technology allows artists to digitally perform as if they were there in person. "The Immersive Beauty Salon" "Skipping the knife and needle is an attractive beauty option for many. Beauty salons that use volumetric modelling technology to digitally enhance looks are expected in malls by seven out of 10 consumers. "The Meant Tailor" "Fast fashion tailored just for you - and your avatar. More than seven out of 10 AR/VR users foresee a tailor in the mall using fabrics that can switch to become waterproof or provide ventilation when needed."



UBER PARTNERS WITH PAYMOB TO EXPAND IN-APP PAYMENT SOLUTIONS IN EGYPT

By: Bakinam Khaled - Nahla Ahmed
Aimed at expanding Uber's user base and its fleet of drivers, this unique new partnership will open up a whole host of new payment options that further Paymob's aim of tackling financial inclusion. Spearheading the drive for financial inclusion, Egypt's leading digital services provider, Paymob, and car-hailing giant, Uber, have signed a new partnership in Egypt in a bid to financially integrate a broader base of drivers and riders by extending expanded payment options. Leveraging ride-sharing technology, this new agreement will help propel Egypt towards achieving financial inclusion in alignment with its Vision 2030 strategic plan. Riders now have the ability to top up their wallets on the Uber app using a variety of payment methods including Meeza cards, OTC, and mobile wallets such as Vodafone Cash. Added payments will remain valid without an expiration date to make for more seamless trips. This partnership also streamlines the process of paying Uber's service fee (22.5%) using a number of integrated payment methods - particularly helpful for unbanked drivers. "Egypt's accelerated shift towards a cashless society and financial inclusion has made expanding payment options on the Uber app an important step towards availing access to more people," said Ahmed Khalil, General Manager of Uber Egypt, said. "Partnering with Paymob is a strategic decision, empowered by technology, to facilitate a seamless experience for users, while integrating unbanked drivers within the digital economy." In addition to the newly introduced Paymob payment methods, Uber provides users with a handful of payment options that include debit and credit cards, integrated e-payments, with plans to introduce more methods in the coming period. Since its founding in 2015 by trio Alain El Hajj, Islam Shawky and Mostafa El Menessy, Paymob has established itself as a leader in online and offline payment solutions for merchants in Egypt. In 2020 their revenue skyrocketed by five times, and their user base grew out from Pakistan, Kenya and Palestine.



Hackers attacked businesses over 700 million times in last 30 days globally

By: Basel Khaled - Mohamed El Kholy
According to data compiled and analyzed by Atlas VPN, threat actors attacked businesses more than 722 million times during the last 30 days worldwide. Over 73% of these hacking attempts were malware attacks. Atlas VPN has retrieved and arranged data from Akamai, a cybersecurity behemoth that delivers real-time data on cyberattacks affecting their business clients. Being one of the world's largest distributed computing platforms, Akamai catches a considerable number of threats. Currently, they are in charge of servicing between 15% and 30% of all web traffic worldwide. Hence, the real number of harmful threats enterprises face on a daily basis might be drastically higher. Now, let's jump back into dissecting the data. As mentioned before, a total of 722 million attacks were mitigated in the last 30 days, which comes out to nearly 23 million threats daily. Akamai mitigated over 527 million malware threats in the last 30 days alone. Nearly three-fourths of all threats encountered by companies were malware attacks. Command & control cyber-attacks are also a major concern. Threat actors dispatched a total of 157 million C&C attacks, which represents 22% of all threats. On average, enterprises encountered 4.9 million C&C threats daily. Finally, phishing attacks were found least often, but they still total 28 million attacks per month or 1.2 million hacking attempts daily. Phishing attacks comprised only 5% of the total volume of threats. Apart from analyzing the data by totals, percentages, and averages, we wanted to find out if global threats follow any type of trend. Interestingly, it appears that fraudsters and organized crime groups have a similar schedule to the one in regular office jobs - 9 days on, 2 off. Yet, their days off are usually on Thursday and Friday.

ABK-Egypt Collaborates with Mastercard to Boost Contactless Payments

By: Mohamed El Kholy - Wael El Hoseny
Al Abk Bank of Kuwait - Egypt (ABK-Egypt), one of the fastest-growing banks in Egypt, has entered into a strategic partnership with Mastercard to launch "ABK Pay Sticker" - a contactless payment solution to enable the growth of Egypt's digital economy, enhance financial inclusion and provide consumers with a seamless payment experience. The latest addition to the Bank's digital services responds to the country's increasing demand for contactless and contactless payment experiences. The Mastercard partnership further cements ABK's commitment to boosting digital payments across the region, in alignment with the Central Bank of Egypt's efforts in transitioning the country to a more digital based banking economy. ABK Pay is a convenient payment tool designed to make shopping simpler, faster and more secure for ABK-Egypt customers. Payments using the newly launched ABK Pay Sticker operate



the same way as contactless payment cards - by simply tapping the sticker in front of the POS (point of sale) reader at the pay-

ment terminal to complete the transaction. Commenting on the partnership with ABK-Egypt, Mohamed Benomar, Mastercard's Country Manager - for North Africa, said: "We are moving through an incredibly exciting time in the evolution of the digital payment ecosystem in the MENA region, including in Egypt's fast-growing digital economy. With Egyptian consumers increasingly turning towards safe and secure contactless payment platforms, we are excited to support ABK-Egypt with this innovative touch-free payment experience. We look forward to unlocking the enormous potential of Egypt's digital economy and to providing new seamless payment experiences for ABK-Egypt customers and merchants across the country." Consumers can attach the ABK Pay Sticker to any convenient object to convert it into a functioning payment option, including the back of a cell phone or wallet. The mode of payment is operational across all POS terminals

that support contactless payment technology and does not require a PIN insertion for transactions below EGP 600. The wearable sticker also allows customers to receive an SMS with transaction details after every purchase, enabling them to accurately track their spending. The pandemic has accelerated the use of digital payments, and we are witnessing the rapid adoption of contactless payments in Egypt. ABK Pay Sticker offers customers convenience, safety and security when shopping in-store, and is aesthetically designed to easily integrate with customers' lifestyles. We are delighted to partner with Mastercard and its innovative product team to continue to deliver on our 'Simpler Banking' promise. This partnership underpins our commitment to provide customers with ground-breaking propositions that will enrich their lives," said Khaled Barakat, ABK-Egypt's Head of Consumer Banking.

