















**تلقي الخدمات الضريبية الالكترونية والمنظومة الرقمية جزء من عملية تطوير شاملة للمأمoriات**

A photograph showing a group of approximately ten men in professional attire (suits and ties) standing in a hallway or office setting. Many of the men are wearing white surgical-style face masks. They appear to be engaged in a formal meeting or presentation.

إلى شعراً ومحرسن ينسه على بعد مشكلاته،  
موجهاً بيقظتهم جهوده تطهير المسمى الفنى والتوعى  
للمليونى على المليفين، بما يهم فى التصوير  
علمياً، يشكل ملخصاً ومساعدكم فى تحضير  
أقرارات الالكترونية.  
كما أتبرىء لغيري، خالل الجولة حواراً منفرداً  
مع معظم المثقفين بهذه المأموريات واستمع  
إلى أبرز التصريحات التي تواجههم ومقترناتهم



**حملات التجسس الرقمية القدمة كخدمة تهاجم 2000 شركة صناعية حول العالم** في دراسة "كاسبرسكي" .

الصلب والهلال الأحمر : اختراق بيانات 500 شخص

منصة الطابع السحابية "Creative+ Cloud Kitchen" تجمع مليوني دولار



بـ محمد الطوقي - محمد الطمار  
افت منصة المطابخ السماوية  
Creative+ Cloud, Kitchen+،  
ورت ميلون تولار، وذلك بمشاركة مجموعة من الشركات  
المشاركة والمتضمنة للأكاديميين

سامسونج : تطرح الجيل الرابع من هواتف "Galaxy Z Flip 3"



سيطة بأي حمل من الأحوال، حيث كانت شركة سامسونج تطلق على خواصها الجديدة اسم "الشاشة الشاملة على الشاشة العرضية". ويعتقد البعض أن الشركة قد اقتصرت بالكامل من خلال إصدارات هواتفها في العام 2011، لكن ذلك ليس من جهة المسوّر بشكل ملحوظ.

ويُشار إلى أن سامسونج قد أعلنت في يوم عرض果ون، في 2011، عن خططها لطرح هاتفيها باشرافه على الشاشة العرضية.

ويعتقد المصطفى على ذكر الملفوف، أن سقوط خوارزمية الشاشة العرضية يهدد بذلك بخطول المسوّر، وأنه يتعذر على الناس حتى تجيء على أهل قرر من البراعة، مما يجعله مما لا يُقدر بثمن.

بعد مرحلة الانتظار، تم تقديم هاتفيها في 2012.

تم طلب إثبات امتياز Moto RAZR في 2012، وهي الأيفون الثانية التي تم طلب إثبات امتيازها في ذلك العام.

تم طلب إثبات امتياز OPPO Find N في 2013، حيث يُعتقد أن هاتفيها قد ينبع خططه من

في 2014، تم طلب إثبات امتياز Z Flip 3.

تم طلب إثبات امتياز Z Fold 3 في 2015، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Flip 3 في 2016، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Fold 3 في 2017، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Flip 3 في 2018، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Fold 3 في 2019، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Flip 3 في 2020، حيث يُعتقد أن هاتفيها قد ينبع خططه من

تم طلب إثبات امتياز Z Fold 3 في 2021، حيث يُعتقد أن هاتفيها قد ينبع خططه من

**ريلس : ملحوظ جيل ثالث من ساعات الالكترونية ... قريبا**

ليل ، تخطلل اطلاق 4 هواتف جديدة و4 حواسيب  
ساعات ديكه خالل 2922

ستلوج "البيكار" الفلسطيني الثاني يحصد 15 مليون دولار

كل، محمد عزي - هالة محمد من المفتوح أن تعم شركات  
والآخرين، وستكون على إمداد  
البلدان، ويوضع عن إنتم  
Realme Buds Air 3  
بطارية الساعات لمدة خارج ما  
غيرها بـ 50% من التغذية  
الم giofis والثانية.  
GSMArena  
وقال

**TSMC** "النحوانية للرقمية الالكترونية" **٦٥**

يقيمة ٥.٦ مليار دولار - وهو رقم قياسي شهير واحد، وبنسبة ٤.٨% على  
المتوسط، وهي المعدل الرابع لـ **مليارات** الاربعين، ١٥.٦ مليار دولار، وهذا هو  
الرسائل على اليمين من المهمات الفنية التي أسلحتها كل من  
كما يرى في الصورة، وهي تجربة ملائمة لـ **الموبايل**.  
وتحتاج إلى إثبات على أحجام المدخلات، التي تم تطبيقها لكن كل من الموات  
الآلات في العالم، إنما يقتصر على إثبات المدخلات، التي تم تطبيقها  
الرقمية، إنما يقتصر على إثبات المدخلات، التي تم تطبيقها، وإنما يقتصر على إثبات المدخلات، التي تم تطبيقها.

في ارتفاع قياسي : 600 مليار دولار قيمة "الไตانية ترقائق الالكترونية" TSMC



## Under Auspices of the Ministry of Communication : The Fourth Round of The FDC Summit to Kick off Next February

By : Basel Khaled - Mohamed Elkholby

In a new step towards keeping up the latest global developments in the telecom and information technology sector and in line with the Digital Transformation concepts, The Future of Data Centers summit (FDC) announced the kick-off its fourth round for the biggest technology summit in Africa with 4 major events: Digital Transformation, AI & Big Data, Cyber Security, and FDC Stars for Innovation and Entrepreneurship.

FDC is held under the auspices of Dr Amr Talaat, Minister of Communication and Information Technology, on February 28th and March 1st at Intercontinental Citystars Hotel, Cairo.

Commenting on this announcement, Eng. Tarek Shabaka - CEO at Mid-east Communication Systems -MCS stated "At the fourth round of the Future of Data Centers Summit, we plan to present an integrated Technology model for the industry based on overseeing and analyzing the various developments in key areas such as the role of innovation and Entrepreneurship in driving the digital transformation, the role of Artificial Intelligence and Data Analysis in shaping the future for different sectors, in addition to presenting the modern directions in Cyber

Security. He also noted that "FDC has become the largest Event in Egypt and Africa under the auspices of the Ministry of Communication and Information Technology and in partnership with a number of local authorities and global leading technology innovators which is reflected on Egypt's position on the global map of information technology and its ability to lead the African Continent."

Shabaka added "Our main objective of the summit depends on the tremendous role that we play as representatives of the private sector in contributing effectively to lead the digital transformation in Egypt and

Africa and cope with the preceding changes and requirements for the business sectors and transferring the knowledge of the international companies to the local market."

Also, worth to be mentioned that the fourth round of FDC Summit will be held with participation of experts and specialists in addition to several international companies and technology innovators that are keen on transferring their technical experience, services and technological products to the Egyptian market including governmental entities, business sectors, leading Egyptian companies, partners and customers through various platforms; discussion panels, workshops, technology sessions and exhibitions.



### NIGMA GALAXY TO REPRESENT MENA, COMPETING IN 3MS USD PUBG MOBILE GLOBAL CHAMPIONSHIP 2021 GRAND FINALS

By : Adel Farig - Mohamed Elkholby

Following the close of the PMGC League Finals, the top 16 PUBG MOBILE teams in the world are now set to face off in the PUBG MOBILE Global Championship (PMGC) 2021 Grand Finals – including leading MENA exports team, Nigma Galaxy.

The PMGC League 2021 began on November 30th, seeing 40 teams from around the world battle for a chance to secure their spot in the PMGC 2021 Grand Finals. 15 teams emerged victorious from the PMGC League Finals – 9 from PMGC League East and 6 from PMGC League West, who will be joined by the winner of the Battlegrounds Mobile India Series 2021 (concluding on January 16th).

With a total of 376 points, Nigma Galaxy ranked 5th place in the PMGC League East Finals, entertaining viewers of the fierce competition with their teamwork and tactical gameplay. Nigma Galaxy's spot in the upcoming stage marks their first entry into the PMGC Grand Finals. Representing MENA, Nigma Galaxy will compete against 15 other teams for the title of world champions.

As the crown jewel of the PUBG MOBILE Esports program, the PMGC Grand Finals will witness the 16 leading teams will compete for a prize pool of more than \$3,000,000 USD – the largest prize pool for a single event in PUBG MOBILE esports history.

The PMGC is the world's biggest mobile esports tournament, offering a total prize pool of \$6,000,000 USD, with teams representing more than 30 countries. PUBG MOBILE is proud to partner with YouTube for PMGC, and the entire event is broadcast exclusively via the platform via the PUBG MOBILE Esports official channel, and 18 other local channels. OnePlus, a leading global technology brand known for its high-performance Android smartphones, is the Official Smartphone partner of PMGC 2021.

### BIG NEWS IN UAE PROPTech AS PROPERTY FINDER ACQUIRES HOMEVALUE

By : Nahla Ahmed - Wael Elhoseny

Dubai's real estate sector is thriving, with 2021 marking the emirate's highest value of property transactions in 12 years. UAE-based Property Finder has been at the forefront of this boom and is now marking a new milestone, acquiring proptech Homevalue in a move that will not only diversify its product offering but add value to tenants, buyers and home-owners. This strategic integration will facilitate the addition of Homevalue's CEO, Fouad Bekkar, and his team to the Property Finder team immediately with Bekkar taking on the role of vice president of Data and AI. Property Finder will leverage the proptech's data-driven, AI-led solution for the value chain of residential real estate stakeholders to enhance data and improve its analytical capabilities. Led by former Facebook and Google executive, Ali Kesencioglu, Property Finder's latest deal will provide the company with extensive regional data. "As Property Finder, we are working hard to empower people in their home search journey. Offering people more data and insights is a big enabler for us in achieving our goals," Kesencioglu explains.

### Network International launches Tap on Phone in partnership with Mastercard to expand digital payment acceptance across Middle East & Africa

By : Mohamed Eltitar - Basel Khaled

An estimated 500,000 new merchants across the Middle East and Africa will soon be able to benefit from simple, seamless and convenient digital payment acceptance via Network International's Tap on Phone technology, which enables mobile phones to act as payment terminals. The initiative marks a new milestone between Mastercard, a technology leader in the global payments industry, and Network International, a leading enabler of digital commerce.

Tap on Phone powered by Mastercard Payment Gateway Services (MPGS), gives small and medium-sized businesses (SMEs) the ability to accept payments through a smartphone. Customers will simply tap their card or device to make the payment on the SME merchant's phone, with each transaction processed through MPGS. In an omni-channel environment where consumers increasingly want more choice to pay the way they want, Tap on Phone is an innovative, affordable,

convenient, and welcome addition to the payment ecosystem. "We are excited by the possibilities that expanded digital payment acceptance offer – not just for merchants and businesses, but also to the regional economies and communities that will benefit from the resulting growth in commerce. Our ongoing collaboration with Network International continues to go from strength to strength in activating expanded access to the tools and technology that are adding value and creating a foundation for shared prosperity," said Khalid Elgohary, Division President MENA, Mastercard.

Small and medium-sized businesses are recognizing the potential of digitalization, and have identified digital payment acceptance among the top drivers for growth. Three in four SMEs in the Middle East and Africa are optimistic about the next 12 months, according to the inaugural Mastercard SME Confidence Index.

Making sure that SMEs have all the support they need to go digital and grow digital is a key focus for Mastercard and Network International. The two companies work closely with government, financial organizations, fintechs, and the wider business community to create opportunities for SMEs across the region.

"As a leading enabler of commerce, we remain committed to connect SMEs, the backbone of any economy, with innovative solutions that will drive wider acceptance across the region. We are proud to partner with Mastercard to grow the opportunities for entrepreneurs through the launch of Tap on Phone," said Andrew Key, Group Managing Director – Acquiring, Network International.

### Dubai records 10% growth in energy demand in 2021 compared to 2020

By : Nahla Makled - Nahla Ahmed

By : Hamed Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), announced that energy demand in Dubai increased in 2021 by around 10% compared to 2020. Energy demand in 2021 reached 50,202 gigawatt-hours compared to 45,712 gigawatt-hours in 2020.

"In line with the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to achieve sustainable and comprehensive development in Dubai, we continue to raise the production capacity of electricity and water as well as increase the capacity and efficiency of the transmission and distribution networks. This is to keep pace with the growing demand for electricity and water as well as future needs of customers, developers and businesses while pro-

viding a convenient margin. To achieve this, DEWA uses the latest smart technologies and scientific planning. Increased energy demand in Dubai reflects the economic recovery and the return of key activities. Dubai has proactively benefited from the Fourth Industrial Revolution technologies and implemented robust precautionary measures to ensure business continuity. This vision has contributed to Dubai presenting a global role model in

readiness to deal with different challenges and turn them into promising opportunities," said Al Tayer.

Al Tayer said that DEWA's production capacity increased to 13,417 megawatts of electricity and 490 million imperial gallons of desalinated water per day. DEWA is considered one of the best and most reputable utilities in the world, surpassing top utilities in Europe and the USA in terms of efficiency and reliability. In 2020, DEWA reduced losses in electricity transmission and distribution networks to 3.3%, compared to 6-7% recorded in Europe and the USA. Water network losses decreased to 5.1% compared to around 15% in North America. DEWA achieved a new world record in electricity Customer Minutes Lost (CML) per year, recording 1.66 minutes in Dubai, compared to around 15 minutes recorded by leading electricity companies in the European Union.

### OFH: "DOT" OBTAINS CENTRAL BANK OF EGYPT LICENSE to promote electronic payments

By : Nahla Makled - Mohamed Elkholby

As Egypt pushes towards achieving financial inclusion, the private sector is teaming up with public financial institutions to increase accessibility to Egyptians.

This is being achieved through stimulating the tech and fintech space in Egypt, with new innovative technologies. Orascom Financial Holding (OFH) is capitalising on the flourishing FinTech space, partnering up with software development company, EXCEL System to launch a new fintech platform named "Dot".

The company was announced back in March 2021 through "Kiltv - Clever", naming serial entrepreneur Mohamed

Aboulnaga as co-founder CEO. Dot Electronics Development and Electronic Payments Company has now obtained its license from the Payment Systems and Services Sector of the Central Bank of Egypt. The private application will be launched in partnership with the Arab African International Bank with big ambitions, aiming to onboard more than one million cus-

tomers as a medium-term goal. "We are working hard with the Central Bank of Egypt, the Arab African International Bank and all our partners to provide different solutions that meet the needs of all segments of society, especially young people, to provide methods and tools aimed at achieving financial health for all segments of society through the kiltv app," Aboulnaga said. The community. A subsidiary of OFH, Kiltv is set on disrupting the way people manage their finances, teaming up with public entities to stimulate the Egyptian FinTech market, decrease the number of unbanked Egyptians and provide the public with streamlined ways to finance their day-to-day lives.

### The Swedish Institute for Health Economics (IHE) Marks World Cancer Day with Release of New Report on Cancer Care in the MEA Region

By : Basel Khaled - Mohamed Elkholby

The state of cancer care across nine countries in the Middle East and Africa (MEA) 9 forms the basis of a major report being released by the Swedish Institute for Health Economics (IHE), the world-renowned healthcare research organisation, with the study launched to coincide with this year's World Cancer Day.

Compiled with the support of PhRMA, the Pharmaceutical Research and Manufacturers of America, IHE's report explores the scope of cancer care through a comparative analysis of the can-

cer care landscape in Algeria, Egypt, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa and the United Arab Emirates, with the intention to raise awareness of the magnitude of the burden of cancer and the need to address the disease comprehensively. Released in alignment with World Cancer Day, marked on February 4th, the report will be the subject of a precursor webinar on February 1st to discuss its key findings, with personalities who are leading lights in efforts to combat the disease. Among the panelists will be HRH Princess Dina Mired

of Jordan, Immediate Past President of the Union for International Cancer Control (UICC) and the first Arab Muslim to be elected to head the prestigious global post.

Participating alongside Her Royal Highness will be Fadi Saadah, Human Development Director at the World Bank's Europe and Central Asia Region; Thomas Hofmarcher, Health Economist at IHE; Samir Khalil, Executive Director for PhRMA Middle East and Africa and Ahmed Hassan Abdelsalim, Associate Prof Clinical Oncologist at Ain Shams University,

Cairo.

"The impact of cancer for the MEA 9 countries in the IHE study is immense and growing - the disease was the third leading cause of death for the nine countries at the turn of the millennium, but had become the second leading cause behind cardiovascular disease in six of the nine time countries by 2016. IHE's report encompasses all aspects of cancer control - prevention, screening, diagnosis, treatment, survivorship, and governance - and provides country-specific recommendations on how to improve the current state of cancer care in the

countries. We are partnering with IHE to create evidence for profound discussion and we are looking forward to discussing its key findings and recommendations during our event prior to World Cancer Day," said Samir Khalil, Executive Director for PhRMA Middle East and Africa.

"This year's World Cancer Day starts a three-year campaign titled 'Close the Care Gap,' with its focus on understanding and recognising that there are global inequities in cancer care. The research we conducted for our report highlighted that countries that invest more on health-care have better cancer survival rates for their populations. This - among other aspects - is something that we will be discussing with our esteemed panelists," said Thomas Hofmarcher, Health Economist at IHE. IHE's report underpins the UICC's three-year campaign for World Cancer Day that commences this year with the theme 'Realising the Problem.' The first year of the campaign focuses on acknowledging the inequalities of cancer care around the globe and to raise awareness that this inequity costs lives.



### Cardano price to reach all-time highs, hit Bitcoin and Ether

By : Adel Farig - Mohamed Halmy

Cardano, a rival cryptocurrency to Ethereum, is likely to hit all-time highs of \$2 before the end of 2022, predicts the CEO of a global, game-changing financial giant.

The bullish prediction from Nigel Green of deVere Group comes as Cardano (ADA), the fifth largest crypto, has jumped by almost 50% in just seven days ahead of a major new tech launch today, and currently has a market capitalisation of more than \$47 billion. He says "Cardano is coming of age in 2022 and we can expect its price to soar and take more market share from crypto rivals, including Ethereum."

The main reason why Cardano has jumped dramatically in price over the last week is due to the enthusiasm surrounding the launch today of SundaeSwap, which will make use of its pioneering underlying blockchain technology.

The crypto advocate goes on to explain: "SundaeSwap is a decentralised cryptocurrency exchange on which users can buy, sell, lend, borrow and swap Cardano tokens as well as the exchange's own SUNDAE token." According to reports, 2 billion SUNDAE tokens are to be issued at the launch on Thursday, 55% will go to the public, 25% to the developers, and the rest will go to investors and advisers.

"I'm confident that we will see Cardano hit fresh all-time highs before the end of the year because the upgrades just keep on coming," says Nigel Green.

"We're entering that next stage of Cardano's five defined eras of development. This next one is called Basho - named after a Japanese poet - and it promises to further improve the scalability and interoperability of the network through both on-chain and off-chain enhancements.

"Inevitably this is going to excite investors who are likely to increase their exposure to the cryptocurrency, driving up its price considerably."

In September last year, the deVere CEO, who has a proven track record with crypto predictions, said: "Cardano is likely to be a challenger to Ethereum as not only can it be used as currency, but its blockchain - the tech on which it runs - can also be used to build smart contracts, protocols and decentralised applications. Plus, it is said to be significantly more scalable than Ethereum."

"It will also pose a challenge to the all-mighty Bitcoin. This is because those who invest in digital assets already or are planning to do so, know that one of the secrets of successful investing is diversification."

"Therefore, these investors will want their cryptocurrencies diversified too and this is ultimately likely to eat into Bitcoin's market share."

Of the current price rebound, Nigel Green concludes: "I believe this is just the start of what should be a monumental year for Cardano."

### After raising \$11 million, "Rabbit" is a strong start to develop the Egyptian e-commerce market



By : Wael Elhosny - Mohamed Eltitar

The pandemic-induced acceleration of digitisation in Egypt and much of the Middle East has deemed that e-commerce is no longer the peak of tech-powered shopping convenience. Yes, quick-commerce, or q-commerce, is in the vogue sub-sector of online food and grocery shopping and in Egypt, one platform has taken a head-start in the race: Rabbit. Founded in June, 2021, co-founders Ahmad Yousry, Walid Shabana, Ismail Hafez and Tarek El Gerey, wasted no time in launching, releasing their delivery app onto the world in October, one offering its on-demand quick commerce services for groceries. So quick, in fact, that it promises to deliver in under 20 minutes.

Just one month later, Rabbit closed a record pre-seed round for a startup in the Middle East and Africa. Worth \$11 million, the round included participation from the likes of Global Founders Capital, Foundation Ventures, Rased Ventures, MSA Capital, and Goodwater Capital and positions the startup for its ambitious plans to lead Egyptian e-commerce into what has been touted as a fruitful future for some time, as we found out when we paid the Rabbit team a visit at their Cairo headquarters.

## Talaat inspects the Samsung factory for the manufacture of educational tablets and inaugurates a number of communications and technology projects

By : Basil Khaled - Adel Farig

Today, Dr. Amr Talaat, Minister of Communications and Information Technology, and Dr. Tarek Shawky, Minister of Education and Technical Education, toured the new tablet factory located in the Samsung factory complex in Beni Suef Governorate. Which is being established with investments amounting to half a billion pounds within the framework of the state's strategy to localize technology and develop the local manufacturing of educational tablets and in light of the presidential initiative "Egypt manufactures electronics". They were accompanied on the inspection tour by Dr. Mohamed Hanfy Ghozien, Governor of Beni Suef, and Hong Jin-wook, the South Korean ambassador to Cairo.

The establishment of the factory contributes to providing about 500 job opportunities, as well as providing training for 1,000 technicians on the latest technologies. The construction and building work of the factory has been completed in the Kom Abu Radi industrial area in the West Center in Beni Suef Governorate, according to the pre-set schedule with the government to complete the construction work. The installation of two production lines and the start of trial operation of the factory, to be the first in the Middle East. Trial operation is planned in March, and actual production will start next May, and more than 700,000 tablets will be produced in the middle of the year.

During the inspection tour, Dr. Amr Talaat stressed that the establishment of the factory contributes to the transfer of unprecedented technology to the Egyptian state in the manufacture of tablets with a targeted local added value of about 50%, as this comes within the framework of the state's efforts to attract foreign investments and establish global partnerships with the aim of strengthening the local industry national projects.

The factory aims to manufacture an educational tablet bearing the slogan "Made in Egypt" in light of the partnership between the government and the global company to implement the digital transformation project in public education through the provision of tablets to develop the secondary education system for the Ministry of Education. Dr. Amr Talaat added that the tablet will be manufactured



**500 million pounds in factory investments, providing 500 job opportunities and training 1,000 professionals in modern technologies**

by Egyptian hands and global technology, which represents one of the leaping steps to implement the presidential initiative "Egypt Makes Electronics", which aims to make the electronics industry one of the biggest pillars of the growth of the Egyptian economy and the main contributor to doubling Egyptian exports and reducing imports of electronic and electrical devices to the market and providing hundreds of thousands of job opportunities for highly experienced engineers, technicians and skilled workers.

Dr. Amr Talaat pointed out that the establishment of the factory in Beni Suef enhances the state's efforts to develop Upper Egypt and provide excellent job opportunities for young people in the governorates of

Upper Egypt. It also supports the plans of the Ministry of Communications and Information Technology and its executive programs to develop the technology industry in various parts of the country, especially Upper Egypt. He praised the achievement and tireless work he witnessed to complete the building and construction work and the readiness for electronic manufacturing at the highest level.

Dr. Amr Talaat explained that the factory's capacity is not limited to the tablet computers required by the Ministry of Education, but exceeds them by double, as it was agreed to provide the rest of the quantity for students at various

educational levels and graduates, and then export to neighboring countries. It was also agreed to develop the factory for further industrialization in the field of mobile phones, in addition to the establishment of a technical school to be set up by the Ministries of Communications, Information Technology and Education in the Technological Zone in Beni Suef, where Samsung International will provide training curricula and teachers, and the two ministries will provide the place in addition to assuming the responsibility of supervising the educational process to graduate a new generation of trainees on the latest technologies in the field of design and electronic manufacturing, noting that a training center will be provided in the Technological Zone in Beni Suef to train graduates on various electronic design and manufacturing processes, in addition to an agreement with Samsung on

Participation in the electronic design complex, which is set up by the ministry in the city of knowledge in the new administrative capital, to join a distinguished group of companies specialized in the field of electronic design participating in the complex, which is a pioneer of its kind in Egypt.

Dr. Amr Talaat and Dr. Tarek Shawky toured the factory to check on the factory's readiness to produce educational tablets for school students according to the highest international standards, which would allow meeting the state's needs for educational electronics in the next stage. It is noteworthy that within the framework of the Ministry of Communications and Information Technology's keenness to deepen the manufacture of educational tablets in Egypt by attracting world-leading companies to establish and operate new factories in this field, transfer expertise and technological skills and train local workers. The Ministry participated in an integrated work team with the aim of cooperation and coordination, which includes the Ministry of Education and Technical Education, the Ministry of Military Production, the Arab Organization for Industrialization, and the Armament Authority. The main roles of the government, the foreign investor and the local industrial bodies have been defined to achieve the maximum value of the target return.

## To support freelance : The INPLOY platform launches its "In Employ" application after obtaining new investments

By : Mohamed Elshesly - Mohamed Elshesly

After securing an undisclosed seven-figure investment, Egyptian freelance platform Inploy has launched their new platform, which allows freelancers to better contact, communicate with and receive payment from clients throughout multiple industries. Tapping into the increasingly digital lifestyles that have become prevalent around the world, as well as shifting attitudes and standards around employment prompted by the COVID-19 pandemic - or rather, by the necessity to work from home - Inploy has created a tech-based solution in the form of a website that serves freelancers, agencies, and clients alike. Inploy's services are trusted by over 800 clients, which include notable brands and establishments such as the American University in Cairo, Fawry, Trella, Club S by Sodiq,

and many more.

Inploy looks to direct their investment towards building two new features; namely 'Inploy Pay' and the 'Inploy Application'.

Inploy Pay is a fintech solution which facilitates commissioned payments between clients and service providers (be they freelancers or agencies), including invoicing and tax handling as part of a one-stop-shop experience.

The feature is close to fruition, having already been tested through more than 100 projects, and allowing freelancers to generate over EGP 1 million in revenue.

Inploy App - planned to launch on iOS and Android by the beginning of this year - will better allow users to access Inploy's services no matter where they may be. Inploy plans on extending their services to the workshops and activities industry, with hopes of also launching 'Inploy Experiences' this year.

## Jumia Announces the Launch of its Second Tech Center in Egypt

By : Bakriman Khaled - Nahla Makled

Based on its strategy to provide new tech opportunities for youth and further expand e-commerce, Jumia, the e-commerce leader in Egypt, officially announced the launch of the new Tech Center in Alexandria Governorate, during the first quarter of 2022. The Tech Center is the first regional center for technology and software development in the country.

This is the second Tech center in Egypt after the company announced the opening of its first ever tech center in Africa, based in Cairo. The center contributes to providing job opportunities for youth and giving them a great opportunity to be part of the digital innovation happening in Egypt and Africa.

The new center will serve 11 countries in Africa in which Jumia operates in: Nigeria, Egypt, Kenya, Uganda, Tunisia, Algeria, Morocco, Ghana, Ivory Coast, South Africa and Senegal. Since Covid-19 outbreak, e-commerce has become a necessity and not a luxury. Businesses in e-commerce grew due to the increasing demand from consumers to buy online in order to avoid any face-to-face infections. Jumia succeeded

in maintaining its well-trained cadres of employees as well as its customers, by taking into consideration strict precautionary measures. Jumia Index, 2021 showed a consumer increase and shift to everyday products. Commemorating during the launch, Engineer Hesham Safwat, CEO of Jumia Egypt, confirmed that "With this Tech Center, Jumia aims to contribute to Egypt becoming a center for entrepreneurship in electronic payments and software development in Egypt but also in Africa, allowing the transfer of expertise to the rest of the surrounding countries and providing electronic payment solutions that guarantee consumer security and ease of use".

The company aims to transform Egypt into a center for electronic payments and a center for developing software for ICT sector through this tech center while relying on trained engineers and developers.

Safwat added that Egypt's selection as a headquarters for this tech center is a result of its insightful vision in transforming Egypt into a promising market for e-commerce. Furthermore, the improvement of the Egyptian economy and its achievement of positive growth rates over the past years that is a result of

that employment rates increased further in the United States (to 70.5%) and Canada (to 74.8%).

In the third quarter, the largest increases in the employment rate were recorded in Chile (to 59.2% from 57.3%), Colombia (to 61.5% from 59.6%), Costa Rica (to 58.3% from 55.6%) and Ireland (to 71.1% from 69.1%). However, Chile, Colombia and Costa Rica are also the countries for which the gap to pre-pandemic rates (recorded in the fourth quarter of 2019) is the highest.

## The employment rate in the OECD area continues to rise in Q3 2021, reaching 68%

By : Basel Khaled - Mohamed Elshesly

The OECD area employment rate, which is the percentage share of the working-age population with jobs, rose to 68.0% in the third quarter of 2021, from 67.4% in the second quarter. The rise in the OECD area employment rate occurred alongside an increase in the labour force participation rate - the share of the working-age population that is either employed or unemployed - to 72.5%, up from 72.2% in the second quarter.

The OECD area employment rate broadly the same pace for women (to 60.8%, from 60.2% in the second quarter) and men (to 75.3%, from 74.7%), as well as among young people aged 15-24 (to 41.6%, from 40.9%), people aged 25-34 (to 77.9%, from 77.3%) and those aged 55-64 (to 61.7% from 61.1%).

Increases in the employment rate were reported in 35 out of 37 OECD countries for which data is available, with a decrease registered in Australia (down to 74.8%,



from 75.4% in the second quarter) and a stable employment rate in Finland (72.7% in both the second and third quarter).

The employment rate rose by 0.7 percentage point, to 68.4% in the euro area as a whole. It increased by 1.4 percentage points in Canada (to 73.8%), by 0.8 percentage point in the United States (to 69.8%, still 1.9 percentage points below the pre-pandemic rate), by 0.4 percentage point in Korea (to 66.8%) and Mexico (to 61.5%), by 0.3 percentage point in the United Kingdom (to 75.4%), and by 0.2 percentage point in Japan (to 77.9%). More recent data for the fourth quarter of 2021 show

## LG Egypt unveils its latest products One:Quick|Flex & One:Quick|Works for effective collaborations

By : Basel Khaled - Wael Elshesly

With LG One:Quick Flex's 43-inch all-in-one display with a 2K Full HD built-in camera, 3-meter voice pick-up range microphone and speakers, and a Windows 10 IoT Enterprise operating system that makes it easy for the user to install and run programs they want through a huge library of applications and tools; there's no need to stress over online meetings and calls and no more inconvenience of connecting to and setting up video conferencing. LG's One:Quick Flex offers Effective Collaboration with Touch and Drawing Equipped with In-Cell touch technology, the One:Quick Flex turns ideas into reality. With the dedicated touch pen, taking notes and drawings are done easily. Also, these works can be saved as files, and easily shared through your smart phone.

LG's One:Quick Works impressive Red-



Dot award-winning design blends seamlessly with the rest of the workspace, bringing an elevated aesthetic while providing a practical workspace for all participants, with an All-in-One Video Conferencing 55" 4K Ultra HD Display for

Maximum Productivity, Video conferencing setup doesn't need to be stressful. This all-in-one solution features a built-in Windows PC, crisp 4K UHD camera, microphone, speaker and a digital whiteboard. Experience clear video and sound qualities in your meetings, in addition to Smart Auto Focusing, have the camera and mic move to you, not the other way around. One:Quick Works automatically focuses on the speaker and it is effective in clearly capturing voices up to six meters away with minimal background noise, while the 3,840 x 2,160 resolution camera automatically tracks and focuses on the individual speaker.

LG's One:Quick Remote Meeting works seamlessly with One:Quick Works for users to share documents in various formats, perform real-time interactive drawings and detect who's speaking on the

other end automatically. Easy-To-Use Conference App Store Shortcuts for installing video conferencing and collaboration apps are included to help with user productivity. In addition to Split View for Multi-Tasking, you can share files and organize ideas simultaneously with members in the meeting room for an optimized user experience.

Billy Kim, Managing Director of LG Egypt stated: "We are empowering our consumers with the latest technologies and products and both One:Quick Flex and the One:Quick Works can be used anywhere indoors where they can be moved by wheels. From a private office to a public lounge, as the product plays various roles according to each need such as video conferencing, design demo, collaboration. Aiming to make consumers lives better, through advanced technology features

## Ericsson to showcase 5G and innovative technologies at LEAP 22



By : Nahla Makled - Mohamed Elshesly

Ericsson has announced its participation at LEAP 22 taking place in the Riyadh Front Expo Centre from February 1 to February 3, 2022. At the technology event, Ericsson is set to exhibit groundbreaking innovations in cellular technology. Through speeches, demonstrations, and orbital talk sessions, Ericsson will showcase its latest innovation along with interactive demonstrations that range from enterprise and consumer 5G use cases to Industry 4.0 applications. Highlighting its widespread 5G footprint in Saudi Arabia, Ericsson will paint a digital and technological roadmap that goes in-line with the Kingdom's National Vision 2030, including smart cities and the road to build a knowledge-based economy. As part of the anticipated demonstrations, Ericsson will have a dedicated space for its partners to showcase their collaborations and different engagements with industry leaders and technology disruptors across various sectors. Among the innovative showcases, Ericsson will also showcase its newest products in 5G innovation, the Time-Critical Communication (TCC), a software toolbox built to resolve lags and interruptions in mobile networks. LEAP 22 is a global technological event featuring more than 400 expert international speakers across six conferences delivering expert insights and cutting-edge content.

## Noon Egypt platform launches a new integrated payment solution "Noon Payments" for small businesses

By : Wael Elshesly - Adel Farig

Established as a vehicle to serve and empower local businesses, Noon is leveraging the power of fintech to introduce new innovations to the Egyptian market, driven by the goal of achieving financial inclusion and reducing the dependence on cash transactions. Local companies are using Noon to scale their businesses, with access to a wide customer database and a secure e-payment system. Now the e-commerce platform has launched a new online payment gateway dubbed 'Noon Payments' that offers a fully-integrated payment solution for SMEs in Egypt. The gateway features a simple API and seamless payment process for businesses of all sizes. Other built-in features include easy monthly installments, subscriptions, payment links and a detailed dashboard. "Our team is working hard to provide SMEs in Egypt with an integrated payment platform to facilitate different payment methods," Regional Director of Noon Payment, Mostafa Maher, said. "Noon Payments was created to facilitate the last stage of financial transactions for businesses and customers alike, and our innovative payment solutions are designed to help businesses of all sizes grow." The payment platform offers customers numerous methods for payment including Visa, MasterCard, Meeza and a number of local financial solutions. One of the most convenient features is the ability to store cards for streamlined future transactions and transfers.



## GCCIA to host two-day Workshop on Cyber Security Strategies in GCC Pavilion in EXPO 2020 Dubai on 26-27 January

By : Adel Farig - Mohamed Halemey

The Gulf Cooperation Council Interconnection Authority (GCCIA) will be hosting a two-day forum on cyber security strategies on 26-27 January 2022. The workshop, which aims to take a closer look at the evolving cyber threat landscape, will be held at the Co-operation Council for the Arab States of the Gulf Pavilion at Expo 2020 - Dubai Eng. Ahmed Al Ibrahim, GCCIA CEO, said: "The GCCIA is pleased to host this workshop on cyber security strategies. As Operational Technology (OT) environments continue to converge with IT networks, the need to secure these technologies to support continuous uptime and safety, has never been more critical mainly for business leaders in the oil & gas, chemical, healthcare, mining, utility, and other critical industries. With the rapidly evolving cyber threat landscape, it is essential to understand the attack vectors, identify potential risks and challenges involved with industrial control systems (ICS) design to preserve ICS normal operations. The workshop will help attendees gain a better understanding on the current threats targeting OT and highlight some control mechanisms of modern malware landscape. It will stress some of the complication in protecting ICS besides covering the impact of outdated technology usage. This workshop will bring together some of the brightest minds in the industry, uniting OT security leaders for 2 days of insight building, strategy planning, and expert knowledge exchange." "The exciting two-day forum is expected to be attended by some of the world's leading speakers in the field of cyber security. We, at GCCIA, are pleased to be joined by a distinguished panel of cyber security experts—all coming together to help give us their insights and perspectives on the continuously growing cyber security industry and how we can reinforce MENA region's leading position within the industry," noted Ibrahim.

