

Identification of Export Opportunities and Establishment of Partnerships with Foreign Counterparts for Government Agency

Challenge

A government entity supporting the development of the Egyptian ICT industry launched a specific initiative aimed at fostering partnerships between select Egyptian IT companies and relevant regional stakeholders in the GCC region.

In order to achieve the objectives, the following services were demanded:

- Assessment of capabilities and export potential for Egyptian IT companies.
- Evaluation of demand for IT and BPO services in the target markets, and identification of potential partners in the Gulf Cooperation Council (GCC) for selected Egyptian companies.
- Provision of a go-to-market platform and services to foster partnership.
- Monitoring and support for Egyptian companies in engaging with potential partners.

The Solution

IDC identified, interviewed, and analyzed 80 IT companies in Egypt and 98 potential partners in the GCC. IDC then undertook a matchmaking exercise to identify potential partners based on the match between demand and supply of specific product/services, skills, industry focus, and existing partner ecosystems. IDC also provided a detailed analysis on export opportunities and formulated recommendations on which skills and capabilities selected Egyptian companies should develop in order to be successful in building partnerships with Gulf-based companies.

IDC organized two go-to-market events with the objective of creating a partnership and networking forum to initiate and facilitate partnership engagements. The potential partnership negotiations were monitored and IDC provided necessary support and guidance on forming partnerships with the identified partners.