



Africa Levant Land of Endless Opportunity

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Vice President Africa and Levant

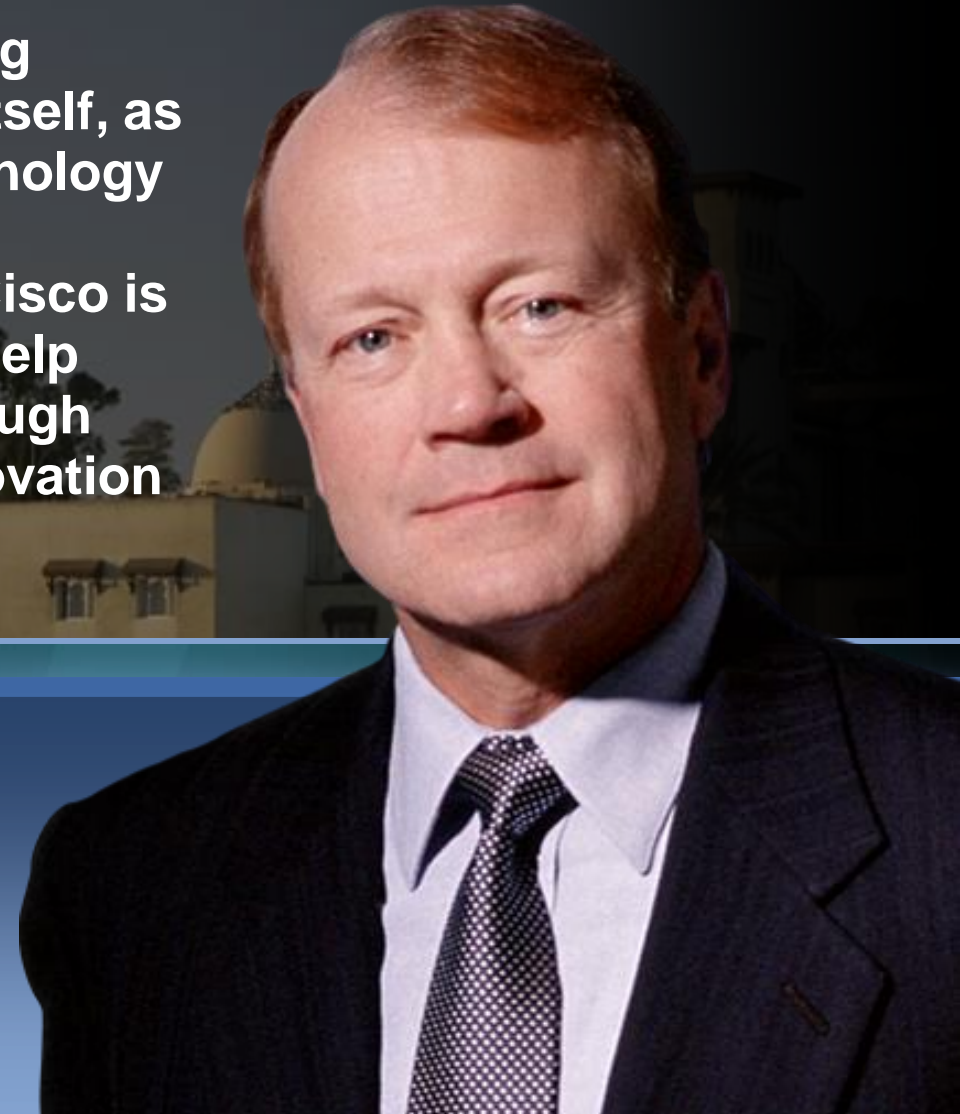
JANUARY 2010

Egypt and Cisco

Enabling Transformation

“A top reformer in the ease of doing business, Egypt is transforming itself, as this innovative country uses technology to expand its economic growth opportunities into new sectors. Cisco is pleased to partner with Egypt to help expand its global leadership, through a focus on entrepreneurship, innovation and education.”

John Chambers,
Chairman and CEO, Cisco Systems



Agenda

1. The Opportunity for Africa & Levant
2. The Strategy
3. Egypt and Cisco growing together



Africa Levant the heartbeat of Emerging Markets



Strong foundation for growth in 2010

1. Positive GDP
2. Continued growth of Mobile adoption
3. Broadband penetration

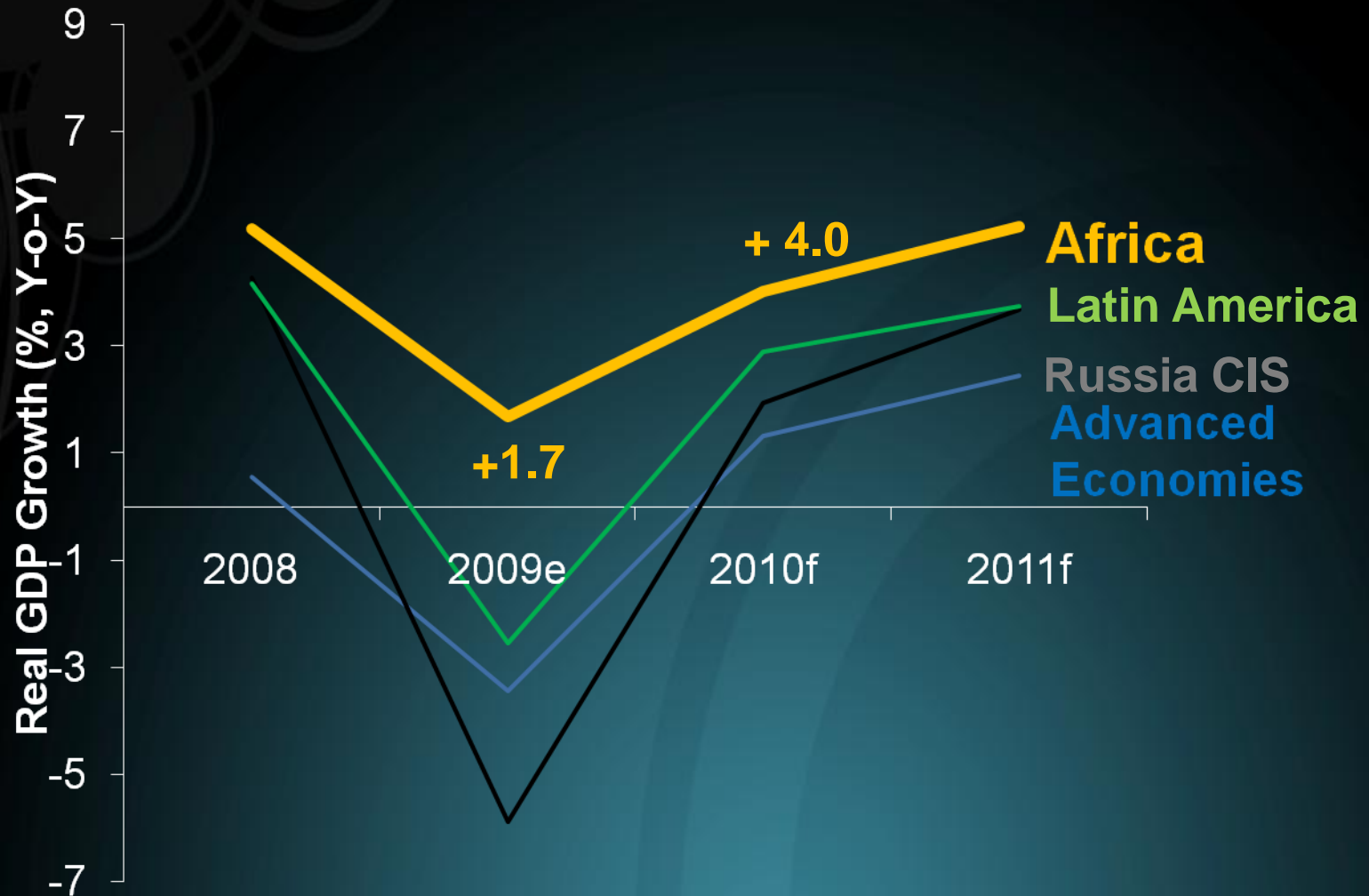


GDP in our region remains positive

Source: IMF World Economic Outlook (January 2009) updated* with JPMorgan's March 6 Global Watch

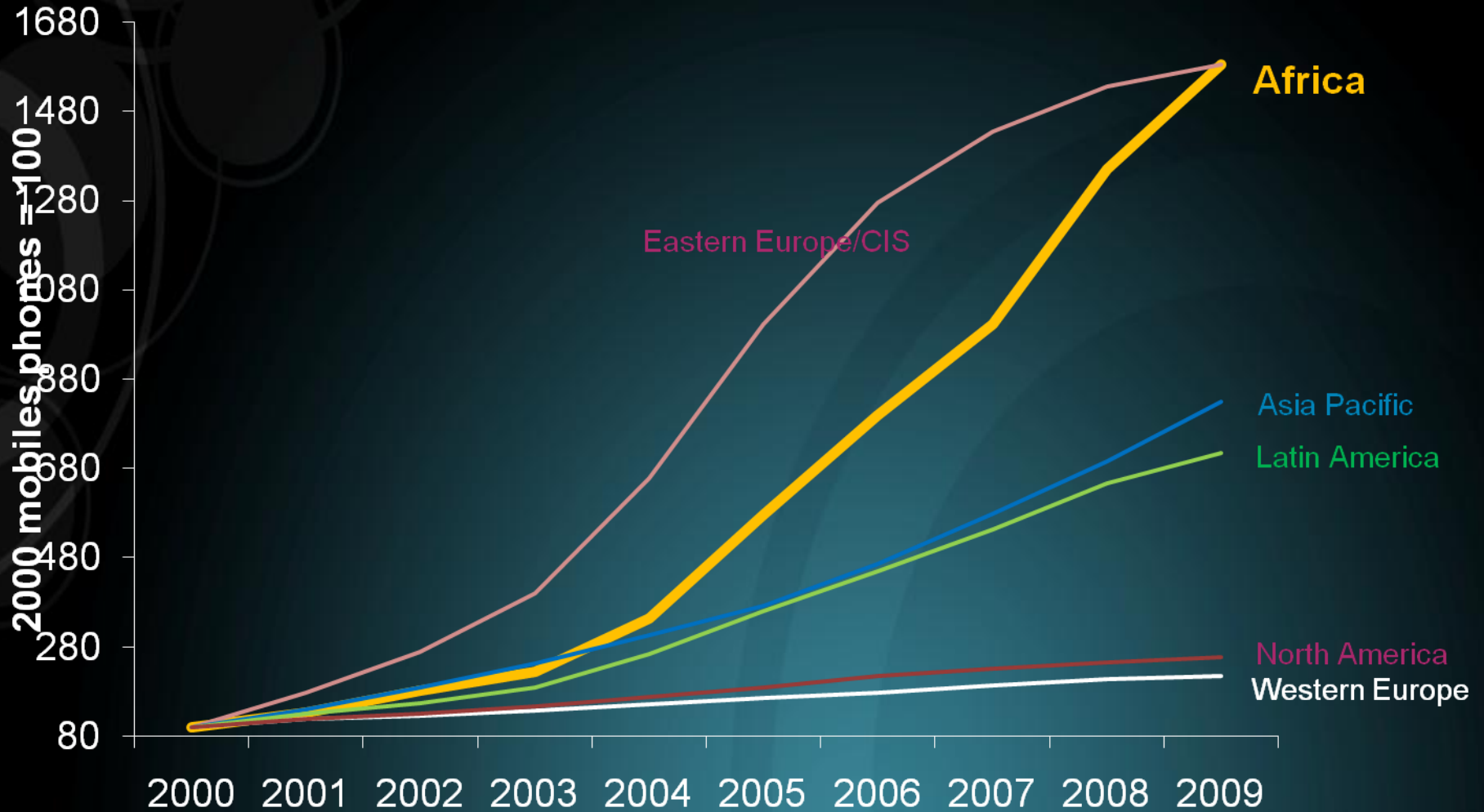
Real GDP Y/Y	2008	2009	2010
CEE*	3.2%	-2.1%	1.8%
LATAM*	3.9%	-0.9%	2.9%
Africa Levant	5.2%	1.7%	4.0%
R/CIS*	5.4%	-2.5%	2.1%
KSA/Gulf	6.1%	3.9%	4.7%
All EM*	4.5%	-0.3%	3.4%
Advanced Economies*	0.8%	-3.4%	1.6%

Africa and Levant Resilient Economy



The Right Place at the Right Time

Mobile Adaption in Africa Levant through the roof

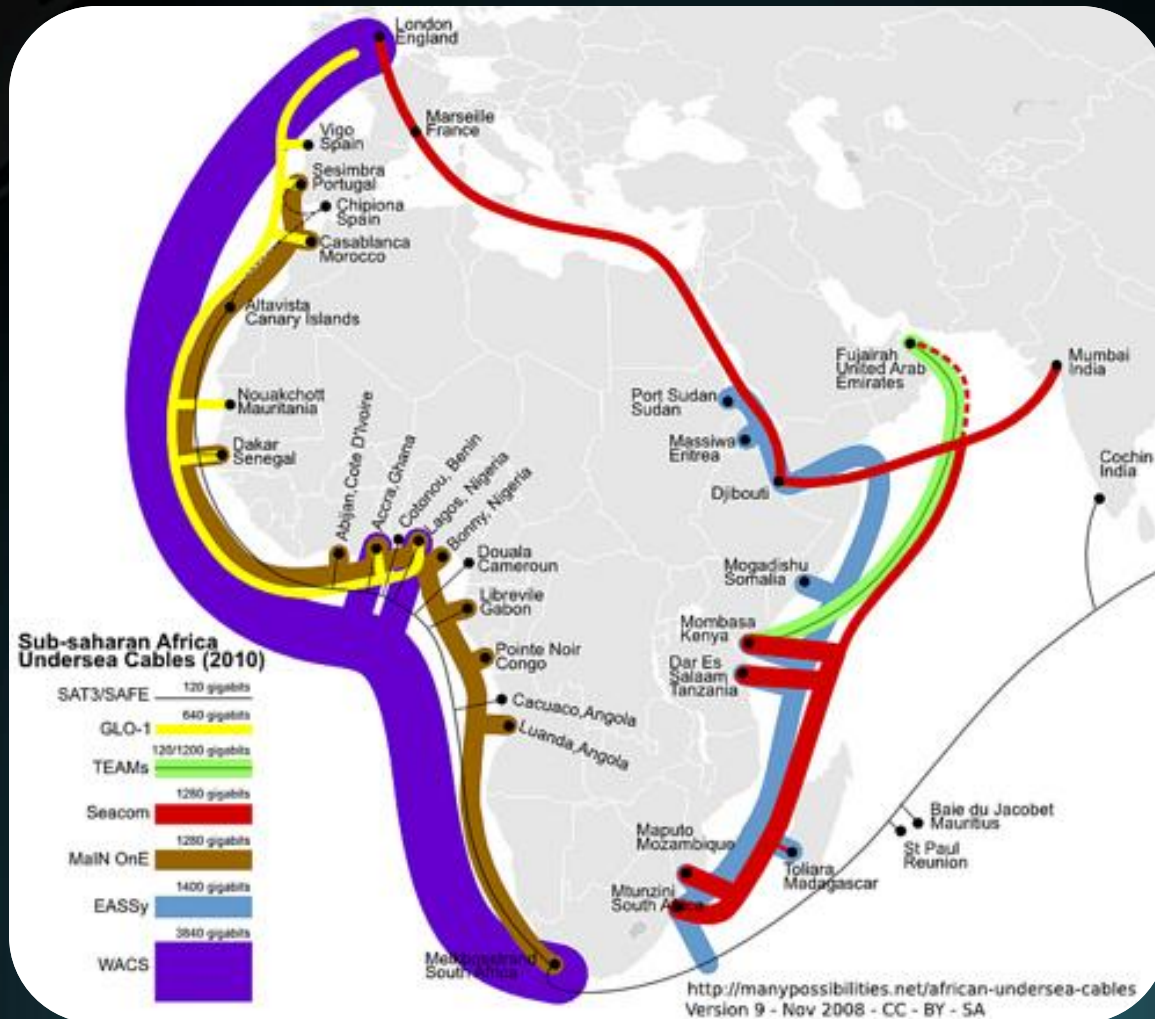


SEACOM is building owning & operating a high capacity undersea cable linking Africa Levant to Europe and Asia via the Middle East

- State of the art, privately funded, submarine fiber optic cable
- Enormous capacity of 1.28 Tb/s will enable Africans to enjoy high demand services such as HDTV, IPTV
- +/- 17 000 km route will link South Africa to Mumbai in India and Marseille in France via Mozambique, Madagascar, Kenya, Tanzania and Ethiopia (undersea portion > 13,500 kms)



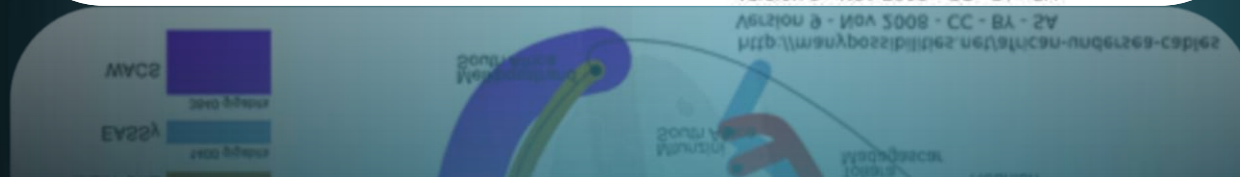
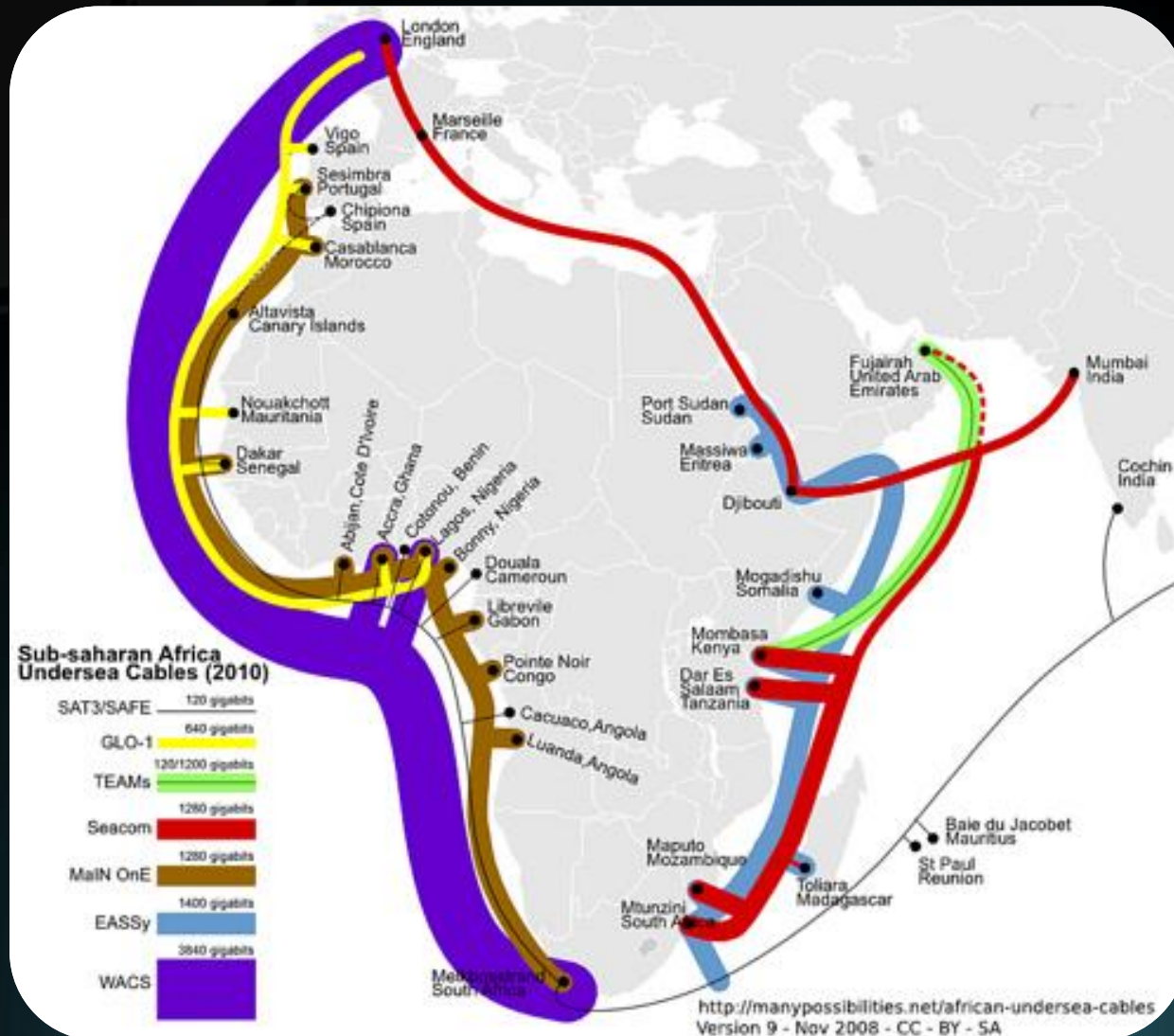
Bandwidth supply with newer cables is expected to increase



WACS

EASSy

VOD Case study: The cable story.



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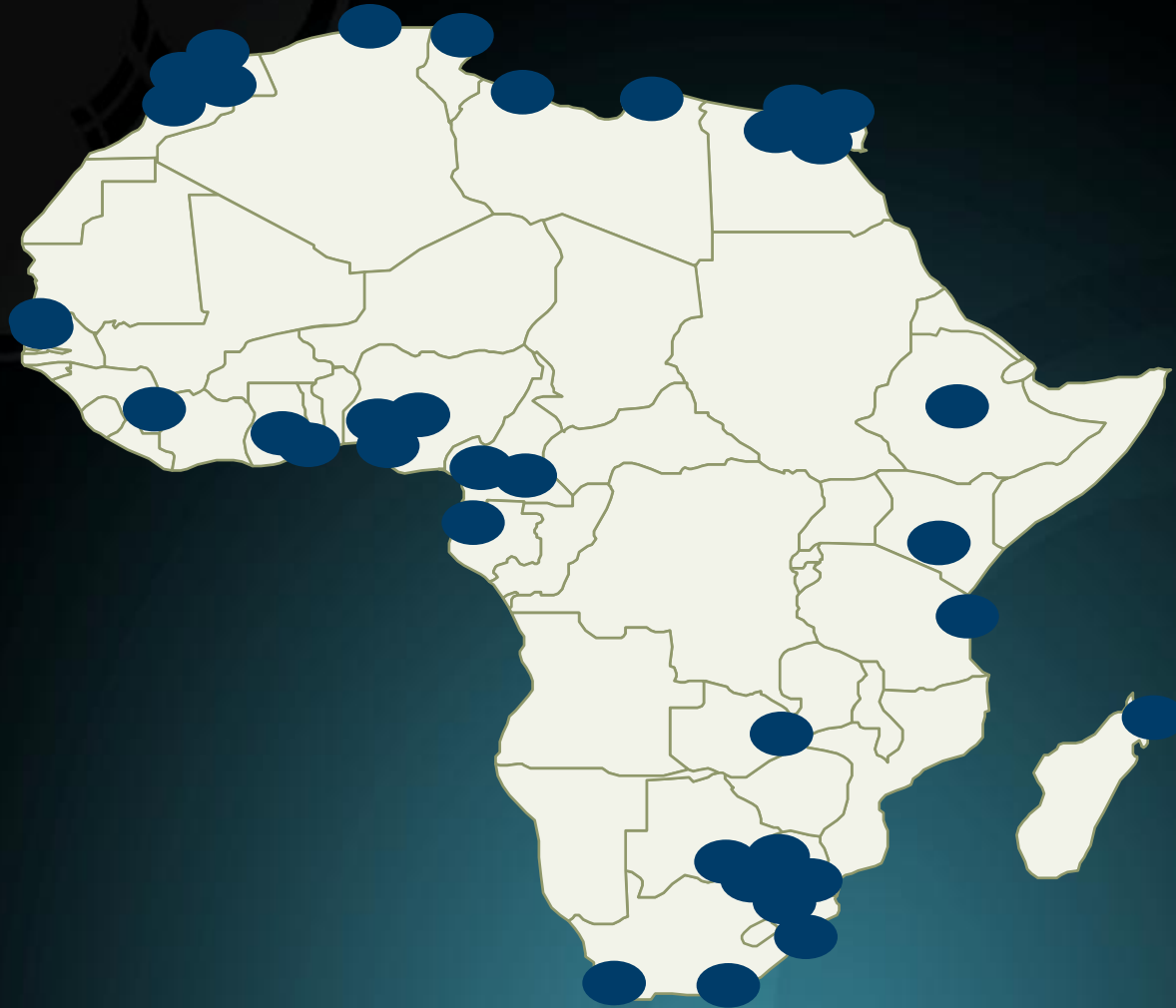


Business opportunity index scale 1-10: Egypt well positioned

	<u>Rating</u>		<u>Rating</u>		<u>Rating</u>
South Africa	10	Gabon	4	Chad	2
Egypt	9	Zambia	4	Congo, Dem. R	2
Morocco	9	Zimbabwe	4	Mauritania	2
Algeria	8	Mozambique	4	Cape Verde	2
Nigeria	8	Equatorial Guinea	4	Niger	2
Tunisia	8	Cote d'Ivoire	4	Lesotho	2
Libya	7	Ethiopia	4	Afghanistan	2
Sudan	7	Benin	4	Rwanda	2
Angola	7	Burkina Faso	3	Malawi	2
Kenya	6	Mali	3	Seychelles	2
Botswana	6	Madagascar	3	Guinea	1
Ghana	6	Congo (Brazzaville)	3	Eritrea	1
Senegal	5	Togo	3	The Gambia	1
Mauritius	5	Swaziland	3	Sierra Leone	1

Source: Business Opportunity Ratings

Cities as 'showcase' for technology adoption



45 African Cities with Population greater than 1million

Network as the platform Is transforming Egypt for Country Development

All countries in Africa and Levant aspire to have their people Safe, Healthy and Educated



**Public
Safety**



Healthcare



Education

4th **Utility** = Basic infrastructure essential for the knowledge economy



The Globalisation Centre in Bangalore



Agenda

1. The Opportunity for Africa & Levant
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3. **Egypt and Cisco growing together**



Egypt: Well Positioned for Growth

Largest Population in the Middle East

- Top Reformer in “Ease of doing business”
- Egypt e-Government ranked 28th Worldwide
- Political and Economic reforms
- Stable country in the middle-east region
- Diversified economy: 14% agriculture, 38% industry, 48% services



GDP Growth
5.2 percent in 2009-10
after down-turn

Nominal GDP
\$180 B in 2009

GDP per Capita
\$2400 2009

Foreign Direct Investment
\$11B in 2008

Foreign currency Reserves
Doubled in 3 years
reaching more than \$36B

Unemployment
9.5% in 2009



Source: Economist Intelligent Unit

Egypt Is the Top Reformer for “Ease of Doing Business”

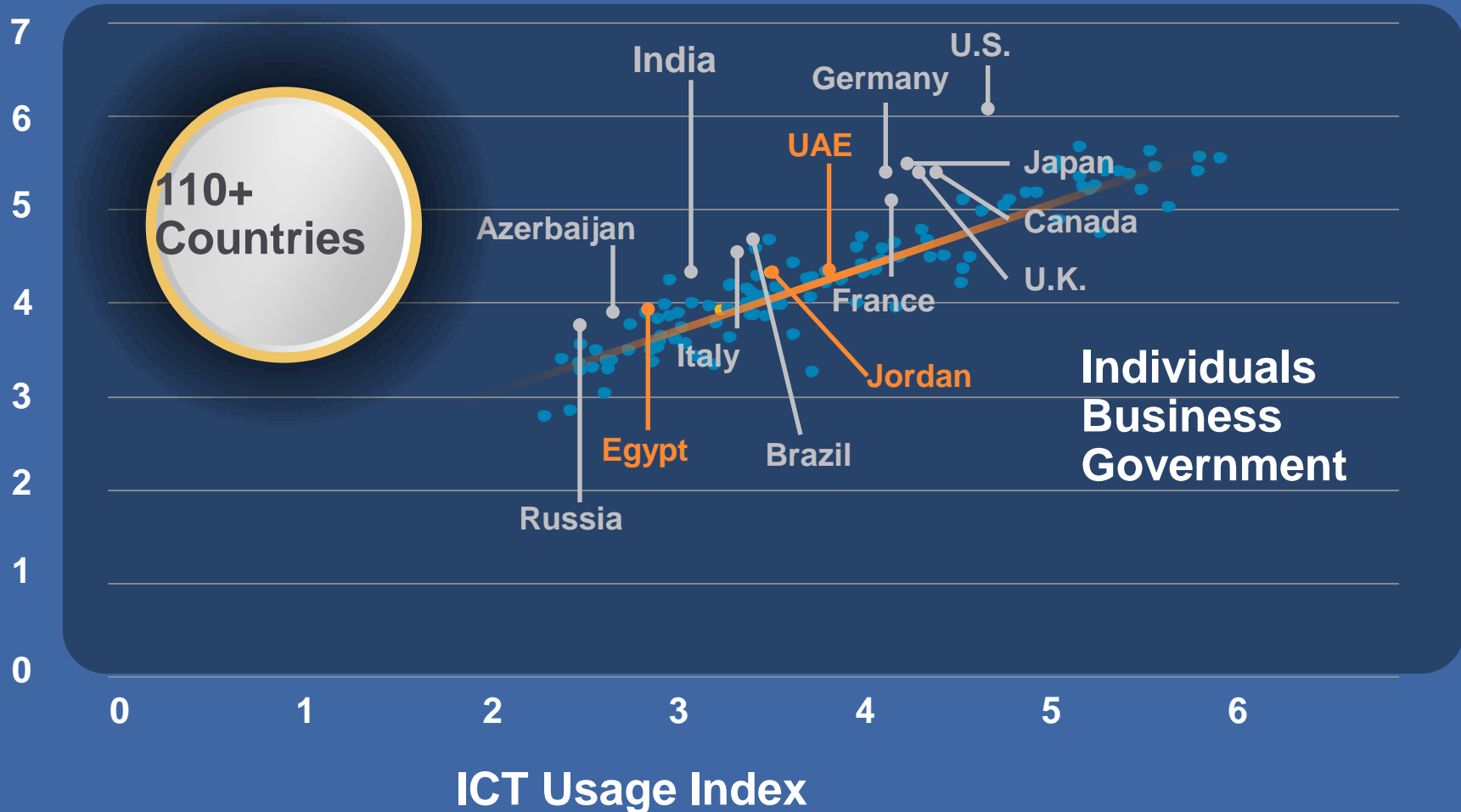
Economy	Starting a Business	Dealing with Licenses	Employing Workers	Registering Property	Getting Credit	Protecting Investors	Paying Taxes	Trading Across Borders	Enforcing Contracts	Closing a Business
Egypt #1	●	●		●	●			●		
Croatia	●			●	●					●
Ghana	●			●	●			●	●	
Macedonia, FYR	●	●					●			●
Georgia	●	●		●	●	●				
Colombia						●	●	●		
Saudi Arabia	●				●			●		
Kenya	●	●		●	●					
China		●			●					●
Bulgaria		●					●		●	

Source: World Bank Group, “Doing Business 2008”

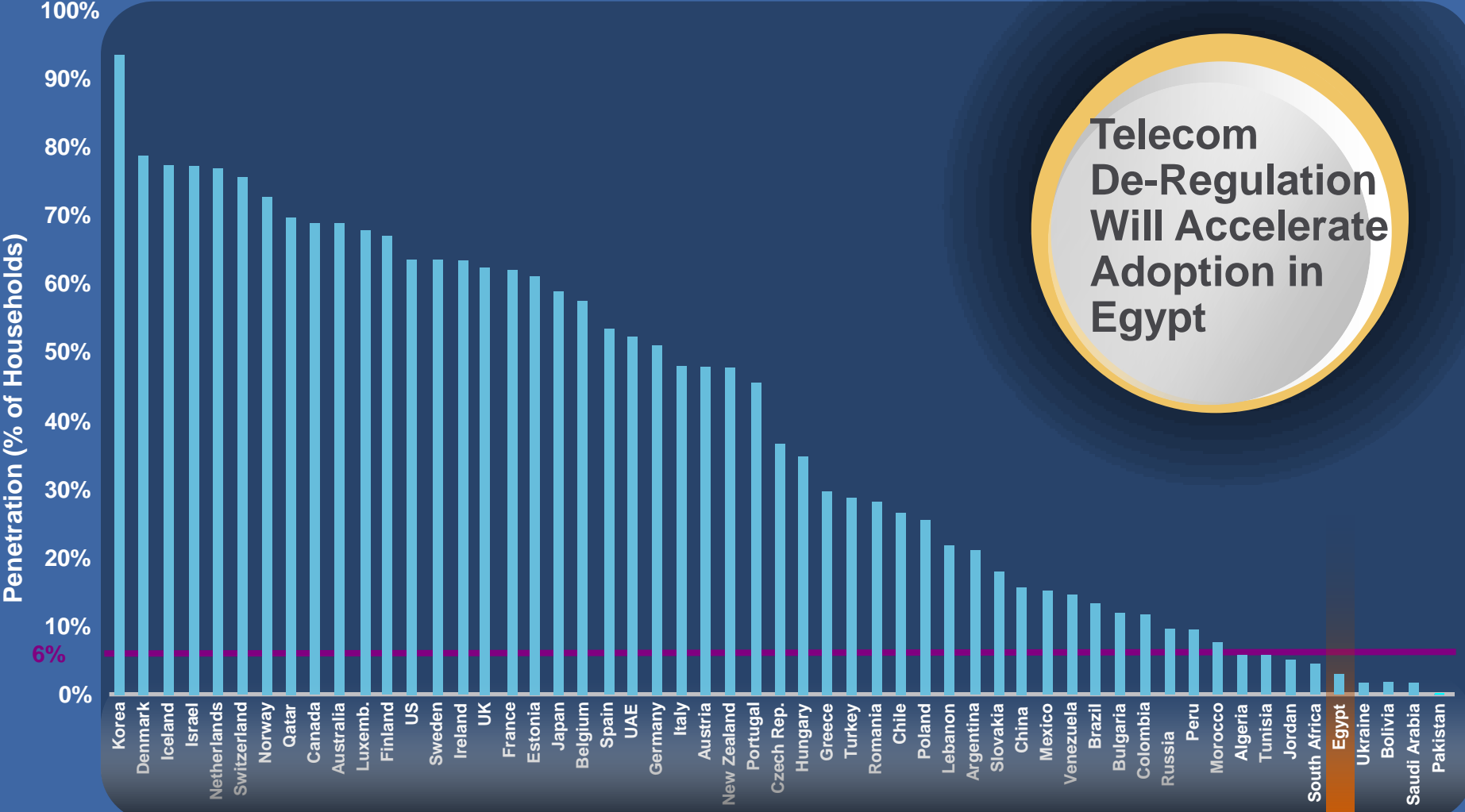
Infrastructure Leadership

Effective ICT Drives Productivity

Global (Growth) Competitiveness Index



Broadband Penetration Rates Low

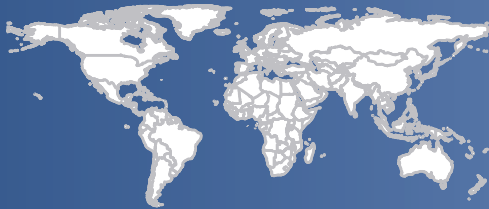


Source: Point Topic

Transforming Education in Egypt

Cisco Networking Academy Program

Teaching Students to
Design, Build, and Maintain Networks



Worldwide

165+ Countries/Territories
9500+ Academies
20,000 Instructors
900,000 Active Students
650,000 Certification completion
18% Female



Africa & Levant

1088 Academies
1917 Instructors
79,753 Active Students
42,162 Certification completion
30% Female



Egypt

468 Academies
672 Instructors
18,000+ Active Students
2276 Certification completion

Cisco technology transforms Nile University



Transforming Transportation in Egypt



CAIRO FIRST FLIGHT - Passengers at the check-in area of Cairo International Airport Terminal 3 await the terminal's First Flight on April 27, 2009. ARINC Incorporated supplied the airport passenger systems, in one of the



Xceed call centre; strategically in line with the Egyptian Government



Ribbon cutting



Xceed in action



Cisco and Egypt Growing Together

1

**Very strong presence in Egypt
we are growing together**

2

**Committed to Being a Key
Partner in Egypt's ongoing
Country Transformation**

3

**Rich Multi-Layered Partnerships
in the Areas of Education,
Transportation, financial service
& telecommunications.**



Cisco honours first distinguished Architect outside the USA



