

# ITWorx Marks its Fifth Year at GITEX

**Will launch two new offices in the region**

ITWorx will demonstrate its latest services and products to the local market through GITEX Technology Week. The company claims that through the event, it will have the opportunity to meet its current and prospective customers and partners, and exchange ideas and information in one of the world's fastest growing and dynamic markets - the Middle East. The company also adds that this will be its fifth year at GITEX Technology Week.

"The exhibition will be a great platform to further strengthen our brand awareness in the region, as well as showcase our innovative products and solutions," says Hafez Hamdy, the Sales Manager for MEA at ITWorx. "It is also a great opportunity to emphasise ITWorx's commitment to the region through the continuous investment in on-the-ground offices. Over the past five years, GITEX has been instrumental for us in terms of building and maintaining key regional



Hafez Hamdy, Sales Manager - MEA, ITWorx.

partnerships with technology leaders, and this has contributed directly to the developments in our regional business activities and rapid expansion."

ITWorx claims that as one of the largest software professional services firms in Egypt, it has developed specific competences in security, usability, productivity and enterprise manageability that ensure that its customers spend less on keeping their applications up and running,

and more on getting ahead of the competition. "Other than the launch of a major new solution targeted at the fast-growing telecom sector, ITWorx will be putting the spotlight on their extensive solutions range within the education sector. We are currently working closely with Microsoft EMEA, complementing and supporting Microsoft Education Solutions by offering consulting, custom development, localisation, training, and professional product support services for schools, universities, and other academic institutions throughout EMEA," adds Hamdy.

The exhibition will also see ITWorx announce the launch of two regional offices in two of the fastest emerging regions - Dubai and Qatar. ITWorx claims that while it also conducts business in North America and Europe, the Middle East is by far the most exciting region for the company.