

## ITWorx Builds the Egyptian Investment Portal to Connect Egypt to a World of Investment Opportunities



**Country:**  
Egypt

**Industry:**  
Government

**Customer:**  
Egyptian Ministry of  
Investment (MOI)

### Executive Summary

*The MOI faced challenges in accurately and efficiently presenting information to investors worldwide. The MOI needed a Web portal solution to demonstrate its transparency and credibility in order to provide investors with key information about the investment sector in Egypt. A Microsoft Gold Certified Partner, ITWorx successfully developed, tested, and deployed the Egyptian Investment Portal (EIP) in less than four weeks – an unprecedented turn around for a project of this scope.*

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*The Egyptian Government is currently undertaking one of the most successful economic reforms in history, and attracting more direct investors. The Egyptian Investment Portal that ITWorx developed is one of the most robust investment portals in the world. ITWorx has provided the Ministry of Investment with a tool that truly puts all aspects of investing at the individual's fingertips via the Web, making the whole process more simple, secure, and trustworthy.*

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**Mazen M. Fayad,**  
**IT Director,**  
**Egyptian Ministry of Investment**

### The Customer

The Egyptian Ministry of Investment (MOI) is responsible for formulating the general policy of investment within the scope of the outlined objectives and the strategies of the government in Egypt. The MOI aims to improve investments in different sectors by overcoming existing obstacles and attracting local and foreign investments. The MOI implements policies and evaluates the results to enhance the competitiveness of Egyptian economic activities.

### The Challenge

The lack of information in the Egyptian investment market was negatively impacting the economy. Existing economic information was scattered and hard to find, which hindered the attempts to attract foreign and local investments. The MOI wanted a solution that enables investors to engage in a direct relationship with their investments in Egypt and achieves fair competition in the market.

In alignment with Egypt's electronic government strategy and the focus on improving the local investment market, the MOI needed a "one-stop-shop" information Web portal to be its gateway for economy and investment transparency; demonstrating the MOI credibility, and providing investors with key information about the investment sector in Egypt.

## Technologies and Software

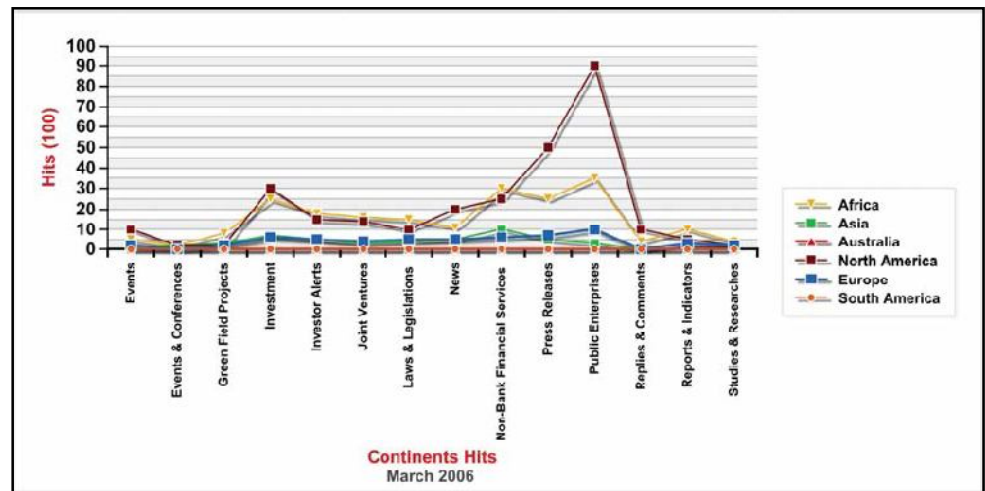
- Microsoft Content Management Server 2002
- Microsoft Exchange Server
- Microsoft Internet Information Server
- Microsoft Internet Security and Acceleration Server
- Microsoft SQL Server 2000
- Microsoft Windows Server 2003
- Microsoft .NET Framework
- Microsoft ADO.NET
- Microsoft ASP.NET
- Microsoft Visual C#
- Microsoft Visual SourceSafe
- Microsoft Visual Studio

## The Solution

The MOI turned to Microsoft, which in turn tasked ITWorx with developing the Egyptian Investment Portal (EIP). Through the EIP, ITWorx articulated MOI rich investment, asset management, and non-bank financial services and information. Users could access EIP investment content, including: government policies, investment laws and procedures, stock market information, and latest investment incentives. The Web solution opened the door for presenting Egyptian asset management programs such as privatization and restructuring of public and joint venture companies, as well as presenting financial reports and factsheets that span a comprehensive company directory. The portal also provides non-bank financial services including performance indicators and data of capital markets; stock exchange; insurance; mortgage finance; as well as factoring and leasing information.

ITWorx developed a portal that reached investment audience via investor alerts, market watch, a currency converter, press releases, presentations, online events, and conferences live coverage. Moreover, the portal allowed members to submit their complaints, queries, and feedback for quick consideration and remediation by MOI. Using an interactive map built into the solution, users could select specific regions and view all available investment opportunities in that geographic area.

ITWorx created and deployed a multilingual portal in a record time of just four weeks using Microsoft Content Management Server 2002. The content-managed website is supported by a back-end that enables authors and publishers to edit and manipulate content through an efficient workflow, in Arabic, English and Chinese. Site administrators have full control over the portal features, content, and usage. Microsoft Exchange Server is used for the central email and messaging services; allowing increased online collaboration.



## The Benefits

### A dispute settlement e-service that helps investors trace their investment disputes online

ITWorx developed the dispute settlement e-service fulfilling MOI and Ministers Assembly direction to resolve conflicts between investors and other entities in a timely and efficient manner; without the need to go to court.

### A central Web portal that unifies previously scattered information

The EIP gathers all previously distributed economic information and figures and published them online to provide investors with background and real time information on all possible investments; a breakthrough that attracts local and foreign investments to achieve the key mission of MOI.

### A multilingual gateway that boosts MOI presence and economic power

As a multilingual portal in English, Arabic, and Chinese, the EIP Web presence is in paramount increase. During March 2006, EIP visits mounted to 17,034 visits; with 9,954 visits inside Egypt and 7,080 outside Egypt; the industry being the most visited sector; and North America being number one visitor.

### A solution supported by industry-leading technology to ensure a strong scalable infrastructure

Using Microsoft technologies, ITWorx developed the EIP, an investor-friendly, secure, scalable, and custom-designed Web portal that improves the collaboration and sharing of investment information between individuals, foreign investors, and both the public and private sectors throughout Egypt.

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