

Foundever® Expands in Upper Egypt with Soft Opening in Luxor with 600 Attendees and Recruitment Drive

Luxor, Egypt – [Insert Date] – Foundever®, a global leader in customer experience (CX), marked a major milestone in its Egypt growth strategy with the successful soft opening of its new contact center in Luxor on August 13–14. The two-day open house drew more than **600 attendees**—including prospective employees, community stakeholders, and local partners—underscoring the region’s untapped talent potential and strong appetite for new career opportunities.

The Luxor site represents a strategic investment in Upper Egypt, a region known for its rich pool of educated, multilingual talent that has often been overlooked in favor of metropolitan hubs like Cairo. By opening in Luxor, Foundever brings opportunities directly to local professionals who are fluent in English, German, and other languages, giving them the chance to access competitive wages and global career pathways without having to relocate away from their families.

During the open day, Foundever launched an intensive recruitment drive, conducting more than 245 in-person interviews, 300 additional interviews, and over 100 Language Academy assessments in English and German. Candidates who successfully pass these assessments will join Foundever’s structured Language Academy program, which equips recruits with the technical skills and confidence needed to excel in global CX roles. Positions currently being recruited for include multilingual customer service advisors, technical support specialists, and team leaders who will serve Foundever’s international client portfolio.

Benedita Miranda, General Manager of Near & Offshore Operations at Foundever® in the EMEA region, commented:

"We are very pleased with the strong turnout at our Luxor open day. It reflects both the quality of local talent and their motivation to grow with Foundever. Through our Language Academy, we ensure that every candidate is equipped with the skills and confidence to excel in global CX roles, turning opportunities into long-term success."

Mina Wahba, Country Leader for Foundever® in Egypt, added:

"For the past two years, we have been building our presence in Upper Egypt, and the opening of our new Luxor office marks an important milestone. It expands our footprint, creates opportunities for local talent, and gives those who once had to relocate to Cairo the chance to build careers while staying close to their families. The Luxor site will also support clients and customers across Upper Egypt’s wider cities, helping us develop a regional hub of skilled, multilingual talent."

The Luxor branch is part of Foundever’s wider strategic plan to create 5,000 new jobs across Egypt over the next three years. With its combination of targeted recruitment, structured training, and ongoing development initiatives, Foundever continues to strengthen its reputation as a Great Place to Work® in Egypt and a global leader in purpose-driven CX employment.