U.S.-Based InteLogix Launches Outsourcing Operations in Egypt to Serve U.S. and European Markets

ITIDA CEO Inaugurates InteLogix's New Cairo Headquarters as Egypt's Offshoring Investment Opportunities Expand

• InteLogix's acquisition of Athear highlights the growing diversity of investment opportunities, showing how global companies can acquire established Egyptian firms to build high-value, AI-enabled delivery networks.

Cairo, Egypt — September 16, 2026: Ahmed Elzaher, CEO of the Information Technology Industry Development Agency (ITIDA), officially inaugurated the Egyptian headquarters of the U.S.-based company InteLogix in New Cairo, marking a new phase of its operations to provide business process outsourcing (BPO) and customer experience services for international markets.

The inaugural event was attended by Mario Baddour, President & CEO of InteLogix, and Tarek Zeidan, VP Delivery – EMEA and Managing Director of InteLogix Egypt, alongside senior executives from both ITIDA and InteLogix.

InteLogix is a U.S.-based business process outsourcing company headquartered in Park City, Utah, with a primary focus on customer experience services, as well as a range of specialized business services.

The expansion follows InteLogix's acquisition of Cairo-based Athear earlier this year, integrating the local firm into its global delivery network. The deal provides a blueprint for multinational companies looking to scale existing local talent, provide AI-powered multilingual services to clients across different markets. It underlines a broader shift in Egypt's value proposition—moving beyond the depth of its talent pool toward established local companies that can be scaled into global delivery networks.

"Companies are not making these decisions on the basis of a single advantage," said Ahmed Elzaher, CEO of the Information Technology Industry Development Agency (ITIDA). "They are looking at the depth of Egypt's talent pool, the breadth of its technical skills, its multilingual capabilities, scalability, operating costs and proximity to major markets."

Elzaher noted that InteLogix's acquisition of Egyptian company Athear illustrates the strategic evolution of foreign direct investment in the country's offshoring sector.

"The opportunity in Egypt is no longer confined to setting up new delivery centres," Elzaher added. "Global companies can also invest in established local businesses, build on their talent and capabilities, and connect them to international delivery networks. As AI and automation reshape the offshoring industry, this is expanding the range and sophistication of services delivered from Egypt and helping shift the industry towards higher-value activities."

At its new facility in Egypt, InteLogix has invested in the latest technologies and established an AI-enabled infrastructure to support the rollout of its advanced operating model from Egypt to international markets. Services will include CX management, BPO, and IT services. The company has also equipped its headquarters with AI-powered platforms implemented from the outset to enhance operational monitoring capabilities and ensure service quality for clients.

For his part, Mario Baddour, President & CEO of InteLogix, said: “Selecting Egypt as the location for launching the company's operations aligns with InteLogix's strategy of building an operational base to support international clients while expanding its presence in the Egyptian market,”. He highlighted the strengths of Egyptian talent and language diversity, which enable the company to deliver specialized services to multiple markets.

Baddour added that the company plans to gradually expand its operations in Egypt while broadening the range of services and markets served from Cairo.

Over the next three years, InteLogix plans to expand its operations in Egypt and increase the export of services delivered from its Cairo center as it expects to grow its workforce from approximately 135 employees today to 1,365 employees, in line with its expansion strategy.

The launch comes during a period of sustained growth for Egypt’s IT export sector. Offshoring export revenues reached $5.2 billion in 2025, supported by 252 export-oriented companies—177 of which are multinational—employing more than 195,000 professionals in export-focused operations across the country.

These figures reflect Egypt’s increasing appeal as a global IT offshoring destination, underpinned by a combination of factors that extends beyond the sheer size of its talent pool to include linguistic diversity, scalability, geographic proximity to European and US markets, and competitive operating costs.

This combination enables global companies to design delivery models that bring together multiple markets and languages within a single center rather than distributing operations across several locations.

InteLogix has extensive experience in the outsourcing industry and currently provides services from delivery centres in the United States, Canada, El Salvador, the Philippines, and Egypt. Its service portfolio includes receivables management, customer experience services, managed cybersecurity, and collection solutions. The company serves a diverse range of sectors, including automotive, banking, financial services and insurance, government, healthcare, retail, technology and telecommunications, transportation, travel and hospitality, and utilities.