

Ahmed Salem, Chief Operating Officer, Deloitte Innovation Hub – Cairo, Egypt: We Export Technology Services to 30 Countries and Support Digital Transformation Projects for Deloitte's Global Clients

Deloitte Innovation Hub in Cairo is part of the Deloitte Europe, Middle East and Africa (EMEA) network, with its teams exporting specialised technology services to 30 countries across Europe, the Middle East and Africa. Supports Deloitte's clients across various sectors, most notably food and beverage, technology, and automotive, while also providing services to other Innovation Hubs affiliated with Deloitte.

In this context, Ahmed Salem said: "We provide an integrated range of technology services spanning AI & Data, Cloud & DevOps, and Cybersecurity & Digital Trust. We leverage these capabilities to address business challenges, whether through developing AI applications and data analytics, building scalable cloud environments, or strengthening the security of critical enterprise systems and operations."

Salem added: "The Google Cloud AI Experience Center in Cairo is one of the key capabilities we leverage to explore AI applications and develop practical solutions for clients, using technologies such as Gemini and Vertex AI. These technical capabilities are complemented by our teams' expertise and operational excellence, enabling us to contribute to global projects and deliver services tailored to clients' needs across different markets."

Salem emphasised that investing in Egyptian talent development is a fundamental pillar of supporting this growth, stating: "We are committed to building specialised technical expertise and empowering our teams in Cairo to meet the demands of global projects, further strengthening the Deloitte Innovation Hub's role in exporting technology services and supporting Deloitte's global network. As part of our long-term commitment to the Egyptian market, we plan to invest an additional \$40 million over the next 12 to 18 months, completing our total planned investment of \$110 million, of which \$70 million has already been invested."

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