

# السياسي يوجه بتطوير البحوث وتعزيز الابتكارات بمجال المياه والزراعة واستخدام أحدث التقنيات لتعظيم الإنتاجية



الصدد بتوفير الاحتياجات اللازمة للقطاع الزراعي، للبناء على ما تحقق به من تقدم خلال السنوات الماضية، وبما يؤدي لتحقيق طفرة في التوسع الرأسي والأفق في الإنتاج الزراعي، مؤكداً أن قطاع الزراعة يمثل مصدراً أساسياً لجهود التنمية، سواء فيما يتعلق بتوفير الاحتياجات المحلية من الغذاء، باعتبار ذلك ضمن محددات الأمن القومي، أو من خلال تعظيم الاستفادة من تصدير المنتجات الزراعية الوطنية للخارج، بالإضافة إلى ما توفره تلك المشروعات من فرص عمل جديدة للمواطنين، بما يسهم في دعم الاقتصاد الوطني.

فيما يتعلق بتحقيق الأمن الغذائي المصري، كما اطلع السيد الرئيس على الجهود الجارية لتطوير البحوث وتعزيز الابتكارات في مجال المياه والزراعة، والاستفادة من التجارب العالمية ذات الصلة، واستخدام أحدث التقنيات لتعظيم الإنتاجية، وفي هذا السياق تم عرض جهود الحكومة على صعيد توفير احتياجات الأراضي الزراعية من المياه، خاصة من خلال تكثيف استخدام أنظمة الري الحديث.

وذكر المتحدث الرسمي باسم رئاسة الجمهورية السفير أحمد فهمي أن الاجتماع تناول سبل توفير احتياجات المشروعات الزراعية والمائية، ومن بينها مشروع الدلتا الجديدة، ومشروعات هجاز «مستقبل مصر» بجمع أنحاء الجمهورية، مع إبراز ما تتميز به تلك المشروعات من تكامل اقتصادي شامل، من خلال تفعيل مكوّنات التصنيع، والتوزيع، والسوق، والتصدير، والتنمية العمرانية، وذلك في إطار سياسة الدولة لتعظيم العائد الاقتصادي من المشروعات الكبرى، بجانب ما توفره الأساس من مكاسب استراتيجية جوهرية

**كتب: محمد الخولي**  
عقد السيد الرئيس عبد الفتاح السيسي اجتماعاً مع الدكتور مصطفى مدبولي رئيس مجلس الوزراء، والدكتور هاني سوليم وزير الموارد المائية والري، و علاء فاروق وزير الزراعة واستصلاح الأراضي، والعقيد الدكتور بهاء الغنام المدير التنفيذي لهجاز مستقبل مصر للتنمية المستدامة، وذلك لمناقشة برامج عمل الحكومة في قطعي الزراعة والمياه، وآليات تطويرهما وتعزيز دورهما في التنمية الشاملة.



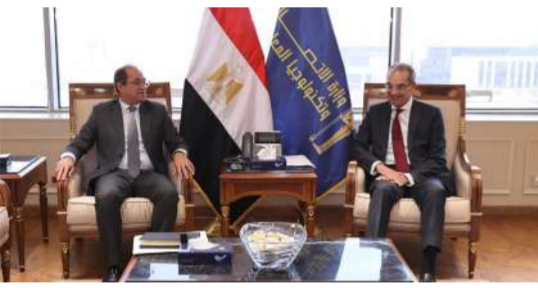
## عالم رقمية

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### زيادة مساهمات قطاع الاتصالات في الاقتصاد :

### وزير الاتصالات والمالية : تشجيع الشباب على الالتحاق بسوق العمل الحر وتأسيس الشركات الافتراضية إلكترونياً



#### كتب : باكينام خالد

عقد الدكتور عمرو طلعت وزير الاتصالات وتكنولوجيا المعلومات، وأحد أركان الدولة الاقتصادية، اجتماعاً مع وزير الاتصالات وتكنولوجيا المعلومات في العاصمة الإدارية الجديدة، أكدا خلاله أنهما سيعملان على تعزيز التعاون المشترك استهدافاً لزيادة مساهمات قطاع الاتصالات وتكنولوجيا المعلومات في الاقتصاد المصري، ودعم السياسات الرامية لتشجيع الشباب على ريادة الأعمال والعمل الحر، إضافة إلى إطلاق خدمات وزارة المالية على منصة «مصر الرقمية» للتيسير على المواطنين.

جهود التحول الرقمي بوزارة المالية. وأضاف نحرص على توفير التسهيلات اللازمة لتشجيع رواد الأعمال على تأسيس الشركات الافتراضية إلكترونياً، وكذلك تشجيع الشباب على الالتحاق بسوق العمل الحر، والعمل كمهنيين مستقلين للحصول على دخل إضافي، فضلاً عن زيادة صادراتها الإلكترونية للخارج، انساقاً مع أهداف برنامج عمل الحكومة بالاهتمام بالصناعة المحلية الاقتصادية المستدامة وتشجيع الابتكار وتكنولوجيا الذكاء الاصطناعي.

### 11.4 تريليون دولار حجم التجارة الإلكترونية العالمية في 2029

مليار معاملة تجارة إلكترونية باستخدام طرق الدفع البديلة (APMS) في عام 2029، أي ما يعادل 69% من المعاملات العالمية للتجارة الإلكترونية، ومع جعل APMS مدفوعات التجارة الإلكترونية أكثر شمولاً، فإن المستهلكين المحرومين من الخدمات المصرفية في الأسواق الناشئة سيحولون عادات شرائهم إلى الإنترنت وسيتم استهلاك هذا التحول من خلال زيادة الاستثمار في أنظمة الدفع، مما يجعل عمليات التحويل أكثر جدياً ويؤدي إلى قيمة التجارة الإلكترونية.

### بقيمة 5 مليار دولار : AMD ، تستحوذ على « زد تي سيستيمز » لمنافسة « انفيديا »

استحوذت شركة إيه إم دي (AMD) بشكل نهائي على مصنع خوادم الحوسبة السحابية والذكاء الاصطناعي « زد تي سيستيمز » (ZT SYSTEMS) مقابل 4.9 مليار دولار حيث قدرت « إيه إم دي » قيمة صفقة النقد بقيمة 4.9 مليار دولار. وستستحوذ AMD على 49 مليون دولار، وتوقع « إيه إم دي » إغلاق الصفقة في النصف الأول من عام 2025، رهناً بموافقات الجهات الناطمة. وعند اكتمال عملية الاندماج، ستدمج « زد تي سيستيمز » في مجموعة أعمال حلول مراكز البيانات التابعة لشركة

### البنك المركزي: 181% معدل نمو الشمول المالي في مصر خلال 8 سنوات

المصري، بالتنسيق مع كافة الوزارات والهيئات المعنية، لتعزيز الشمول المالي وتيسير حصول المواطنين، خاصة المرأة والشباب وذوي الهمم ورواد الأعمال، على الخدمات والمنتجات المصرفية بسهولة ويسر، وذلك من خلال تهيئة البيئة الرقابية الداعمة والمشاركة في المشروعات المختلفة وتوفير المنتجات الملائمة التي تلبي احتياجات الفئات المستهدفة فضلاً عن نشر التثقيف والتوعية المالية اللازمة بين جميع فئات المجتمع.

### عاشور: خطة للتوسع في إنشاء الجامعات الأجنبية بالمدن الجديدة بمشاركة مع الاسكان

هندسة المنسوجات - كلية طب القم والقطن (المنسوجات) والتشغيل الجزئي لعملي (كلية الطب البشرى - كلية الصيدلة والعلوم)، ووجار التجهيز للتشغيل الجزئي خلال العام الدراسي المقبل لعملي (كلية الهندسة 1 - مبنى الجارة). وأكد المهندس شريف الشربيني، أن وزارة الإسكان ممثلة في هيئة المجتمعات العمرانية الجديدة، حرصت على استقطاب أكبر عدد من الجامعات بالمدن الجديدة، وخاصة مدن الجيل الرابع، نظراً لدورها في زيادة عوامل الجذب لتلك المدن، ورفع نسب الإقبال والسكن بالمدن على مدار العام بما يسهم في الإبراق بمعدلات التنمية، وإتاحة المزيد من الفرص الاستثمارية.

## تطبيق عالم رقمي

تطبيق عالم رقمي

### نور نيشن، لحلول الطاقة المتجددة تحصل على استثمار من KBW VENTURES

**كتب : أمير طه**  
كشفت شركة نور نيشن "NOORNATION"، المصرية الناشئة في قطاع الطاقة المتجددة، عن حصولها على استثمار من KBW VENTURES لم يأتها عن قيته وهو الأول لشركة KBW في مصر حيث تأسست نور نيشن في عام 2021 بواسطة راجي رمضان، وتقدم حلولاً لمركزية للبنية التحتية للطاقة والمياه، تستهدف المجتمعات النائية في مصر وأفريقيا.

### 100 مليون جنيه : تمويل جديد جهاز تنمية المشروعات ل « أمن » لدعم الشباب والشركات الصغيرة

على البدء فوراً في إقامة مشروعاتهم الصغيرة أو التوسع وتطوير مشروعاتهم المعيشية. تحسين حياتهم المعيشية. أوضح الاتفاقية عبارة عن عقدين أحدهما بقيمة 70 مليون جنيه من مشروع اتفاقية البنك الدولي «مشروع تحفيز زيادة الأعمال من أجل خلق فرص العمل» والذي يهدف إلى تشجيع ريادة الأعمال، والثاني بقيمة 30 مليون جنيه ضمن اتفاقية الصندوق العربي للإنماء الاقتصادي والاجتماعي.

### بمشاركة 100 دولة : انطلاق القمة العالمية للذكاء الاصطناعي في ديسمبر المقبل

**كتب : رشا حسين**  
تتظم القمة السعودية للبيانات والذكاء الاصطناعي "سدابا" أعمال القمة العالمية للذكاء الاصطناعي في نسخها الثالثة وذلك تحت رعاية الأمير محمد بن سلمان بن عبدالعزيز آل سعود، ولي العهد رئيس مجلس الوزراء رئيس مجلس إدارة الهيئة السعودية للبيانات والذكاء الاصطناعي بمشاركة أكثر من 300 متحدث، وحضور عدد من الشخصيات المتخصصة في الذكاء الاصطناعي من 100 دولة في العالم، وذلك خلال الفترة من 10 إلى 12 سبتمبر 2024، في مقر مركز الملك عبدالعزيز الدولي للمؤتمرات بمدينة الرياض.

### الوزير : دراسة لتعديل تعريف المشروعات الصغيرة وتوجيه مركز تحديث الصناعة بتنظيم معارض

**كتب : باكينام خالد**  
أكد الفريق مهندس كامل الوزير نائب رئيس مجلس الوزراء للتجارة والصناعة وزير الصناعة والتجارة والتمكين بشأن لجنة التفتيش على المصانع لاقى قبولا واستحساناً من مختلف ممثلي مجتمع الأعمال واتحاد الصناعات المصرية حيث يستهدف القرار مساعدة المصانع في توثيق أوضاعها وإزالتها معيار الجودة والمعايير البيئية وليس غلقها. جاء ذلك خلال الاجتماع الرابع للمجموعة الوزارية للتنمية الصناعية، وذلك بحضور وزراء الإنتاج الحربي، الكهرباء، قطاع الأعمال العام، الاستثمار، الإسكان، الرئيسة العربية للتصنيع ورئيس اتحاد الصناعات المصرية بالإضافة لعملي غرف الصناعات النسيجية وصناعة الملابس الجاهزة والمفرشات ومستحضرات التجميل، واتفقت اللجنة على ضرورة النظر في

### الرعاية الصحية: إنشاء 4,5 مليون ملف صحي إلكتروني للمتعاملين مع منظومة التأمين الصحي الشامل

تطبيق نظام الإحالة الإلكترونية من وحدات ومراكز الرعاية الصحية الأولية إلى المستشفيات الأعلى من الخدمة، فضلاً عن نجاح مصر ممثلة في هيئة الرعاية الصحية في تطبيق نظام الأوكاد الصحية الدولية ICD11 كأول دولة في إقليم شمال وشرق المتوسط تطبق هذا الإصدار من الأوكاد. أوضحت أن المحاور عمل التحويل الرقمي والصاحب بالهيئة تشمل السجلات الطبية الإلكترونية، والتطبيب

### وزير الاستثمار يبحث مع جنرال إلكتريك هيلث خططها للتوسع في مصر والتصدير

تواجه الشركة، مشيراً لأهمية قيام الشركة بدراسة الفرص الاستثمارية المتنوعة في السوق المصري، والاستفادة من الحوافز التي تتيحها الأنظمة الاستثمارية المختلفة في مصر.

### منظومة خدمات رقمية متكاملة لإنشاء تجربة الفاصلين للمسجد النبوي

**كتب : ساره نور الدين**  
تاحت الهيئة العامة للعبادة بشؤون المسجد النبوي منظومة رقمية متكاملة، تحتوي على العديد من الخدمات الإلكترونية المتاحة على الأندرويد والآيفون بعدة لغات وذلك لإثراء تجربة الفاصلين للمسجد النبوي.

### 180 مليون وحدة : ارتفاع مبيعات الهواتف الذكية الصينية بقيادة XIAOMI و VIVO و OPPO

**كتب : ياسر خالد**  
في حين أن كل من شركتي «سامسونج» و«أبل» لا تزال تهيمن على سوق الهواتف الذكية العالمي، إلا أن منافسهما «الصينيين» XIAOMI «هو» «OPPO» و«VIVO» دخلوا السوق الصينية وما يقدمه من فرص كبيرة من مبيعات الهواتف الذكية العالمية وفقاً للبيانات المقدمة من « IDC » العالمية الفصلية لمبيعات الهواتف المحمولة ، قام أكبر ثلاثة بائعين صينيين للهواتف الذكية بشحن أكثر من 180 مليون وحدة في النصف الأول من عام 2024 ، بزيادة 21 مليون هاتف ذكي من نفس الفترة من العام الماضي بعدد نمو 14% .

### شيمي، تستهدف دعم الصناعة الوطنية وتعزيز الشراكة مع القطاع الخاص وتطبيق نظام ERP

**كتب : محمد الخولي**  
أكد المهندس محمد شيمي وزير قطاع الأعمال العام، أن استراتيجية الوزارة تستهدف تعظيم العائد على الأصول وتحقيق التماثل بينها وبينها وحسن إدارة استثماراتها في الشركات التابعة بما يسهم في دعم الناتج القومي، وتطوير الأداء ونظم العمل والإدارة بالشركات وزيادة قدراتها التنافسية وإعادة الهيكلة الفنية والمالية وتطبيق نظام تخطيط موارد المؤسسات ERP، وتعزيز الشراكة مع القطاع الخاص، مشيراً إلى ضرورة المساهمة الفعالة في دعم وتعظيم التصنيع المحلي وإحلال الواردات وتوطين الصناعة والتكنولوجيا الحديثة وفق أسواق جديدة وزيادة الصادرات، وموضعا الاهتمام بتنمية العصر البشري، والالتزام بالجودة والتطوير المستمر ومعايير السدامة والسلامة المهنية وحماية البيئة والحوكمة.

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## Cooperation Protocol between E& Business, a subsidiary of E& Misr, and Urban Lens Real Estate Development to Provide Triple Play Services in the Company's Projects

By: Basel Khaleel

E& Misr, a leading company in providing communications and information technology services, and Urban Lens, a leading Kuwaiti company in the field of real estate development, announced the signing of a cooperation agreement to prepare and equip the infrastructure for information technology, communications, data transfer, and provide various digital solutions in all Urban Lens projects in New Cairo and the New Administrative Capital through E& Business, a subsidiary of E& Misr, which includes Yellow Lane, Yellow Residence, Eastlane, Mid Lane, and Levels Business Tower in the New Administrative Capital.

According to the cooperation protocol between the two parties, E& Business will prepare and implement the infrastructure for communications and information technology and extend the fiber optic network necessary to provide Triple Play communications services, which are advanced integrated services that enable customers to enjoy Internet, IPTV, and landline services in a unified package within each project.

The protocol was signed by Eng. Sherif El-Khouly, CEO of E&Egypt Business Sectors, and Eng. Fadi Emil Abdullah, CEO of Urban Lens Real Estate Development, in the presence of Eng. Emil Abdullah, Chairman of Urban Lens, Eng. Shady Emil Abdullah, Managing Director of the company, and a number of officials from both companies.

Urban Lens enhances its leadership in the field of real estate development through its strategic cooperation with E&E Business, believing in the importance of fruitful partnerships to provide a unique concept for exceptional living and service experiences. This cooperation embodies Urban Lens's commitment to the highest quality standards and implementing projects with innovative global designs, through which it maintains its customers' confidence in its brand name, and its ability to make a qualitative leap in the field of real estate development in Egypt, and provide distinguished services that meet the diverse needs of customers, to create integrated residential communities that enhance the quality of life. Urban Lens does not limit itself to giving priority to the needs of its customers only, but also devotes its efforts to enhancing the entire community, in order



to provide a better living environment and create integrated residential communities that enhance the quality of life.

Eng. Fadi Emil Abdullah, CEO of Urban Lens Real Estate Development Company, stated: "We are committed to ensuring that all our projects are equipped with the highest communication technology to meet the aspirations of our customers, which is the motivation for partnering with E&Business. We have a firm belief that digital transformation is not a distance that we travel and then stop investing in it, but rather a long road that always needs development

and continuity, to keep pace with our strategy of creating exceptional experiences according to the highest international quality standards and mastery, that meet the needs of customers and achieve their satisfaction." He added: "Our vision at Urban Lens is not limited to providing exceptional and giant projects that meet the aspirations of our clients only, but we also aspire to achieve added value for the community by making our capabilities and services available to neighboring projects to achieve the greatest benefit for all, consistent with our extensive experience in the Gulf over 36 years. We focus greatly on achieving a green and sustainable environment in all our projects, and we believe that real estate development should contribute to improving the quality of life in a comprehensive manner, through the use of environmentally friendly technologies and advanced technological applications.

In this context, we have already obtained the ISO certificate in Kuwait, and we are now seeking to obtain the LEED certificate, confirming our commitment to the highest international environmental standards and consolidating our position as pioneers in the field of sustainable

development and environmentally friendly projects in Egypt." For his part, Eng. Sherif El-Khouly, CEO of Business Sectors at E&Misr, expressed his happiness at signing the largest cooperation protocol agreement with a real estate development company and providing its digital solutions in the company's projects, which achieves the satisfaction and aspirations of customers in obtaining innovative and advanced services. He said: "E&Business is keen to provide and develop its digital solutions in the field of communications and information technology, by increasing and enhancing investment in the innovation system, which enables it to provide proactive and innovative digital services.

He added: "We focus on continuing to satisfy our customers as a primary goal that we rely on by continuing to develop the level of technological services that we provide in a way that meets their ongoing aspirations and renewed ambitions." He pointed out that E&E Egypt is committed to playing an influential role in developing and improving the system of services provided to citizens in Egypt, within the framework of the state's strategy for digital transformation and Egypt's Vision 2030.

### Foodics in Egypt inks partnership with Waffarha Egypt, providing comprehensive solutions and promotional systems

By: Mohamed Elkholy

Foodics, the leading provider of restaurant management and financial tech solutions in the MENA region, has recently signed a partnership agreement with "Waffarha" Egypt - which specializes in offering top-notch discounts and deals in Egypt.

The goal of this partnership is to incorporate the advanced coupon reading system and exclusive offers of Waffarha into Foodics' innovative restaurant management system, as well as provide restaurant owners with a streamlined and efficient experience.

The contract was signed by Belal Zahran, General Manager of Foodics in Egypt, and Mahmoud Abdelsalam, Regional Commercial Director of Waffarha, in the presence of a number of officials from both companies. Under this partnership, Foodics and Waffarha will provide exceptional experiences - in line with Egypt's forward-thinking 2030 digital agenda - for service providers and customers, with the goal to drive growth into Egypt's dynamic F&B industry and facilitate digital transformation and comprehensive solutions.

Moreover, special discounts and exclusive promotions will be provided, tailored to Foodics customers' preferences and personalization. It has also been used to facilitate the process of redeeming coupons and loyalty points on repairs for restaurants, through Foodics' operational equipment systems, including individuals who can easily track their performance and sales, and reports help them improve their operations in addition to increasing their customer loyalty and retention.

Belal Zahran, General Manager of Foodics in Egypt, said: "We are thrilled to collaborate with Waffarha application to introduce a groundbreaking integration in the F&B industry. This partnership aims to offer unparalleled support to restaurant owners, demonstrating our dedication to delivering exceptional customer experiences."

Mahmoud Abdelsalam, Regional Commercial Director of Waffarha, expressed his happiness with the cooperation between the two sides, emphasizing that this partnership signifies a significant step towards elevating the F&B industry in Egypt. It will empower restaurant owners to enhance operational efficiency, boost profits, and cultivate enhanced customer satisfaction. He said: "Together, we will offer a diverse selection of services to cater to our clients, and assist restaurants in efficiently and successfully running their businesses."

It is worth noting that Foodics is a leading company in the field of restaurant and payment technology in the MENA region. With its innovative 360 SaaS ecosystem, Foodics stands out as a trailblazer in the regional F&B industry. In Egypt, Foodics plays a crucial role in empowering a range of esteemed brands in the sector - efficiently managing their operations from any location, at any time.

## NADEC Transforms Operations with SAP Signavio, Boosting Efficiency Across 34 Business Areas

By: Rasha Hussein

The National Agricultural Development Company (NADEC) has successfully implemented SAP Signavio, leveraging the technology to advance the company's digital transformation strategy. The initiative is aligned with the Kingdom's Vision 2030, and aims to enhance the efficiency of NADEC's services, supporting diversification of its products and enabling it to enter new sectors in the food industry. It will also support expansion into local, regional, and global markets while improving customer satisfaction and product quality.

Supported by the SAP Customer Success program, NADEC achieved the deployment within just five days, and customers, staff and partners are already benefiting from the results. In total, 51 business processes have been transformed, including finance, procurement, warehousing, production, quality control, sales, transportation, and plant maintenance. Saad Saud Alhownaim, NADEC, Vice President - Digital & Technology, said, "Achieving operational

excellence is fundamental to NADEC's goal of supporting a diversified economy and contributing to regional and global food security strategies. Through the SAP Signavio business transformation project, we have integrated and streamlined our business processes, automated tasks and gained greater visibility, insight and control over our diverse operations. This empowers our employees deliver exceptional service for our customers and partners across KSA, GCC, and the wider Middle East region."

The NADEC SAP Signavio project was so successful that it outperformed competitors across global industries to win the category of 'Best Achievement in a Business Process Management Program' at this year's prestigious Business Transformation & Operational Excellence Awards held in the U.S. The goal of the transformation project was to create a single source of information to evaluate where NADEC could best integrate its business processes to acquire real-time system data on business transactions and inventory visibility across different verticals.



Implemented solutions include SAP Signavio Process Insights, SAP Signavio Process Manager, and SAP Signavio Process Collaboration Hub, all of which were integrated with SAP S/4HANA, an enterprise resource planning (ERP) solution. The integration resulted in a precise and comprehensive roadmap for business process improvements and strategies. A total of 116 recommendations were implemented across the 51 business processes analyzed. These led to significant results including a 37% reduction in average transactional time and near-perfect accuracy

across product costing. Omar Bukhari, Head of Consumer Retail Services, SAP Saudi Arabia, commented, "SAP Signavio is an end-to-end business process transformation platform that enables enterprises to quickly understand, benchmark, improve, transform and manage their business processes rapidly and at scale. This makes it an ideal solution to support NADEC's focus on operational excellence and growth. The NADEC team's forward-thinking approach and readiness to collaborate inspired our Customer Success department, and the resulting solution will enable the continued agility and high performance needed to propel NADEC's expansion and long-term success."

Eman Goubran, Head of Sales EMEA South, SAP Signavio, commented, "SAP Signavio was selected for the project for multiple reasons including the ease of integrating the system with existing SAP solutions; the effortless creation of models, simulations and flow charts; the fact that the Signavio

Process Collaboration Hub enables NADEC employees to share knowledge seamlessly; and the specialized expertise and support provided by the SAP Customer Success program. The SAP Signavio project is part of a wider digital transformation and modernization strategy to support NADEC's expansion into new and varied markets.

Last year, NADEC launched an ambitious strategy as part of its plans for transformation in the coming years, aiming to achieve a significant shift in the food industry and actively contribute to the policy of self-sufficiency and food security in the Kingdom of Saudi Arabia, based on three key criteria: sustainability, growth, and health.

NADEC's strategy primarily focuses on developing food projects based on quality and sustainability, achieving operational excellence, localizing modern food industry technologies and methods, and training and developing national talents and skills, with the goal of contributing to self-sufficiency in line with Vision 2030 for food security.

### Raya Data Center Provides Comprehensive Cloud Computing Services to Beltone Holding

By: Bakimam Khaled

Raya Data Center, a subsidiary of Raya Information Technology under Raya Holding for Financial Investments, has recently formed a partnership agreement with Beltone Holding, one of the fastest-growing financial institutions. This collaboration aims to provide a wide range of data center and cloud computing services to the company, which specializes in financial solutions including brokerage, investment banking, asset management, and equity research, as well as a diverse array of non-banking financial institution services such as financial leasing and factoring, mortgage financing, and consumer finance.

Through this partnership,



Raya Data Center will deliver various cloud hosting and outsourcing services, alongside a comprehensive set of IT solutions designed to enable clients and partners to manage their businesses with improved flexibility, scalability, efficiency, and security. This will allow customers to stay ahead in the constantly evolving field of information technology. Nashat Fouda, Executive Director of Raya Data Centers, expressed his satisfaction with the

ongoing partnership with Beltone Holding, saying, "The collaboration with Beltone adds to our wide and prominent client base that Raya takes pride in having in the region, with key partners entrusting our outstanding integrated services." He highlighted Beltone's position as a leading financial services institution in the Middle East and North Africa region.

Fouda added, "Since its establishment in 2012, Raya Data Center has been

striving for leadership in the data center services market in Egypt and the region. The company offers a range of integrated services, including infrastructure hosting, cloud computing services, enterprise resource planning, disaster recovery applications, data storage, and information security services. We have successfully gained the trust of customers from various industries and sectors, both locally and internationally."

Ahmed Abdel Gaber, Chief Information Officer, Beltone, stated: "Raya Data Center provides us with hosting services using infrastructure that supports systems and applications with high efficiency, enabling us to keep pace with rapid market developments and evolving technical requirements."

### Huawei Vaults into Top-3 of Global Tablet Market

By: Rasha Hussein

On August 6th, the market analyst firm Canalis released its Q2 2024 worldwide tablet shipments report. According to this report, Huawei tablets experienced year-on-year growth of up to 51% in the second quarter of 2024, with 2.5 million total shipments. This impressive performance has secured Huawei the third position among tablet brands globally. This demonstrates the company's strength in both software and hardware capabilities, as evidenced by the recent launch of the HUAWEI MatePad 11.5"S series and the widely praised GoPaint digital painting app.



attributed to its groundbreaking tablet technology, notably the PaperMatte Display on HUAWEI MatePad 11.5"S models. This display substantially reduces screen glare and reflectivity, offering a comfortable, eye-soothing viewing experience. There's also the HUAWEI M-Pencil (3rd generation)

stylus, which pairs seamlessly with the tablet, making them ideal for students, professionals, and creators. The GoPaint app, launched alongside the HUAWEI MatePad 11.5"S series, offers a rich array of brushes, realistic textures, and advanced digital painting capabilities accessible to artists. Powered by the cutting-edge FangTian Painting Engine, the app delivers true-to-life effects on screen, thanks to its seamless image rendering and storage. The result is more vivid layers, lower latency, and a more immersive creative experience across the board. This makes it easier than ever to bring bold artistic visions to life.

## Get the definitive Black Myth: Wukong experience on August 20th with full ray tracing and NVIDIA DLSS 3

By: Ali Edeeb

The time has finally come to embark on a thrilling journey through Chinese mythology in Black Myth: Wukong, releasing on August 20th. NVIDIA has helped elevate the graphics and technology of this anticipated action role-playing game to the highest level possible.

With the best lighting, effects, and immersion from the power of Ray Tracing and NVIDIA DLSS 3, PC gamers can prepare to marvel at the immersive visuals and tackle challenging enemies at fast and responsive frame rates. Full ray tracing is a demanding but highly accurate way to render light and its effect on a scene. With the power of GeForce RTX 40 Series GPUs and their AI Tensor/

Ray Tracing Cores, Black Myth: Wukong has fully ray traced lighting, reflections, and shadows in Black Myth: Wukong, similar to real life. Multi-bounce ray-traced indirect lighting allows natural colored lighting to bounce up to two times throughout the game, creating more realistic indirect lighting and occlusion. Meanwhile, ray-traced particle effects make it possible to render reflections off attacks, explosions, and fire despite the significant technical challenge required. Shadows and reflections are rich and responsive, helping them mirror how they normally behave. Finally, the caustics in the game simulate the real-life effect. This is when light rays are reflected and refracted by water, curved surfaces, and



objects, creating unique light patterns on nearby surfaces, such as river beds.

Despite the processing power required to utilize the technology behind full ray tracing, NVIDIA DLSS 3 allows gamers to play Black Myth: Wukong at max settings without any problems. Using GeForce RTX 4090, the world's fastest gaming GPU, players can hit nearly 100 frames per second at 4K. Additionally, owners of the GeForce RTX 4080 SUPER and GeForce RTX 4070 Ti SUPER can join the 4K fun, running at 74 and 66 frames per second, respectively. Players can confirm if their computer is ready for the release by visiting the Drivers tab of the NVIDIA app beta, GeForce Experience, or GeForce.com next week to download and install

NVIDIA's next Game Ready Driver. The Game Ready Drivers are finely tuned in collaboration with developers and extensively tested across thousands of hardware configurations for maximum performance and reliability. Gamers can now upgrade their PC thanks to NVIDIA's new Black Myth: Wukong GeForce RTX 40 Series bundle. If users are away from home or do not have a modern PC or laptop, they can still experience Black Myth: Wukong with RTX technologies on GeForce NOW. With GeForce NOW Ultimate, players can experience Black Myth: Wukong with the same technologies when gaming on GeForce RTX 40 Series PCs or laptops, including DLSS 3 and full ray tracing.

New UN initiative to reduce disaster risk with AI

By : Mohamed Elkholy
A new United Nations initiative aims to ensure that advanced digital technologies in fields such as artificial intelligence (AI) boost resilience to natural hazards and reduce disaster risks.



where decisions must be made quickly and carefully," said ITU Secretary-General Doegen Bogdan-Martin.

Nations Office for Disaster Risk Reduction (UNDRR), and the International Federation of Red Cross and Red Crescent Societies (IFRC).

2024 Tech Layoffs: U.S. companies account for more than half of global job cuts

By : Bakinam Khaled
In light of the ongoing tech layoff wave, I am reaching out with our comprehensive report, revealing the technology firms that have slashed the most jobs in 2024 so far.



significant layoffs, often citing restructuring and AI integration as key reasons. However, leading the wave of layoffs this year is Texas-based PC maker Dell, which has shed 18,500 jobs in two separate rounds.

Here are a few key takeaways from our report: U.S.-based tech companies have been leading the global tech layoffs in 2024 so far, accounting for an astounding 115,257 job cuts, or 56.51% of the worldwide total.

since January - and Tesla with 14,000 reductions. Together, these three companies account for roughly a quarter of all tech job cuts worldwide so far.

E3mel Business Training Company Launches 'Million Entrepreneurs' Initiative to Train One Million Students in the Arab World in Entrepreneurship

By : Mohamed Elkholy
E3mel Business Training Company, the leading Arabic e-learning platform specializing in management and entrepreneurship education, has announced the launch of its new community initiative, "Million Entrepreneurs".

potential challenges, and guiding students in implementing their project ideas. Additionally, E3mel Business Training Company will provide special incentives for the best project ideas submitted by participants.



enhance their competitiveness in the job market, aligning with the Vision 2030 objectives of Egypt and Saudi Arabia.

dedicated to leveraging our resources to invest in young talent, recognizing them as the crucial engine of economic advancement, which reflects our commitment to delivering innovative and sustainable solutions for a more promising future.

from Scratch," "How to Establish a Successful Online Business," "Business Management Basics," "Professional Freelancing," "Managing Remote Teams," "Family Business Leadership," "Smart Solutions and Innovative Decisions," and "Artificial Intelligence in Digital Marketing."

Kingston Digital Launches Innovative DC2000B Solid State Drives for Enterprise Use

By : Rasha Hussein
Kingston Digital Europe Limited, a flash memory subsidiary of Kingston Technology Company, a global leader in memory products and technology solutions, today announced the launch of its latest solid state drive, the DC2000B, designed to support data center operations, and equipped with a high-performance PCIe 4.0 NVMe M.2 interface optimized for use in large-scale rack-mounted servers as a boot drive to support server applications.



for server boot drive applications, as well as system applications designed to enhance performance efficiency and reliability.

Additionally, the new product features a new, integrated aluminum heatsink to ensure broad thermal compatibility across a range of system designs.

generation products," said Tony Hollingsby, Kingston's SSD Business Manager for Europe, Middle East and Africa.

Nokia bags TIM Brasil contract to spread out 5G

By : Basel Khaled

Nokia announced it secured a contract from TIM Brasil to expand the operator's 5G network across 15 Brazilian states in January 2025, a move that will deliver high-speed connectivity to a wider population and enable enterprises to tap into digital services.

AIQ deploys SMARTi Intelligent Operational Safety Monitoring solution on ADNOC L&S vessels

By : Sarah Noureideen

AIQ, the Abu Dhabi-based AI champion delivering transformative solutions to the energy sector, today announced the successful deployment of its SMARTi Intelligent Operational Safety Monitoring solution on board 86 vessels of ADNOC Logistics and Services (ADNOC L&S).

ADNOC L&S fleet and beyond." ADNOC L&S will utilize the UAE-developed SMARTi solution to further improve safety on its vessels through automated monitoring, detection and reporting of safety protocol violations and incidents.

Google brings AI answers in Search to new countries

By : Mostafa Ibrahim
Google parent Alphabet (GOOGL.O), opens new tab said on Thursday it was expanding its AI-generated summaries for search queries to six new countries, just two months after it rolled back some capabilities following a problem-riddled launch.

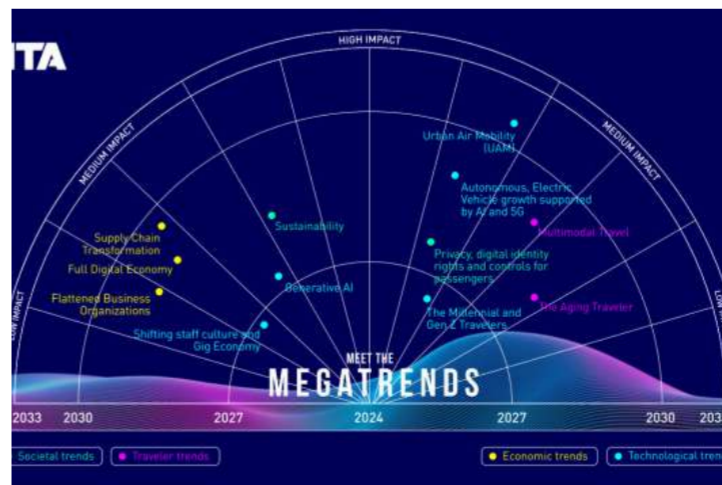


May. These updates added restrictions to which queries would display AI answers and curbed user-generated content from websites like Reddit from serving as source material for answers.

SITA CDE leverages transformative Cradlepoint cloud-based technology

By : Amin Kadry
SITA, a leading technology company in the air transport industry, will be leveraging Cradlepoint, part of Ericsson, technology as part of its transformative cloud-based secure mobile to Wi-Fi solutions.

provides everything from initial ordering through delivery, implementation, support and on-going maintenance.



next generation of agile products for secure, reliable, and sustainable enhancements for our airport, airline, and ground-handling customers in all areas of the airport and remote from airport infrastructure also."

include: off-airport passenger processing operations, SDWAN backup for remote sites, quick access for new airline routes, pilot/crew access in

cockpit and aircraft data connectivity. James Bristow, SVP EMEA at Cradlepoint said: "For 75 years SITA has delivered state-of-the-art answers for communications and data exchange to the aviation industry, and other areas of transportation. Cradlepoint is proud to be a part of the next phases of innovation for airport operating systems. Our best-in-class 5G and LTE routers, along with network management, will add totally secure, reliable and agile connectivity, together with the capacity for future innovation to drive continuous improvements across functions on the airport real estate."

