

Gartner Says Worldwide PC Shipments Increased 9.3% in Fourth Quarter of 2025 and 9.1% for the Full Year

Lenovo Led Worldwide Vendor Shipments, HP Retained the No. 2 Spot

By : Bakinam Khaled

Worldwide PC shipments totaled 71.5 million units in the fourth quarter of 2025, a 9.3% increase from the fourth quarter of 2024, according to preliminary results by Gartner, Inc., a business and technology insights company. For the full year, worldwide PC shipments totaled more than 270 million units, a 9.1% increase from 2024.

"The PC market maintained healthy growth in the fourth quarter of 2025, largely driven by robust consumer demand and business demand fueled by the Windows 11 upgrade cycle," said Rishi Padhi, Research Principal at Gartner. "Demand softened by the end of the quarter as price pressure and promotions offset earlier price increases on high-end GPUs and AI PCs, resulting in stable or slightly lower average selling prices."

There were no major changes in the top six vendor rankings worldwide in the fourth quarter of 2025 (see Table 1), with the top three vendors - Lenovo, HP Inc., and Dell - increasing their market share year-over-year.

Table 1: Preliminary Worldwide PC Vendor Unit Shipment Estimates for 4Q25 (Thousands of Units)

Notes: Data includes desktop and laptop PCs that

Company	4Q25 Shipments	4Q25 Market Share (%)	4Q24 Shipments	4Q24 Market Share (%)	4Q25-4Q24 Growth (%)
Lenovo	19,437	27.2	17,004	26.0	14.3
HP Inc.	15,392	21.5	13,750	21.0	12.1
Dell	11,783	16.5	9,970	15.2	18.2
Apple	6,689	9.4	6,327	9.7	5.7
ASUS	4,851	6.8	4,718	7.2	2.8
Acer	4,165	5.8	4,131	6.3	0.8
Others	9,180	12.8	9,529	14.6	-3.7
Total	71,496	100.0	65,409	100.0	9.3

Company	2025 Shipments	2025 Market Share (%)	2024 Shipments	2024 Market Share (%)	2025-2024 Growth (%)
Lenovo	73,567	27.2	62,542	25.3	17.6
HP Inc.	57,457	21.3	53,035	21.4	8.3
Dell	41,392	15.3	39,448	15.9	4.9
Apple	24,826	9.2	22,504	9.1	10.3
ASUS	18,512	6.9	17,351	7.0	6.7
Acer	16,963	6.3	16,927	6.8	0.2
Others	37,501	13.9	35,839	14.5	4.6
Total	270,218	100.0	247,646	100.0	9.1

are equipped with Windows, macOS and Chrome OS. All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into

channels. Numbers may not add up to totals shown due to rounding.

Source: Gartner (January 2026)

11 Upgrades Drove Growth In 2025, the PC market rebounded, achieving 9.1% growth over 2024, with more than 270 million units shipped (see Table 2). This marks

inDrive Introduces inDrive Ads as a New Global Advertising Platform in Egypt

By : Islam Tawfik

inDrive, the global mobility and urban services platform, has launched inDrive Ads, a new global advertising platform designed to support the company's sustainable growth while keeping rides affordable for passengers and commission rates low for drivers. Now live across 20 key markets and Egypt is one of the priority Market reaching the majority of inDrive's monthly active users, the platform marks a strategic step in diversifying revenue without compromising the core values of fairness and accessibility. inDrive plans to roll out the advertising solution across its entire country portfolio within this year.

inDrive Ads is designed to strengthen the platform by generating new revenue streams that help maintain one of the lowest take rates in the mobility industry, while supporting long-term sustainability for riders, drivers and local communities. A share of the advertising inventory will be allocated to inDrive's impact programmes, enabling in-house community initiatives to reach wider audiences at little or no cost.

Early performance indicators point to strong momentum. Advertiser demand has doubled month over month, with pilot campaigns showing high repeat interest from brands across e-commerce, fashion, retail, banking and financial services. Notable partnerships include collaborations with fintech players in several key markets — from Monet in Colombia, which issued more than 1,200 cash loans via inDrive Ads, to Skyro in the Philippines with over 200 loans, as well as a leading Mexican bank that distributed more than 400 new credit cards through the platform's ecosystem.

Advertising formats are integrated across multiple stages of the funnel and include multi-dimensional banner placements featuring graphics and animation, supported by built-in transparent measurement tools. "Diversifying our business with a high-margin stream like Ads is an important step for inDrive," said Arsen Tomsky, Founder and CEO of inDrive. "This new line gives us more flexibility to fund affordability at scale." "Fairness and access have guided every product we've built, and inDrive Ads is no different," said Andries Smit, Chief Growth Business Officer at inDrive. "As our SuperApp grows, we're creating opportunities for more people and brands to participate on equal terms, using the same principles that make our platform unique."

With more than eight billion deals facilitated and operations spanning 48 countries, inDrive continues to evolve into a SuperApp built around fairness, opportunity and real-world needs.

e& achieves "Running on ODA" accreditation from TM Forum, advancing its cloud-native transformation

By : Basel Khaled

e& UAE, the flagship telecom arm of global technology group e&, has achieved "Running on ODA" status from TM Forum, the leading global alliance of telco and tech companies. This accreditation reinforces e&'s focus on modern, cloud-native, component-based digital platforms as it continues to evolve as a leading global technology group. e& is the first organisation in the UAE to achieve Open Digital Architecture (ODA) accreditation, which is the de facto industry standard for a cloud-native, component-based architecture that enables agility, interoperability, and rapid innovation across digital ecosystems. It enables e& to operate on a common, open digital foundation, improving speed of delivery, simplifying integration, and supporting scalable innovation across its businesses and partner

ecosystem. Marwan Bin Shakar, CTO, e& UAE, said: "Achieving Running on ODA status recognises e&'s success in operationalising TM Forum's Open Digital Architecture across our live technology and delivery environments. By embedding open standards, modular components, and API-first principles into the way our systems and processes run day to day, we've built a cloud-native foundation that scales with our ambitions. This milestone strengthens our ability to move at ecosystem speed, deepen integration with partners, and consistently deliver differentiated digital capabilities that create measurable value for customers and partners."

George Glass, CTO, TM Forum, said: "We congratulate e& on

achieving Running on ODA status — a clear signal of their commitment to modern digital architecture and industry-wide standards. By aligning with TM Forum's Open Digital Architecture and Open APIs, organisations can simplify complexity, accelerate time to market, and unlock new opportunities for innovation and growth. This recognition reflects not just a technical achievement, but a strategic transformation toward composable, cloud-native operations that benefit customers and ecosystems alike." This journey encompassed several strategic milestones guided by a rigorous transformation roadmap focused on dismantling legacy silos and building a future-ready foundation. Key achievements on this path included:



Standardising APIs: Implementing TM Forum Open APIs to ensure seamless connectivity and interoperability across e& UAE's digital ecosystem.

Legacy decoupling: Moving away from monolithic systems toward modular, microservices-based environments.

Cloud-native adoption: Scaling operations in the cloud to ensure enterprise agility and resilience.

Collaborative excellence: Thousands of hours of dedication from engineering, product, and IT teams to align internal standards with global benchmarks.

Achieving "Running on ODA" status demonstrates e&'s ability to translate open architectural principles into day-to-day execution, strengthening business agility, operational efficiency, and the speed at which new digital products and services can be introduced to market.

Taly Achieves ISO 22301 Certification to Strengthen Business Continuity and Operational Resilience

By : Rasha Hagag

Taly, the leading enabler of digital payments in Egypt, has successfully obtained ISO 22301 certification for its Business Continuity Management System, in collaboration with ZeroSploit, a specialized partner in cybersecurity and operational resilience, which provided technical and advisory support to Taly throughout the certification journey.

Achieving ISO 22301 reflects the growing importance of business continuity within the fintech sector, where uninterrupted service delivery, data integrity, and customer trust are fundamental pillars of success. This international standard establishes a comprehensive framework that enables organizations to identify critical business functions, assess potential risks, and develop effective recovery plans encompassing people, processes, technology, and third-party dependencies.

In this context, Mohamed ElEdeissy Chief

Strategy Officer of Taly for Digital Payments, stated: "Our partnership with ZeroSploit enabled us to build an integrated business continuity ecosystem that prioritizes protecting what matters most to our customers. By strengthening our ability to anticipate risks, respond swiftly to any incident, and ensure uninterrupted access to our services, we reaffirm to our customers that they can rely on Taly with confidence at all times and under all circumstances. This certification embodies our commitment to reliability, trust-building, and delivering a seamless financial experience even in the most challenging situations."

For his part, Ayman Yousry, Chief Executive Officer and Regional Managing Director of ZeroSploit Cyber Services, added: "Achieving ISO 22301 certification represents a pivotal step for Taly, reflecting its institutional maturity and genuine commitment to business continuity and operational readiness. Throughout the

certification journey, we focused on building a practical and effective business continuity management framework tailored to the nature of the fintech sector, ensuring service sustainability and the protection of critical operations across various scenarios. This achievement underscores the importance of adopting international standards not merely as compliance requirements, but as a fundamental pillar for enhancing resilience and building long-term trust."

It is worth noting that Taly officially obtained the ISO 22301 certification in December 2025, following a structured and comprehensive implementation journey that began in December 2023. This journey included extensive risk assessments, business impact analysis, testing of multiple scenarios, and the establishment of governance frameworks and response and recovery mechanisms, in line with international best practices and standards.

X By Unifonic co leads with Y Combinator a USD 7 million funding round for Open CX

By : Wael Magdy

X By Unifonic fund, backed by Unifonic, has reinforced its commitment to advancing high-growth AI startups that are transforming cloud communications and customer experience across the region by becoming part of Open CX's newly closed USD 7 million investment round. The round, co-led by YC and X By Unifonic — one of the world's most prominent and influential venture capital firms — highlights X By Unifonic continued focus on digital transformation across the Middle East and North Africa. YC and X By Unifonic's leadership of this strategic investment round indicates strong shareholder confidence in Open CX's vision, technology, and market trajectory. This is further supported by Unifonic's participation as a strategic investor, which solidifies the company's standing as a major regional supporter of early-stage companies advancing AI native cloud communications and customer experience. The investment will fuel Open CX's expansion

and accelerate the growth of its customer experience platform, supporting the region's growing demand for advanced and scalable agentic cx.

Ayman Hamdan, Founding Partner of X By Unifonic Fund, commented, "Open CX displays tremendous potential, and we are excited to support their expansion as they continue to elevate customer experience across the region. The company has built a robust and scalable AI-Native platform that directly addresses the critical challenges enterprises face in managing digital engagement at a scale. Through this investment round, we hope to promote Open CX as it accelerates product innovation, strengthens its market presence, and expands into key regional markets. As a fund, X By Unifonic will continue to focus on driving digital transformation by assisting high-growth AI-Native B2B SaaS companies delivering mission-critical solutions for rapidly evolving markets."

Ahmed Hamdan, Co-Founder and CEO of Unifonic, stated, "This

investment reinforces our continued efforts in advancing digital transformation and accelerating the regional shift, positioning us as the leading Agentic CX Platform in MENA. As organisations increasingly adopt intelligent, automated, and scalable engagement models, platforms like Open CX are becoming pivotal in shaping the future of cloud communications and user experience. Through X By Unifonic and our role as a strategic investor, we take great pride in supporting innovative companies that are redefining how organisations engage with customers and scale AI-driven customer experiences in rapidly evolving markets."

Following this investment, Open CX will actively focus on accelerating product development, expanding its regional footprint, and strengthening both its technical and commercial teams. These markets represent significant growth opportunities as organisations across the region begin to embrace AI-driven and cloud-based customer engagement solutions.

Amazon Lens in Egypt: AI-Powered Visual Search Brings Innovative Shopping Experience

By : Mohamed Elkholi

Amazon Egypt today announced the launch of Amazon Lens, bringing its visual shopping tool to Egyptian customers seeking a faster, easier way to shop online. The launch comes ahead of Amazon's Ramadan Sale running from February 1 to the 17th, with 24-hour early access for Amazon Prime members starting February 1st, offering customers a more intuitive way to discover products across hundreds of thousands of deals. Amazon Lens leverages AI technology to help customers across Egypt quickly find products simply by using images instead of words. Whether discovering home décor items or restocking Ramadan essentials, visual search makes the shopping experience more convenient. Amazon Lens offers a solution for customers who struggle to find the right words to describe what they're looking for—whether it's a piece

50% Of Organizations Will Adopt Zero-Trust Data Governance as Unverified AI-Generated Data Grows

By : Islam Tawfik

By 2028, 50% of organizations will implement a zero-trust posture for data governance due to the proliferation of unverified AI-generated data, according to Gartner, Inc., a business and technology insights company. "Organizations can no longer implicitly trust data or assume it was human generated," said Wan Fu Chan, Managing VP at Gartner. "As AI-generated data becomes pervasive and indistinguishable from human-created data, a zero-trust posture establishing authentication and verification measures, is essential to safeguard business and financial outcomes." AI-Generated Data Heightens Model Collapse Risks and Compliance Demands Large language models (LLMs) are typically trained on "web-scraped" data and a variety of sources, including books, code repositories and research papers. Some of these sources already contain AI-generated content, and if current trends continue, nearly all will eventually be populated with AI-generated data. According to the 2026 Gartner CIO and Technology Executive Survey, 84% of respondents expect their enterprise to increase funding for GenAI in 2026. As organizations accelerate both adoption and investment in AI initiatives, the volume of AI-generated data will continue to rise. This means future generations of LLMs will increasingly be trained on outputs from previous models, heightening the risk of "model collapse," where AI tools' responses may no longer accurately reflect reality. "As AI-generated content becomes more prevalent, regulatory requirements for verifying 'AI-free' data are expected to intensify in certain regions," said Chan. "However, these requirements may differ significantly across geographies, with some jurisdictions seeking to enforce stricter controls on AI-generated content, while others may adopt a more flexible approach."

a significant turnaround following two years of steep decline in 2022 and 2023, and only modest gains in 2024.

Table 2: Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2025 (Thousands of Units) Notes: Data includes desktop and laptop PCs that are equipped with Windows, macOS and Chrome OS. All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into channels. Numbers may not add up to totals shown due to rounding.

"Tariff volatility, anticipated memory price hikes in 2026, and rising costs associated with Windows 10 Extended Security Updates prompted businesses to prioritize replacing hardware," said Padhi. "Another factor for growth in 2025 was vendors focused heavily on promoting AI PCs to capture replacement demand. However, most AI PC features, such as local inference, have yet to deliver significant productivity gains compared to cloud-based AI solutions. As a result, many organizations are upgrading primarily to future-proof their fleets, rather than to realize immediate business value from AI capabilities."

 Redefining education: How technology and creativity shape future innovators
ATTRIBUTED TO: SUAT OZSOY, International Day of Education, marked each year on January 24, offers an opportunity to reflect on how learning environments are evolving. Digital tools have become central to many classrooms, enabling more interactive, and collaborative ways of learning. At the same time, educators and parents are increasingly focused on how different formats influence concentration, comprehension, and overall wellbeing. According to a regional Epson survey , more than half of teachers and parents agree that schools must adopt more engaging teaching methods to meet the needs of today's learners.

These findings raise an essential question: how can schools blend the strengths of digital tools with proven traditional methods to support real learning? As a result, the conversation is shifting from whether classrooms should incorporate more technology to how digital and printed tools can work together to support stronger learning outcomes. Screens can bring ideas to life, spark imagination, and encourage interaction, while printed materials continue to offer depth, focus, and clarity. The most effective learning environments use both in balance by enhancing, not replacing, each format's ability to nurture creativity and support meaningful learning.

Finding the right balance Achieving the right balance between digital tools and printed materials is essential in today's classrooms. While technology brings lessons to life through interactivity and rich visuals, printed resources remain vital for focus, deep comprehension, and reducing screen strain. The goal is not to choose one format over another, but to use each intentionally where it enhances learning most. Research shows that printed materials often support better concentration, digital platforms boost engagement, and growing concerns around screen fatigue make a balanced approach even more important. No single medium can fully meet the diverse needs of learners on its own.

This matters especially now, when screen fatigue is a growing concern. Teachers and parents have reported that the majority of students are showing clear signs of screen fatigue, and more than half say that printed materials are easier on the eyes. In practice, this means adopting a blended model: using screens to visualize complex ideas and encourage collaboration, while relying on print for sustained reading and independent learning. When combined thoughtfully, these tools create inclusive, engaging environments that support different learning styles and student wellbeing considering how different tools affect focus, energy, and engagement throughout the school day.

Technology That Supports Engagement Technology's true value lies in what it enables. Interactive displays and immersive projection can transform lessons from passive consumption into shared exploration. They help make complex concepts tangible and turn abstract ideas into something students can interact with and understand more deeply. The research revealed that 73% of parents and teachers consider projectors essential tools and 67% say projection technology enriches learning by making lessons more dynamic and inclusive. When used effectively, these tools amplify what great teachers already do: spark curiosity, encourage participation, and create memorable learning moments.

Technology access can vary across education systems, with some teachers prepared and others facing infrastructure and support gaps. Closing these disparities requires collaboration among educators, governments, and technology partners so every classroom benefits from

During the Vodafone Egypt Media Forum in Aswan Governorate 2026:

Ayman El-Saadany: Our revenues are projected to reach EGP 55 billion in the second half of 2025, representing a 46% growth rate compared to the same period in 2024

With the National Telecommunications Regulatory Authority: We are discussing innovative alternatives to make smartphones available at affordable prices for all user segments

Aswan: Khaled Hassan

Ayman El-Saadany, Head of External Affairs at Vodafone Egypt, confirmed in response to a question from "Alam Rakamy" regarding the impact of the National Telecommunications Regulatory Authority and the Customs Authority's decision to exempt imported mobile phones from customs duties, that they had contacted the National Telecommunications Regulatory Authority (NTRA) to assess its impact on the mobile phone market and to develop innovative solutions to make all categories of smartphones available to users.

Installment Payment of Customs Duties
She explained that one solution is to allow payment of customs duties in installments over six months and to reach an agreement

53 million Vodafone Egypt network users by early



with mobile phone manufacturers in Egypt to produce and make available high-specification phones, thus providing an alternative to importing mobile phones from abroad. El-Saadany explained that

Vodafone Egypt witnessed a number of positive results during the second half of 2025, with its network exceeding 53 million subscribers and revenues surpassing EGP 55 billion, representing a 46% growth rate compared to the same period in 2024.

3,000 Towers Covering 5G Technology

Regarding the company's efforts in launching 5G services, the Head of External Affairs at Vodafone Egypt explained that 3,000 towers covering 5G technology have already been installed, distributed across all governorates from Alexandria to Aswan, representing 30% of the total existing towers. Regarding the possibility of providing unlimited internet services, El-Saadany confirmed that this topic has not been discussed with the National Telecommunications Regulatory Authority (NTRA). He

noted that while only a limited number of countries worldwide offer "unlimited internet" services, Egypt adheres to the regulations and rules set by the NTRA. As for the company's vision for supporting the healthcare sector, he stated that the company has achieved tangible success in this sector, providing its technological services to 13 million customers through a network of 600 healthcare facilities. This contributes to improving the quality of medical services and facilitating access to them.

Vodafone Egypt is a key digital partner in several national projects, most notably the Grand Egyptian Museum, in addition to its participation in the Comprehensive Health Insurance Program in six governorates, with plans to expand coverage to six additional governorates in the near future.

Ayman El-Saadany, Head of External Affairs at Vodafone Egypt:

We have 11 million active wallets and are planning a qualitative leap in promoting digital payments and financial inclusion

Aswan:Faten El-Khouly

In response to a question from "Alam Rakamy" about the company's vision for supporting digital payments through its electronic wallets, Ayman El-Saadany, Head of External Affairs at Vodafone Egypt, confirmed that they are fully aware of the challenges in implementing financial inclusion and promoting digital payments. He stated that they currently have approximately 11 million "active" electronic wallets that their customers rely on to complete all their financial transactions, whether for transferring money between individuals, between individuals and companies, or even paying for many government services.

This came during the annual media forum of Vodafone Egypt - Aswan 2026, currently being held for three days. The forum was attended by Mai Yassin, Head of External Communications and Sustainability at Vodafone Egypt, and approximately 100 journalists specializing in communications, information technology, and economics. She stated that they have recently achieved a significant leap forward in providing money transfer services from abroad to Egypt. This allows Egyptians abroad to transfer their savings to their families in Egypt anytime, anywhere, even in villages and hamlets, with the funds arriving instantly without the recipient needing to visit a bank or post office.

Innovative Solutions
Regarding the activities of the Vodafone Community Foundation, Ayman El-Saadany stated that there are 11 million beneficiaries of all the foundation's services. He explained that the foundation prioritizes the education and health sectors to provide innovative solutions that will develop and improve services



In cooperation with the Universal Service Fund: We are working to cover new road networks in line with the state's plans.

We serve 13 million citizens and contribute significantly to facilitating their access to more efficient healthcare in cooperation with 300 healthcare facilities.

in these sectors over the next three years. Vodafone Egypt's role in supporting the digital transformation of the healthcare sector was highlighted, with the company collaborating with approximately 600 healthcare facilities nationwide to provide advanced digital solutions that contribute to improving the quality of healthcare services. This, in turn, helps reduce patient waiting times and enhance the overall level of healthcare provided. These initiatives currently serve more than 13 million citizens across Egypt's governorates, facilitating their access to more efficient healthcare.

Expanding Coverage
The company is also paying close attention to expanding coverage of new road networks, in line with the state's infrastructure development plans. The Universal Service Fund, in accordance with the directives of the National Telecommunications Regulatory Authority, is working to ensure coverage of all new roads, including the Middle Ring Road and the Sharm El Sheikh Axis.

Regarding the possibility of adjusting telecommunications service prices, the Head of External Relations at Vodafone Egypt explained that the

telecommunications sector is among the least prone to price increases. He emphasized that any decision to raise prices is preceded by a comprehensive study of operating costs and the ability to bear the burden, noting that any increases – if implemented – would be minimal and carefully considered. New Frequencies to Improve Network Quality
Regarding the company's acquisition of new frequencies, Ayman El-Saadany confirmed that Vodafone Egypt has submitted a formal request to the National Telecommunications Regulatory Authority (NTRA) to obtain new frequencies. This aims to improve network quality and enhance the efficiency of services provided to customers, in line with expansion plans and to meet the growing demand for telecommunications services.

Concerning the company's investments in the coming period to develop the local telecommunications market, he affirmed that Vodafone continues to inject new investments to develop the network and improve service levels, supporting the digital transformation strategy and enhancing the customer experience across all governorates of the Republic.

Regarding the company's strategy to rely on clean "green" energy, the Head of External Affairs at Vodafone Egypt indicated that since 2025, they have been fully reliant on green energy, and by 2035, they will reach zero carbon emissions. Electronic Games
Regarding support for the electronic games industry, he emphasized that 5G technologies have significantly contributed to supporting the electronic gaming community, which includes a large and growing segment of users aged between 12 and 26 years. He explained that this category was not sufficiently clear in the past, but today it represents an important and growing sector in the telecommunications and internet services market. He clarified that tower development is based on precise geographical, marketing, and technical studies, through which the needs of each area are determined individually. This includes whether the area requires reliance on 3G, 4G, or 5G, or whether it necessitates building a new tower or upgrading an existing one, in accordance with the density of usage and the types of devices prevalent in each area.

He emphasized that Vodafone Egypt is working according

Mai Yassin, Head of External Communications at Vodafone Egypt:
We are committed to continuing investment in technology and innovation and supporting the state's efforts in digital transformation.

Aswan:

Khaled Hassan

Mai Yassin, Head of External Communications and Sustainability at Vodafone Egypt, affirmed the company's commitment to continuing investment in technology and innovation, and supporting the state's efforts in digital transformation, which contributes to achieving sustainable economic growth and improving the quality of life for citizens.

Regarding the role of the Vodafone Egypt Foundation for Community Development, she said it is the company's community arm and plays a pivotal role in supporting sustainable development efforts, especially in the health and education sectors, as they are among the sectors that most impact citizens' lives.

This came during the Vodafone Egypt - Aswan 2026 Annual Media Forum, which was recently held over three days. The forum was attended by Ayman El-Saadany, Head of External Affairs at Vodafone Egypt, and approximately 100 journalists specializing in telecommunications, information technology, and economics.

She stated that the number of beneficiaries of the Vodafone Egypt Foundation's activities and initiatives has reached approximately 2.5 million users to date, as part of the company's strategy to facilitate access to technology and enhance digital learning opportunities. Carbon Neutrality
Regarding environmental sustainability, Mai Yassin revealed Vodafone Egypt's success in reducing carbon emissions, emphasizing that the company is making steady progress towards achieving carbon neutrality and expanding its reliance on clean energy sources within its operations to reach its target of zero emissions by 2035.

She added that a fixed percentage of Vodafone Egypt's profits is allocated annually to support the Vodafone Foundation's community development activities.

This support is managed according to clear governance mechanisms and well-defined plans, reflecting the company's ongoing commitment to its social responsibility.

She explained that the Foundation relies on regularly conducted strategic studies, which inform the development of a three-year action plan to maximize social impact and ensure the sustainability of initiatives, with a focus on priority areas. Improving the Quality of Health and Education Services
She emphasized that health and education are the two main pillars of the Vodafone Egypt Foundation's strategy for the coming phase. The Foundation aims to implement high-quality programs that contribute to improving the quality of health services, supporting the educational process, and building individual capacities, in line with the needs of Egyptian society.

Yassin affirmed that the Vodafone Egypt Foundation for Community Development represents an integrated model of partnership between the private sector and community development. It contributes to achieving a tangible and



- The launch of the free digital platform "Ta3leemi" for children's education and training has benefited 2.5 million people.
- Specialized journalism in the field of communications is a strategic partner for success, building community awareness, and developing the market.

sustainability into all of the company's operational and community activities. This ensures a balanced economic, social, and environmental impact and reinforces the company's role as a key partner in Egypt's sustainable development journey.

Appreciation for the Role of the Press
Vodafone Egypt affirmed its appreciation for the pivotal role of the media in raising public awareness about communications and information technology issues, as well as the analytical role journalists play in addressing the challenges and opportunities facing the sector.

She explained that the company views the media as a partner in building societal awareness, not merely a conduit for news.

She emphasized that the press has been, and continues to be, a key factor in establishing trust between the company and the community over the past quarter-century.

Bridges of Communication with the Media
Mai Yassin stated that the company is always keen to remove any barriers between itself and the media, and its doors are always open to respond to any inquiries with complete transparency, whether by phone, communication applications, or in person.

We value journalists as true partners in Vodafone's journey within the Egyptian market.

We have launched a specialized training program for journalists in cooperation with the International Media Academy in Abu Dhabi, focusing on the uses of artificial intelligence in journalistic work.

The program will be held in person from February 8th to 10th to ensure maximum practical benefit for participants.

At the end of the program, trainees will receive certificates accredited by the academy.

This training reflects Vodafone's belief in the importance of keeping pace with the rapid digital transformations in the media field.

To support 25 students studying technological disciplines:

Vodafone Egypt Foundation for Community Development and the Sawiris Foundation for Social Development launch the Tech-Start scholarship

By: Pakinam Khaled

The Vodafone Egypt Foundation for Community Development, in strategic partnership with the Sawiris Foundation for Social Development, celebrated the previously announced Tech-Start scholarship, which provides comprehensive academic, financial, and professional support to 25 students from various governorates in technological disciplines. A grand ceremony was held today in downtown Cairo, attended by leading figures from both institutions, representatives from universities and relevant government agencies, strategic partners, and a host of media representatives. This event underscores both parties' commitment to supporting technological education and developing human capital in Egypt. The ceremony included speeches by several government officials, a storytelling presentation highlighting the students' journeys and aspirations, and a presentation of the Tech-Start program by implementing partner Aspire. The event concluded with the honoring of the students and a celebration of their achievements. This initiative represents an investment in Egypt's future technology leaders. The first cohort of 25 outstanding students from eight leading Egyptian universities was officially selected after passing rigorous technical tests based on merit and academic excellence. The Tech-Start scholarship offers a comprehensive support model that goes beyond traditional financial aid. It covers



full tuition and accommodation expenses, in addition to providing students with laptops and internet access to ensure an equitable learning environment. The program also includes excellent career guidance opportunities, summer internships, and academic and practical skills development programs, effectively bridging the gap between academic studies and the demands of the evolving job market. For his part, Engineer Mohamed Hanna, Chairman of the Board of Trustees of the Vodafone Egypt Foundation for Community Development, said: "The launch of the Tech-Start scholarship in partnership with the Sawiris Foundation for Social Development represents a strategic step towards investing in the capabilities of Egyptian youth and equipping them with the tools and skills necessary to excel in technology fields. The scholarship provides a comprehensive support system encompassing academic, financial, and professional aspects, reflecting Vodafone Egypt Foundation's commitment to developing technological education, which forms the cornerstone of the nation's future and supports the state's efforts to promote

digital transformation and build a national workforce capable of innovation and global competitiveness."

Commenting on this, Shahdan Aram, Secretary General of the Vodafone Egypt Foundation for Community Development, explained: "This initiative underscores the importance of collaboration across all sectors to achieve a sustainable impact on youth empowerment and digital skills development. This contributes to meeting labor market needs, enhancing the competitiveness of Egyptian talent in the global technology market, and supporting Egypt's efforts to build a workforce capable of leading innovation." Professor Laila Hosny, Executive Director of the Sawiris Foundation for Social Development, added: "The Tech-Start grant represents a strategic investment in Egypt's ability to compete in the global digital economy. This program aligns with the Sawiris Foundation for Social Development's vision of empowering a new generation of change-makers, as scholarships are one of the most important drivers of investment in human capital. Today, we support a comprehensive portfolio of grant programs spanning science, technology, engineering, and business, to arts, culture, and development practices, believing that inclusive development always begins with investing in people. We are proud of our partnership with the Vodafone Foundation, which represents a true model of integration between the private sector and development work, and we look forward to celebrating its milestones in 2026."

Green Economy
The Head of External Communications and Sustainability stressed that the sustainability strategy is a key pillar of Vodafone Egypt's business growth, explaining that investing in clean energy and reducing emissions not only yields environmental benefits but also contributes to increased operational efficiency and enhances the company's long-term competitiveness, while supporting the country's move towards a green economy. Mai Yassin stated that Vodafone Egypt will continue to integrate



الذهب: القوة الاحتياطية
الاستراتيجية بين التاريخ والحاضر
بقلم: الدكتور احمد فواز

الخبر الاقتصادي

لطالع كان الذهب ينبع في التاريخ مصدر قوة وازداد للدول، عند المصريين القدماء والفرعون، بل كان أداة استراتيجية واقتصادية متقدمة. فقد استخدم في بناء المعابد، وتمويل البنية التحتية، ودعم التجارة، بل وأقيم على أساسه أول بنك مركزي خاص بالذهب تحت إمرة الفرعون، تكون تخزينه وتقطيعه جزءاً من السياسة الاقتصادية للدولة.

وأيّن هذا التوجه في وقت يشهد فيه العالمون في

الأخوات الشركات على تغيير المسئيات وترجمتها بذكاء

لـ "HP".

ضمن أحاجة COPilot

لـ "HP" لـ "Microsoft 365".

لـ "HP" لـ "Microsoft 3