



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

الخبر الاقتصادي

لطالما كان الذهب في التاريخ مصدر قوة وازدهار للدول، يكن الذهب مجرد زينة أو وسيلة للدفع، بل كان الذهب استراتيجية واقتصادية مقدمة. فقد استخدم في بناء المعابد، وتمويل البناء الحضري، ودعم التجارة، بل وأقام على أساسه أول بنك مركزي حاصل بالذهب تحت إدارة الفرعون، ليكون تخزيه وتنطيمه جزءاً من السياسة الاقتصادية للدولة.

هذا الاستخدام الذي للذهب في التاريخ قدرة على الازدهار والتدين، مستمددين من قيمته كاحتياطي استراتيجي، وليس من خلال أفكار وهنية أو سطوية.

الذهب والاقتصاد الحديث في العصر الحديث، أصبح الذهب قوة احتياطية يسعى إليها الأفراد والدول على حد سواء، فهو مرتبط بالقيمة الحقيقة للعملات، بما فيها الدولار الأمريكي، ويشكل ملاداً أمانياً في أوقات التوترات الجيوسياسية والاقتصادية.

الوقتات الحالية لمؤسسات مالية عالمية مثل GOLDMAN SACHS، J.P. MORGAN، BANK OF AMERICA، WELLS FARGO تشير إلى استمرار ارتفاع أسعار الذهب خلال عام 2026، مع احتمالية وصول الأونصة إلى 5,000 دولار أو أكثر إذا استمرت التوترات الجيوسياسية، بما في ذلك:

الازمات في إيران واليمن، وتأثيرها على استقرار المنطقة. التوترات في فنزويلا التي تؤثر على الاقتصاد العالمي وأسواق المعادن النامية.

الصراعات بين القوى الكبرى مثل أمريكا وروسيا، والتي تؤدي إلى تقلبات اقتصادية وسياسية عالمية.

الوقتات تشير إلى ارتفاع أسعار الذهب خلال عام 2026 تشير إلى زيادة درامية، بحيث يبدأ العام عند حوالي 4,000 دولار للأونصة ويعود تدريجياً حتى يصل إلى مستويات 5,000 دولار أو أكثر بحلول نهاية العام إذا استمرت هذه التوترات.

الاستثمار المباشر وغير المباشر في الذهب، يشكل أحد الاستثمار في الذهب استراتيجية أساسية لكل من الأفراد والدول، بعض الأفراد يستثمار في الذهب بمحفظة أصولها.

إنشاء شهادات استثمارية بالذهب تتيح للأفراد وضع أصولهم مقابل فائدة.

القرض المقدم من قبل المصارف المركزية أو البنوك الخاصة بما يحقق سيولة للأفراد والدول دون المخاطرة بخسارة احتياطي.

التعزير الجيد والمحاكاة قد تؤدي إلى إعادة تدوير وتنقية من الشوائب، مما يرفع قيمة المعادن.

على المستوى العالمي، قام مصرف بنك الذهب، ليكون الأول من نوعه في الشرق الأوسط، مما يعزز قيمة الدولار الاقتصادي وبعدها في موقع رياضي في الاستثمار بالذهب.

الذهب يكاد أن من أفراد في أوقات الازمات الاقتصادية أو التوترات السياسية، يسعى الأفراد والدول لتخزين الذهب، لأنه:

يحافظ على القيمة الحقيقية، يعكس العملات الورقية التي قد تتعرض للانخفاض.

يشكل أحد استثماراته كضمان للحصول على تمويل أو إدارة السيولة الاقتصادية.

الخلال، ليس مجرد معدن ثمين، بل هو قوة اقتصادية واستراتيجية.

حقيقة التاريخ يثبت أهمية لدى المصارف العالمية، ومع استمرار التوترات الجيوسياسية والاقتصادية، سيظل الذهب خياراً أمانياً ورافداً رئيسياً للارتفاعات الاقتصادية لدول، مع توقيعه بأن تستمر اسعاره في الارتفاع خلال الأعوام المقبلة، وقد تتجاوز 5,000 دولار للأونصة إذا استمرت الضغوط العالمية.

ارتجاج أيك نائب الرئيس والمدير العام لمنطقة الشرق الأوسط وأفريقيا في "HP" لـ "عالم رقم@مر" :

هذا تعظيم استفادة مؤسسات الاعمال من تقنيات الذكاء الاصطناعي لتحسين الانتاجية ومضاعفة الاداء

افتتاح مكتب "HP" بالقاهرة وتعيين العشرات من الكوادر التكنولوجية البشرية المصرية

لدينا أكثر من 100 شريك محلي "وكلاء وموزعين" لاتاحة منتجاتنا في كافة المحافظات

اجتمعت منتجة وتقاعلات مع العملاء دون الحاجة إلى السفر المكثف.

تقنيات العمل عن بعد



تعد شركة "HP" العالمية للتكنولوجيا واحدة من أهم اللاعبين العالميين في تقديم حلول التحول الرقمي على مستوى الكبار من دول العالم، حيث يتجاوز حجم أعمالها نحو 65 مليار دولار، كما كان من مفهوم العمل عن بعد وهو ما دفع شركات الشركة، دوارة استراتيجية في تطوير سوق تكنولوجيا المعلومات المصري وتقديم خدمات ذات قيمة مضافة من خلال مساعمتها في إعداد التخطيط المستقبلي للبنية الأساسية لقطاع الاتصالات والمعلومات وخدمة في تقديم حلول المعلوماتية، شهد العالم تحولاً عميقاً من عالميياً، مما يزيد من تفاصيل العمل عن بعد، العمل الجيد بالذات يطالع العالمين، وتقديم خدمات ذات قيمة مضافة مثل مايكروسوفت، انتل، إيه إم دي، سيسكو، وغيرها.

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وحتى جاهزه "كورون

During the 59th edition of CES 2026:

“Hybrid AI” is a revolutionary, interconnected system combining on-premises AI and cloud computing

50% of managers use AI to support or guide their strategic decisions, and this is expected to double in the future.

Las Vegas By : Khaled Hassan

As we enter 2026, the Consumer Electronics Show (CES 2026), the world's largest technology exhibition, recently held at the Las Vegas Convention Center (LVCC), witnessed the participation of approximately 4,100 technology companies from 100 countries and more than 148,000 visitors, including around 6,900 media representatives. Experts and executives participating in the exhibition confirmed that it is natural to give Many organizations prioritize building a strong foundation for artificial intelligence (AI), encompassing data, governance, and human-machine integration. However, another crucial factor for the success of its applications is leadership readiness. AI now guides strategic decisions, and the clarity of leadership vision and accountability will be fundamental to effectively harnessing its transformative power. During the “Alam Rakam” tour,

exploring the four main halls of the exhibition and discovering the products and solutions presented by participating technology companies, we can confirm that we have entered a new, more realistic and pragmatic phase of AI-driven transformation. This phase focuses on long-term, enterprise-wide applications aimed at improving not only productivity but also revenue, customer experience, risk management, innovation, and decision-making. AI has now passed the critical turning point; the question is no longer whether to adopt it, but how to integrate it into the fabric of the organization. Organizations are increasing their AI budgets. Looking ahead, organizations plan to accelerate their AI investments, focusing on functions with clear processes and measurable outputs, signaling a gradual shift from experimentation to creating sustainable, long-term value. Nearly two-thirds of organizations reported



that they have already begun halting low-value projects to redirect their efforts toward higher-impact areas. On average, senior technology executives, speaking at the opening of the exhibition, predicted that organizations would allocate 5% of their annual budgets to AI initiatives in 2026, compared to 3% in 2025. This would be accompanied by a clear focus on infrastructure, data, governance, and workforce development, laying a solid foundation for AI adoption and maximizing its impact. Recent years have witnessed an

unprecedented surge in investment in AI companies and technologies by financial institutions. Funding has accelerated since 2022 with the rise of AI applications like ChatGPT, resulting in billions of dollars flowing into the sector. Companies like NVIDIA, OpenAI, Google, and Microsoft are leading the global scene, with their market capitalizations having more than doubled as a result of the increasing demand for high-performance computing services and processors specialized in training intelligent models. For example, NVIDIA's market capitalization reached record highs after it became the leading supplier of chips used in artificial intelligence. According to the Stanford HAI 2025 report, global institutional investment in AI technologies reached approximately \$252 billion in 2024, representing an estimated annual growth rate of 26% compared to 2023. However, many experts warn that this rapid increase in funding may not be

commensurate with actual economic returns, raising concerns about the potential for a new investment bubble similar to the dot-com bubble of the early 2000s. Meanwhile, top executives from technology companies participating in CES 2026 confirmed that the mechanisms for measuring AI success are undergoing a clear transformation. Operational efficiency and cost reduction are no longer the sole indicators of return on investment. Evaluation criteria now also include revenue growth, risk management and compliance, knowledge management, and enhanced customer experience and personalization. Business leaders are more aware than ever of the importance of maintaining control over their critical assets, with more than half of organizations now prioritizing data sovereignty, ensuring that sensitive or regulated data remains under their direct control.

Intel Challenges Competitors with Series 3 Processors



By : Wael Magdy

James Johnson, Intel's senior vice president and general manager of its Customer Computing Group, confirmed that the Series 3 processors deliver a total AI performance of 180 trillion operations per second, 120 trillion of which come from the graphics processing unit (GPU) alone. He emphasized that the top-tier chip in this series can handle a massive language model with 70 billion parameters on the device. According to Johnson, none of Intel's competitors can currently achieve this. Given the constraints companies face in rapidly building data centers, Johnson believes that more AI inference will move to the edge—the endpoints of users—which is why Intel is building chips capable of performing at least some of these tasks locally. Johnson also showcased various applications using generative AI on the same device powered by a Panther Lake processor, starting with an example using a graphics processing unit (GPU). Intel also unveiled its new AI Super Builder platform, which appears to be a hybrid system combining on-premises and cloud-based AI. We've heard a lot about hybrid AI, but it seems Intel is starting to put its own spin on this intriguing concept.

Yottaflops: AMD's Terrifying Evolution of Artificial Intelligence

By : Rasha Haggag

Dr. Lisa Su, CEO of AMD, discussed how technology has evolved and artificial intelligence has become paramount over the past 50 years. She explained that AI doesn't operate with a single type of processing but requires a specific computing power for each task, whether in the cloud or on desktop computers. She also pointed out that the world currently lacks sufficient computing power for all that AI can do, and that we are heading towards a terrifying level measured in yottaflops (1 followed by 24 zeros). Lisa Su then turned to personal computers, explaining how AI has transformed them. She praised Microsoft's role in advancing AI features through its Copilot+ initiative, dedicated to AI computing. This allows AI programs and applications to be used on PCs without requiring an internet connection or access to cloud computing, significantly boosting the use of AI applications at higher speeds and lower costs.

ASUS: AI at the Heart of Every Device

By : Islam Tawfik

At CES 2026, ASUS made a point of showcasing a range of innovations that integrate artificial intelligence into the core of the user experience, adopting the slogan “AI Everywhere.” It's as if the company is telling us that we are witnessing a presentation that redefines personal computing through AI, meaning the focus may shift entirely from traditional specifications to a fully integrated intelligent experience.

The presentation began with a review—as usual—of ASUS's vision for integrating modern technologies. However, what caught our attention were strong indications of new, tangible technologies that we seem likely to see today. For example, advanced cooling technologies in gaming monitors appear poised for a powerful comeback at a new level!

Under the Slogan “Outstanding Service” LG Announces Its New Strategy to Lead the After-Sales Service Market in Egypt

By : Islam Tawfik

January 22, 2026 – Cairo, Egypt – LG Egypt announced its upgraded after-sales service strategy during a press conference held by the company, where it showcased its vision to enhance customer experience and elevate service quality by leveraging the latest technological solutions, expanding service offerings, and ensuring ease of access for customers across the country. During the conference, the company highlighted the pivotal role played by LG's After-Sales Service Department in strengthening customer trust in the LG brand, through delivering fast, accurate, and flexible services supported by artificial intelligence technologies and multiple communication channels that enable customers to receive support

anytime and anywhere. These efforts come as part of LG's vision to become the No.1 brand in after-sales service in the Egyptian market, with service centers offering an integrated suite of services including same-day maintenance, first-time fix solutions, appointment management tailored to customer preferences, same-day follow-up, as well as preventive maintenance and hygienic cleaning services for home appliances such as washing machines, air conditioners, and refrigerators—ensuring extended product lifespan and optimal operating efficiency. In this context, DJ Cho, Regional Head of After-Sales Service for the Middle East and Africa at LG Electronics, emphasized that service accessibility and ease of reach represent the true



starting point of customer satisfaction. He noted that LG provides a variety of communication channels including phone calls, WhatsApp, social media platforms, and live chat via the LG website, ensuring rapid response times and efficient support.

He added that the company has integrated artificial intelligence solutions into its support system, most notably the AI-powered chatbot on WhatsApp, which enables online purchase consultations through the LG website and provides instant, accurate responses to customer inquiries—contributing to enhanced service quality and consistent information delivery.

Meanwhile, Engineer Mohamed Samir, Head of After-Sales Service Sector at LG Electronics Egypt, explained that LG's services are divided into basic and differentiated offerings, including the Evening Care+ service, which provides extended operating hours during peak periods and special seasons such as Ramadan and Eid. Service centers operate in two shifts, from 10:00 AM

to 5:00 PM and from 7:00 PM to 11:00 PM, ensuring maximum convenience for customers.

The company also confirmed that LG's service center network spans across Egypt from the North Coast to Aswan, supported by more than 500 highly trained technicians, guaranteeing fast and professional service in Cairo, the Delta, Alexandria, and Upper Egypt. LG concluded the conference by reaffirming that its new strategy goes beyond delivering after-sales services, aiming instead to build long-term relationships with customers through multi-channel communication, smart support solutions, flexible services, and strong nationwide presence—embodying the true meaning of its global slogan, “Life's Good.”

Deep Technologies Are the Real Trend in AI

By : Mohamed Essam

Aravind Srinivas, CEO of Perplexity, stated on stage that deep technologies are the true trend in the field of artificial intelligence. Many feel that AI has become sluggish. If you use ChatGPT daily, you'll notice that with every shift to data centers via cloud services... Every query you request from the application results in a noticeable cumulative delay. Aravind believes this factor makes a bigger difference for AI users than privacy concerns, particularly regarding the adoption of local AI.

He pointed out that local AI computing is becoming increasingly relevant given the exorbitant prices of RAM and the rising costs of utilities in areas where AI data centers operate.



Luma AI: Building Multimedia AI

By : Mohamed Elkholi

Amit Jain, CEO of Luma AI, explained how his company uses AI, stating that their goal is to build a multimedia AI that understands and creates images and videos, not just text. He showcased the capabilities of the company's new Ray 3 model, noting that clients have used it to create a full 90-minute movie! What's remarkable is that Ray 3 can edit AI-generated videos or live streams instantly during playback, without needing to regenerate them from scratch!

MSI Launches the MEG MAESTRO 900R Case for Cooling Systems

By : Wael Elgafary

To enhance the user experience, MSI unveiled the unique MEG MAESTRO 900R case. This enclosure is designed specifically for enthusiasts looking to build high-end open-plan displays. Combining durability with a premium design, it features 4mm high-gloss aluminum panels and three-sided curved tempered glass for a complete panoramic view.



To ensure your graphics card receives the attention it deserves, a vertical card stand with a 10-degree tilt angle is included. The included 5th generation riser cable allows for vertical card display, making the MEG MAESTRO 900R ideal for aesthetically focused builds and display stands.

The MEG MAESTRO 900R is also designed to support custom liquid cooling systems, accommodating up to four radiators simultaneously. It supports two 420mm radiators at the top and bottom, and two 360mm radiators on the sides, providing exceptional flexibility for complex cooling configurations. And if your goal is maximum airflow, there's enough space for up to 14 fans in total. When you purchase this case, it will include three 160mm fans with inverting blades connected to a control center, ensuring your system runs cool and quietly while maintaining a sleek, aesthetically pleasing look.

Panasonic: Intelligence Sees What You Can't, Reshaping the Future of Smart Operations

By : Bakinam Khaled

At CES 2026, Panasonic unveiled its advanced CPS 2.0 (Cyber-Physical Space) system. This system combines generative artificial intelligence, the Internet of Things (IoT), and sensors to create a unified digital model that accurately represents real-world physical environments such as production

lines or service facilities. The system moves beyond simply detecting faults to proactively analyzing the entire workflow by identifying comprehensive causal relationships and suggesting standardized improvements to boost efficiency and productivity. It is applicable across diverse industries, including manufacturing, restaurants, and healthcare.

Egypt's Edtech eYouth Expands into Iraq and Launches the Country's First Arabic Digital Learning Platform to Develop Workforce Skills in Partnership with Al-Majal Group

By : Basel Khaled

eYouth, the Egyptian-founded regional edtech company and one of the leading digital learning platforms in the Middle East and Africa, announced its expansion into the Iraqi market through the launch of eYouth Iraq and the introduction of the first Arabic-language digital learning platform in Iraq dedicated to developing skills aligned with labor market needs. The expansion comes through a strategic partnership with Al-Majal Group, one of Iraq's leading private sector groups. Founded in Egypt in 2016, eYouth has grown into a regional leader in Edtech, providing accessible, high-quality, and customized learning solutions. The company has successfully expanded across the region, particularly into KSA and UAE, reaching more than 4 million learners across 21 countries.

The partnership marks a significant milestone in supporting workforce readiness in Iraq by delivering high-quality training programs aligned with the needs of key economic sectors and designed to respond to the evolving demands of the local labor market. The platform will focus on high-demand skills across priority sectors, supporting Iraqi youth, fresh graduates, and experienced professionals seeking to upskill and



maintain their competitiveness in a rapidly changing economy. Through this collaboration, eYouth will leverage its extensive experience in digital learning, workforce training, and professional development, while Al-Majal Group will contribute its deep understanding of the Iraqi market and its strong network across the private sector. In parallel, eYouth Iraq will work closely with relevant government entities, ministries, and public institutions, in addition to private-sector employers, to ensure strong alignment between training programs, national development priorities, and real labor market needs. The platform will deliver Arabic-first educational content, developed in line with international quality standards, ensuring accessibility while adhering to global best practices in curriculum design, digital delivery, and learning outcomes.

Asus Launches First Wi-Fi 8 Router for Faster, Smarter, and More Stable Access

By : Amir Taha

At CES 2026, ASUS launched its first Wi-Fi 8 router and chipset, some of which are expected to hit the market this year. Wi-Fi 8 improves connection stability and energy efficiency.

Razer presented the ROG NeoCore

model with Wi-Fi 8 technology, offering antena-free connectivity and promising Wi-Fi 7 speeds but with greater efficiency. Broadcom unveiled its BCM4918 chip, and MediaTek revealed the Filogic 8000.

Razer Launches the Forge AI Dev Workstation: Complete Control Over Your Development Environment

By : Mohamed Essam

At CES 2026, Razer unveiled the Razer Forge AI Dev workstation, officially entering the professional AI computing sector.

This workstation is designed to handle the most demanding workloads in training, reasoning, and simulation.

It delivers unparalleled performance with multiple graphics cards from the NVIDIA RTX PRO or AMD Radeon AI PRO family, massive memory capacity, and seamless connectivity. This workstation empowers

you to have complete control over your development environment, giving you absolute mastery over your AI projects. It offers impressive performance with secure computing directly on your device, all without any monthly subscription fees. With this

Alienware Ultra-Thin Gaming Laptops

By : Bakinam Khaled

Alienware has consolidated its various laptop lines under the relaunched Area-51 brand, offering one 18-inch model and two 16-inch models. This year, the company appears poised to expand this lineup with an ultra-thin laptop and another aimed at the budget-conscious. The new Alienware ultra-thin gaming laptop

will almost certainly compete directly with devices like the Razer Blade, Asus ROG Zephyrus, and other thin and light gaming laptops that have gained popularity in recent years. The other device is an affordable gaming laptop aimed at beginner gamers. Alienware promises a lineup of ultra-thin gaming laptops this year. For this device, the company indicates that its thickness

will be only about 17 mm, which is almost the same thickness as the Razer Blade 14. This new category of computers, which will be available in 14-inch and 16-inch sizes, seems to be an attempt by Alienware to soften the stark aesthetic of gamers, with the aim of attracting professionals who want to use a powerful computer for work during the day and for gaming in their free time.

Ertug Ayik, Vice President and Managing Director Middle East and Africa at HP, To "Alam Rakamy":

Our goal is to maximize the benefits that businesses derive from artificial intelligence technologies to improve productivity and boost performance.

We have opened an HP office in Cairo and hired dozens of Egyptian technology professionals.

We are integrating artificial intelligence technologies on laptops and cloud computing.

Interview conducted by:
Khaled Hassan

Prepared for publication by: **Rasha Haggag**

HP, the global technology company, is one of the world's leading players in providing digital transformation solutions across many sectors. From countries around the world, with a business volume exceeding \$65 billion, the company has played a strategic role in developing the Egyptian IT market and providing value-added services through its contribution to preparing future plans for the IT sector's infrastructure, particularly in providing integrated and advanced solutions. Furthermore, HP is a strategic partner with most of the major global companies in the region, such as Microsoft, Intel, AMD, Cisco, and others.

"Alam Rakamy" met with Ertug Ayik, Vice President and Managing Director Middle East and Africa at HP, who confirmed that the company recently opened its new office in Cairo and appointed 10 Egyptian technology professionals as the core team. This office will serve as a gateway for expanding the company's operations in the Middle East and North Africa region.

Closer to customers

HP has long been present in the Egyptian market through approximately 100 partners, including agents and distributors of its products. Now, however, the company is establishing a direct presence to be closer to its customers and better serve their needs with the latest integrated digital transformation solutions. This includes maximizing the use of artificial intelligence technologies to improve productivity, boost performance, increase revenue and profits, and enhance employee performance.

He added that they plan to recruit dozens of Egyptian technology professionals in the coming period. These professionals will be relied upon to support the company's expansion in the region and across Africa. He noted that these individuals possess a high level of technological competence and digital skills, in addition to being proficient in English, French, and Spanish.

The Egyptian market is one of the most important markets in the Middle East region. It is unique and dynamic market for HP. With the diversity of countries and customer needs, the company

tailors its offerings to each client. Recognizing the importance of face-to-face interactions in the region, HP is adapting to the emergence of hybrid work, where remote communication tools are increasingly essential. This is of paramount importance, enabling productive meetings and customer interactions without the need for frequent travel.

Remote Work Technologies

Since the emergence of the COVID-19 pandemic, the world has been discussing the concept of remote work. This has prompted technology companies, led by HP, to develop innovative solutions that allow organizations to benefit from their employees even while they remain at home. Over the past two years, the world has witnessed a profound shift from traditional office work to remote and hybrid work models. Employees now demand flexibility and independence, and desire the ability to work, collaborate, and communicate from anywhere. To meet these demands, major technology companies, and even startups, are striving to develop comprehensive solutions for the era of "hybrid work." These solutions encompass computing, printing, and communication devices, ensuring that companies can maintain productivity and security, in addition to providing varying levels of cybersecurity to protect businesses from potential cyber threats.

Facilitating employee work using technological tools is one of our most important goals in developing AI-powered solutions. This drives HP's customer-centric approach to innovation. A comprehensive suite of technologies enables customers to work seamlessly from anywhere and on any device. It's crucial to provide a solution that empowers customers to be productive and secure from wherever they connect," he adds, "HP's integrated hybrid solutions and its range of products and services, from printing computing to collaboration devices, provide all the necessary requirements for remote work."

Partnerships with Global Companies

He emphasized that, in collaboration with global partners such as Microsoft, Google, and Owen IP, they have successfully made AI solutions available on the company's mobile devices. This allows users to access these applications anytime, anywhere,



without needing an internet connection or access to cloud computing. He explained that the future will see the integration of AI solutions available on laptops with AI applications in the cloud.

HP added that it developed HP Digital Passport, an award-winning innovation service at CES 2026, which provides a unified platform that allows users to access the essentials of their devices, from initial setup, exploring unique features and sustainability story, to support options as their needs evolve.

3 Key Challenges

The world faces three key challenges. The first is maximizing the benefits of artificial intelligence (AI) technologies. The second is geopolitical changes, and the third is changes in supply chains. He explained that the AI technologies developed by HP have contributed to changing and improving the efficiency of the work environment and significantly increasing employee productivity. This is enhanced by AI directly connected to the printer through the launch of the first Microsoft Copilot integration within HP Office Print devices via HP for Microsoft 365 Copilot. This provides intelligent document

summarization, translation, and organization capabilities, helping companies operate faster, more efficiently, and more securely. He added that the second challenge is "changes in the surrounding geopolitical conditions," which affect the regularity of supply chains and the daily development of businesses. The company seeks to open new channels to address these changes, ensuring that technological solutions are available to our customers at the right time and place, without negatively impacting the digital transformation and automation processes undertaken by businesses.

The final challenge lies in the gap between the aspirations and ambitions of employees and companies regarding skills development and maximizing the benefits of technology. The company is working to leverage AI to meet employees'

in their work relationships. Data indicates that only a small percentage, approximately 20%, enjoy a healthy work-life balance, according to HP's 2025 Work-Life Relations Index.

Despite this relative advantage, the challenges of modern work environments persist. Since about 85% of job satisfaction drivers are influenced by organizational decisions, strategic investment in smart technologies and personalized work experiences is crucial in bridging the satisfaction gap. In a rapidly changing and transformative world, HP reaffirms its commitment to supporting organizations in transforming these challenges into new avenues for innovation and enhanced adaptability.

Innovations Designed for the Future of Work
In the face of the unprecedented challenges confronting modern work environments, HP continues to lead the way in developing solutions that enhance employee satisfaction and accelerate business growth, ensuring that the future of work offers a balance between the human and technological dimensions.

Key new products and solutions include designing solutions for the future of work, which means creating technologies that are mobile, connected, and adaptable to diverse work environments. With its innovative design, the HP EliteBook G1 represents the world's first fully integrated AI-powered keyboard PC. HP also unveiled the HP EliteBook X G2 series, the next generation of premium business laptops designed specifically for the AI era. The company announced updates to its entire HP OmniBook portfolio for consumers, including the HP OmniBook Ultra 14 and HP OmniStudio X.

Digital Skills Development

HP confirmed that its strategy is based on four pillars, including developing a portfolio of AI-powered products and linking them to a unified digital platform. During its participation in CES 2026 earlier this month, HP unveiled a range of new technologies and innovations that prioritize job satisfaction as the next driver of business growth. This approach comes at a time when knowledge workers worldwide are facing increasing challenges

During his participation in the International Conference of the Supreme Council for Islamic Affairs:

Minister of Communications: Artificial Intelligence is a Distinctive Technology Capable of Transforming Work and Learning Methods

By: Pakinam Khaled

Dr. Amr Talaat, Minister of Communications and Information Technology, affirmed that artificial intelligence technologies are a disruptive technology due to their ability to transform work, learning, and interaction methods. He pointed out that these technologies and their impact have become a central focus of the agendas of various international forums and conferences, given the changes they have brought to lifestyles across various fields, as well as the rapidly increasing adoption of AI applications. He explained that the fundamental elements of artificial intelligence are data, algorithms, and the tremendous advancements in computing resources and data centers. He emphasized that the fourth and most important element is human guidance and the ability of humans to utilize these three elements.

This came in a speech delivered by Dr. Amr Talaat during the 36th International Conference of the Supreme Council for Islamic Affairs, held under the title "Professions in Islam: Ethics, Impact, and Future in the Age of Artificial Intelligence." The conference was attended by Dr. Osama Al-Azhari, Minister of Religious Endowments and Chairman of the Supreme Council for Islamic Affairs; Mohamed Gabran, Minister of Labor; Dr. Nazir Ayad, Grand Mufti of the Arab Republic of Egypt; Dr. Sardar Muhammad Yusuf, Minister of Religious Affairs and Interfaith Harmony of the Islamic Republic of Pakistan; Dr. Moni Hassan Barreh, Minister of Religious Affairs and Endowments



of Djibouti; Ramin Alamshahoglu Mammadov, Chairman of the State Committee for Religious Associations of Azerbaijan; Amer Al-Janabi, Head of the Sunni Endowment Office; and Dr. Ahmed Nabawi, Secretary-General of the Supreme Council for Islamic Affairs. In his speech, Dr. Amr Talaat expressed his confidence in the ability of Islamic preachers to adapt to modern innovations, keep pace with current developments, and benefit from all that is new and emerging in the field of technology. He pointed out that artificial intelligence (AI) emerged decades ago as a theoretical science, but its applications have recently evolved with the rise of generative AI, a result of the tremendous advancements in computing power worldwide. He noted that less than two years after the emergence of generative AI, proxy AI technologies appeared, possessing the ability to make decisions and take initiative, unlike generative AI, which is limited to providing recommendations, data, and summaries. He added that the near future will witness tremendous progress in robotics and a shift from static AI, which we interpret through devices,

to mobile AI through moving organs that perform tasks requiring movement. He further added that specialized scientists agree that the current era is still on the cusp of AI development, and what is known today is called weak AI. This type of AI is trained to perform a limited range of tasks and may surpass humans in speed and accuracy, but its operation is restricted to a specific set of tasks assigned by its user. He pointed to two anticipated future stages that have yet to materialize: strong artificial intelligence, which will be capable of mimicking human reasoning in multiple fields, learning, reasoning, and adapting to new tasks without training. It will be able to perform analytical tasks and make decisions without prior training. With further development, there are expectations of reaching the stage of super-intelligent artificial intelligence, which is expected to possess advanced thinking and analytical abilities and perhaps even the ability to predict emotions.

Dr. Amr Talaat explained that the current capabilities of artificial intelligence include analyzing massive amounts of

data, generating digital content including images and text, automating programs and applications, supporting decision-making, and analyzing emotions as data. He noted that despite these capabilities, it is still unable to produce new knowledge or understand the context of different cultures. Furthermore, it does not bear responsibility for decisions and their consequences, and it cannot function without sound data and a clear context. He indicated that the impact of artificial intelligence on skills lies in reshaping tasks and reorganizing work skills, which necessitates continuous skill development for individuals. He emphasized the Ministry of Communications and Information Technology's commitment to enhancing the value of human labor. Dr. Amr Talaat reviewed the impact of artificial intelligence (AI) technologies on the skills required in the job market. He explained that some skills will decline, including preparing standard reports, conducting preliminary research, direct translation from one language to another, and providing typical, straightforward responses to simple matters. He pointed out that other skills will change in nature, such as manually searching documents and texts, which will shift to supervising and verifying content generated by AI. He explained that doctors will rely on analyzing AI outputs and verifying their accuracy before recommending them to their patients, instead of relying solely on medical examinations. Similarly, teachers' skills will change from explaining educational curricula in the traditional way to training students in the practical and scientific use of AI.

Samara, in Joint Venture with Raya Holding, Launches Electric Golf Cart Assembly in Saudi Arabia

By : Mohamed Essam

Samara Land Transportation Services Co., a subsidiary of Alturki Holding, announced today the launch of assembly manufacturing for electric golf carts through a newly established joint venture in Saudi Arabia. The project will leverage Samara's leadership in the local market, combined with the manufacturing expertise of Raya Holding through its mobility arm & portfolio company, Raya Auto. The joint venture will establish a localized assembly facility, provide comprehensive after-sales support, and develop the workforce for the hospitality, tourism, construction, and urban development sectors.

These large-scale projects require efficient and sustainable mobility solutions. The project will develop local assembly capabilities, create jobs, and facilitate technology transfer, aligning with the Kingdom's economic diversification objectives. Production is targeted to exceed 3,000 electric golf carts over the next two years.

Bader Alshathry, Chairman of Samara Land Transportation Services Company in Saudi Arabia, said: "In this partnership, we are advancing a 'Saudi-assembled' standard that integrates seamless connectivity with best-in-class after-sales support. By prioritizing local assembly and premium service, we aim to deliver a quality-led

customer experience that reflects our values and long-term vision." Ahmed Khalil, Group CEO of Raya Holding, commented: "This partnership with Samara Company, a subsidiary of Alturki Holding, represents an important step in Raya Holding's regional expansion journey, with four of our portfolio companies now operating in the Kingdom. It reflects our strong belief in cross-regional partnerships that create tangible impact and long-term value, as well as our appreciation for Alturki Holding's trust in partnering with Raya in Saudi Arabia. Through our mobility arm, Raya Auto, we are bringing to the Kingdom a collaborative model that combines Raya's expertise in sustainable mobility and innovation with Samara's proven leadership and deep local market presence. Together, we are building on a strong foundation to advance localized vehicle manufacturing and deliver next-generation mobility solutions. He added: "This joint venture

reinforces our long-term commitment to the Saudi market and aligns closely with the Kingdom's Vision 2030 objectives for industrial localization and sustainable economic growth."

Juan Carlos Azcona, CEO of Samara Land Transportation Services Company in Saudi Arabia, said: "This joint venture with Raya Auto is about shaping the future of mobility in Saudi Arabia. We're committed to bringing cutting-edge, eco-friendly transportation solutions to the Kingdom, and this partnership is a cornerstone of the journey."

Mohamed El-Naggar, CEO of Raya Auto, added: "We are pleased to announce this partnership with Samara, through which we will capitalize on the proven expertise and success we have built in Egypt's electric mobility sector, from golf carts and e-buses to EV cars, where Raya Auto has pioneered integrated solutions and holds a leading market share."

End of Exceptional Exemption Period for Mobile Phones Imported by Passengers

By: Wael Magdy

As part of the implementation of the governance system for mobile phones imported from abroad, starting in January 2025, which included an exceptional decision to exempt one mobile phone per passenger from customs duties until locally manufactured mobile phones exempt from customs duties became available, the Egyptian Customs Authority and the National Telecommunications Regulatory Authority announced the end of the exceptional exemption period for mobile phones imported by passengers. This exemption ended

at noon on Wednesday, January 21, 2026. The exemption for mobile phones belonging to Egyptians residing abroad and tourists will continue for 90 days. The implementation of this system has already contributed to the entry of 15 international mobile phone manufacturers into the Egyptian market, with a production capacity of 20 million devices annually, exceeding the needs of the local market. The mobile phone industry in Egypt witnessed a qualitative leap in 2025, positively impacting the availability of the latest international models manufactured locally with diverse features and specifications to suit all segments

of the population. These devices are available at all retail outlets and official branches of international companies. They are manufactured by the same international manufacturers, or under their direct technical supervision, adhering to the same technical specifications and international quality standards as their counterparts abroad, and at competitive prices. This development reflects the direct positive impact of regulatory policies that have created approximately 10,000 job opportunities for young Egyptians, in addition to meeting the needs of the local market. Consequently, there is no longer a

need to purchase mobile phones manufactured abroad or to continue the exceptional exemption granted for such devices. To facilitate payments for citizens, taxes and fees imposed on imported mobile devices can be paid through the "Telephony" application, in addition to digital payment methods available through banks and electronic wallets. A grace period of up to 90 days from the date of initial activation will be provided to allow for the regularization of devices before any regulatory measures are taken. Furthermore, the option to pay these taxes and fees in installments will be available in the coming period. The Customs Authority and the National Telecommunications Regulatory Authority confirm that these taxes and fees will not be applied retroactively to devices that were exempted before the implementation of this decision. The Customs Authority also informs those arriving from abroad that the registration of personal mobile phones at customs offices has been cancelled as it is no longer necessary, and that the payment of applicable taxes and fees should be made through the payment channels mentioned above.

