

# Booming Egypt Telecom Market

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## Abstracts

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An effective and efficient telecommunications infrastructure is crucial for the development of a modern society and strong economy. Egypt has embarked on the journey of upgrading and improving its telecommunications infrastructure as technology evolves, traffic grows, and the usage of modern communication devices increases in the country. In this direction, Egypt has been witnessing an aggressive development of telecommunication projects educational infrastructure, and bandwidth allocation for the past few years. Thus, these developments are attracting several ICT companies from different corners of the world, to establish major global service delivery centers in the country.

Our new study “Booming Egypt Telecom Market” provides a thorough analysis of the Egyptian telecommunication market, and updates clients with the current and past market trends, recent developments, and strategies adopted by key players to stay in competition with their rivals. The report also analyzes and presents future outlook of the recent developments made in the industry. The research report also presents forecast for various telecom segments based on realistic telecom industry environment. These include telecommunication industry, fixed-line, mobile subscribers, internet subscribers, and broadband subscribers. Moreover, our research presents thorough analysis of the current and potential outlook of emerging technologies, such as, 3G and WiMAX.

Our team has examined the Egyptian mobile market and found that, it currently possesses a lot of potential as the penetration rate was just around 72% at the end of 2009. With the initiation of triple-play services in Egypt, telecom sector is going to witness significant changes in the coming years. With rapidly improving mobile infrastructure

and intense competition among the three mobile operators, the mobile subscribers will grow at a CAGR of around 17% during 2010 - 2012 and the penetration rate will exceed 113% by 2012 end.

As part of ICT development initiative, the Egyptian government is continuously adopting strategies to promote the usage of high-speed and low cost broadband internet access among Egyptians. In future, the country will see a new broadband model to attract small businesses with demand spreading to individuals and homes. The model will depend upon the spectrum availability and investment in broadband wire-line and wireless services, using DSL and WiFi technologies as well as latest technologies such as, CDMA, WiMAX, and FTTH.

Our research report also offers rational analysis of telecom operators in the country. This includes in-depth research and extensive information of their business activities, recent developments, and SWOT analysis with regard to the Egyptian telecom industry.

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