

IBM Opens Two New Centers In Egypt As It Expands In MEA

IBM announced today the expansion of its operations in the Middle East and Africa with the opening of two new centers in Cairo—one for innovation and industry clients, and one for marketing services.

The Marketing Services Center will help boost and optimize its end-to-end digital marketing campaigns in both English and Arabic, with plans to add Turkish and French by the end of 2019.

The center will be the marketing engine for IBM across the region, while the Innovation and Industry Client Center—which is the 8th in the Middle East and Africa—will help IBM clients across Egypt only.

The company already has client centers in Casablanca, Johannesburg, Abu Dhabi, Dubai, Istanbul, Lagos and Nairobi.

The US company said that the two centers will foster innovation by providing enhanced customer experiences, connecting clients with high-level technical expertise with focus on AI, cloud, blockchain, security and IoT.

It comes at the right time. Regional spending on blockchain solutions is expected to nearly quadruple to \$307 million over the next three years, led by governments in the Gulf. AI-related software, hardware and business services will increase threefold from \$37.5 million in 2017 to \$114 million by 2021, according to market intelligence firm International Data Corporation.

IBM joins other tech giants such as Microsoft and Oracle in establishing centers across the region.

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