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Information Technology Development  
Agency



WSA Gala & Conference | Egypt



23396

## **WSA/UNIDO EVENT AND WORKSHOP**

**5-6 MARCH, 2007 | ITIDA PREMISES, CAIRO, EGYPT**

**Hosted by the Information Technology Industry Development Agency (ITIDA)  
in cooperation with UNIDO, the World Summit Award and the Ministry of  
Communications and Information Technology of Egypt**

**STRENGTHENING QUALITY E-CONTENT DEVELOPMENT  
AND CREATIVE INDUSTRIES IN THE ICT SECTOR**

## **INTRODUCTION**

Within the framework of the Egyptian e-Content Award, which serves as the national pre-selection for the global World Summit Award (WSA), the Information Technology Industry Development Agency (ITIDA), together with the United Nations Industrial Development Organization (UNIDO) and WSA, organized a two-day event, which included a National Winners Gala honoring the winners of the Egyptian e-Content Award and a one-day expert workshop on the following day. The workshop aimed to give selected national best content producers a platform for presenting their projects to each other, the general public, UNIDO and representatives of the Government, and to underline and raise awareness of the importance of quality content development in Egypt.

## **BACKGROUND INFORMATION**

### **Purpose of the Egypt e-Content Award**

As a contribution to the development of the national quality e-Content in Arabic and other languages, it was essential to establish an Award to develop and support the e-content business in Egypt. This year ITIDA along with the WSA organized the second National E-content Award 2006.

The aim is to develop e-content innovation and production through supporting and encouraging content producing companies and entrepreneurs to increase their national and international standard and competitiveness and to enhance the Egyptian role and level of integration in the world information society, as this – among other things – would increase Egypt's exports.

Further aims and means are: developing creative ideas in the e-content business; qualitative and quantitative development of the e-content projects and products; supporting e-content producers and practitioners in Egypt; and introducing new trends, new technologies, and new partners to the e-content business.

**Categories awarded for companies:**

1. e-Business
2. e-Learning
3. e-Science
4. e-Inclusion
5. e-Health
6. e-Culture
7. e-Entertainment

**Categories awarded for Individuals:**

1. Community Development
2. Creativity and Culture
3. Community Engagement

**List of registered products (companies):**

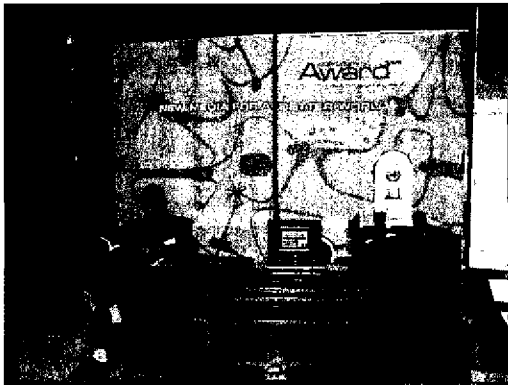
Categories	e-business	e-learning	e-science	e-inclusion	e-health	e-culture	e-entertainment	Total
Final Reg.	51	62	6	15	20	48	40	243

**List of registered products (individuals):**

Categories	Community Development	Creativity & Culture	Community Engagement	Total
Final Reg.	63	66	20	149

**Selection panel/criteria**

1. Quality and comprehensiveness of content
2. Ease of use: functionality, navigation and orientation
3. Value added through interactivity and multimedia
4. Quality of design (aesthetic value of graphics/music or sounds)
5. Quality of craftsmanship (technical realization)
6. Strategic importance for the global development of the Information Society
7. Accessibility according to the W3C (<http://www.w3.org>)

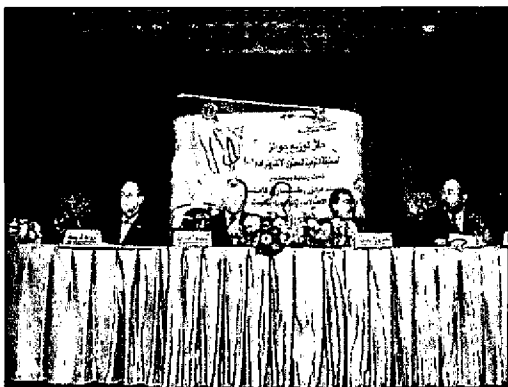


## THE WINNERS GALA

**March 5th, 2007; Grand Hyatt Cairo, 15.00–19.00**

The National Winners Gala and celebration took place at the premises of the Grand Hyatt Cairo.

The Event, which aimed to honour and give public recognition to the Egyptian Best Content Producers of 2006, brought together around 450 guests from Government, civil society, the private sector and the media. It was opened by a high level key note session, which included a speech by the Minister of Communications and Information Technology of Egypt, Dr. Tarek Kamel, followed by the prize giving ceremony and a Gala Dinner.



Professor Bruck of WSA took the stage and used the opportunity to congratulate the Egyptian winners for their excellent applications and to encourage the Government to support and foster the development of the e-Content industry in Egypt, as one of the key elements for developing a new information-based society in the country and supporting and securing stable and sustainable economic growth. Dr. Bruck also used the opportunity to underline the involvement of UNIDO in the Event and to thank UNIDO for this cooperation.

### Key notes:

Dr. Peter A. Bruck, WSA, Chairman of the Board  
Dr. Mohamed Omran, CEO, ITIDA  
Dr. Tarek Kamel, Minister of CIT, Egypt  
Dr. Sherif Hashem, Executive VP, ITIDA

### Press attending

#### *Newspapers:*

Al Ahram, Al Akhbar, Al Gomhoria, Al Wafd, Al Alam El Youm, Alam El Male, Nahdet Maser, Loghat El Aser, Egypt ICT, Middle East News Agency (MENA), Al Mesaia, Al Esboa, Akhbar El Youm, Al Mesa, Geel El Ghad, Al Ahram El Mesay, El Resala El Asria, Al Ahaly, Rose El Yousef, Al Arabi.

#### *TV channels:*

Nile News, News Sector





## **EXPERT WORKSHOP**

**March 6th, 2007; Smart Village, Cairo, 10.00 – 14.00**

The Winners Gala was followed the next day by a workshop, with the main emphasis on e-content development in the region. All event modules took place at ITIDA Premises, Building B5, Smart Village Giza (*Cairo-Alex Desert Road Km. 28, P.O. Box 12577, Giza*).

The three hours program was opened by three high level speakers, followed by the presentations of the winning projects and a panel discussion. Ten winning teams personally attended the workshop.

The event aimed to provide insight for entrepreneurs, designers, students, the private sector and government in the field of ICT and quality content production, its development and in the challenges it is facing in the day to day life in Egypt and in the Middle East.

The moderation of the workshop was done by Peter A. Bruck and taken over by the invited external expert, Ms. Manar Al Hashash, Kuwait, General Manager DOT Design and the WSA Board Member. The detailed report on the presentation by Ms. Hashash can be found below.

UNIDO was represented by Paul H. Makin (keynote), Representative and Head, Regional Office Egypt, UNIDO and Robert Novak, representative of the UNIDO Head Office in Vienna.

## WORKSHOP PROGRAMME

9:30	<b>REGISTRATION</b>
10:00	<b>OPENING PLENARY – Creativity in the Global Information Society</b>
10:20	<u>Welcome:</u> Eng. Mohamed Saad Omran, Chief Executive Officer (CEO) of the Information Technology Industry Development Agency (ITIDA)
10:40	Peter A. Bruck, Chairman, World Summit Award
11:00	Paul H. Makin, UNIDO Representative and Head, Regional Office Egypt
11:00	<b>Presentations by the Winners of the Egypt e-Content Award 2006</b>
13:00	<b>NETWORKING BREAK – Coffee &amp; Snacks</b>
13:30	<b>KEYNOTE 1: UNIDO, Goals, Project and initiatives in the region</b>
	Paul Makin, UNIDO Representative and Head, Regional Office Egypt
14:15	<b>KEYNOTE 2: Business opportunities of e-content in the Arab Region. Humanity in Innovation.</b>
	Ms. Manar Al Hashash, Dot Design, General Manager, Kuwait
15:00	<b>KEYNOTE 3: e-Content development in Egypt. The Role of the Government Projects, Initiatives, Challenges</b>
15:30	<u>Keynote</u> Mrs. Effat El Shouky, ITIDA's International Affairs
15:30	<b>LUNCH</b>

## **BUSINESS OPPORTUNITIES OF E-CONTENT IN THE ARAB REGION. HUMANITY IN INNOVATION.**

**Extract from the presentation by Manar El Hashash, Kuwait**

“Speaking today about the future of ICT in our region – and especially about the role of youth – I would stress the importance of SME's and the production and development of LOCAL e-Content, which represent and foster youth identity.

It is of extreme importance for youth in the Arab region to develop software and information systems/applications that relate to our identity, social values and the needs of the young generation.

“Creativity” and “Localization” are the keywords to success and without understanding and moving those decisive factors there is no progress for any of the developing countries in our region and no opportunity to have a break through in the world of technology.

The business of hardware and operating systems is dominated by giant companies, which are getting even bigger by joining in ventures together. They introduce innovative products that combine the strong points of both companies and such alliances bring an even stronger dominance!

So, do we stand a chance? Does this mean we should not think of development? Should we stop hoping for success of young entrepreneurs in the area of ICT and content?

Of course not! But the question is now: how can we make it?

And my answer to this lies in those key words again: “Creativity” and “Localization” - as this is the key to success for us. Local products and content are the only way to be distinguished and become a pioneer among the mega companies that dominate the world of technology around the globe. Here is our strength and their weakness, as they do not know how we chat, what traditions and values we have, what life style we live everyday and what we do in our social events and our special occasions.

We know the environment we live in. We know our needs better than anybody else. We understand and recognize what applications and information systems are needed to solve a particular problem, or make our life easier by automating a task and empowering individuals with access to the content that relates to them or their need.



This is the chance we have and I think we should strongly focus on enriching resources of information with local content that can really be used by our societies.

We should focus on developing the applications that relate to our lives or even mimic some of the tasks we do to optimize both the time and effort we usually consume to do the task manually and in the traditional way. Such applications, built up on a rich local content, is the "secret recipe" to get an amazingly unique output that serves each society perfectly.

I would want to give an example of an entertainment software that we developed at DotDesign, a small software development company. The software is a Java game for mobiles named "Koat Bu setta". It's a traditional Kuwaiti Card game that requires 6 individuals to be present in order to play it in real life, while the Java game is a stand-alone application, programmed with artificial intelligence making it possible for one person to play along with five automated players programmed by the application. It has been very successful in the local market for two reasons: people feel this is the only game on their mobile that relates to them personally, and especially with the graphics we developed for the software - where we used local traditional looking characters; secondly, users wish to be able to play the game more often, but at many times its very difficult to complete a group of 6 players at one physical location, so this software allows them to enjoy their time playing their favorite game anytime and anywhere.

This is just one small example, but even here one can easily see that there are cases where one should go smaller, not bigger, where the knowledge of local habits is crucial and where the end user gets a desired result, which he hardly would from any of the mega service providers.

Local content and introducing it in a creative way is our Success Recipe. It allows us to have more quality time as humans interacting with each other rather than tied up to the daily routine tasks we have to do.

This is "ICT for Humanity" !

## CONTACT INFORMATION

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# Egypt e-Content Award Finalists 2006



## e-Health . . . . .

### First Winner - Unified Medical Dictionary

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<b>Company</b> Khalifa Computer Group	<b>Description</b> Unified medical dictionary teacher from the important landmarks on path of an Arabicizing the healthy sciences in the modern times he transported her to the tongue the Arabian The reaction with her by the thoughts the Arabian This are the fourth edition which contain 150000 terms With the support by the explanatory portraits and possibility of the morphological search by the Arabic language
<b>Platform</b> Offline	<b>Media format</b> CD ROM

### Second Winner - egydoc.com

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<b>Company</b> amc	<b>Description</b> egydoc.com [Egypt's Medical Portal] was launched in 2003, with the vision of linking the Egyptian physicians to both regional and international medical information. It had developed a strong relation with the physicians which is evident through its large member population of 9000 Health Professionals in Egypt. It also attracted a lot of physicians from the neighboring region. It serves the Health professionals needs by providing regional medical news, medical events, medical studies, directories, pharmaceutical products, specialized channels and more. egydoc.com even started approaching in more depth very specific subspecialties sharing in the medical education and networking between both junior and senior practicing specialists. Our services also extended to cover the general public needs by developing a health portal resource in the form of articles, patient material, disease support groups. egydoc.com also supplies medical content to other web sites in both Arabic and English language.
<b>Platform</b> online	<b>URL</b> www.egydoc.com

### Honorable Mention - Egypt portal for Diabetes

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<b>Company</b> Diabetes Youth Care Association	<b>Description</b> Egypt's Portal for diabetes providing the means of a better lifestyle for people with diabetes in Egypt and World Wide.
<b>Platform</b> online	<b>URL</b> www.diabetes-eg.com

### Honorable Mention - El Malak Pharmacy Online

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<b>Company</b> El Malak Pharmacy	<b>Description</b> At El Malak Pharmacy Online, we specialize in medicine. Our goal is to provide the Arabic-speaking web surfer, in any part of the world, with reliable and easy-to-understand information about drugs and treatment options, to enable him, along with his doctor's advice, to take the correct decisions that eventually lead to a quick recovery from his illness, and to protect him from false claims and fraud. To reach this goal, we provide him with the following options: 1. Ask the Pharmacist service: Provides personalized answers to visitors' questions about medicines, their use, side effects, etc. 2. Arabic Drug Directory: Offers detailed information about some of the most commonly used drugs nowadays. Updated regularly. 3. Q and A with the pharmacist: Lists past questions with their answers organized by specialty. 4. El Malak Newsletter, which covers popular health topics, available as a free download. And that's not all. "When it comes to medicines, simply ask the pharmacist."
<b>Platform</b> online	<b>URL</b> www.elmalakrx.com/Arabic

# Egypt e-Content Award Finalists 2006



## e-Science .....

### Honorable Mention - Science Magazine

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<b>Company</b> ENSTINET		<b>Description</b> A leading Egyptian journal of original scientific research, global news, and commentary. It offers some basic information specific to the magazine and its Web content. Science Magazine provides the Egyptian research Community with a full 24/7 online as well as onsite access to global information resources via the INTERNET. Science Magazine is for on-line, knowledge-building communities centered around current scientific controversies.
<b>Platform</b> online	<b>Media format</b> www.science-magazine.asrt.sci.eg	

## e-Learning .....

### First Winner - Hafss

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<b>Company</b> RDI		<b>Description</b> RDI Company has integrated the newest releases from its Technologies to develop application capable of providing the service in the area of Enriching Arabic content through self learning for Arabic language especially the recitation of the holy Qur'aan; Hafss©. On the top of this Technologies RDI utilized The Arabic Speech Recognition and Arabic Speech Verification Technologies; integrating this technologies helped RDI focusing in the field of learning Arabic Language; leading the market; and delivering quite innovative technologies and applications in the field of Enriching Arabic content. Hafss© was considered as the first application utilizing this technologies and aiming to make use of RDI Innovation in the field of Enriching Arabic content through utilizing speech technologies.
<b>Platform</b> Offline	<b>Media format</b> CD ROM / DVD	

### Second Winner - Wizard of Words - Animated Talking Dictionary

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<b>Company</b> Horizon Interactive Studios		<b>Description</b> This product is an interactive animated talking English Arabic dictionary for children aged 4 to 8. it contains games and exciting animations.
<b>Platform</b> Offline	<b>Media format</b> CD ROM	

### Honorable Mention - The Educational Library

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<b>Company</b> RDI		<b>Description</b> This Catalogue contains 1200 Learning Object in all subjects and all stages in Saudi Arabia from Kindergarten to post graduates. It includes developed E-Content Resources that improve the explanation of the subjects and help the learners to understand the lessons easier.
<b>Platform</b> Offline	<b>Media format</b> CD ROM / DVD	

### Honorable Mention - Learning together for a better future - 3 Volumes

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<b>Company</b> Harf Information Technology		<b>Description</b> This project aims to produce Software program(s) which will be made available to the audience on CD set and on the web, for use on basic multimedia computers, to provide an efficient environment to speed up Arabic literacy learning. This software program(s) will allow users, just by pressing few keys or mouse clicks, to watch and listen to a step by step tutorial.
<b>Platform</b> Offline	<b>Media format</b> CD ROM	

# Egypt e-Content Award Finalists 2006



## Honorable Mention - KasrAlAiny Faculty of Medicine Website

<b>Company</b> KasrAlAiny Faculty Of Medicine	<b>Description</b> A project started at the year 2001 to enrich the presence of KasrAlAiny Faculty of Medicine, The First school of medicine in the middle east and to provide services for the students
<b>Platform</b> Online	<b>URL</b> <a href="http://www.kasralainy.edu.eg">www.kasralainy.edu.eg</a>

## Honorable Mention - Arab Film TV School

<b>Company</b> قودنص-نوي زفيلتال او امنيس لى لى اى برع ال كسردم لى ة فاق شلا اة مي ن ت ل ا	<b>Description</b> An online arabic school for teaching script-writing, directing, production, set-design , photography, editing , sound , and animation of TV and Cinema arts addressed at Arabic speaking people worldwide.
<b>Platform</b> Online	<b>URL</b> <a href="http://www.arabfilmtvschool.edu.eg">www.arabfilmtvschool.edu.eg</a>

## Honorable Mention - e-Learning

<b>Company</b> e-Learning Unit	<b>Description</b> The eLearning unit at mansoura university has established most of the necessary software for eLearning. Support Tools for both faculty members and students are also provided
<b>Platform</b> Online	<b>URL</b> <a href="http://mansvu.mans.edu.eg">mansvu.mans.edu.eg</a>

## e-Entertainment . . . . .

### First Winner - Mazika.com

<b>Company</b> LiNKdotNET	<b>Description</b> Mazika.com is the largest music portal in the Middle East, first launched in 1998. Mazika.com provides all the Arabic music in wma legal, protected format , and it also provides online Audio & Video streaming. Mazika.com has 1,650,000 subscribers & reaches 10,000,000 page views monthly. Mazika.com has users are from all over the world.
<b>Platform</b> Online	<b>URL</b> <a href="http://www.mazika.com">www.mazika.com</a>

### Second Winner - The Story of Prophets Hud and Salih (Peace be upon them)

<b>Company</b> Harf Information Technology	<b>Description</b> The program covers the events and the situations related to the stories of Prophets Adam, Nuh, Idris, Hud and Salih (peace be upon them all). The animated story focuses on the story of Prophets Hud and Salih (peace be upon them) presented in the company of the child Rashid and his bee friend Zeina.
<b>Platform</b> Offline	<b>Media format</b> CD ROM

# Egypt e-Content Award Finalists 2006



## Honorable Mention - Yallabina.com

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<b>Company</b> LINKdotNET		<b>Description</b> About yallabina.com Yallabina is Cairo's prime online entertainment guide with the belief that fun is a serious thing. There are several dynamic sections cradled within the site that provide its users with a variety of services that shed light on Cairo's great entertainment scene. These sections range from restaurant reviews, to movie reviews, to miscellaneous articles. Yallabina.com reaches more than 50,000 unique users every month. Being in the market since 1999, Yallabina.com has reached levels of unprecedented excellence as guide to the Cairo scene, resulting in being identified as the leading online entertainment consultant. Young, hip Cairians, make it a habit to log on to Yallabina.com for ideas, recommendations, special promotions and any information related to going out, before they hit the Cairo streets. This has led to the introduction of "Yallabina Recommended" to the Yallabina.com users.
<b>Platform</b> Online	<b>URL</b> www.yallabina.com	

## Honorable Mention - Rashid and the Clock

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<b>Company</b> Harf Information Technology		<b>Description</b> In view of the need to offer constructive works of benefit to Muslim children, Harf undertook the preparation of the "Encyclopedia of Young Muslims", which is a story-based encyclopedia for children that covers the areas of faith, fiqh, manners and morals in the form of cartoons, strips and audio stories, where simplified information is presented to children to facilitate their understanding of Islamic terms and concepts.
<b>Platform</b> Offline	<b>Media format</b> CD ROM	

## Honorable Mention - Prophet's Sera for Children

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<b>Company</b> AlMotahida for Software		<b>Description</b> A time line panoramic display for the biography of the prophet Muhammad 'peace be upon him', starting with the period prior to his birth and reaching to the death of the fourth caliph (ali ibn abu talib). There will be a pictured movable background for children expressing the events in the biography of the prophet, with icons for each character or event so that the child can click on them to read or hear more details. Headings of the years will be displayed in a bar allowing the child to mouse over for a list of the event of a certain year, and the child can chose an event from the list and a pop up window will appear with the details of the event. The time line will be accompanied with a voice comment telling the biography briefly simultaneously with the pictures of the events, and the labels also contains written and voice narration. Beside the time line, the program contains a group of features, there are biographies and poems about the prophet, a description of the prophet, and a list of books and sayings about the prophet, and the tree of prophets with pictures.
<b>Platform</b> Offline	<b>Media format</b> CD ROM	

## Honorable Mention - Rashid and the Treasure

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<b>Company</b> Harf Information Technology		<b>Description</b> In view of the need to offer constructive works of benefit to Muslim children, Harf undertook the preparation of the "Encyclopedia of Young Muslims", which is a story-based encyclopedia for children that covers the areas of faith, fiqh, manners and morals in the form of cartoons, strips and audio stories, where simplified information is presented to children to facilitate their understanding of Islamic terms and concepts.
<b>Platform</b> Offline	<b>Media format</b> -	

# Egypt e-Content Award Finalists 2006



## Honorable Mention - Reading for all festival, celebration of 15 years

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<b>Company</b> mega Media	<b>Description</b> The CD documents the great achievements of the "Reading for All" festival in its 15th anniversary. Headed by Egypt first lady, the festival is focused on promoting the reading culture among the children as well as different age groups.
<b>Platform</b> Offline	<b>Media format</b> CD ROM

## e-Culture .....

### First Winner - Sound and Light Shows of Egypt

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<b>Company</b> Mega Media	<b>Description</b> The legendary shows are playing at world renowned Pyramids of Giza, Temples of Karnak, Philae and Abu Simbel; four of the UNESCO World Heritage sites. Their historical and cultural values are simply beyond description. Latest lighting, laser and projection technologies are utilized to visualize mysteries of the Pharonic civilization. Every year, hundreds of thousands attend these magnificent spectacles to relive the legend. The web site incorporates breath-taking imagery and a wealth of cultural heritage content. The scope of the project was extended beyond the promotion of the shows, the content was developed to highlight the historical sites. Tens of 360 degree interactive panoramic images were shot giving users the chance to indulge into the mystery of those fabulous monuments. Having the content in five languages; English, Italian, German, French and Russian, to guarantee the largest audience.
<b>Platform</b> Online	<b>URL</b> <a href="http://www.egyptsandl.com">www.egyptsandl.com</a>

### Winner - Islamic Art Gallery

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<b>Company</b> Harf Information Technology	<b>Description</b> Islamic art represents an important aspect of Islamic civilization and demonstrates the excellence of Muslims in this field. Despite its great importance, Islamic art and its history has remained obscure for centuries. Prompted by its keenness to shed light on such an important cultural aspect, Harf has utilized the most advanced technologies to develop the Islamic Art Gallery. The Islamic Art Gallery program aims at presenting brilliant artistic works executed by Muslims throughout the ages, starting from the first century A.H. until the thirteenth century A.H., to reveal the pioneering aspect of Muslims, their creativity and influence on many ornamental arts of other nations. Key features: • The first Arabic software program to deal with Islamic art as a specialized study of the history of this field made by specialists in Islamic antiquities. • The first Arabic software program to utilize Virtual Reality technology to facilitate navigation in the halls of the gallery.
<b>Platform</b> Offline	<b>Media format</b> CD ROM

### Honorable Mention - Mr. & Mrs. Mohammed Mahmoud Khalil Museum

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<b>Company</b> Sector of FineArt	<b>Description</b> the cd include a program about the artist Mohamed Mahmoud Khalil (his CV, The museum acquisitions and description for each acquisition)
<b>Platform</b> Offline	<b>Media format</b> CD ROM

# Egypt e-Content Award Finalists 2006



## Honorable Mention - The Large Collection of Islamic and Arabic Heritage Books

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<b>Company</b> Turath Company		<b>Description</b> The program of big library is considered the first and the biggest program of computers in Arabic and Islamic history at all, this project which become the first and it is a pioneering ideal also this program is the first in quantity, quality and types. This project contains three million pages and 8500 books and more than one thousand and seven hundred titles of books is considered the sources of Islamic and Arabic heritage. The big library, big in its contents to find n the field of Arabic and Islamic heritage which piled up through centuries. The big library: contains the knowledge from religious, literature and historic fields which joined to build a big project contains all this scattered knowledge among books. Collected them to make all people benefit from them easily. - The merits of big library: the history will record (mention) that the first and biggest library which established electronically is the big library for the Arabic and Islamic heritage, which has the following merits.
<b>Platform</b> Broadband/Online	<b>URL</b> www.aljamea.net	

## e-Business . . . . .

### First Winner - Link Commerce

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<b>Company</b> Link Egypt		<b>Description</b> Link Commerce is an out-of-the-box online e-commerce solution that is very easy to setup, manage and customize. Link Commerce software provides powerful e-commerce solutions that suit any business size and type. Our software is a web-based e-commerce solution builder that can deploy a bundle of applications such as an online product catalog with a shopping cart, online store for selling services or paid membership subscriptions, inventory management, order and payment processing, shipping management and much more.
<b>Platform</b> Online	<b>URL</b> www.bogzy.com	

### Second Winner - OOTravel

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<b>Company</b> Link Egypt		<b>Description</b> OOTravel is a package of solutions developed by Link Egypt® specifically for tour operators, wholesalers and other companies wishing to sell hotel rooms, hotel apartments, cruises, transportation and other services based on their own allotment. - Providing a modern reservation system, dynamic packaging and pricing, powerful online browsing, searching and booking, it becomes the booking system your company really need.
<b>Platform</b> Online	<b>URL</b> www.travelsin.com	

### Honorable Mention - ArabFinance

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<b>Company</b> www.Arabfinance.com "LINKdotNET"		<b>Description</b> ArabFinance is the number ONE online trading portal offering online stocks' trading through CASE (Cairo and Alexandria Stock Exchange). ArabFinance is a bilingual portal, catering to all Arabic and English speakers in the Arab world. ArabFinance presents the ideal solution for the Egyptian Stock Market providing its users with accurate financial information without differentiating between them, encouraging small and large investors by allowing them to better decide for themselves without relying on a broker, hence, paying less commission.
<b>Platform</b> Online	<b>URL</b> www.arabfinance.com	



# Egypt e-Content Award Finalists 2006



## Honorable Mention - MyStreetGuide.com

<b>Company</b> DotMap SAE		<b>Description</b> World leaders such as Microsoft, Google and Yahoo, are now launching new tools that enable users to search with location specific information. From that perspective, DotMap SAE developed a freely location-based service available to end users on the internet. DotMap used the latest technology in building interactive maps which greatly enhances easiness of navigation. This location based website is called MyStreetGuide.com. It is accessible from any computer with internet connection (www.mystreetguide.com). The website is bilingual (English and Arabic). MyStreetguide.com offers the following services : Search Address – Nearest Service- Find Direction – Search Directory – Interactive Maps.
<b>Platform</b> Online	<b>URL</b> www.mystreetguide.com	

## Honorable Mention - CareerMidEast.com

<b>Company</b> CareerMidEast.com		<b>Description</b> CareerMidEast.com is the first portal in online recruitment and career development in the region. CareerMidEast.com came into existence as a result of an overwhelming demand for a successful match between the right job and the right candidate. With thousands of job seekers looking for jobs and career development tools, the job seeker market is very dynamic. Respectively, thousands of companies inside and outside of the region actively look for potential candidates to fill their vacancies and those of their clients' everyday Our Channels With channels catering to job seekers, employers, recruiters and training centers, CareerMidEast.com uses state-of-the-art Internet technology to offer the best recruitment solutions and career development tools in the Middle East. Country Coverage CareerMidEast.com mainly serves the following countries: Bahrain, Egypt, Kuwait, Jordan, Saudi Arabia, Lebanon, Oman, Qatar, Yemen, Morocco, Tunisia, and the United Arab Emirates. Also some countries from Asia, Europe and the US
<b>Platform</b> Online	<b>URL</b> www.careermideast.com	

## Honorable Mention - Mudon Dubai

<b>Company</b> mega Media		<b>Description</b> The project presents the concept for an architectural competition of a golfing compound in Dubai called Mudon. The scope of the competition was the downtown area resembling Cairo.
<b>Platform</b>	<b>Media Format</b>	

## e-Inclusion . . . . .

## Second Winner - The news Archive system

<b>Company</b> islamicnews.net		<b>Description</b> ةيساس الة رصان علما نم أبن - ةيمالسا الة رابخالا قلاكو عورشم نوكتة ةيسرعلان نيتخللاب قزيمتم ةيمالسا اابنأ قلاكو . ةيلانللا وهو (يزيلجن او يبرع) يرابخا ينورشلل عقوم . ةيزيلجن الة او قرادا - شاحبأ زكرم) قنسا سو قنعا سم تامدخ . www.islamicnews.net
<b>Platform</b> Online	<b>URL</b> islamicnews.net/admin/admin.asp	رقم : عورشم لة ةيساس الة رصان علما هذو قمدخ ولع موقى . (خلا - ببردت روصلاو رابخالا عيزوتو ليلجنو قيشوتو عمجل قلاقولل سيز نيفحص نيلسا امو . قلاقولل ةي عرف بتاكم . تاليلحتلاو قياشولل ةيراجتو ةيقىومت تامدخ . لجالعلا عاقب فلتخم يف نيمالعاو قنصنختم ينقو ينقت ريوطت قرادا . قلاقولل تاجتنم قنطرنأ قيوستل ةيفحصلا تامدخلل مديقتو الكترونيا ، يوتحمل قرادا يف

# Egypt e-Content Award Finalists 2006



## Honorable Mention - Egypt Directory

<b>Company</b> Egyptwww		<b>Description</b> Egyptwww.com is the first Arabic, full-featured search engine and image-supplied web directory of the Egyptian websites.
<b>Platform</b> Online	<b>URL</b> www.egyptwww.com	Egyptwww.com now stands as Egypt's main directory portal. The web directory contains about 27 main categories which are further classified into more than 400 sub-categories, covering almost all fields and activities. Egyptwww.com is a content site, providing dynamic and constantly updated information about Egyptian business, economic resources, export potentials, investment opportunities, e-commerce, health, education, tourism, sports, entertainment... etc.

## Honorable Mention - Egypt IPR Portal

<b>Company</b> Egyptian Center for Intellectual Property and Information Technology (ECIPIT)		<b>Description</b> Portal for Intellectual Property to raise awareness in the society, it contains latest news, trends and events in IPR field. the portal contains the egyptian and arab laws and the international treaties and conventions.
<b>Platform</b> Online	<b>URL</b> www.ecipit.org.eg	

## Community Development . . . . .

### First Winner - Free E-books online

<b>Company</b> FGF (Future Foundation Generation)		<b>Description</b> A free online books website and free for downloading you just need to register so as to download any book.
<b>Platform</b> Online	<b>URL</b> www.books4arab.net	

### Second Winner - Ra2yak

<b>Company</b> ICFS		<b>Description</b> its about trading informations between all arab people by writing articles and publish it instantly on the site
<b>Platform</b> Online	<b>URL</b> www.ra2yak.com	

### Third Winner - www.egypschool.com

<b>Company</b> zamzam Co.		<b>Description</b> An instructional website in the service of the pivot of instructional operation (student / teacher / parents / school manager)
<b>Platform</b> Online	<b>URL</b> www.egyptschool.com	

## Honorable Mention - First Arabian GIS software

<b>Company</b> Elshayal Smart GIS Software©		<b>Description</b> El-Shayal Smart GIS Software is an almost First Arabian GIS software which completely developed by Arabian developers team and independent of any commercial software package. It is a Standalone applications that Create & Edit & Publish Shape files and Data base files. and track GPS devices.
<b>Platform</b> Online	<b>URL</b> www.smartwebonline.com	

# Egypt e-Content Award Finalists 2006



## Honorable Mention - MedMuseum "Educational"

<b>Company</b> KasrAlainy Faculty of Medicine		<b>Description</b> Building a non-profit, world quality portal for serving medical students educational needs of genuin national-made medical materials for under- and postgraduate students and providing a collaborative area where they can learn and collaborate.
<b>Platform</b> Online	<b>URL</b> www.medmuseum.com	

## Honorable Mention - Alrijal

<b>Company</b> Faculty of Medicine, Kasr El Aini		<b>Description</b> Human sexuality and fertility are un-revealed health aspects. Individuals are often mislead into mis-concepts that impose on the quality of life and endanger health. Examples incorrect and scarce information on treatment of infertility, erectile dysfunction and other sexual ailments, protection from sexually transmitted diseases on top of which is AIDS, masturbation and genital size. The individual is often discouraged to visit a specialist as the issue is embarrassing and stigmatizing. The need for a freely accessible, immediately available, reliable source of information in this domain was therefore necessary. Alrijal.com is a website that delivers accurate and thorough information about every aspect of male sexuality and fertility, written in clear Arabic language, richly illustrated, written by specialist who was honored by the "Egyptian Award of Excellence in Medeical Sciecnces; Egypt, 2005", and who is internationally recognized for his innovations in this field.
<b>Platform</b> Online	<b>URL</b> www.alrijal.com	

## Creativity and Culture .....

### First Winner - Atfal Almostakbal Web Project

<b>Company</b> -		<b>Description</b> An educational/ entertaining website targeting kids, providing them with useful information, amusing games, interaction coloring paintings and other link "try to do it with your self" these and other links provides real education mixed with fun and pleasure for the target viewers.This project consider a tool to enhance the Egyptian culture among today kids and young adults.
<b>Platform</b> Online	<b>URL</b> www.atfalalmostakbal.com	

### Second Winner - Zero-net, Don't Hate - Educate!

<b>Company</b> -		<b>Description</b> Zero-net is a volunteer effort from a group of individuals aiming to encourage better cross-cultural understanding and communication between normal people in the west and young Muslims. Zero-net was initiated as a positive reaction to the famous Danish cartoons crisis. The project focuses on enhancing creative citizen-to-citizen communication among all age groups and social backgrounds, from a cultural rather than a religious perspective. This is achieved through executing fun and educational cultural projects together. Although the pilot phase was focused on Denmark and is still reaching out there with success, the project is now exploring offers for cooperation from other countries worldwide including USA, Canada, South Africa and the EU including other Scandinavian countries (Note: Please refer to the News section and the Testimonials page on the site for more info)
<b>Platform</b> Online	<b>URL</b> www.zero-net.net	

# Egypt e-Content Award Finalists 2006



## Third Winner - El Match Website

<b>Company</b> Fingerprint		<b>Description</b> A website dedicated for football and sports in general
<b>Platform</b> Online	<b>URL</b> www.elmatch.com	

## Honorable Mention - Egypt History

<b>Company</b> Vodafone Egypt		<b>Description</b> This site is about history of Egypt. It's a narration of the history starting from Arab conquest of Egypt in 641, and ending with the Army revolution in 1952, as phase I. The site was launched end of August. So the site hasn't reached its final stage, in terms of content, design, and navigation enhancements. The site includes basic permanent sections, which are رصم خيرات and تاريخ خيرات نكلاما and تاريخ خيرات تايص خيش, classified in eras. And then each era is broken down in dynasties, and each dynasty is broken down to reigns. There are other two sections that are weekly updated, which are تاريخ خيرات صريق اصيق and تاريخ خيرات اطخ عىاش. The subjects of these two sections are selected in a way that links them to topical events. The section titled يوزي حيم لاوس is the interactive section of the site, where people can submit questions they seek answers to. And they will find questions and answers published in the section. There is also search facility, and search results are arranged beginning with the most relevant to the less relevant.
<b>Platform</b> Online	<b>URL</b> www.egyphistory.net	

## Honorable Mention - Great Egypt

<b>Company</b> Bico Designs (Personal Designer)		<b>Description</b> It is a flash website that contains the history of Egypt from ancient Egypt to our modern days.
<b>Platform</b> Online	<b>URL</b> www.freewebs.com/greategypt/	

## Honorable Mention - Egypt in 150 years

<b>Company</b> Wide production		<b>Description</b> wanas.org, describe many important places from 150 years ago, not only the places but also talking about people who are very effective in that age, like Baron Emban who established Heliopolis
<b>Platform</b> Online	<b>URL</b> wanas.org	

## Honorable Mention - 6 October War

<b>Company</b> -		<b>Description</b> This site about 6 October war 1973. This site has a lot of information about this war including small video clips, old Newspapers, and links for other sites on the Internet
<b>Platform</b> Online	<b>URL</b> yom-kippur.tripod.com	

# Egypt e-Content Award Finalists 2006



## Community Engagement . . . . .

### First Winner - PortSaid-Online

<b>Company</b> PortSaid-Online.com	<b>Description</b> انه ع يدلاو تشجب تادب ةيرصم ةني دمل بح ةصق يه نيال نوا دي عسروب ءاشن اب رارقنا ناكف اب قيلي يوتحم دجي ملف تينرتنالا ءامس يف رتوي بملقلا علولاو دادعتسالا يدنع دجو نا دعب نيال نوا دي عسروب دجيل دي عسروب مسا لمحي عقوم ءاشن اب جوقن نا ررقف رخصلا دنم ءاخ يرات ... دي عسروب طقف .... دي عسروب صخي ام لك رئا زلا اءيف امو اءرج اءمب عاب ي امو اءعنا صمب جتن ي ام ،نوزي ممللا اءوانبءا ،ءملا عم ، قضا ي رو شد اوحو ةدي عس تابس انم نم اءعصم رابخا ،ءامدخ نم اب مدقي يلاي لئلا رصبو طرلا لضعبو انه ع قفا حصلا يف رشن ي ام لك عي م جتو ءباوبلا نأنا نيال نوا دي عسروب تشبصا رءناب لئلا ةلص او مو عقو مملنا نا امك ، تينرتنالا ءامس يف دي عسروبيل يلوالا ةي نورثكي لالا ان دلب رابخا لئع فرعتل نطولا چراخ ني برت عملل يلوالا ةلص انلا دعي ءقراض ممل او ةملقلا اب اءعم لع اءستلا او دي عسروب ةبي بءلا
<b>Platform</b> Online	<b>URL</b> www.portsaid-online.com

### Second Winner - SotakMohem.com

<b>Company</b> -	<b>Description</b> First, dedicated, public opinion poll website. Where you can vote, see others votes, and the public opinion. Subjects are very diversified; from political to social, and even about health issues and daily Egyptian matters.
<b>Platform</b> Online	<b>URL</b> www.sotakmohem.com

### Third Winner - www.es3af.com

<b>Company</b> Egyptian Society for Integrated Development	<b>Description</b> ي جولونكتلا و عملعلا مدقتلا روصع ي ءزا يف مويلا شيعن ان انكش ال و اي جولونكتلا عمتجم فق يو . ةري غص ةيرق لعفل اب ملءاعلا حبصا دقف و ةقحولا ةي ادب نيء ةعقاولا ةقطنملا يف اءاح رصمب ءامول عمل س امح ةجوم اءل اءاح شيعي يرصملا عمتجملا ف ماملل عي رسلا قلاطنالا ادمل بلطي نم لك ملح ليوط نمز دنم بتن اك ، ءامول عملارصع وحن ةيلع ربءكالا ةئفلا مه و بابشلا لئع بجي ناك كئللو . راءزالا و مدقتلا دلبلا ان نيء كورثم قنده وه دلبلا اءه لبق سيم نا اءي ج عي نا عمتجملا نم ءاعورشملا وحن انراكفا ري رغب انبن نا ان لئع بجي ناكف . اءعجم ءذل رظنلا بجي ناكف ، ان دلب و ان عمتجم مدخت نا نكمي يءلا مدخت و انبسانت يءل اءع يوطت نكمي فايك و ةئيءلا اي جولونكتلا مي دقت يو ءرءفلا ءءه لئع موي عورشملا اءه لعلو . يرصملا ان عمتجم ءامول عمل اي جولونكت لالا خ نم عمتجملا ءديء ءمدخ
<b>Platform</b> Online	<b>URL</b> www.es3af.com

### Honorable Mention - ShobikLobik

<b>Company</b> Cairo Stock Exchange	<b>Description</b> An Arabic gate opened for the Arabic family to the world of the Internet, it contains a lot of Islamic, cultural, educational information and everything considered to be searched by an Internet user.
<b>Platform</b> Online	<b>URL</b> www.shobiklobik.com

# WSA Selected Experts 2007



## Honorable Mention - Almoarekh

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<b>Company</b> ElmotahedaWeb		<b>Description</b> Founded in early 2001 with individual effort and motif, the website is particularly involved with history. It came to light in a simple shape when it was launched later in the same year. The website was based on the idea of reinstating devotion as its major goal – devotion to the religion, the land and nation – under that goal falls several other related objectives. In the quest of achieving this intent the website sails extensively through Egypt's military history particularly that of October War and what it involved in terms of planning and heroism. The perspective in tackling these particular grounds was mainly based on the fact that military history has always been the one closest to devotion to ones country. The website's name: was inspired by its founder's educational background. Content is published in a regular, team-work fashion. As for the technical aspects, the website has been built and developed using one of the best content management systems in the world.
<b>Platform</b> Online	<b>URL</b> <a href="http://www.almoarekh.com">www.almoarekh.com</a>	

## Special Recognition - First Aid

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<b>Company</b> TechnoKids		<b>Description</b> First aid is the immediate attention given to a person who suffers from infection or exposure to the disease suddenly These include helping the person to himself or to others which is an integral part of a medical services and contribute to the success of medical treatment and final arguments him, first aid provided without relying on any equipment or tools only human skills.
<b>Platform</b> Online	<b>URL</b> <a href="http://www.youthfirstaid.com">www.youthfirstaid.com</a>	

## Special Recognition - Alexandria's Guide for Kids

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<b>Company</b> Arab Academy for Science and Technology		<b>Description</b> -
<b>Platform</b> Online	<b>URL</b> -	