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Facebook bolsters commitment to Egypt's tech, start-up ecosystem

Facebook is once again demonstrating its profound commitment to Egypt and the MENA region's vibrant tech and start-up ecosystem via its partnership with the RiseUp Summit, taking place on 7-9 December, at the GrEEK Campus in Downtown Cairo.

Recognised as one of the key start-up and entrepreneurship events in MENA, Facebook is partnering up with this dynamic platform for the first time to bring together various groups including start-ups, women entrepreneurs, and developer circles.

Nashwa Aly, Facebook's head of public policy for MENA, said "The youth are finding new opportunities to grow their careers and businesses through technology. In Egypt, there are 40 million Facebook users on a monthly basis. This signifies that it has never been more important to support local entrepreneurs and developers through our learning tools and help them leverage the power of digital skills to grow the careers and businesses."

She continued "Our presence in RiseUp further reflects our intent to work closer with Egyptian policymakers and the country's talented entrepreneurial ecosystem to create economic opportunity and support development."

The partnership spans diverse activities from eye-opening talks including a keynote speech on Startups and Developer Programmes from Facebook by Walied Elamien, the strategic developer programmes manager, and a panel featuring Facebook with Hossam Othman, advisor to the minister of communications and information technology (MCIT) for innovation and training and director of the Technology Innovation and Entrepreneurship Centre (TIEC).

Facebook is also providing viable support to start-ups by offering FB-Start access to winners of the Start-up pitch competition, and helping developers get to know and learn from each other in the Facebook networking lounge in partnership with Developer Circles.