

Konecta doubles down on Egypt as global AI and Digital Innovation Hub

July 29, 2026



New Cairo, July 29, 2026 - Following the recent visit of Raafat Hendy, the Minister of Communications and Information Technology (MCIT) on July 28, [Konecta](#), a global leader in customer experience (CX) and digital services, reaffirmed its strategic commitment to Egypt as a core hub for digital innovation. The ministerial visit showcased Konecta's rapidly expanding operations at its new regional headquarters in New Cairo, a strategic facility that serves diverse markets across the Middle East, Africa, Europe, and the Americas.

Since officially launching its operations and signing a Memorandum of Understanding (MoU) with the Information Technology Industry Development Agency (ITIDA) in [January 2025](#), Konecta has executed consistently on its \$100 million investment plan. In under eighteen months, the Egypt team has grown to 600 highly skilled professionals and is on track to reach 800 by the end of 2026, working toward a long-term goal of 3,000 employees.

A major highlight of the operations in Cairo is Konecta's first global Center of Excellence (CoE) for AI. This facility is the first of its kind across the global Group, placing Egyptian talent at the very core of Konecta's worldwide AI innovation agenda. The Cairo CoE is responsible for designing, building, and deploying advanced GenAI and agentic AI solutions - including Konecta's newly launched [Kolibri platform](#) - which serves the Group's global delivery operations and a roster of over 500 premier clients. These teams provide AI-powered digital customer experiences, technical support, and digital transformation services in five key languages: English, French, German, Italian, and Spanish.

This hub is now actively demonstrating its global capabilities. From Egypt, Konecta supports large enterprise clients such as global tech powerhouse, [Lenovo](#). Following a successful operational launch in September 2025, the local team currently delivers e-commerce operations for Lenovo, with discussions expanding into CX Business Process Outsourcing (BPO) and AI-enabled service capabilities.

"Konecta's inauguration of its regional headquarters in Cairo reflects the successes achieved in building an integrated ecosystem for the outsourcing industry, capable of attracting global investments and delivering high-value digital services to global markets. The expansion of international companies in Egypt's telecommunications and information technology sector contributes to transferring international expertise and experience to young Egyptian cadres, providing quality employment opportunities,

localizing knowledge, and attracting further investments, thereby reinforcing Egypt's competitiveness as a global center for delivering high-value outsourcing services", said **Raafat Hendy, Minister of Communications and Information Technology (MCIT)**

"Egypt is not just a delivery location for Konecta, it is our regional headquarters and home to our first global Center of Excellence for Generative AI. Growing to 600 professionals, and to 800 by the end of this year, reflects both the depth of Egyptian talent and the confidence our global clients place in AI-powered digital customer experience delivered from Cairo", commented **Ahmed El Harany, Vice Chairman Middle East and Africa, Konecta.**

This continued expansion aligns with Konecta's Katalyst 2028 strategic plan, supported by €150 million in global funding to accelerate Generative AI deployment. It is heavily anchored in an ongoing collaboration with the Information Technology Industry Development Agency (ITIDA). Through specialized training and upskilling programs, Konecta and ITIDA are working together to enhance the global competitiveness of Egyptian talent, ultimately driving the growth of Egypt's digital services exports to the global market.

About Konecta

Konecta is a leading innovative global service provider in customer management business process and digital outsourcing, with 109,000 passionate employees working in 40 languages across 4 continents and 28 countries. Focusing on the unique needs and opportunities of each industry, Konecta offers a full range of end-to-end customer management solutions – including acquisition, retention, customer service, technical support, and collection – all based on a sustainable business model. These services are

built on a portfolio of world-class expertise covering customer experience and process management, digital solutions and cutting-edge technologies. Headquartered in Madrid, Konecta delivers global revenues of €2 billion with more than 500 clients, covering some of the biggest names in telecoms, energy, banking, mobility, retail, and e-commerce.

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