

TERMS OF REFERENCE

Independent Business Development Consultant

C-Level Executive Outreach and Meeting Facilitation– San Francisco, USA and and UNGA Event Support New York, USA

Client	Information Technology Industry Development Agency (ITIDA)
Location	New York for the event San Francisco Bay Area, California, USA
UNGA session date	TBC
Visit dates	22–25 September 2026
Target output	Session at the UNGA 5–7 qualified, in-person meetings
Target audience	C-level and senior decision-makers responsible for GBS, global delivery, sourcing, technology and location strategy
Priority services	Global Business Services (GBS), Business Process Services (BPS), IT Services (ITS) and Engineering Research and Development (ER&D)
Commercial approach	Competitive financial proposal submitted by the consultant; milestone-based payments

1. Background

The Information Technology Industry Development Agency (ITIDA) is seeking to engage an independent business development consultant with strong access to senior decision-makers within the United States technology, business services and Global Business Services ecosystem.

The assignment will support ITIDA's engagement during its United States mission, including the Ministry of Communications and Information Technology (MCIT) and UNDP Egypt event at the United Nations General Assembly (UNGA) on the 22nd or the 23rd of September 2026, and the business development visit of ITIDA's Chief Executive Officer to San Francisco on 24 and 25 September 2026. The consultant will support the design and delivery of ITIDA's Digital Service Economy session during the MCIT and UNDP Egypt event at UNGA, in close coordination with ITIDA and UNDP Egypt. In addition, the consultant will identify, approach and secure high-level meetings with companies that currently operate Global Business Services centers or are assessing new locations for the delivery of business process and technology services.

Assignment Summary

ITIDA is seeking an independent business development consultant with established access to senior corporate decision-makers. The consultant will identify suitable target companies, obtain ITIDA approval of proposed targets, conduct executive outreach, and arrange five to seven qualified in-person meetings for ITIDA's CEO during the San Francisco business mission on 24–25 September 2026. The assignment also includes preparing meeting briefs, coordinating the executive agenda, providing on-site support if requested by ITIDA, and supporting post-visit follow-up. The consultant will also support the design and delivery of ITIDA's digital service economy session at the MCIT and UNDP Egypt event during the United Nations General Assembly (UNGA) on the 22nd or the 23rd of September 2026.

2. Assignment Objective

The primary objective is to support the successful design and delivery of ITIDA's Digital Service Economy session during the MCIT and UNDP Egypt event at UNGA and arrange five to seven qualified, in-person meetings with C-level executives and senior decision-makers from relevant companies in the San Francisco Bay Area.

The meetings should create opportunities to:

- Position Egypt as a competitive destination for Global Business Services and technology operations.
- Present Egypt's capabilities in Business Process Services (BPS), IT Services (ITS) and Engineering Research and Development (ER&D).
- Identify companies considering the establishment, expansion or diversification of global delivery locations.
- Generate qualified investment and business development opportunities for ITIDA.
- Initiate discussions that may lead to new delivery centers, regional hubs, shared-service operations, outsourcing engagements or strategic partnerships in Egypt.

3. Target Companies and Opportunity Profile

The consultant should focus on companies that meet one or more of the following criteria:

- Operate, procure or are considering Global Business Services, shared services, outsourcing or global delivery operations.
- Prioritize strategic multinational corporations with established Global Capability Centers (GCCs), Global Business Services (GBS), Shared Services Centers (SSCs), or international delivery operations. As a guideline, target companies should have a global workforce of 5,000+ employees for IT Services (ITS) and 10,000+ employees for Business Process Services (BPS), and 2,000+ employees for Engineering Research and Development (ER&D).
- Are evaluating new locations for service delivery, operational expansion, business continuity, cost optimization or geographic diversification.
- Require access to scalable, multilingual and technology-skilled talent.
- Have a credible potential to invest in Egypt, establish or expand a delivery operation, or source services from Egypt.
- Engage organizations with established offshore or nearshore delivery operations that may consider Egypt as an additional or alternative global delivery location for talent access, cost optimization, operational resilience, and future expansion.

Relevant service areas include:

- Business Process Services (BPS) and back-office operations.
- Customer experience, contact-center and technical-support services.
- Finance and accounting, human resources and other shared-service functions.

- IT services, managed services, software development and engineering.
- Engineering research and development (ER&D), product engineering, embedded systems and design services.
- Cloud, cybersecurity, data, artificial intelligence and digital operations.
- Prioritize high-potential industry verticals including semiconductors, automotive technology, e-commerce and professional services.

4. Target Decision-Makers

Meetings should be secured with executives who have direct responsibility for investment, location strategy, global operations, sourcing, technology or service delivery. Target titles may include:

- Chief Executive Officer, Chief Operating Officer or Chief Financial Officer.
- Chief Information Officer, Chief Technology Officer or Chief Digital Officer.
- Head of Global Business Services or Shared Services.
- Head of Global Delivery, Outsourcing or Strategic Sourcing.
- Head of Location Strategy, Corporate Development or International Expansion.

Meetings with intermediaries, junior representatives or executives without relevant decision-making authority will not be considered qualified unless agreed in advance by ITIDA.

5. Geographic Focus

The assignment will primarily focus on companies headquartered or maintaining significant operations in San Francisco, Silicon Valley and the wider San Francisco Bay Area. Companies located outside the area may be considered where the relevant senior decision-makers are available for an in-person meeting in San Francisco during the visit dates.

6. Scope of Work

1. Develop a proposed long list of approximately 60 target companies aligned with ITIDA's investment priorities.
2. Research each company's business model, international operations, global delivery footprint and relevance to Egypt.
3. Identify the appropriate C-level or senior decision-maker within each target company.
4. Use the consultant's professional network and direct outreach capabilities to secure meetings.
5. Prepare tailored outreach messages and invitations in coordination with ITIDA.
6. Secure five to seven confirmed, in-person meetings on 24 and 25 September 2026.
7. Coordinate meeting schedules, locations, executive availability and logistical requirements.
8. Prepare a concise company profile and meeting brief for every confirmed meeting.
9. Highlight the potential opportunity, relevant decision-makers, current global footprint and recommended discussion points.
10. Support follow-up communication with participating companies after the visit.
11. Develop and deliver a 30-minute session for UN General Assembly (UNGA) on digital service economy, including speaker and participant engagement, session design, moderation materials, and overall coordination in consultation with ITIDA and co-organizers.

7. Required Deliverables

- An initial long list of relevant target companies.
- A prioritized short list for ITIDA's review and approval.
- A confirmed schedule of five to seven meetings across the two-day visit.

- Contact details and professional profiles of participating executives.
- A consolidated visit agenda covering timings, locations, contact persons and logistical details.
- A post-visit report summarizing discussions, opportunities identified, agreed next steps and recommended follow-up actions.
- A complete design and delivery package for the UNGA session on digital service economy, including the session narrative, confirmed speakers, participant engagement, moderation guide, run of show, and supporting materials.

Each meeting brief should cover:

- Company overview and key business activities.
- Company size in terms of revenues and worldwide headcount.
- Services provided.
- Offshoring locations worldwide.
- Sample of client base.
- Existing global delivery, GBS or shared-services footprint.
- Relevant business priorities, expansion signals or sourcing requirements.
- Names and roles of meeting participants.
- Potential value proposition for Egypt.
- Recommended talking points and desired meeting outcomes.

8. Definition of a Qualified Meeting

A meeting will be considered qualified when all of the following conditions are met:

- It is held with a C-level executive or an appropriately senior decision-maker.
- The company is relevant to GBS, BPS, IT services, ER&D, shared services, global delivery or technology operations.
- The discussion has credible relevance to location strategy, investment, outsourcing, service delivery or operational expansion.
- It is confirmed as an in-person meeting with the CEO of ITIDA on 24 or 25 September 2026.
- It is not solely an introductory meeting with a consultant, intermediary, service provider or junior representative.
- It has received ITIDA's prior review and approval.

9. Consultant Qualifications

- Strong professional networks within the San Francisco and Silicon Valley business community.
- Direct access to C-level executives and senior corporate decision-makers.
- Previous experience in investment promotion, corporate outreach, business development, executive meeting facilitation or location advisory.
- Knowledge of the GBS, BPS, IT services, ER&D, technology and shared-services sectors.
- Understanding of corporate location-selection and global delivery decision-making processes.
- Ability to conduct professional outreach on behalf of a government investment-promotion organization.
- A proven track record of arranging high-quality executive meetings and generating qualified opportunities.
- Excellent written and verbal communication skills in English.

10. Coordination and Governance

The consultant will work closely with ITIDA, MCIT and UNDP Egypt, as appropriate, for the design and delivery of the UNGA session, and with ITIDA's business development and investment promotion teams for the executive outreach programme. . ITIDA will provide:

- Institutional background and promotional material on Egypt's ICT and offshoring sector.
- Information on Egypt's talent pool, operating environment, incentives and investor-support services.
- The CEO profile and official meeting-request communication.
- Feedback and approval on proposed companies, executives and meeting priorities.

The consultant must not make financial, regulatory, incentive-related or institutional commitments on behalf of ITIDA without prior written authorization.

11. Assignment Period and Key Timing

The assignment should commence sufficiently in advance of the visit to allow for company research, executive outreach, confirmation and preparation of briefing materials. The consultant's work plan should propose practical deadlines for ITIDA's approval.

Deliverable / Activity	Indicative Timing
Target-company long list and outreach plan	At the start of the assignment, according to the agreed work plan
Prioritized target list and outreach launch	Following ITIDA's review and approval
Progress updates	At least weekly, or more frequently during the final four weeks
Final confirmed agenda and meeting briefs	Before the CEO visit, by the deadline agreed with ITIDA
CEO meetings in San Francisco	24–25 September 2026
UNGA Session on Digital Service Economy	TBC
Post-visit report	Within five working days after the visit

12. Financial Proposal and Payment Structure

No predetermined budget will be disclosed for this assignment. Interested consultants shall submit a competitive financial proposal based on the scope of work, required level of executive access and expected deliverables.

The financial proposal should clearly specify:

- The total professional fee for the assignment, quoted in US dollars.
- The fee structure and commercial assumptions used.
- Any applicable taxes.
- Any proposed reimbursable expenses, listed separately.
- The validity period of the financial proposal.
- Any exclusions or additional costs that may arise.

The proposed fee should cover all activities required to identify target companies, conduct outreach, secure qualified meetings, coordinate the executive schedule, prepare meeting briefs and support post-visit follow-up.

Travel, accommodation, hospitality, local transportation or other third-party expenses will not be reimbursed unless specifically requested and approved in writing by ITIDA in advance.

Proposed milestone-based payment schedule

Milestone	Acceptance Basis	Payment
1	Approval of the work plan, target-company long list, prioritized target list, identified decision-makers, outreach approach and timeline.	20%

Milestone	Acceptance Basis	Payment
2	Confirmation and successful delivery of five to seven qualified meetings, subject to ITIDA's prior approval and the meeting qualification criteria.	60%
3	Acceptance of the final agenda, company and executive briefing notes, logistical details, post-visit report, documented next steps and agreed UNGA session deliverables.	20%

Payment under Milestone 2 may be calculated proportionally based on the number of approved and successfully conducted meetings. Meetings cancelled by the target company should be replaced, where reasonably possible, with another qualified meeting. Meetings that do not meet the agreed seniority, relevance or qualification requirements may not be accepted for payment.

ITIDA reserves the right to negotiate the financial proposal and payment terms before contract award.

13. Consultant Proposal Requirements

- A short profile demonstrating relevant experience.
- Examples of similar executive outreach or business development assignments.
- Evidence of access to relevant C-level and senior decision-makers.
- An indicative list of potential target companies or priority sectors.
- The proposed outreach and meeting-confirmation methodology.
- A detailed work plan and timeline.
- A competitive financial proposal in US dollars, including professional fees, applicable taxes, assumptions and separately identified reimbursable expenses.
- Acceptance of, or proposed amendments to, the milestone-based payment structure.
- References from relevant previous clients, where available.

14. Evaluation Approach

Proposals will be assessed on the overall strength of the consultant's access, experience, methodology and commercial offer. The lowest-priced proposal will not necessarily be selected.

Evaluation Area	Considerations
Relevant experience and track record	Demonstrated success in executive outreach, investment promotion, business development or location advisory.
Access to qualified decision-makers	Evidence of direct networks and ability to secure C-level meetings in the target sectors and geography.
Methodology and work plan	Quality, practicality and speed of the proposed targeting, outreach, confirmation and briefing process.
Understanding of the assignment	Understanding of ITIDA's objectives, Egypt's value proposition and the GBS/BPS/ITS/ER&D opportunity landscape.
Financial proposal and value for money	Clarity, transparency, competitiveness and alignment of fees with the required outcomes and risk allocation.

15. Expected Outcome

The assignment should deliver a focused executive engagement program that provides ITIDA's CEO with direct access to qualified corporate decision-makers and generates actionable opportunities for attracting new GBS, BPS, IT services, ER&D and technology investments to Egypt. The assignment should also

deliver a high-quality executive engagement session that strengthens ITIDA's visibility during the MCIT and UNDP Egypt event at UNGA

Document status: Draft for consultant solicitation and commercial review.