

Redington Empowers the Ecosystem to Unlock Next in Egypt's AI Economy

Cairo, Egypt, 16th February 2026 — Redington, a leading technology aggregator and innovation catalyst across the Middle East and Africa, participated in **AI Everything MEA – Egypt**, an event centered on *Powering Egypt's Rise in the Global AI Economy*.

As Egypt accelerated investments in artificial intelligence, cloud, cybersecurity, and digital infrastructure, AI Everything MEA Egypt served as a powerful platform for ecosystem leaders to align strategy with execution. Redington's presence reinforced its commitment to enabling partners across the region to translate AI potential into scalable, real-world outcomes.

Sayantan Dev, Global Head, Software Solutions Group, Redington, said, "AI is reshaping every industry, and Egypt is rapidly emerging as a regional leader in this transformation. Through Software Solutions Group (SSG), we are enabling partners with the software foundations and AI-ready capabilities needed to unlock next-level innovation and drive measurable business impact. The future of SSG is deeply AI-driven, and we remain committed to Unlock Next for Egypt's digital acceleration, through intelligent platforms, stronger ecosystems, and sustainable growth."

Egypt continues to demonstrate its position as a regional digital powerhouse. With nearly 99 million internet users and widespread mobile broadband connectivity, the country remains one of the region's fastest-expanding digital markets. Government-backed digital initiatives and increasing AI adoption across public and private sectors continue to strengthen momentum toward a knowledge-based economy.

Serkan Çelik, Chief Executive Officer, Turkey, Africa, Egypt, and the CIS, Redington, commented, "Egypt is one of Africa's most influential digital economies, with the scale and ambition to shape the region's next phase of technology growth. Its investments in infrastructure, talent development, and digital policy position it as a strategic gateway between Africa and global markets. Platforms like AI Everything MEA – Egypt highlight how seriously the country is approaching AI as a driver of competitiveness. For Redington, this is about ensuring innovation reaches partners at speed and scale, so partners across Egypt and all MEA region are positioned to Unlock Next with confidence."

During the event, Redington showcased a portfolio of world-class technology brands spanning AI platforms, cloud ecosystems, cybersecurity frameworks, and intelligent infrastructure.

The team engaged with partners, customers, and industry leaders to strengthen alliances and identify practical pathways to accelerate AI adoption across sectors.

A key highlight was an exclusive networking evening hosted for partners, creating space for deeper dialogue, shared insights, and stronger ecosystem collaboration. The engagements throughout the event resulted in strong takeaways around market readiness, partner enablement, and the growing demand for integrated AI-led solutions.

Jim Mathew, President, Africa, Redington, said, “Across Africa, our channel partners are leading the region’s digital transformation journey. At Redington, our focus is to ensure they are ready to Unlock Next – by strengthening their capabilities, expanding access to world-class technologies, and providing the market reach and execution support they need to grow confidently. When partners are equipped to move faster and scale smarter, the entire ecosystem advances.”

Through its Unlock Next vision, Redington continues to connect global innovation with local capability, supporting partners with go-to-market enablement, scalable distribution, technical expertise, and integrated solutions that advance AI adoption across industries

Redington’s participation at AI Everything MEA Egypt underscored its broader regional strategy: building resilient technology ecosystems that enable sustainable growth, accelerate digital transformation, and create long-term value across emerging markets.

About Redington

Redington Limited (NSE: REDINGTON; BSE: 532805), a leading technology solutions provider, empowers businesses in their digital transformation journeys. Guided by its brand narrative “Unlock Next”, Redington goes beyond distribution to remove barriers, accelerate digital adoption, and unlock access, growth, trust, efficiency, and impact—helping businesses, communities, and societies embrace what’s next in technology.

Redington Media Contact:

Janees Reghelini
Senior Communications and Media Manager
Redington MEA
Email: janees.reghelini@redingtongroup.com
Mobile: +971 56 689 6953