

Digital Egypt: 5G technology entering country, reshaping the economic landscape

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Fatma Sweiry



Chadi El Samad, Head of Comviva Middle East and North Africa, affirmed that Egypt is undergoing a pivotal digital transformation, moving from traditional infrastructure to an advanced digital economy. Chadi emphasized that 5G technology and digital transformation are fundamental pillars for the upcoming economic growth in Egypt and the region as a whole.

Comviva, as a strategic partner to telecom operators, is actively contributing to this transformation through its smart and flexible AI-powered, cloud-based solutions.

Chadi noted that Egypt's telecom sector is at a critical juncture in a comprehensive digital shift led by the government. In 2024 alone, the government and telecom operators invested over \$2 billion to upgrade infrastructure and launch 5G services. This paves the way for a wave of innovation across smart cities, healthcare, education, and industry. He pointed out that initiatives like "Digital Egypt" are reinforcing this transformation by integrating technology into public services and rural communities, affirming that 5G and digital transformation will be essential pillars for future economic growth.

A Cross-Sector Strategic Shift

Chadi El Samad spoke about the profound shift in Comviva's strategic direction, highlighting its evolution from a technology provider to a digital transformation partner in fintech, marketing technology (MarTech), and digital business support systems (Digital BSS).

He added:

"We are currently focused on enabling telecom operators to launch digital-first services, accelerating their 5G readiness, and building open systems that can seamlessly integrate with partners."

Advanced Market Experience Benefits the Region

Chadi pointed out that the company's experience in advanced markets like Germany, the Netherlands, Belgium, and the UK has had a direct impact on developing applicable solutions for the Middle East and North Africa. Comviva has deployed integrated BSS platforms for Tier 1 companies and recently signed a major deal to provide an AI-powered infrastructure in the Netherlands.

He explained:

"These successes have allowed us to implement flexible and intelligent solutions in the MENA region."

AI Redefines the Customer Relationship

Chadi El Samad confirmed that Comviva deeply integrates AI into its platforms. For example, in the **BlueMarble Digital BSS** platform, AI technologies are used to manage the entire order lifecycle—from customer acquisition to after-sales service. Meanwhile, the **MobiLytix** platform enables real-time personalized engagement with customers, transforming telecom operators into digital experience providers rather than mere communication service providers.

Local Partnerships Are the Foundation of Success

Through strategic partnerships with local system integrators, telecom operators, and regulatory bodies, Comviva has succeeded in executing complex projects in markets such as Afghanistan, Sudan, Iraq, and Egypt.

He further added:

"In Egypt, we work closely with local operators, combining our global expertise with national capabilities to ensure smooth implementation."

Comviva 2.0: A Future Built on AI and the Cloud

Looking ahead, El Samad referred to **Comviva 2.0**, a vision aimed at transitioning to the Software-as-a-Service (SaaS) model, expanding into advanced markets, and deepening collaboration with global cloud computing providers.

He added:

"What excites me most is the growing momentum around our **BlueMarble** platform, which gives operators the flexibility to launch services via 5G and the Internet of Things (IoT), alongside **MobiLytix**, which boosts returns through intelligent customer engagement."

Chadi El Samad concluded by saying that Comviva today is a driving force in transforming the region's telecom sector through future-ready technologies, smart partnerships, and an

agile, evolving approach. As Chadi sees it, the next phase will be defined by a shift: **from connectivity to a comprehensive digital experience.**



Chadi El Samad

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