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Capgemini and AUC's Center for Entrepreneurship & Innovation launch Digitelles Misr to equip women with AI and digital marketing skills

Cairo, 15 May 2025 – Capgemini and The American University in Cairo (AUC) Onsi Sawiris School of Business Center for Entrepreneurship and Innovation (CEI), today announce a new one-year partnership. Together they will train 100 women from Greater Cairo and neighboring governorates in digital freelancing skills notably in AI and digital marketing. The program aims to create a talent pipeline, to help fuel the next generation of female workers and digital innovators while contributing to greater diversity within the Egyptian tech industry.

Over the course of a year, participants will gain the skills and tools needed to compete in digital markets. By empowering women through skills including working remotely the program addresses societal and logistical barriers such as transportation challenges especially for those living far from major tech hubs. Working remotely also offers women the opportunity to balance their personal and professional lives while accessing greater financial independence, flexibility and long-term career growth.

"Empowering women through digital freelancing is a step toward building a more inclusive workforce," said Dean **Sherif Kamel of AUC Onsi Sawiris School of Business**. *"This partnership with Capgemini enables us to provide women with the skills and tools they need to thrive in today's rapidly evolving digital economy, breaking down barriers and fostering opportunities for leadership and growth."*

"Capgemini is committed to creating a sustainable and inclusive future for all," said **Hossam Seifeldin, CEO of Capgemini Egypt**. *"This program goes beyond traditional training by building a dynamic, connected community of women ready to pursue a digital freelancing career. By enabling women to work remotely, we empower them economically and give them greater control over their time, location and working hours, to help overcome societal and cultural constraints."*

The program also reflects the growing interest among young women in pursuing freelance careers, whether part- or full-time. Egypt's digital transformation, improved internet connectivity and a vibrant entrepreneurial culture have created significant opportunities for freelance work. This initiative aims to help narrow the gender gap in tech while helping to foster economic growth and innovation.

For those interested in applying to this new course or to find out more information visit : https://digitellesmisr.com/register?to=/programs/digitellesmisrcomprogramcohort1

About Center for Entrepreneurship and Innovation (CEI) at AUC Onsi Sawiris School of Business

The Center for Entrepreneurship and Innovation (CEI) at Onsi Sawiris School of Business at the American University in Cairo (AUC) is a leading hub for entrepreneurship and economic growth in the Middle East and Africa (MEA). CEI bridges academia and market needs through four strategic pillars: Women's Economic Empowerment, Youth Engagement, Governance and Mentorship and Tech Enablement and Leadership. With over 7,000 participants in awareness programs, 2,500+ students in competitions and 2,000+ mentoring hours delivered, CEI drives impactful initiatives that empower entrepreneurs, foster innovation, and strengthen ecosystems across the region.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported €22.1 billion in global revenues for 2024.

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