<u>InfoCom</u> 

Innovations in Computers & Communications

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U.A.E.	36
InfoCom's future markets for telecommunications equipment	
Algeria	
Morocco	
Turkey	37
APPENDIX C: INFOCOM'S ORGANIZATIONAL STRUCTURF	39
APPENDIX D: LETTERS OF REFERENCE	41
APPENDIX E: LAYOUT OF INFOCOM'S HEADQUARTERS AND WORKFLOW FLOWCHARTS	

efficient satellite communica**App qualit if ig Letters role Reference**, pipeline monitoring, energy pipelines, mines, reservation networks, automotive centers, hotels, broadcasting centers, airlines, newspapers, government offices, transportation companies, universities, electronic mail and others.

	1994	1995	1996
Total Sales	2,810	3,090	3,300
Sales by Local Firms	2,715	2,950	3,100
Export Sales by Local Firms	150	160	180
Sales by Foreign-Owned Firms	95	140	200
Sales by US-Owned Firms	35	50	90

All figures are estimates in millions of US dollars

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# Morocco

The Moroccan market for telecommunications is growing rapidly. It is one of the most dynamic in North Africa. Telecommunications infrastructure is an essential link for all sectors and the development of the national economy and the opening of the market to foreign investments cannot be achieved without it. Recognizing this, the Government is making considerable efforts to develop a modern telecommunication network based on the most advanced technologies. The Government is taking steps to privatize and expand the growing mobile phone market. The best sales prospects for InfoCom are in the high-tech areas where the US continues to maintain a competitive edge over other countries. US products and services have a good reputation and are considered the pioneers in new telecommunications technology.

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Total Market Size	180	220	253
Total Local Production	0	0	0
Total Exports	0	0	0
Total Imports	180	220	253
Imports from the U.S.	35	42	49

All figures are estimates in millions of US dollars

# Turkey

Recent laws passed by the Parliament should produce a boom in this sector. New licenses will be issued for value added services most requiring new investments. Existing services, e.g., paging systems, analog type cellular phone networks, cable-TV, will need to be modernized and/or expanded for better service and more customers. The telephone network structure needs to accommodate more subscribers and to improve quality. Intelligent network systems, ISDN, and fiber in the loop systems will be future trends. The new telecommunications law specifies that 20 percent of the income obtained from licensing fees for value added services and 20 percent of Turk Telecom privatization revenues will be used to improve the telephone structure. This revenue is estimated at over \$3.5 billion. Thus, InfoCom can seize the growing opportunities in Turkey and participate in international projects such as fiber optic cable, microwave and satellite projects to serve Turkey.

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Total Market Size	925	1,060	1,210
Total Local Production	640	700	770
Total Exports	95	100	110
Total Imports	380	460	550
Imports from the U.S.	252	300	350

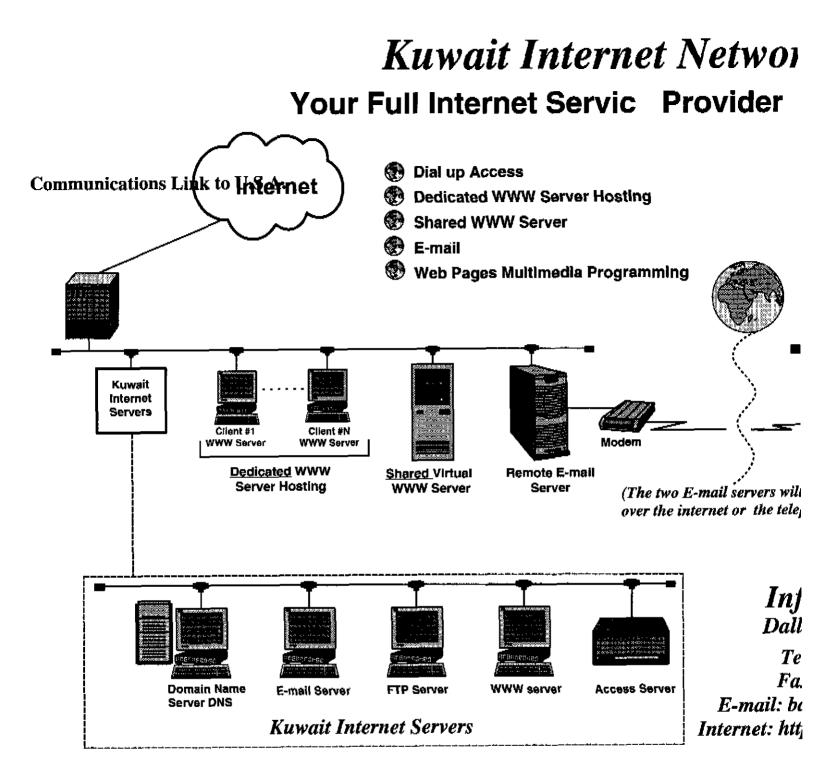
All figures are estimates in millions of US dollars

Privatization of Turkish Telecom is expected to attract additional investments in data, voice and video satellite services. The data communications industry in Turkey is moving towards

# Section Two: InfoCom Products and Market

# Appendix A: Brochures of InfoCom's Product and Service Offerings

- 1. Delivery and Distribution
- 2. Computer Systems and Networking
- 3. Computer Replacement Parts
- 4. Telecommunications and Security
- 5. Telecommunications Replacement Parts
- 6. Satellite Communications
- 7. Internet Services
- 8. Manufacturing
- 9. ICC Innovations
- 10. Voice Expert Hardware and Software
- 11. Industrial Applications
- 12. Financing



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# Management

Appendix C contains the organization charts showing the current structure of InfoCom and the allocation of task responsibilities. The section below describes the background and expertise of key management and personnel people.

# Bayan Elashi, CEO

Bayan Elashi is the founder and Chief Executive Officer of InfoCom Corporation. Bayan has more than ten years experience in the computer industry. He was the founder of Alraed Computer Company, the first business firm to introduce Arabic computers to the Arab world. That company was later sold to a group of Saudi investors. Bayan has earned a Masters degree in Computer Engineering, with specialization in computer architecture from Purdue University. He also spent two years in the Ph.D. program at both Purdue University and the University of Southern California. He has taught both at the University of Southern California and at California State University in the area of operating systems design, database design and artificial intelligence. His current responsibilities at InfoCom include strategic planning as well as evaluation of new products and services to be offered to our customers. He is also in charge of the design and setup of the Internet services being offered by InfoCom.

# Ghassan Elashi, Vice-President, Marketing

Ghassan Elashi is the Vicc-President of Marketing at InfoCom Corp. He has more than ten years work experience in accounting and finance. He has earned a B.A. in accounting and a Masters of Business Administration from Mianti University, Miami. He has acquired in-depth expertise as an accountant, eventually serving as Chief Financial Officer of Research Computers Technology Corp. (RCTC) in Los Angeles, California. He then became sales manager for International Computer and Communications in Los Angeles. He moved to join InfoCom Corp., serving as its marketing and sales vice-president since 1992. His duties include formulating and implementing the marketing and sales strategic plan for the sale of computer and telecommunication products overseas. He is currently involved in the market research efforts necessary to maintain and expand InfoCom's international customer base.

# Personnel

# Basman Elashi, Logistics Manager

Basman Elashi earned Bachelors degree in Mechanical Engineering from Western Michigan University. He joined International Computers and Communications in 1987, and has acquired extensive experience in shipping logistics both by air and by sca. Current responsibilities at InfoCom include managing our shipping operations by air and by sea.

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# Ihsan Elashi, System Consultant, Apple Products

Ihsan Elashi earned a Masters degree in Computer Science from the University of Miami, Miami, Florida. He worked as an instructor in the Computer Science Department at this university. He has extensive experience in teaching database management and MIS. He has also worked as a senior systems programmer for the University of Miami. He joined International Computers and Communications in 1989. His current duties at InfoCom include the sales and support of Apple computer hardware and software.

#### Hazim Elashi, Manager of Personal Computers Division

Hazim Elashi earned a BS in Computer Systems Engineering from the Oregon Institute of Technology. While working on his college degree, he acquired substantial experience at several computer companies. He joined International Computers and Communications in 1988. Since then he has attended Novell NetWare and Corteclo Digital PABX training classes and received additional training in hardware maintenance and repair. He has been in charge of the production of PCs, and has analyzed, evaluated and integrated hardware/software products. He heads the technical support section, conducts system analyses and helps customers streamline their operations.

#### Saleem Reza, Local Sales Manager

Saleem Reza has a BBA in marketing from Purdue University. He has worked with Microage, earning experience in sales, support, and training. He has negotiated sales with local and state schools as well as colleges and universities. At Microage, he acquired 8 years of managerial expertise. He has developed management training programs. At InfoCom, he is in charge of developing new accounts and expanding the client server application software market. He oversees service and support agreements, and creates training programs for customer service. He also works on marketing plans for LAN-WAN sales, and prepares the budgets for advertising and other marketing-related campaigns.

# Mohammad Nabil Salah, Telecommunications specialist

Mohammad Nabil Salah graduated from the University of Toledo, Ohio, with a Bachelor of Science in Electrical Engineering, with a minor in biomedical electronics. He has had extensive experience in Telephone systems, KSU and PABX. He has also acquired experience in troubleshooting telecommunications hardware during his two years with Nu-Tel Communications. He is currently the manager of the Telecommunications Department and a sales engineer at InfoCom.

# Rafaat Sabha, Programmer

Rafaat graduated from California University, Los Angeles with a Bachelor degree in Computer Science. He has over five years of experience in web programming, JAVA, CGI and database applications.

Yasser is a graduate from The University of Ohio, Akron. He has over ten years of experience in Unix Programming and Networking.

#### Lima Dajani, Internet Web pages Designer

Lima Dajani graduated from the University of California, Los Angeles, UCLA, with a Bachelor of Science in Biochemistry, and a strong background in computer programming. She has extensive experience in graphics design, page layout, color separation, HTML programming and CGI programming. She has been with InfoCom since 1992. She is currently in charge of Web page design for our Internet customers.

#### Ahlam Asad

Ahlam is a programmer and System Administrator. She has an experience in Web programming in C, C++, Visual Basic, Perl, Java, Database, and CGI scripts. Also, she has knowledge in Windows, Dos, Unix, and Novell and in developing and maintaining Apache Servers.

#### Fairouz Elashi, Vendor Relations and Projects Scheduling

Fairouz Elashi graduated from the University of Ain Shams, in Cairo, Egypt, with a Bachelor of Science in psychology. She is in charge of vendor relations, and projects scheduling as well as cost control.

# Summary

InfoCom Corp. is a diversified, multi-industry, global corporation with strong marketing capabilities, technical skills and entrepreneurial policies. It sells customized computer and telecommunication solutions to value-added resellers as well as corporate and government buyers worldwide.

Careful analysis of the potential market in the Middle East and North Africa reveals unfulfilled demand for customized products and services both in the computer and telecommunications industries. Infocom's longstanding reputation for quality service, prompt delivery, technological expertise and convenient credit terms will help secure a sizable portion of the computer and telecommunications markets. The personal relationships developed by top management as well the in-depth understanding of the local culture in the overseas markets will provide an even greater competitive advantage over mass-marketers.

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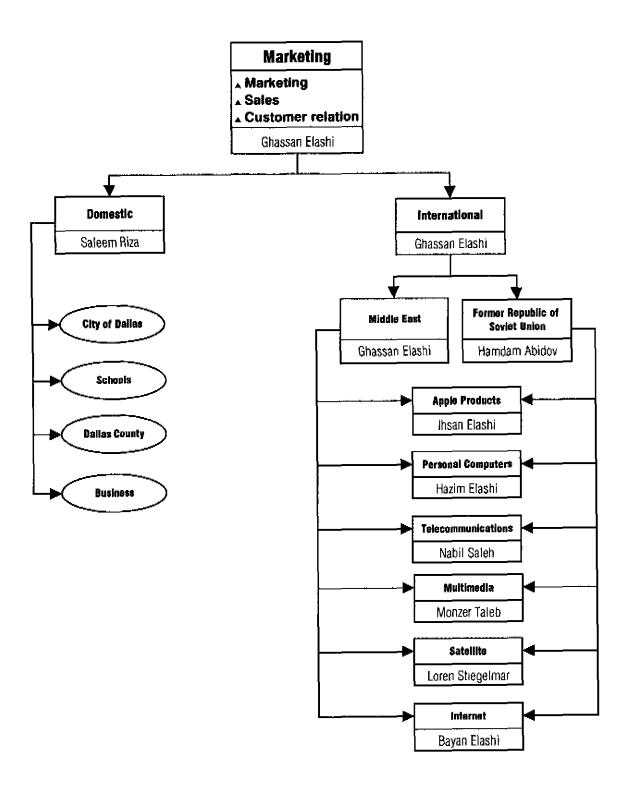
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