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# Vodafone in Egypt:

National crises and their implications for multinational corporations (B), Spanish Version



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# About Vodafone Egypt



*Vodafone the leading wireless telecommunication provider worldwide. They operated globally known as Vodafone, but known as Verizon Wireless in the U.S. Vodafone offered fix line, mobile data, voice and messaging services. Later expanded to include mobile and PC communication.*

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# Background/History

- *1998- Click GSM entered Egyptian telecommunication*
- *1999- acquired the Air Touch share*
- *2002- Rebranded to Vodafone Egypt*
- *2006- launched offshore operations; Vodafone International services*
- *2008 - Vodafone acquired Samady Communication*
- *2011 - Leading telecommunication provider world wide*

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# Code of Ethics

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*Vodafone developed code of ethics compliant with world standard of audit and compliance to ensure that management committed to work for shareholders best interest.*





# Corporate Social Responsibility (CSR)

Vodafone Egypt was active in corporate social responsibility initiatives.

- Established Vodafone Egypt foundation in 2003
- Community development
- Usage for mobile technology for development
- Access to communication
- Philanthropic



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# Ethical or Unethical?

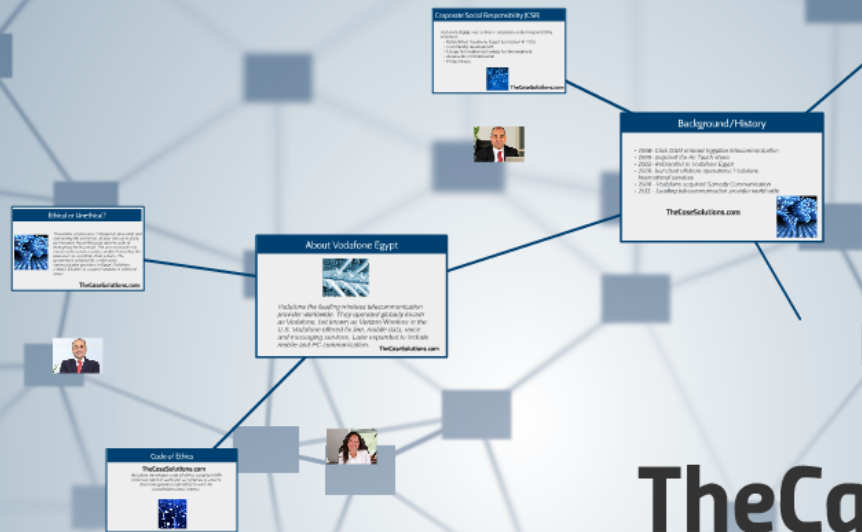


*Thousands of protesters in Egypt are protesting and demanding the end of the 30 year rule set in place by President Hosmi Mubarak and the state of emergency he let prevail. The communication via social media acted as a key catalyst in enabling the protesters to coordinate their actions. The government ordered the 3 main voice communication providers in Egypt (Vodafone, Mobinil, Etisalat) to suspend services in selected areas.*

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