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**Case 2: Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations**

On January 27, 2011, thousands of protestors in Egypt were demanding an end to the 30-year rule of president Hosni Mubarak.

* President Mubarak’s government decided to strike hard at the lifeline of the virtual medium that enabled these protestors.
* The government ordered the three-main voice and data communications providers in Egypt to suspend services in selected areas.

The problem was that the Egyptian Government wanted to enforce their rules through telecommunication operation so that the citizens could be pro army. Because of this, Vodafone Egypt was demanded by the government to send out propaganda SMS messages. These actions created the uprising of protests. Vodafone was required to adhere to Telecommunication Act of 2003.

Vodafone’s mission is to be admired as a diverse ethical company operating responsibly and providing products and services that enable a more sustainable society for their customers and their community, by being the leading telecommunication company by showing a responsible honest ethical behavior. They want to capture a large market share within Egypt and maintain a profitable and growing subsidiary of Vodafone Inc.

Information Analysis

1981: Mubarak became president and declared state of emergency

1998: Vodafone expanded to Egypt

1999: Liberalization of Egyptian telecom industry

2003: Ratification of the Telecommunications Act. Where mobile communications became a priority for the Egyptian Gov.

2010: Vodafone served 24.6 million customers and employed 6,600 employees

2011: Government blocked access to Twitter and the next day the Government blocked access to Facebook

**Challenging question:**

**Due to the high level of influence and success Vodafone has in Egypt’s market, do you think Vodafone should completely disobey by not suspending service or send propaganda SMS?**