



“Pass the ball and create synergies.”

**Education for Employability
and Productivity -
A framework for demand
driven education program
with focus on Job creation**

3rd German Arab Education Forum
October 6th and 7th, 2011, Berlin

Dr. N. Imani, Ing. G. Miladinov

Who we are – a global player in Industrial Automation

Festo Group

Festo is offering components and solutions in Factory and Process Automation since 75 years.

- Turn-over 1,850 Mill. €, 55% Export
- Represented in 176 countries
- Over 15,700 employees
- R&D budget is 9.5 % of the turn-over
- Training investment 1.5% of the turn-over





Who are we – a Training Company in Industrial Automation and Production



Festo Didactic

- Member of the Festo Group
- We practice what we teach
- Offers perfect training solutions in Industrial Automation and Production Technologies since more than 40 years in over 36.000 technical schools and universities (Festo Inside)
- Provides 500.000 hours of Technical Training and Seminars in 26 languages to over 42.000 Participants– worldwide (Festo Qualified)

Symbiosis for Competitiveness



Technical Education & Qualification - The Foundation Stone for Development

Does the education system provide the right quality and quantity of skilled graduates?



Do enough jobs exist in the labor market? What are the skill requirements of these jobs?



Didactic



Qualification and HR Development

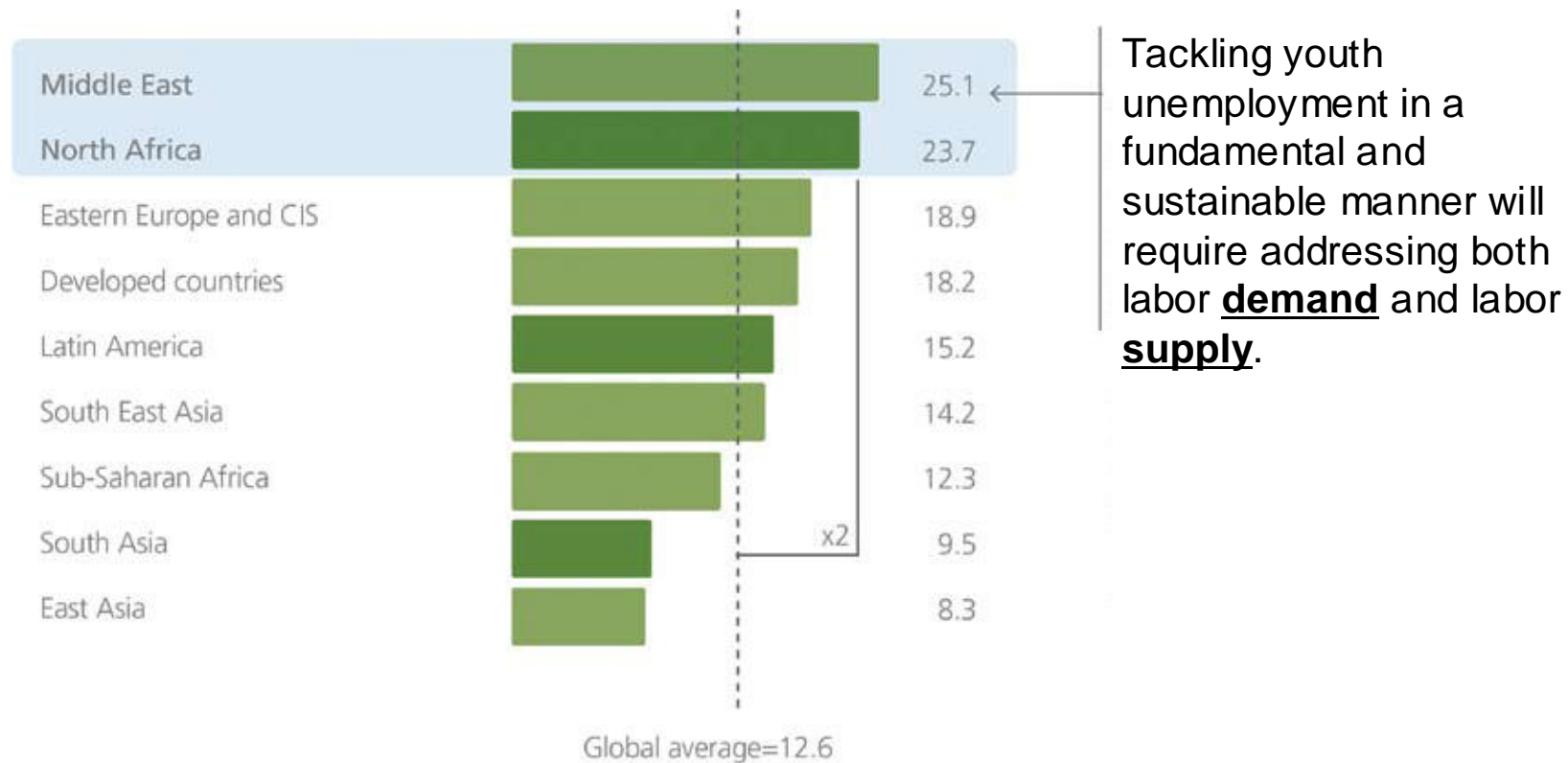


Economic Growth/Development



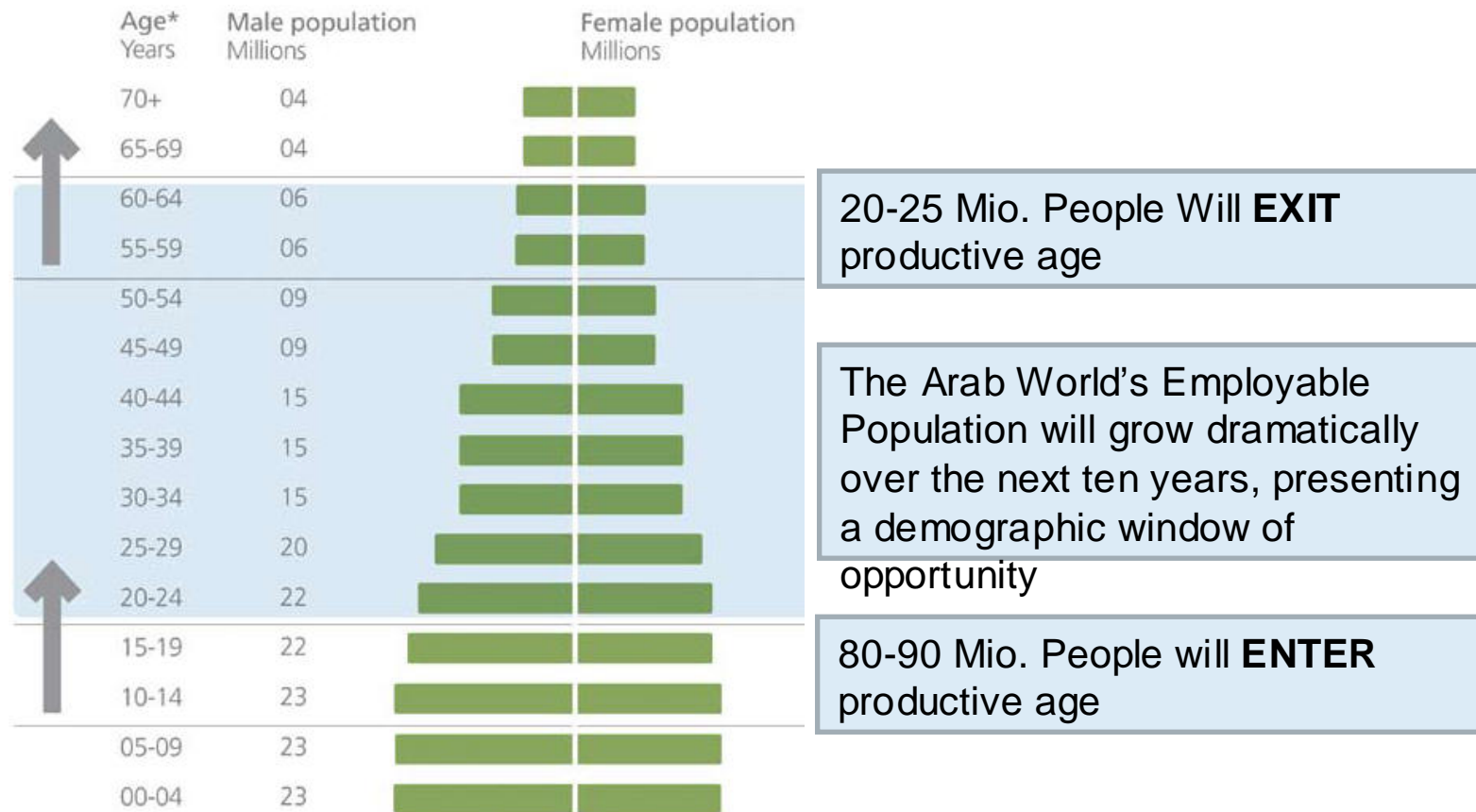
Industry

Youth unemployment in the Arab World is the Highest in the World



Youth unemployment rate percent , 2010, Source IFC/IsDB

The Arab Employable Population - Opportunities vs. Risks



Arab. Population , 2010, Source IFC/IsDB

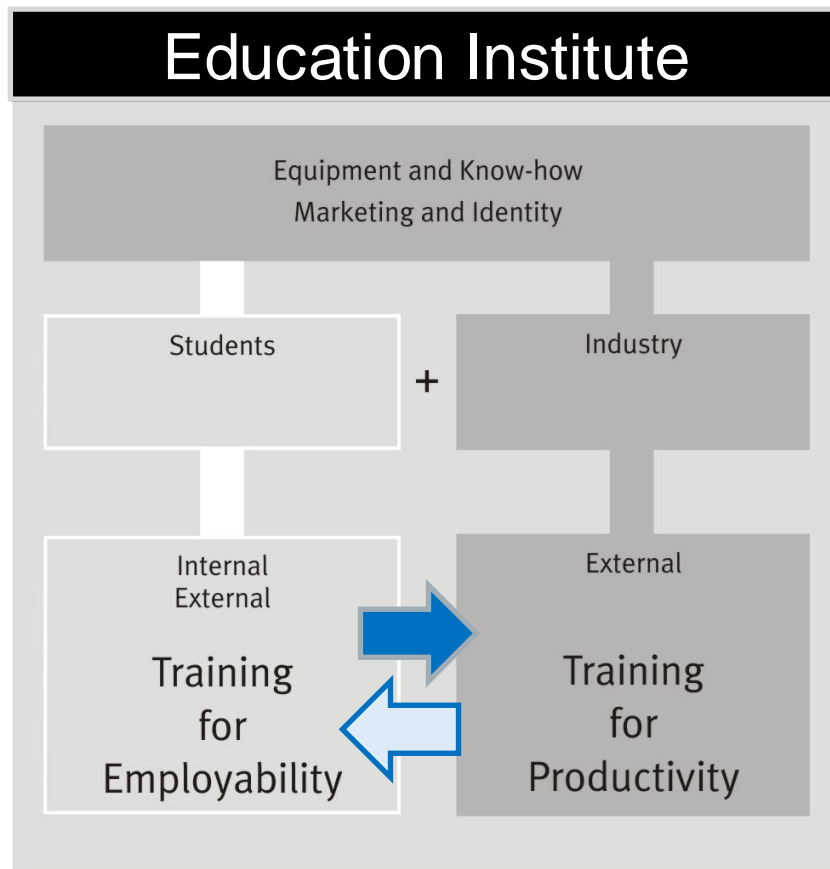
Employer Survey in the Arab World – Do you provide further training to your employees?



There is a comprehensive room for Public-Private Partnership in Training and Education in the Arab World

Source: WorldBank e4e Employer Survey n=1.500, 2010

Demand driven Training for employability and productivity - FACT



Training for **employability**
Initial Education to focus on:

- Qualification of students
- Add-on qualification of external students
- Training and certification according to International Standards

Training for **productivity**
Continuing Education based on short-term trainings for industry according to their specific demands:

- Training Programs in the field of Factory and Process Automation
- Specific training programs in the field of production planning and organization

The worldwide Network of FACT Centers



Status July 2011

Proprietary Business Model Festo Training Academy (FTA) - A Franchising Model



Festo Training Academy (FTA), offering a set of training courses in automation technology to industry.

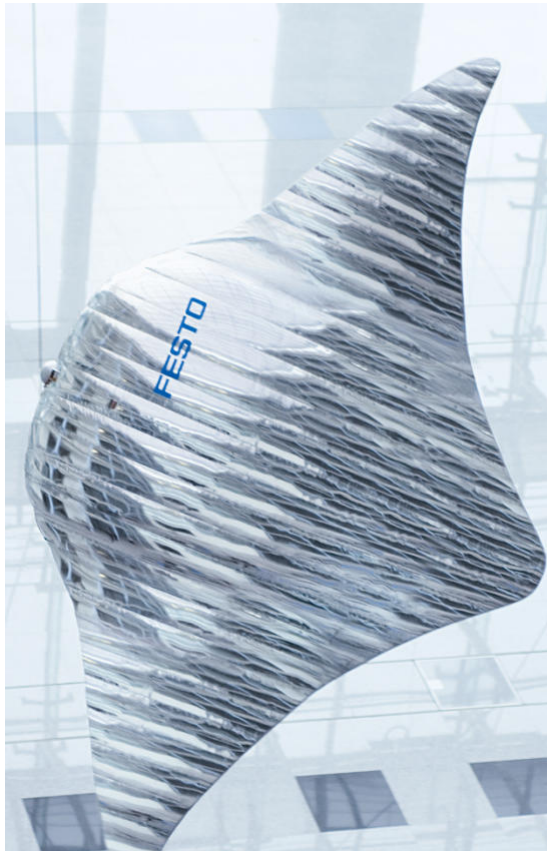
The FTA will consist of

- training room(s)
- reception and administrative area
- trainer office(s)

Festo Didactic will grant the right to use in a defined region

- the Festo Didactic training material
- the proprietary business model including
 - certification as a Festo Training Academy
 - contents and structure of selected Festo Didactic training courses
 - the mark Festo as needed for the implementation and operation of the FTA
 - rules of operation
 - marketing instruments and materials
 - standards and guidelines

Mark / Brand



The core of the mark „Festo“

Leading world-wide supplier of automation technology and performance leader in industrial training and education programmes

Standardised corporate identity, based on the brand „Festo“

- Clear colors and design
- Quick recognition
- High acceptance in industry

The corporate design sets worldwide standards for

- Equipment and room layout
- Furniture and buildings
- Training documents
- Marketing material
- etc.

As a result, Festo has a world-class international appearance.

Business Set-up (1/2)



Know-how Transfer

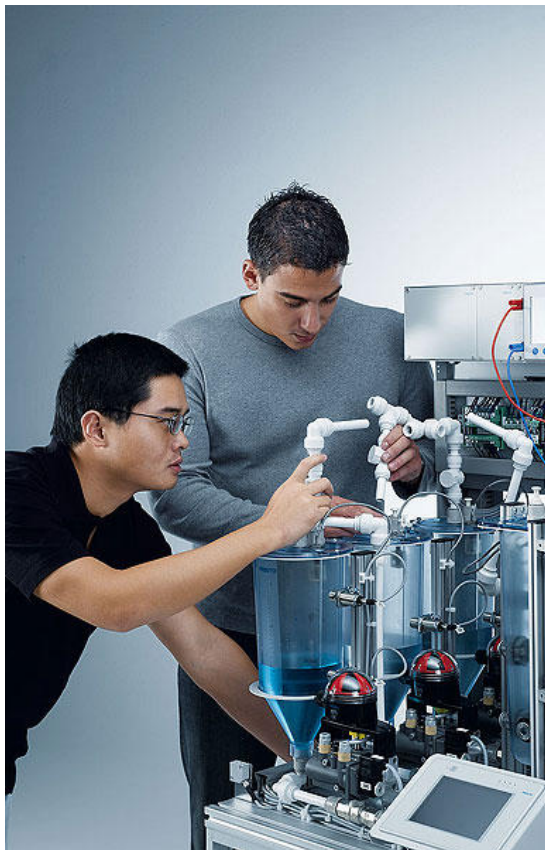
The FTA Partner will

- be entitled to participate in the know-how and experience of Festo Didactic
- receive professional on-site support by senior experts
- obtain know-how by visiting the projected trainings and by receiving the hardcopy versions of the Festo Didactic handbooks and manuals.

Market Survey and Marketing Strategy

Marketing-Mix, Action Plan, Marketing Instruments, Focus on Industrial Demand and Demand from the Labor Market

Business Set-up (2/2)



Training Products – Training Course Packages

Trainer guidelines, Material, Participants' Certificates, Training Equipment, ...etc.

Architectural design and implementation of laboratories

Corporate design reflects the company's philosophy and creates a public image. It promotes recognition and identification.

Staff Profiles and Recruiting

In accordance to the actual and future training demand of industry and the training portfolio, trainer profiles are defined as well as the profiles for the FTA Manager and supporting staff.

Service



Initial and Ongoing Support and Networking

- Recommendation to international customers
- Preparation and hosting of a webpage on the Festo Didactic website
- Distribution of newsletters or other customer information
- Integration into the Festo worldwide course planner
- Supply with
 - standardised marketing material (flyers, brochures, presentations, posters, ...)
 - Office equipment (business cards, stationery ...)
- Access to Festo Ware (pads, pens, give-aways etc.)

Business Roll-out: Training of Partners and Employees



The aim is to learn all key elements to successfully run an FTA and avoid the mistakes that lead to business failures.

The training includes topics like

- the organization of an FTA
- portfolio and history of Festo
- legal structure
- identification of strengths and weaknesses (SWOT analysis)
- pricing and sales strategies
- marketing plan, advertising and promotion ideas
- ratios to analyze the business profitability
- use of the administration software
- setting salaries and benefits
- staff recruiting and development policies and procedures
- steps for successful business growth

Duration: 18 days in Germany and Cairo

Business Roll-out: Train-the-Trainer Mastering Key Trainer Skills



Module I (3 days)

- Structure, methods, approaches of Festo Didactic
- Moderation- and presentation techniques
- Training- and intervention methods

Module II (3 days)

- Moderation- and presentation techniques
- Group dynamics
- Learning transfer
- Performing a training unit

Basic technical training

- Hands-on Training on Equipment and corresponding technologies
- Comprehensive Training Material

Specific Training Courses

Step 1: Trainers learn the methodology and contents of each training course by participating in the courses

Step 2: The first performance of a training will be supervised by an experienced senior trainer

Networking



Festo Didactic promotes the exchange of experiences, ideas and best practices through

- Meetings
- Newsletters
- Forums
- Blogs
- SharePoint
- Mutual visits
- Industries

An international management meeting shall take place every three years.

**„A Qualified Youth is the Future -
If you want to form it, you need to deal with it now!“**



أشكركم على اهتمامكم, Thank you for your Interest,

