



Building skills for employment across the Middle East

Over the next 15-20 years, up to 100 million young Arabs will attempt to enter the labour market, requiring jobs and skills that will make a difference to their lives.

Pearson is working in Yemen, Qatar and Morocco to enable local people to develop the practical skills and qualifications that will lead to world class performance across a wide range of practical and vocational careers.

Delivering vocational qualifications

We are the vocational education development partner for Silatech, a social enterprise set up to create job opportunities for young people.

Our flagship initiative is the development of a regional vocational awarding body, SilaTa'heel, which will provide, accredit and assess qualifications across the Middle East and North Africa (MENA). In support of this we are providing vocational course content and 'train the trainer' training.

All learning programmes will be delivered in Arabic, leading to relevant, valued and internationally recognised qualifications, giving learners greater skills and mobility to work across the region.


Improving employability in Yemen

We are supporting Silatech to provide training and qualifications through SilaTa'heel to connect young people in Yemen to jobs in the construction industry. The project includes:

- A 'train the trainer' programme to international standards to ensure that local Yemeni trainers have the ability and skills to help learners reach a high standard
- Developing and publishing training materials and qualifications at entry level for construction workers written and delivered in Arabic, fulfilling a need that is boosting skills and knowledge
- Providing health and safety courses, with the training being extended to cover cement, steel and other construction work to meet a demand for broader vocational content

This integrated programme will train and certificate workers to a consistent standard to help them find work, improve productivity and reduce recruitment costs for employers. Uniquely in Yemen, these vocational qualifications are for individual learners and are recognised by, but not tied to, employer organisations.

Through our collaboration with Silatech, we're also working with the Ministry of Technical and Vocational Education and Training (TVET) in Yemen to review and improve the current system of work placements to ensure that it meets the country's economic objectives.



Construction skills will develop through vocational training

“ I’ve been impressed by what Pearson can offer. The delivery and content of their vocational training programmes is first class and they really understand assessment and the need for accredited qualifications that meet our local requirements. My experience of working with them has been excellent. ”

Dr Nabeel Alsohybe, Dean of Sana’a Community College, Yemen

Developing skills for Moroccan youth

We’re working with Silatech to connect young Moroccans to careers in the off shoring sector by developing high level software engineering skills.

A five month course for graduates will deliver skills in Java or Mainframe development and include languages, soft skills and work-readiness training and qualifications. We’re preparing course content, trans-adapted into French.

This project will help local graduates to find work for the many French companies that are off-shoring IT development projects in Morocco.

An integrated model

Across the MENA region, we’re providing an integrated range of education and training services that are helping people to improve their lives.

From content creation to assessment services and management information systems, this integrated model builds skills, delivers qualifications and increases employability. Our range of services are responsive, sustainable and recognise national needs.

“ Our strategic partnership with Pearson in Yemen and the wider MENA region has gone from strength to strength. In less than six months, we delivered tangible results and immediate social impact in Yemen, providing life critical skills to over a thousand Yemeni construction workers. We are now looking forward to working with Pearson on scaling and expanding the program in Yemen and across the region. ”

Martin Roeske, Chief Operating Officer, Silatech

About Silatech

Silatech is a social enterprise established to address the critical and growing need to create jobs and economic opportunities for young people. The initiative promotes large-scale job creation, entrepreneurship, and access to capital and markets for young people, starting first in the Arab world, where the highest rate of youth unemployment exists.

Silatech was founded in January 2008 by Her Highness Sheikha Mozah Bint Nasser Al-Missned with broad support from other regional and international leaders. See www.silatech.com
To find out more about how Pearson's products and services can be tailored to suit your needs, contact the Learning Solutions team by:



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The training landscape is being transformed through partnership

