

More and better skilled staff for the Egyptian tourism sector

05 – 08 February 2018
in Hurghada, Egypt



IN A NUTSHELL

The lab of tomorrow fosters the development of new business-driven solutions for specific problems affecting developing and emerging countries. On behalf of the German Federal Government, the lab brings together European and in-country companies, customers and specialists to collaborate on developing successful business ideas for solving specific development challenges.

THE CHALLENGE

The upcoming lab of tomorrow joins forces with TUI in order to tackle the challenge:
“How might we improve the quality and quantity of skilled personnel for the Egyptian tourism sector”?



BACKGROUND

The tourism industry is one of the major sectors of Egypt's economy: In 2016, it contributed 7.2% of GDP and 6,6% of total employment, with rising tendency. In view of the recession during the past four years, the government remains determined for the sector to retain its position as a key driver of the economy and aims to increase tourism flows to reach 20 million by 2020.



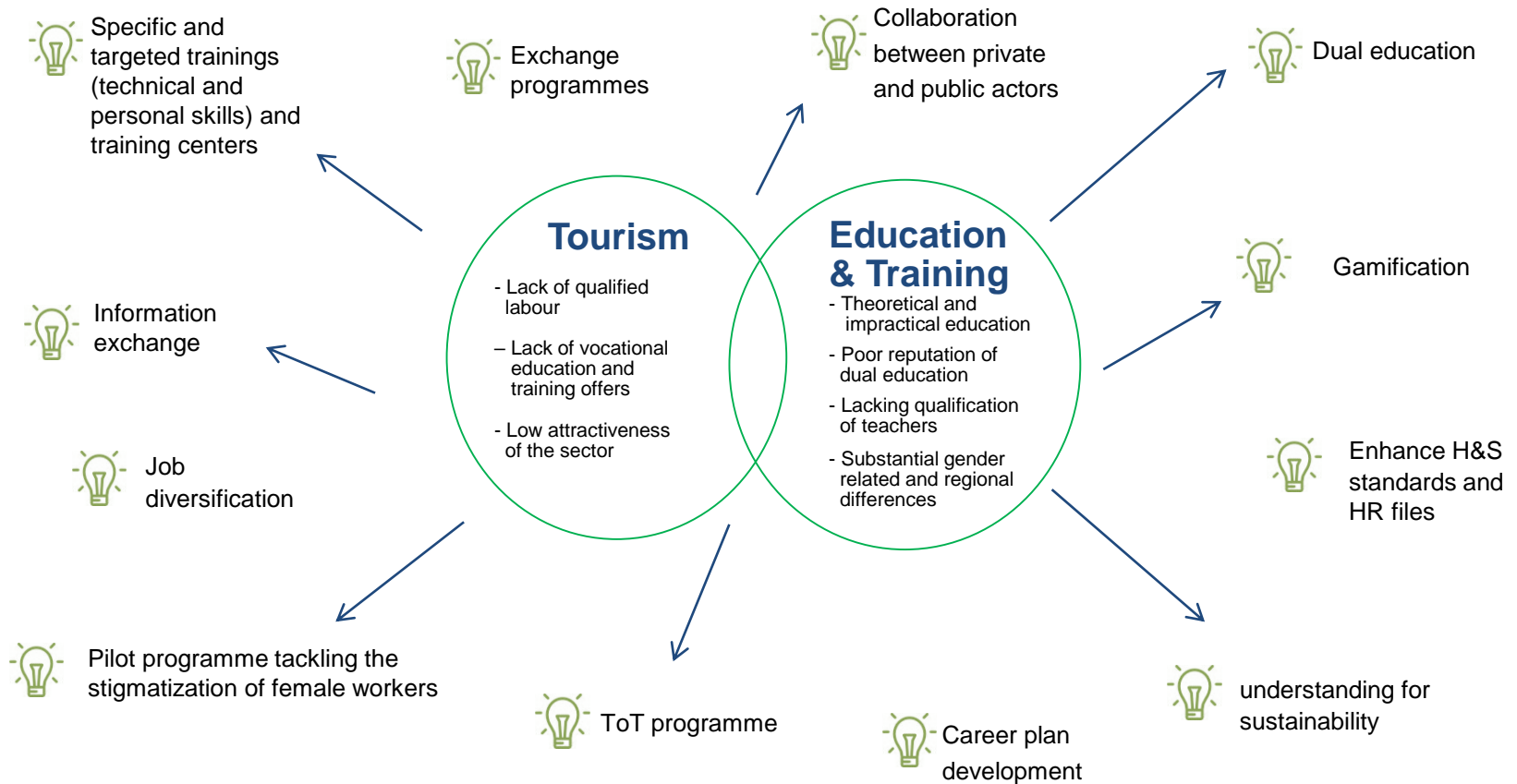
→ To meet the future market needs, the tourism sector is required to double the number of its employees and improve their qualifications.

→ There is an urgent need for more and modernized capacity building measures in the Egyptian tourism sector

Vocational education and training is of high priority for Egypt's government, since the lack of qualified staff is a crucial obstacle for the development of the Egyptian economy. Ministries and companies alike are willing to invest in demand-driven offers of education and training for Egyptian workers.

→ There are vast opportunities for European companies in the field of vocational education and training to offer tailor made solutions for the Egyptian tourism sector, win important market shares and lead the way to an efficient and sustainable workforce in Egypt!

CENTRAL CHALLENGES AND POSSIBLE SOLUTIONS



SUB-CHALLENGES

The possibilities to improve the quality and quantity of skilled personnel for the Egyptian tourism sector are manifold and imply different challenges.

In order to develop all-embracing business solutions, our partners have committed to support the solution development for specific problems they are facing (sub-challenges).

In the lab, each team will tackle a specific sub-challenge.

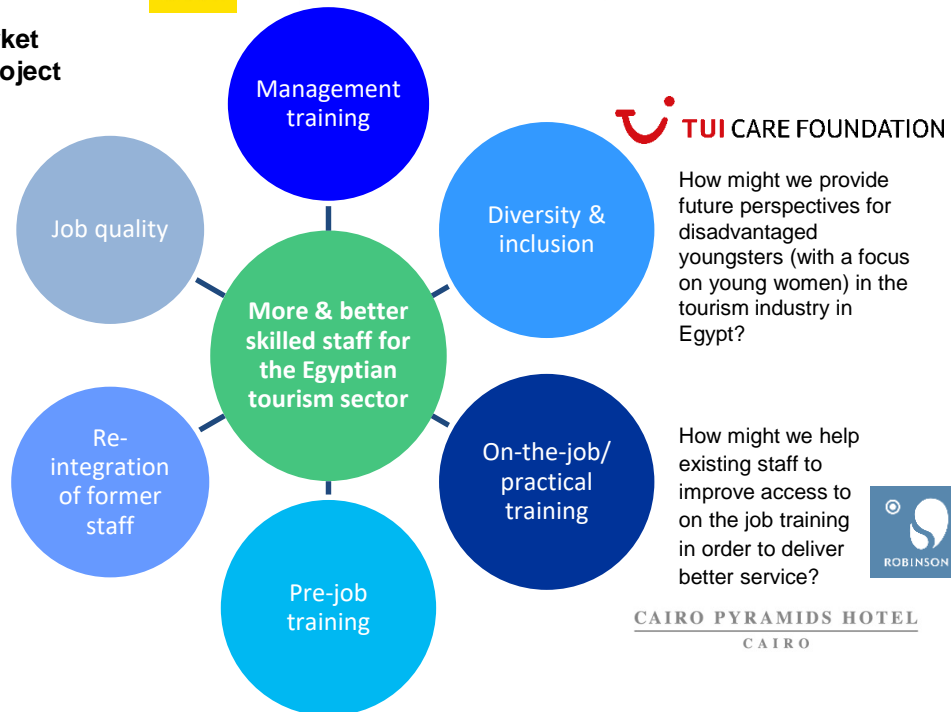
Once you apply for the lab, let us know which sub-challenge you want to work on!

How might we help middle and upper hotel management staff to improve management skills in order to increase service quality as well as sustainability, health and safety standards?



giz Labor Market Access Project

How might we help companies to improve job quality in order to enhance the attractiveness of the tourism sector for blue collar workers (age group 18-35)?



How might we provide future perspectives for disadvantaged youngsters (with a focus on young women) in the tourism industry in Egypt?

How might we help existing staff to improve access to on the job training in order to deliver better service?



CAIRO PYRAMIDS HOTEL
CAIRO

giz Employment Promotion Project

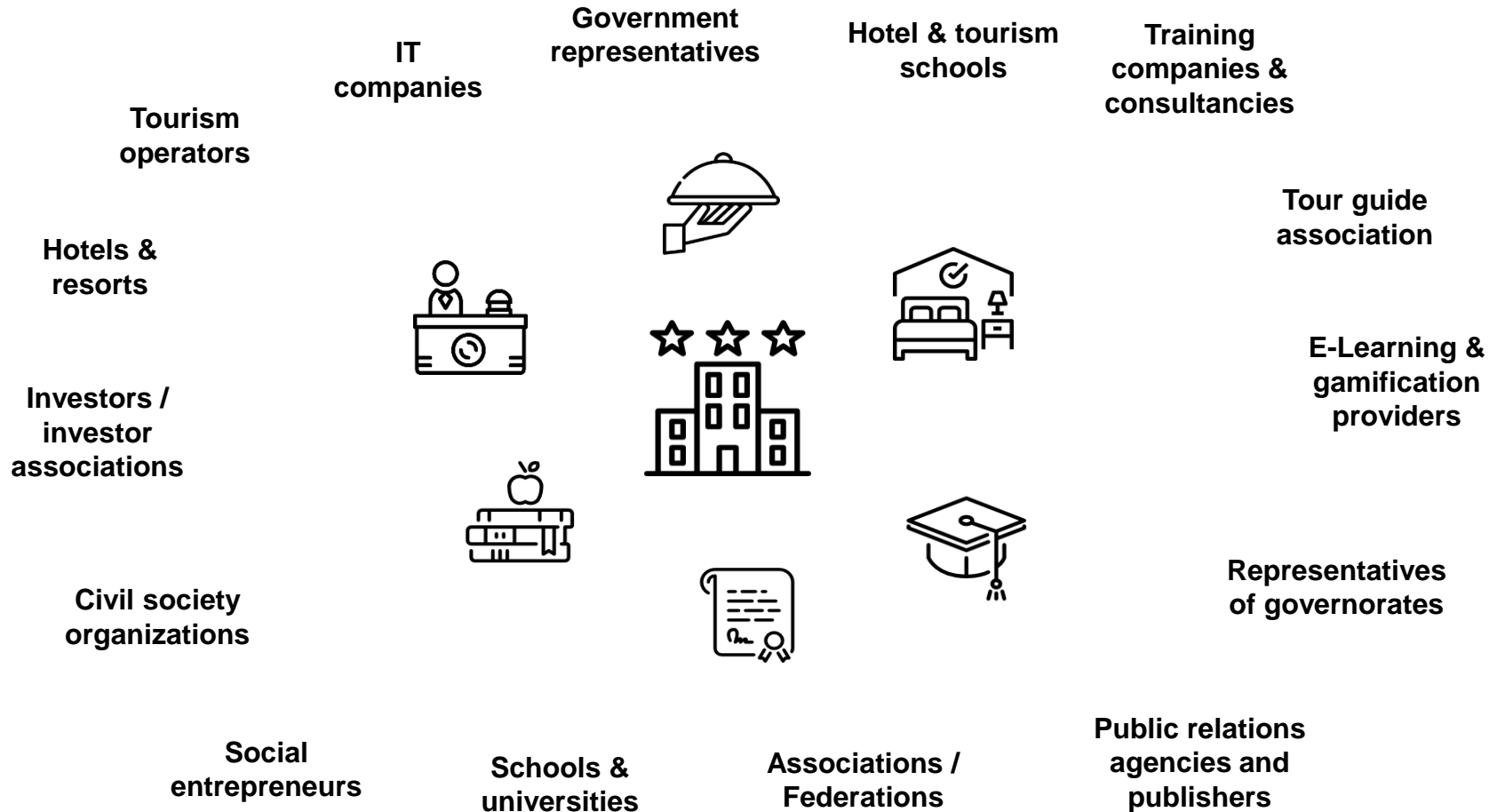
How might we help hotel operators to hire/ (re-)train former staff in order to re-integrate them?

How might we help the private sector and the government to improve technical and vocational education in the tourism sector in order to improve the quality of the sector?



giz Enhancement of the Egyptian Dual System

EXAMPLES OF KEY STAKEHOLDERS WHO CAN CONTRIBUTE TO SOLVING THIS CHALLENGE



HOW IT WORKS



KEY BENEFITS FOR YOUR BUSINESS

- ✓ **IDENTIFY** new business opportunities through in-depth analyses
- ✓ **EXPLORE** a new market and develop a promising business case
- ✓ **RECEIVE** further support when testing your ideas in the partner country
- ✓ **MEET** local and international experts, relevant decision makers and potential customers
- ✓ **COLLABORATE** with other entrepreneurs and find new business partners



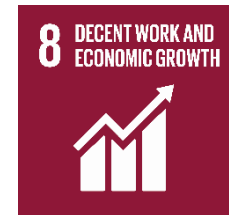
THE GLOBAL CONTEXT

The challenge Egypt's tourism sector is facing is not a local phenomenon. In fact, it mirrors the Sustainable Development Goals No. 4 and No. 8 of **promoting lifelong quality education and decent work for all** by 2030 that were adopted by the UN General Assembly.

- In over 76% of the countries with data, more than 1 in 10 youth are neither in the educational system nor working. Young women are more likely than young men to fall into that category.
- Goal 4 and 8 aim to ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education and full and productive employment by 2030.
- By 2030, the proportion of youth not in employment, education or training shall be reduced substantially.

Obtaining a quality education and decent work is the foundation to improving people's lives and sustainable development.

Join the lab of tomorrow and contribute directly to reaching the UN Sustainable Development Goals!



APPLICATION

If you want to participate in the lab of tomorrow, register on our homepage and apply for the 7th lab of tomorrow!

<https://www.lab-of-tomorrow.com/challenge/17>

If you have any questions regarding the upcoming lab, please don't hesitate to contact us.



KICK-OFF: INNOVATION WORKSHOP

Date: 05-08 February 2018

Location: Hurghada

Offer:

- ✓ Four-day design thinking workshop
- ✓ Professional coaching
- ✓ Board and lodging in Hurghada

Participation fee: 250 € per company

CONTACT

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