

## **Tanmia signs strategic agreement with ICDL Arabia & Aramex**

### ***Joint cooperation to ensure 50 women job seekers & entrepreneurs acquire digital skills***

**UAE, June 2015** - The National Human Resources Development and Employment Authority (Tanmia), ICDL Arabia, the governing body and certification authority for the ICDL certificate program in Egypt, GCC States and Iraq, and Aramex, the leading global provider of comprehensive logistics and transportation solutions, have signed a strategic cooperation agreement. The move will enable women job seekers and entrepreneurs to acquire the necessary information and communication technology (ICT) skills in line with the directives of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, for the UAE's transition to an integrated knowledge-based economy, and enhancing women role in the society.

The strategic partnership focuses on activating the framework of cooperation for the development and empowerment of digital knowledge among women entrepreneurs and job seekers. It will emphasize the honing of information and communication technology (ICT) skills for effective integration in the labour market. In addition, the partnership will contribute in strengthening of marketing and management companies by fulfilling labour market requirements, focusing on the need to improve the skills and capabilities of the job seeker. Aramex will sponsor the training program for 50 candidates selected by Tanmia to get their ICDL certification.

The MoU was signed by Mohammed Matar Al Marri, Director General of Tanmia; Jamil Ezzo, Director General of ICDL Arabia; and Hussein Wehbe, General Manager of Aramex. The three parties confirmed the need to intensify efforts towards enhancing the social capabilities of different social segments – especially researchers and job seekers to enable them to effectively

use advanced technologies, including the Internet and social networking platforms which have emerged as influential forces.

Mohammed Matar Al Marri said: “The signing of the MoU with ICDL Arabia and Aramex for the training of 50 women entrepreneurs and researchers sponsored by Aramex represents an important step to support the efforts to reinforce national capability according to the highest international standards. ICDL Arabia has a very valuable role in the dissemination of knowledge and information about digital culture among social groups, particularly women job seekers, enabling them to obtain relevant skills to ensure proper, effective and safe use of social media that have gained wide popularity in the UAE. We look forward to continue working with ICDL Arabia to achieve our goal of optimizing national human resources to meet the current and future needs of the labour market.”

Jamil Ezzo said: “The signing of the partnership with Aramex and Tanmia is of particular importance as it gives a major boost to our efforts to instil the required digital skills in today’s labour force and promote the effective and safe use of social networking sites. Both are among our top priorities to ensure the highest levels of security and privacy within the cyber world, given the high usage rate of social networking sites for educational, professional and personal purposes. Through the joint venture, we look forward to promote the digital efficiency of the candidates that will enable them to develop their ICT skills to integrate effectively within the local labour market. Moreover, it will help them to keep up with current and future developments in the field of technology and information security.”

Hussein Wehbe said: “We are delighted to start this cooperation and joint action with ICDL Arabia to support the rehabilitation project of 50 women trainees in collaboration with Tanmia. I would like to emphasize that the agreement paves the way for a long-term partnership strategy designed to support and enable current and future generations to participate in development, progress and growth through a suitable job that fits their scientific and practical qualifications and live up to future aspirations.”

“This initiative falls within the framework of Aramex’s corporate social responsibility (CSR) commitment. We are appreciative of the valuable contributions made by ICDL Arabia to enhance the level of IT literacy of the local community, encouraging the adoption of best practices for e-Security and digital safety, and supporting the ambitious aspirations of building a secure and integrated knowledge-based society in the UAE and the Arabian Gulf,” concluded Wehbe.

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