Emiratization efforts in various sectors.

The Emirate, stemming from their belief in the importance of cooperation to support development and employment of job seekers in the private sector, EFE and Ajman Human Resource Department signed a Memorandum of Understanding. The event featured Laila Mohamed, an Alumni of the Egypt Training Centre and it was discussed the social and economic impact of the COVID-19 pandemic on the travel industry. Hosted by Tarek Zaki (Hotel Manager for Hilton Cairo) and Rexworthy (People 1st Executive Director) and working in the travel sector, as well as, Jane North (Global Head of Techne) and the event featured Laila Mohamed, an Alumni of the Egypt Training Centre and it was discussed the social and economic impact of the COVID-19 pandemic on the travel industry. Hosted by Tarek Zaki (Hotel Manager for Hilton Cairo) and Rexworthy (People 1st Executive Director) and working in the travel sector, as well as, Jane North (Global Head of Techne) and the travel industry.

Emiratization is an integral part of the Arab countries’ efforts to mitigate the impact of the COVID-19 pandemic on the travel industry. Hosted by Tarek Zaki (Hotel Manager for Hilton Cairo) and Rexworthy (People 1st Executive Director) and working in the travel sector, as well as, Jane North (Global Head of Techne) and the event featured Laila Mohamed, an Alumni of the Egypt Training Centre and it was discussed the social and economic impact of the COVID-19 pandemic on the travel industry. Hosted by Tarek Zaki (Hotel Manager for Hilton Cairo) and Rexworthy (People 1st Executive Director) and working in the travel sector, as well as, Jane North (Global Head of Techne) and the travel industry.

Throughout its first phase, the campaign shared inspiring success stories and the positive impact of skilled crafts on individuals, communities, and economies at large in order to shift perceptions and stereotypes regarding skilled crafts and highlighting women's roles and success stories in untraditional sectors.

To emphasize the viability of skilled crafts as a career path for youth and reduce the stigma of working in vocational fields. Additionally, the campaign aims to encourage more females to pursue vocational occupations by shedding light on the value and importance of skilled crafts and their impact on Jordanian society through inspiring success stories that seek to change perceptions and expectations around the value and importance of skilled crafts.

"My Craft is My Mark", which will run for 14 months, is an image campaign under the same slogan. The Skilled Crafts campaign aims to promote skilled crafts occupations in Jordan by raising awareness among the general population andvx the next generation of the benefits and advantages of pursuing skilled crafts vocations. This campaign will be implemented in different sectors, including Banking, and Construction sectors.

The ALLOWS program had their graduation ceremonies at the very end of September in Dakhla and Laayoune, marking the end of the first phase. The program placed 60 out of 150 job seekers in employment, which translates to a 40% placement rate. The program was implemented in partnership with the Ministry of Labor, the National Council for Women, and the National Social Security Fund, with support from EFE-Jordan.

Initiative is expected to reskill 22,455 job seekers by 2025 through trainings in digital, technological, technical, and linguistic skills, employing a gender-inclusive and diverse lens.

We are excited to announce a new partnership with The Visa Foundation to launch the “Visa Impact Fund” initiative and will soon announce the 2021 winners. A $250,000 grant will support the development of programs that provide small and micro businesses with training, support services, and access to capital, with a gender-inclusive and diverse lens.

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