



Australian Government  
Australian Education International

**Partnership and Investment Mission  
Saudi Arabia and United Arab Emirates  
Expression of Interest  
9-16 January 2009**

**Background**

TAFE Directors Australia invites members and delegates to take part in a high level business development and partnership mission to Saudi Arabia and United Arab Emirates from 9-16 January 2009. The program has been designed to leverage from the Fifth Saudi Technical Conference & Exhibition that will be held in Riyadh from 11-14 January. The exhibition and conference hosted by the Crown Prince and supported by King Abdullah attracts high level participation from across the globe. TAFE Directors Australia will work closely with Australian Education International, Austrade and corporate partners to arrange a targeted program for participating institutes.

**Program Outcomes**

- To build on the outcomes of earlier vocational education and training missions to the markets
- To present a united TAFE Australia presence at the Saudi Conference and Exhibition
- To develop strategic partnerships with key institutions and agencies
- To gain up to date briefings on new market opportunities including scholarships, in country training and corporate programs
- To showcase individual TAFE participants on the mission to prospective clients

**Program Overview**

Friday 9 January	Depart Australia
Saturday 10 Jan	Riyadh - Senior meetings and briefing with Technical and Vocational Training Corporation (TVTC) on reforms and opportunities in VET sector in the Kingdom of Saudi, site visits and briefing from Royal Commission of Jubail and Yanbu regarding training requirements in relation to development of new industrial cities on Red Sea coast
Sunday 11- Wed 14 Jan	Participate in Fifth Saudi Technical Conference & Exhibition ( <a href="http://www.stcex.tvtc.gov.sa">www.stcex.tvtc.gov.sa</a> )
Thursday 15 Jan	Dubai - meetings, site visits and partnership forum
Friday 16 Jan	Depart Dubai for Australia

**Indicative Costs**

Airfares:	From \$4,000 (Economy) from \$9,000 (Business)
Accommodation:	\$2000
Registration Fees:	\$1500
Other:	\$1000
Total Estimated Cost:	\$8,500 (Economy) \$13,500 (Business)

## **Program Arrangements**

In order to take advantage of special rates a dedicated travel advisor is available for interested participants to plan your program. This includes airline bookings and hotel arrangements. Australian Education International and Austrade will support TAFE Directors Australia with on ground transportation and meeting arrangements.

Contact David Russell (Independent Travel Adviser Pty Ltd) Tel: 03.9802.6186  
Fax: 03.9803.2519 Mob: 04.1111.7514 [drtravel@optusnet.com.au](mailto:drtravel@optusnet.com.au) for travel enquiries

## **Next Steps**

To confirm your interest and place on the mission complete the attached Participants Profile and return to TDA no later than **14 November 2008**. (Confirmation by this date is required for both planning and flight bookings.)

## **For more information contact**

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## **Market Opportunities - Kingdom of Saudi Arabia**

The Kingdom of Saudi Arabia is Australia's largest export market in the Middle East-valued at A\$2 billion-and Australia's fourteenth largest export destination. Australian companies have won valuable export business in the Kingdom by pursuing well-defined business strategies-with a determination to succeed.

A key player in the vocational and skills development of the Kingdom is the Technical and Vocational Training Council (TVTC), established to undertake objective planning for the development of the workforce in various fields such industry, agriculture and commerce.

Saudi Arabia has a young population and King Abdullah has identified vocational education as a priority issue for the country. This was reflected in the budget for 2008, which allocated an unprecedented amount to the development of a stronger vocational education infrastructure. Saudi Arabia has traditionally depended on foreign workers to fill technical positions, but the current leadership aims to reverse this trend.

The commitment to reform and construction of a national vocational education and training system has seen KSA searching the globe for partners for delivery and construction of colleges, design and delivery of curriculum, design and delivery of teacher training and other consultancy programs.

With a population of over 24 million, and over 25 per cent of the world's conventional oil reserves, Saudi Arabia is the Gulf region's largest economy. Although efforts have been made to diversify Saudi Arabia's economy, it remains heavily dependent on the oil sector and will continue to be so for the foreseeable future. Skills and

vocational training are seen as a vital part of this diversification strategy. Opportunities for international education and training are in the form of:

- Inbound student programs
- Joint venture delivery and course design
- Transnational programs
- Industry led customised programs
- College management and infrastructure planning

## **STCEX**

The fifth Saudi Technical Conference and Exhibition represents a unique opportunity for TAFE institutes to engage with senior officials from KSA, other Gulf countries and leading providers and policy makers from around the world. The event presents an opportunity to showcase a TAFE Australia approach to the market. The conference and exhibition will focus on the following topics and themes:

- Revival of the most recent salient international trends and experiences, which help in the development of Technical and Vocational Training (TVT).
- Discussion of strategic development and improvement of TVT in light of labor market developments.
- Presenting the educational and training developments in TVT.
- Strengthening of links between training institutions and labor market and society.
- Encouragement of research in technological and engineering fields