



***TVET UK***

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**ALGERIE**

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# TVET UK Algerie



**A developing market - just a 2 ½ hour flight from the UK!**



# Why Algeria?



- 37m people, 90% in north on Mediterranean coast
- Upper middle income economy
- More oil than Libya
- High youth unemployment
- Strong diversification of economy planned
- High demand for English language training
- Peaceful and safe (no Arab Spring)
- Desperate for modern skills
- Difficult to enter the market - hence we can add value
- New double taxation planned. Will make UK more cost effective to Algerian customers



- Desperate need
- Lot of low quality provision
- People hungry for English as a status symbol
- Linguaphone and Berlitz seen as the gold standard
- New UK centre opened last year – now fully subscribed
- British Council gearing up to tap into market
- Only scratched the surface
- Ministry of Higher Education reforms -
- Individual institutions and corporations approaching us weekly!







British Institute  
for English

# Oil and gas



- 17<sup>th</sup> largest reserves of oil in the world
- 9<sup>th</sup> largest gas reserves in the world
- National oil company, Sonatrach, is Africa's largest company
- 60% of the country's income
- Modernisation of training required
- Many private providers of varying quality
- Just not enough to meet demand



# ICT - Djazair Institute Of Technology Management



- TVET UK signed MoU with Djazair Institute Of Technology Management
- Looking at masters level IT originally.
- TVET UK supporting lower levels and usage of facilities for employability training.
- Vendor quals
- TVET UK to supply UK providers to support institute





# Tourism and hospitality



- New proactive minister
- TVET UK scope in 2013
- Perfect for small volume/high spend tourists.
- Beautiful south in the Sahara
- Roman, Phoenician, Ottoman, French, Berber & prehistoric historical interest.
- Desperate need of people skills
- Air Algerie trains all staff outside Algeria
- Complementing UK-Algerian Tourism cooperation

























# Other sectors



- Health – new proactive minister, friend of TVET UK
- Management training
- General business training (accountancy, project management, soft skills etc...)
- Construction
- Historic restoration of buildings
- Manufacturing





# Challenges for the UK



- French language still dominant
- Maximum bureaucracy
- Recent history means its been relatively closed
- Information vacuum/unfamiliar country
- Isolated security issues blown out of all proportion
- Algiers traffic
- Often serviced my Gulf based MENA offices – illogical





**BALE**

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# Why TVET UK Algeria?



- Partnering with trusted Algerian partners inc large prestigious partner
- Working together with the Algeria Britain Business Council
- Country Manager in post to tackle day to day work and build profile
- We are a local company so can bid for tenders and contracts not open to foreigners
- Main contractor ability – build consortia
- Can add significant value to help UK companies enter the market
- Well connected to all the ministries
- Creating a pipeline of projects for members

