

Invest In Egypt

Education

Contents

Education: Sector Overview

Competitive Strengths and Capabilities

Strong Policy Support for Education

Sector Drivers

Success Stories

Leading Private Schools in Egypt

Education

Sector Overview

Egypt's education sector creates and serves the largest workforce in the Middle East and North Africa and is ripe with investment opportunities. Looking abroad, Egypt has seen how much the private sector can bring to educational development, from private education to public-private partnerships for K-12 schooling, from private university and technical / vocational education to corporate training programs.

At present, the GOE is planning to increase the total number of enrolled students in pre-university schools to 15.4 million by 2010. In addition, a series of public-private partnership ventures will open over 2,500 new schools — public and private, kindergarten through high school — across Egypt.

There are currently 1.9 million university students accounting for 24% of university-aged Egyptians. These students are currently served by only 33 universities (17 public and 16 private), 1790 vocational schools, and 938 vocational training centers operating under the umbrella of eight technology centers. The government plans to raise the percentage of Egyptians enrolled in university or technical education to 50% by 2021. This will require an additional 120 universities and technical / vocational institutes.

Egypt is open to foreign participation in both higher education and training for the demands of the global marketplace. Moreover, corporate education brands enjoy significant cachet, catering to a growing private-sector appetite for courses ranging from driver-education and security training to high-end professional courses and seminars.

Egypt's premiere public-private partnership in education is the Egyptian Education Initiative (EEI) launched in concert with the World Economic Fund. The EEI supports education reform through the use of communication and information technology tools in partnership with some of the world's leading IT firms, including HP, Cisco, Oracle, IBM and Siemens. Other collaborative efforts between the government and the private sector have led to widespread access to technology by installing computer Labs in 2000 school, while connecting 1120 school to the internet, and create about 1954 community level IT club.

Egypt has a long history as an education innovator and for decades has been an exporter of well-educated labor. Today, a growing percentage of young people prefer to stay in Egypt and work at both home-grown giants and multinationals. To do so, they need globally competitive skills — both soft skills and industry-specific training and education.

As a result, in addition to the traditional elementary through university education system, vocational and corporate training programs are becoming increasingly popular. Corporate programs teach skills including time management, sales and marketing, human resources and finance, grooming promising employees for management positions. C-suite executives benefit from advanced professional seminars, while blue-collar and semi-skilled workers are taking vocational courses to upgrade their skills. Barely a decade old, the corporate training sector abounds in potential.

As Egypt grows, so will demand for schools providing cutting-edge, global-quality education and training — demand fuelled by both parents and students, who have always recognized the importance of education in building their own futures and that of Egypt.

Competitive Strengths and Capabilities

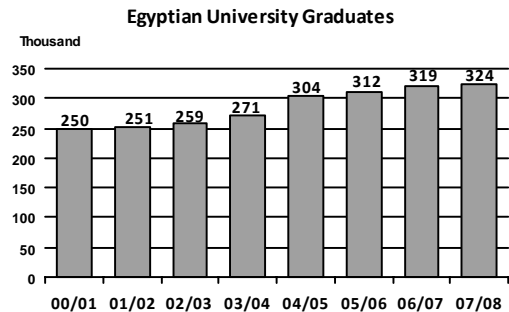
Core Areas for Investment: *K-12 schools, universities, international accreditation, technical schools, localization and foreign-language development, corporate training and post-graduate training programs*

Robust Expansion. The government aims, in partnership with foreign investors, to add another 2,200 private schools for kindergarten through high school over the next five years. The government decided on building over 2500 public schools, of which over 1400 to be completed using PPP approach.

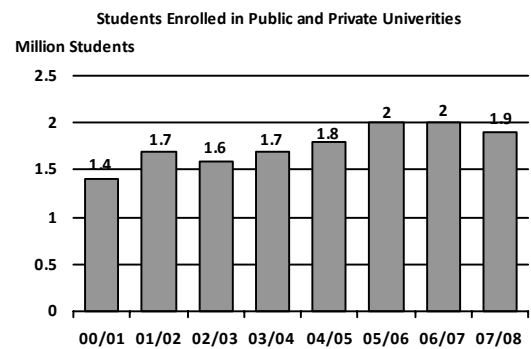
A Large and Growing Domestic Student Base. Some 46 million of Egypt's 78 million citizens are under the age of 25. And with multinational corporations expanding their operations within Egypt — and more and more Egyptian companies becoming regionally and even globally competitive — the need has never been greater for highly skilled labor, including technicians, engineers and fluent foreign-language speakers, to name a few.

A Skilled Multilingual Workforce. Of more than 324.3 thousand university graduates in 2007/2008, 48,3 thousand are specialized in education, and an additional 22 thousand university graduates have strong command in English. The diverse nature of the Egyptian workforce and economy guarantees both a large pool of people who can teach and conduct training programs, as well as a large pool of workers who will be demanding additional training to upgrade their job skills to be more competitive in today's global economy.

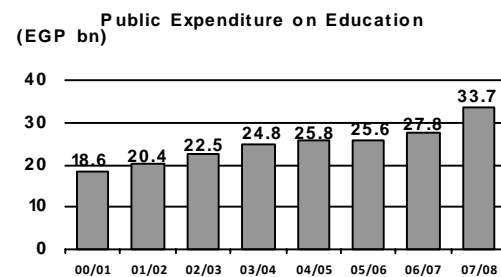
Critical Mass. Egypt has emerged as a destination of choice for multinationals looking to establish cost-effective product development and outsourcing, all of which require strong training in hardware, software, marketing techniques, cutting-edge approaches to customer service, soft skills and language skills.



Source: CAPMAS



Source: CAPMAS



Source: CAPMAS

Strong Policy Support for Education Investment in Egypt

The government is actively addressing the education needs of Egyptians. Working in tandem with the private sector in public private partnerships, the government has plans to build more than 1,800 public schools throughout Egypt over the coming 15 years. By itself, it intends to invest US\$ 880 million to establish public schools in the next 5 years. Private companies are needed to establish and/or manage these public schools under the build-own-transfer system.

Approximately USD 5 billion worth of investments are already in the works for public private partnership projects for new schools throughout Egypt.

In 2007/2008, The GOE expenditure amounted of EGP 282.3 billion, 11.9% of which was directed to education.

Sector Drivers	Egypt's Value Proposition	Investor Benefits
Diversity	Educational demands in Egypt run the gamut from ultra-traditional pre-schools to cutting edge, highly-specialized corporate training programs.	Diversity of demand provides a wide range of opportunities for niche educational providers.
Built-in Market	From 2000/2001 to 2007/2008 the number of graduates from private universities grown by over 700%.	High demand for private education provides built-in customer base for private institutions.
Demand for Corporate Training Programs	There is a high demand for blue- and white-collar training programs in Egypt. Currently the corporate training field is severely underserved, with many corporations being forced to turn to expensive and short-term solutions from European companies with expertise in specific aspects of their businesses.	High demand for corporate training programs combined with a relative dearth of those programs provides business opportunities for a variety of trainers.
Available and Skilled Workforce	An average of 48,200 students in the education field annually	Wide talent pool to draw from for staffing new schools.
Low Cost Base	Egypt offers labor, raw materials, energy and a global quality telecom network at highly competitive prices — all important components of building and running a successful technical institute.	Low start-up costs and daily overhead improve profitability.

Success Stories

Maadi British International School

MBIS is a privately operated, not-for-profit institution that was founded in 1995. MBIS follows the English National Curriculum and is accredited by the Worldwide Education Service (WES) and is a full member of the Incorporated Association of Preparatory Schools (IAPS). Operating through the Maadi Egyptian British Cultural Society, MBIS, which has a reputation for high academic standards and a caring staff, has thrived. Originally opened with 6 students, MBIS now has approximately 290 students, ages 2 – 11 years, full capacity for most levels.

American University in Cairo

Established in 1919, The American University in Cairo (AUC) is the oldest in Egypt. Each school year AUC has roughly 5,000 students enrolled in undergraduate degree programs. After expanding with the brand new, 260-acre campus located in New Cairo — a state of the art facility that boasts the largest English language library in Egypt and advanced research facilities, AUC had 4229 enrolled students in 07/08.

Nahda University

Nahda University is among Egypt's newest and most innovative institutions meeting the needs of post-secondary students. It was founded in 2006, built in 2007 and has impressive enrollment figures in only its first year of operations. This private university — founded by university professors — is designed to have 1,000 students learning in industry-specific fields such as pharmaceutical sciences; engineering; dental and oral medicine; marketing and business administration; computer science; and media and public relations.

With all instruction in English and its location on an important highway, Nahda University aims to bridge the gap between workforce demand and supply. Its emphasis is on building job skills in the science and technology sectors through non-traditional study programs that enable students to compete in the global economy.

Misr University for Science and Technology

In the 2007/08 school year, Misr University for Science and Technology had 11923 enrolled students. The faculty during the same period included 85 full time professors, 33 associate professors and 103 assistant professors. This was in addition to 92 part time faculty members — professors, associate professors and assistant professors.

October University for Modern Sciences and Arts

October University for Modern Sciences and Arts (MSA), located in Cairo, offers a wide range of degree programs like pharmacy, biotechnology, engineering, computer sciences, management sciences, mass communication and languages. All classes are taught in English and the school is internationally recognized. It is a member of the Arab League of Universities and is recognized by the American League of Colleges and Universities. MSA also enjoys an exchange program with Ohio State University, Virginia Tech University and Middlesex University.

International Marketing & Management Institute

IMI, affiliated with the University of Cambridge Local Examinations Syndicate, offers internationally recognized qualifications certificates. IMI offers the Cambridge Professional Diploma in Management, Business and Train the Trainers. The certificates and diplomas, which are offered worldwide, provide an internationally recognized standard, making them useful both for businesspeople who choose to move abroad to find employment and for those who wish to work at globally competitive companies within Egypt.

Leading Private Schools in Egypt

Ahram Canadian University
www.acu.edu.eg.com

American International School
www.aisegypt.com

American University in Cairo
www.aucegypt.edu

Arab Open University
www.aou.edu.eg

British University in Egypt
www.bue.edu.eg

Cairo American College
www.cacegypt.org

Canadian International School of Egypt
www.cise-eg.com

El Shorouk Academy
www.elshoroukacademy.edu.eg

French University Cairo
www.ufe.edu.eg

German University Cairo
www.guc.edu.eg

International Marketing & Management Institute
www.imiegypt.com

International School of Choueifat – Egypt
www.iscegypt-sabis.net

Misr University for Science and Technology
www.must.edu.eg

Nahda University
www.nahdauniversity.org

October University for Modern Sciences and Arts
www.msa.eun.eg

Settec
www.settecltd.com