

LMI Newsletter

Labour Market Information

ISSUE 2; ABU DHABI

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"A message from our new General Manager"

Dear Colleagues

I would like to start by thanking you all, for the welcome that has been shown towards me since my arrival last Thursday. In such a short space of time it is clear to see that SUMMIT is fortunate to have a committed group of individuals who work well as a team.

I am really looking forward to working with you all, as we build SUMMIT together into a successful Company of which we can all be proud.

With Kind Regards

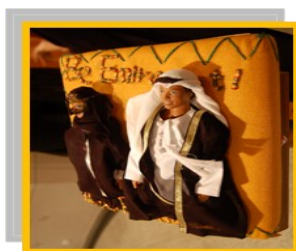
Sian Rees

We welcome Sian Rees, the newly appointed General Manager of SUMMIT took up her post this week. She has 23 years strategic and operational experience in the field of education and guidance, across a range of government, community and private sector organizations. Her experience particularly relates to service delivery, start ups and mergers. She has held regional and national executive and non-executive directorships in the UK, including as a Director of Education, Chair of a National Charity for young people and Chair of 14-19 education for a newly created university.

Sian's most recent experience is as CEO of a private company in the UK, which delivers personal development, guidance and consultancy services. The company has won national awards for guidance and workforce development. She is committed to personal and professional development, with a belief that every individual can succeed and that there is always more to learn. Sian began her career as a teacher, training to postgraduate level in education and has continued to study, recently becoming a member of the Institute of Directors and qualified as a Chartered Company Director.

Media Sector in Abu Dhabi

Careers advisers at SUMMIT attended the National Identity & Media Conference organized by the College of Communication and Media Sciences at Zayed University. The aim of the conference was to discuss the effects of media on the national identity.



Sheikh Sultan Sooud Al Qassmi addressed the challenges of the 21st century in regards to the national identity by underlining the Emirati heritage and the Emirati dialect while His Excellency Ali Mehad Al Suwaidi, addressed the importance of education and its effect on the national identity.

According to a survey conducted by the organizing committee, 80% of the women surveyed believed that language defined their national identity, 53% found English-language television shows more appealing and 60% regularly visited English-language websites. One of the major concerns was that the Arabic media had not been effective at producing entertaining and original content. The object of their project was to encourage critical thinking among their peers so they could filter the information fed to them through the media, instead of blindly imitating foreign ideas.

The Media sector in UAE has been growing rapidly. There are six satellite TV stations in addition to a number of other non-satellite TV stations in the UAE. There are more than seven radio stations throughout the seven emirates.

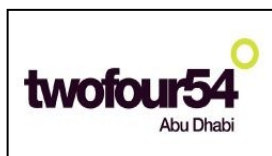
In this issue:

- Media sector in Abu Dhabi
- Education Sector
- Banking & Finance Sector

The Emirates News Agency provides news items and features related to daily events in the country for these radio and TV stations as well as local newspapers. In the field of publications, there are five Arabic and three English daily newspapers in circulation in the country in addition to more than 160 magazines and journals published by local and national establishments, cultural centers, clubs, chambers of commerce and industry, municipalities and educational institutions.

Occupational Information: There is a large variety regarding jobs in the media sector. Some jobs involve working on live shows such as TV presenter and Radio presenter. Some other jobs are Promo producer, Media Sales Executive, Editor/Copywriter and Studio Manager.

As part of the work on labour Market research at SUMMIT, our Careers Advisers visited twofour54 – Tadreeb and Pyramedia.



Twofour54 – Tadreeb, a media and content training academy based in Abu Dhabi, offers vocational courses focusing on the technical aspects that are not generally taught in universities. The courses they offer include television broadcast technology, radio journalism, media business and digital media. Some of

the current courses available are Video Journalism, Graphics and Styling for TV, Writing for Television, Making TV Magazine Shows – producing half hour formats and Children’s TV Production. These courses vary between 2 to 5 days and are delivered in both English and Arabic.

Twofour54 also offers closed group courses for those who want to learn and work with people they feel comfortable with. For example, a group of friends or a company’s staff might want closed sessions. CNN will begin airing from the facilities at twofour54 twice a day for two hours starting in August and this may bring a number of job opportunities within this sector in Abu Dhabi since currently most television shows are broadcast from Dubai. For more information please visit www.twofour54.com



Pyramedia is a media production company based in Abu Dhabi. The company regularly seeks individuals who can work on short term contracts (freelancing) due to the projects they are involved in. The recruiting policy at Pyramedia includes giving fresh graduates opportunities to work on short term contracts and they provide training courses of either a one week intensive or six

weeks training program that involves working on live shows and understanding the nature of work behind the camera. Pyramedia seeks individuals who are hardworking and enthusiastic. Pyramedia is the creator of “Million’s Poet” and “Prince of Poets” and organizes the Middle East International Film Festival along with other important events. For more information please visit www.pyramedia.biz



Educational Opportunities: In addition to the courses available at Twofour54, the New York Film Academy has opened its branch in Abu Dhabi. It is named as Abu Dhabi - Centre for Film and Culture. The Abu Dhabi - Centre for Film and Culture offers one and two years programs and short term workshops on film making, screenwriting, documentary 3D animation and broadcast Journalism. For more information, please call (00971) 24466442 or email to abudhabi@nyfa.com.

Stefanie Iverson

Education Sector

Teaching Scholarship Programme: Emphasizing the importance of empowering the youth of the nation for success, ALDAR has launched ALDAR Academies Teaching Scholarship Programme. The programme is run in conjunction with the University of Warwick to provide UAE Nationals with the opportunity to become qualified teachers and participate in shaping of future generations.



Mr Hamad Al Ali, Careers Adviser at SUMMIT visited ALDAR and learnt that the programme aims at providing young UAE Nationals with the opportunity to receive a schol-

arship to the University of Warwick in the UK for studies in Education of the British Curriculum in order to increase the number of UAE Nationals qualified in the teaching industry. Up to 12 students will be selected on a yearly basis and will receive a full scholarship to support them for the duration of the programme.

Consistently ranked as one of the top ten universities for the quality of its teaching and research, the University of Warwick is considered a leading national centre for teacher education. The University of Warwick offers a range of courses such as Post Graduate certificate in Education, Business Education, History, Information & communication technology, Mathematics, Modern foreign Language and science.

Eligibility criteria: Eligibility is confined to UAE Nationals below the age of 25 with proficiency in English language equivalent to 6/6.5 IELTS Academic. Applicants must meet the minimum entry requirements for the course set by the university. The scholarship programme includes complete course fee, tuition fees, travel allowance, accommodation and other allowances. As a condition of the scholarship, the student teacher would be required to work for a minimum of 3 years as a paid employee in the UAE. Applications can be submitted to ALDAR Academies between 1st of September and 31st of December each year. For more information, please send an email to training@aldar.com.

Preeti Goyal

Banking and Finance Sector

The UAE banking sector has grown considerably and is gearing up for global competition. There are about 50 banks in the UAE, about half domestic and half foreign. The top banks account for about 70 percent of total commercial banking assets. The UAE Central Bank is the primary financial regulatory authority. It is mandated to direct monetary, credit and banking policy and supervise over its implementation in accordance with the state's general policy. It helps

to support the national economy, stability of the currency and improving the quality of services of a number of banks.

Analyzing the country's financial sector, the UAE's banks (for which government support was vital in the past) have managed to grow with resulting big profits, thus building up huge reserves. Compared to other economies, UAE banks rely less on external financial markets.

According to a Central Bank

announcement, the share of European securities and medium term bonds in total bank assets does not exceed 9.9 per cent. The majority of assets of national and foreign banks operating in the UAE are inside the country, and the capital and reserves of UAE banks make up 11.02 per cent of their assets. Furthermore local governments own large percentages of many banks operating in the country guarantees them a safety net.

In relation to financial sector, a number of financial services companies operate within UAE such as Ernst & Young,



KPMG, Finance House, Aseel, Amlak and Amanah. Our careers advisers visited Ernst &

Young, Finance House and Amanah financial services in Abu Dhabi.

Through research and visits to employers, we learnt that the companies within this sector are actively seeking UAE Nationals as well expatriates employees. There are several occupational opportunities in this sector. Some of the common occupations include Accountants, Auditors and Financial Advisors. For these jobs employers

accept applications from experienced professionals as well as fresh graduates.

Some employers such as Ernst & Young provide on-the-job training for fresh graduates in order to enable them to be more proficient. Employers in this sector require some common characteristics such as good communication skills, team work, creativity, enthusiasm and commitment.

Development opportunities in banking sector:

Management Association Program at Abu Dhabi Islamic Bank:

For this program, Abu Dhabi Islamic Bank (ADIB) accepts applications from students with Bachelors degree in subjects such as Finance, Economy, Accounting and Business Studies. They consider applications from other graduates only if they have strong interest in working with banks. The Program is organized at Abu Dhabi branch. ADIB offer accommodation for candidates from outside Abu Dhabi.

The Group Chief Risk Officer at ADIB said that 90% of the places on the programme are reserved for UAE Nationals and 10% are open for other Arabs. The basic skills required for this program are Computer Skills, English proficiency and basic knowledge of accounting. ADIB also provide additional courses on English and Accounting that can extend the duration of program. Interested

candidates should be regular, hardworking, ambitious, innovative and able to work under pressure in order to complete the regular assignments.

On successful completion of the program, the candidate will have an opportunity to work with ADIB for a monthly salary of AED 12,000. Students who do not complete the program successfully will be given an opportunity to work at a lower level.

Al Afag Program at National Bank of Abu Dhabi:

National Bank of Abu Dhabi (NBAD) accepts applications for Al Afag Program from UAE Nationals with a Bachelor's degree in a commercial or related subject such as Business and Finance, IT, Accounting, Economics and Commerce. They consider applications



from other graduates only if they have genuine interest in working with banks. The selection procedure includes:

- ◇ CV submission
- ◇ Panel Interview
- ◇ In-tray exercise
- ◇ Group activities to examine team work and problem solving
- ◇ Psychometric assessment using CRBT (Critical Reasoning Battery Test)
- ◇ Verbal and Numerical aptitude test (Arabian Assessments)

During this program Executive training is offered for one year. This includes on-the-job training across the different departments and training in the NBAD academy for those on the Management training programme. Successful candidates would be required to attend the Academy and Head Office in Abu Dhabi for the first year of training.

NBAD accepts applications for “Al Afaq Program” every three months. The next intake will be in September 2009. There are around 25 places available for each intake. NBAD offer a monthly salary of AED 20,000 for UAE Nationals on Al Afaq Management Training Programme.

The Sponsorship Program at NBAD: National Bank of Abu Dhabi (NBAD) also offers a sponsorship program that will provide UAE National with the best possible start to their career in Banking. The students on this program receive a monthly allowance of AED 4,000 and their employment at NBAD is guaranteed upon successful completion of their studies. NBAD also provide work experience as well as

summer training (optional) during their studies. Some additional benefits offered on this program include support with the project work / assignments and regular contact with NBAD Emiratisation team. This is an opportunity for UAE Nationals to pursue their career in NBAD before they complete their degree. For more information please visit <http://www.nbad.ae/bank/career.php>

Internship Program at Ernst & Young:

Ernst & Young run a six week internship programme for those who want to get ahead before they start their final year. The program enables talented and motivated applicants to enter their last 12 months of study

with a much clearer picture of their career options. Graduates on this program get an opportunity to do the real work and get paid. Ernst & Young recruit up to 500 graduates every year on this programme world wide. Last year Ernst & Young recruited 50 graduates in the UAE.

In addition to the internship program, the Middle East Graduate development program (GDP) at Ernst & Young offers work experience, on-the-job coaching, structured training program and support for obtaining a professional qualification. For more information, please visit www.ey.com/me/careers.

Mohamed Wahab & Alaa Azzam



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The LMI Newsletter is a product of the labour market information collected through research and visits conducted with a range of employers in Abu Dhabi by Careers Advisers at SUMMIT.

We value your feedback. To send your comments or to receive this newsletter electronically please email at preeti.goyal@summit-uae.com