



Arab Republic of Egypt
Ministry of Industry and foreign Trade
Productivity and Vocational Training Department



Presented by Chief of Marketing Offices
Dr.Amal Elghonimy
January 2012

**Strategy For Marketing
of
Continuing Vocational Training
to Enterprises
(Students & Programs)**

Brief About **PVTD**

PVTD: Productivity and **V**ocational **T**raining **D**epartment.

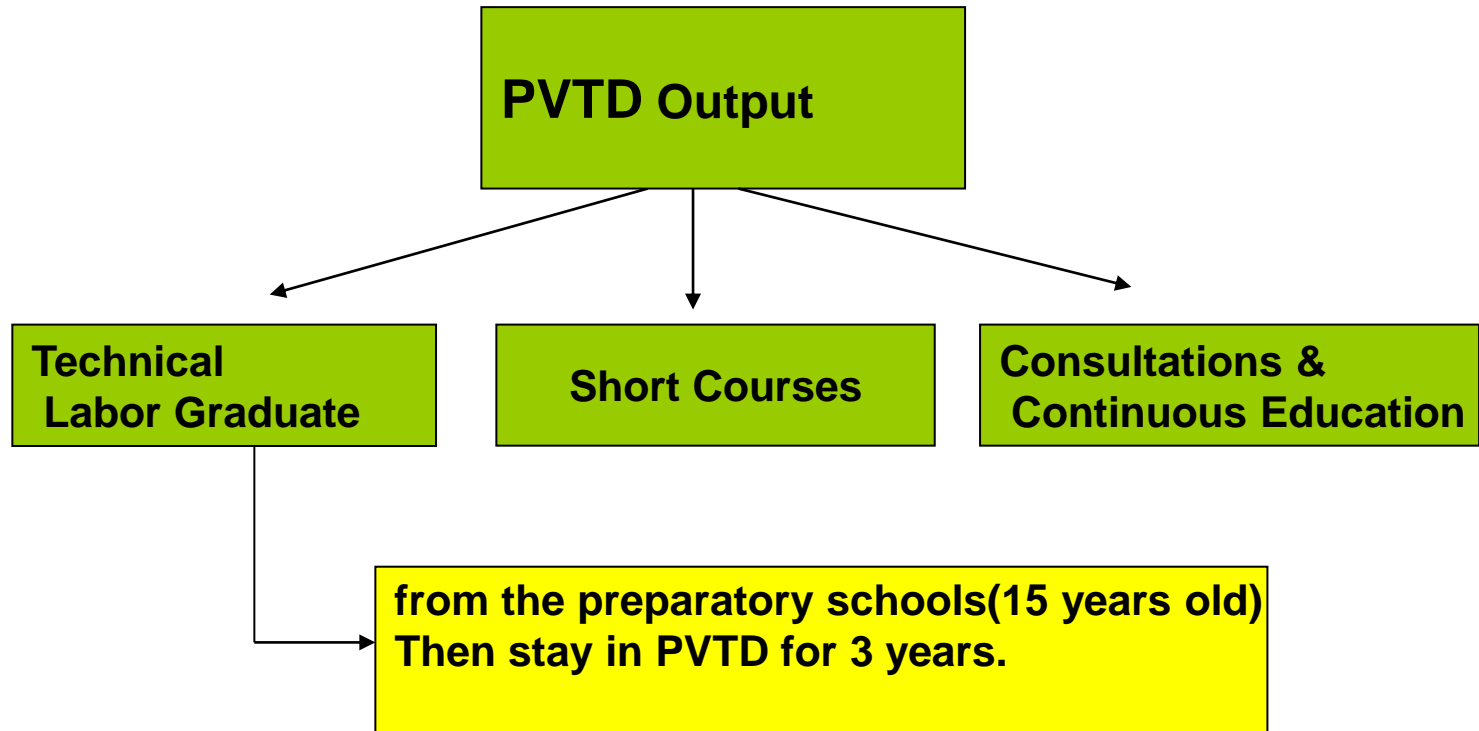
PVTD Chairman: Eng. Ahmed Taha.

Field of Activity: It Works in Productivity and Vocational Training Since 1956, It belongs to the Ministry of Industry and foreign Trade.

Our Mission:

- providing the industrial labor market with qualified technical workers .
- Participating and contributing in improving productivity and quality in industry by the supply of skilled workers.
- Providing training for university graduates to help the transition from academic to practical work.

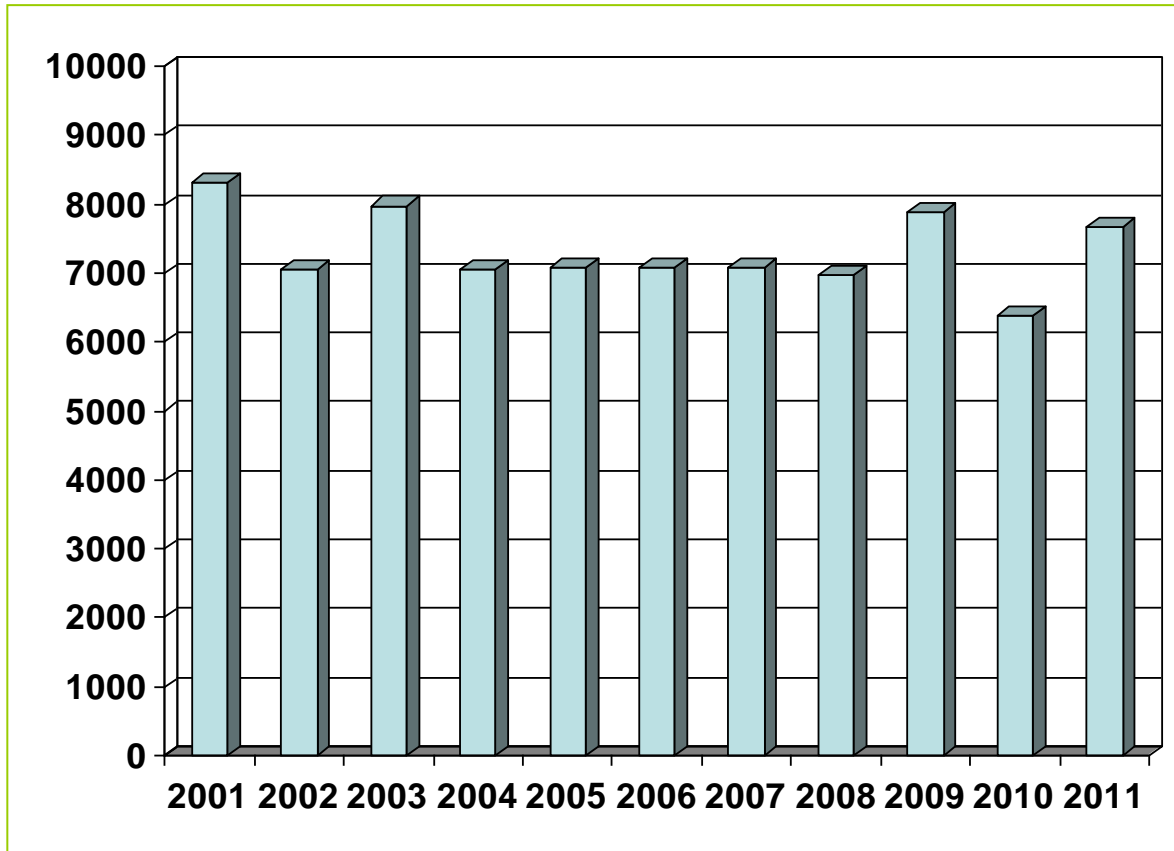
Brief About **PVTD**



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- NO. of Zones =9
- No. of Vocational Training Centers (VTC)= 39
- No. of Training Stations in Companies (TSC) = 17
- No. of Trades =40
- No. of Staff = 3500

A Number of Graduates in PVTD. (from 2001 till 2011)



Examples about students Training



Automotive Trade

Examples about students Training



Ready Made Garment Trade

Examples about students Training



Furniture Trade

Examples about students Training



Shoe Making Trade

Examples about students Training



Operation & Maintenance Solar Energy Trade

Examples about students Training



Electronic Trade

Examples about students Training



Maintenance of Computer and Network Trade

Examples about students Training



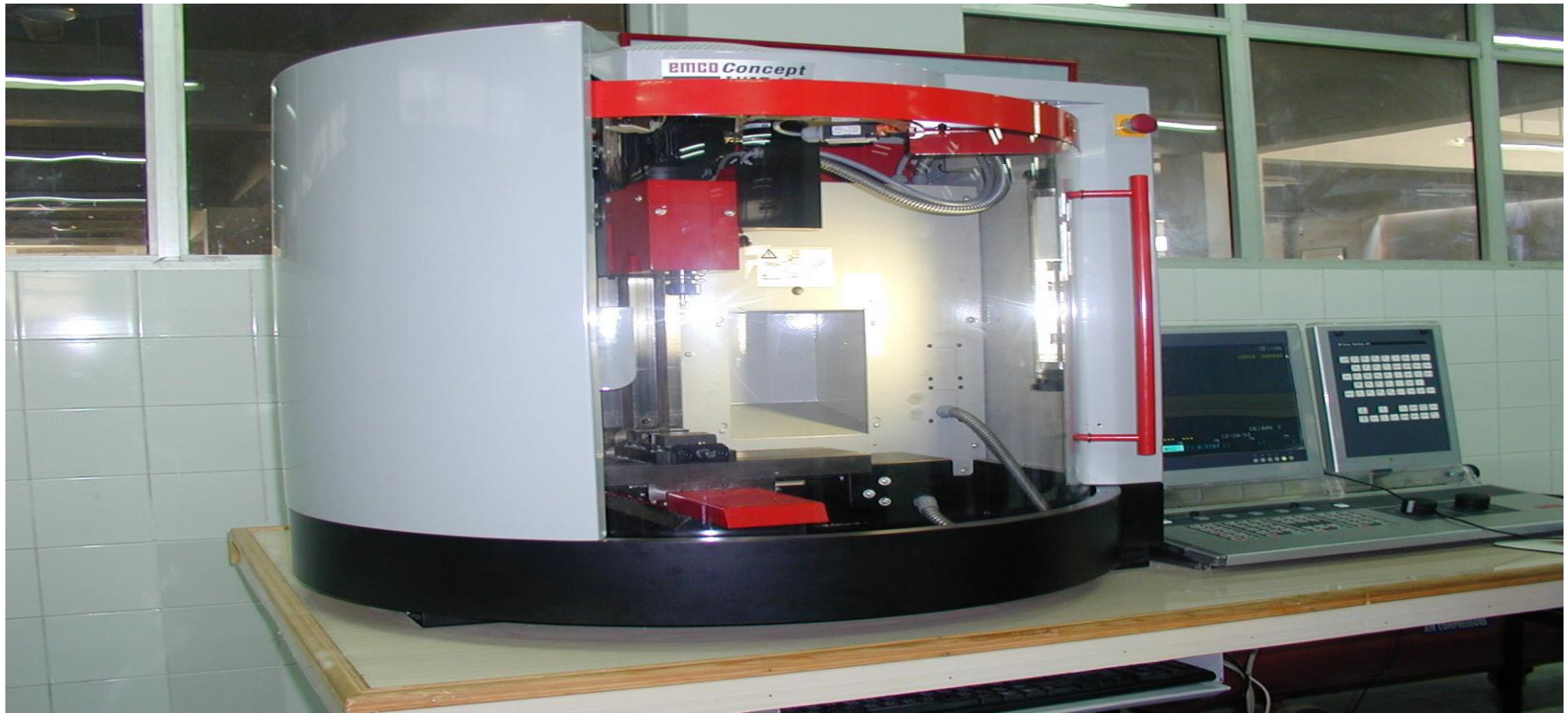
Fitting Trade

Examples about students Training



Electricity Trade

Examples about students Training



Automatic Control Trade

Examples about students Training



Printing Trade

Examples about students Training



Silk screen Trade

Examples about students Training



Industrial Electricity

Examples about students Training



Metal Casting

Examples about students Training

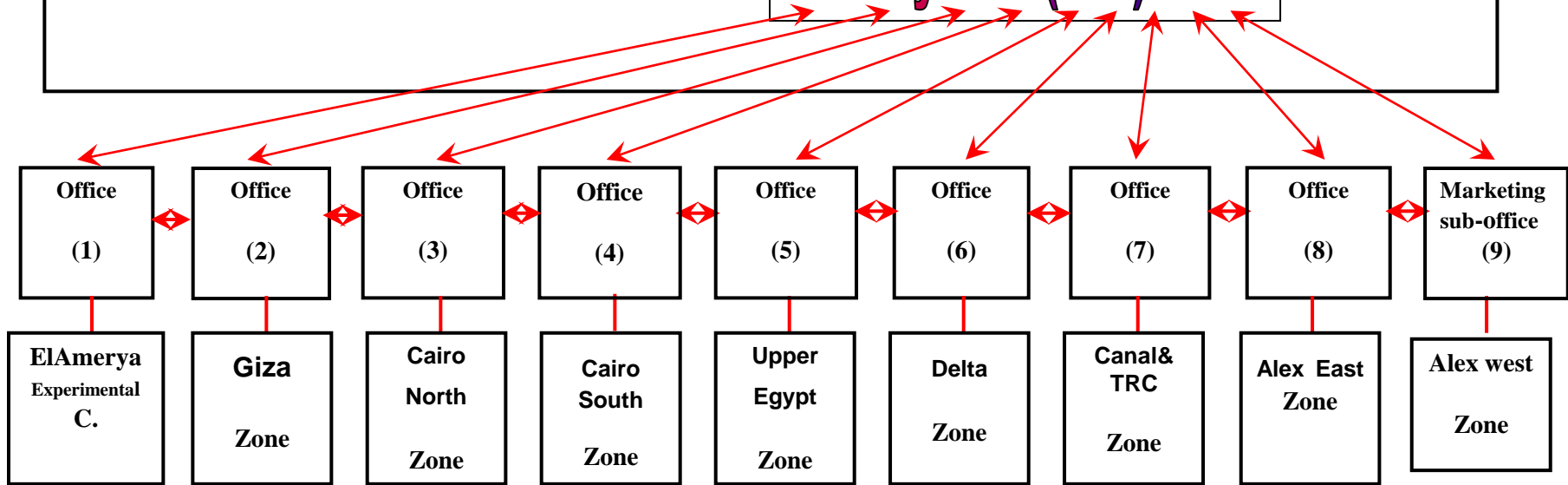


Refrigerating & Air Conditioning Trade

Strategy For Marketing of Continuing Vocational Training to Enterprises (Students & Programs)

P.V.T.D Marketing Head-office

Marketing Information System (MIS)



**Market Segmentation
Figure (1)**

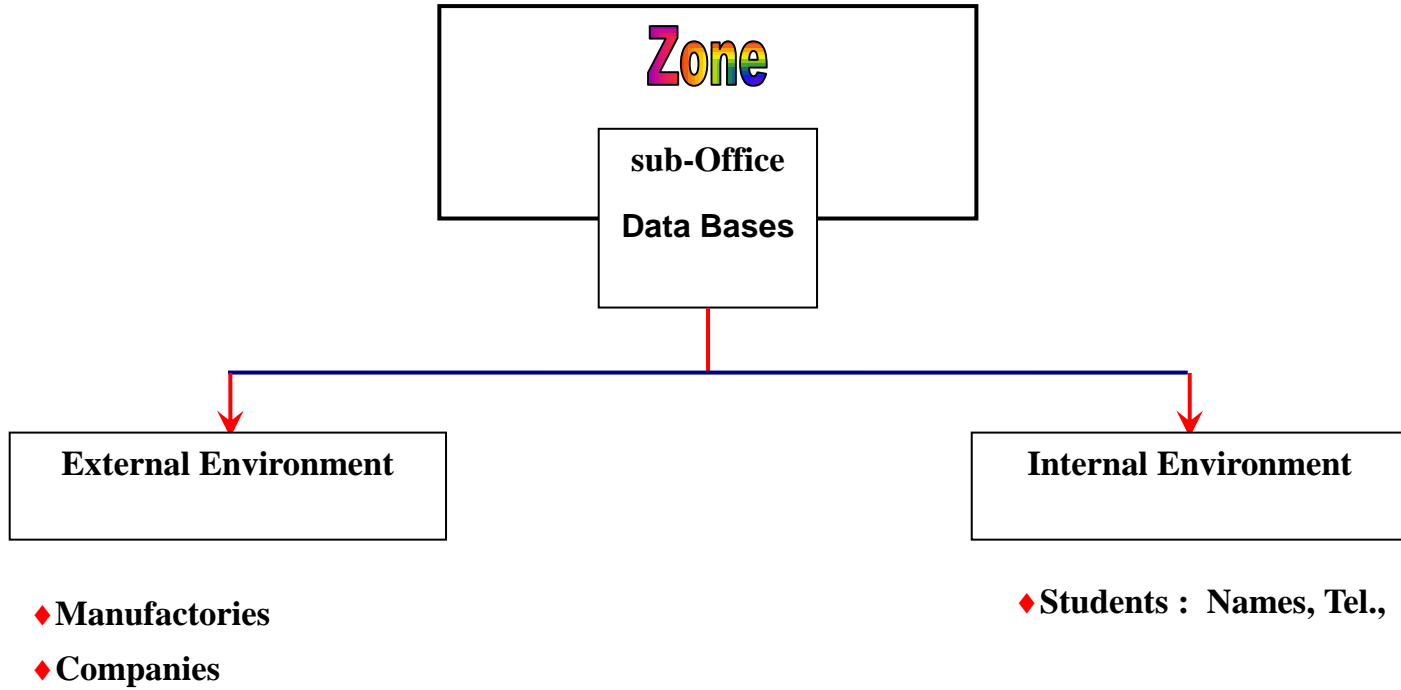


Figure (2)

Marketing Information System (MIS)

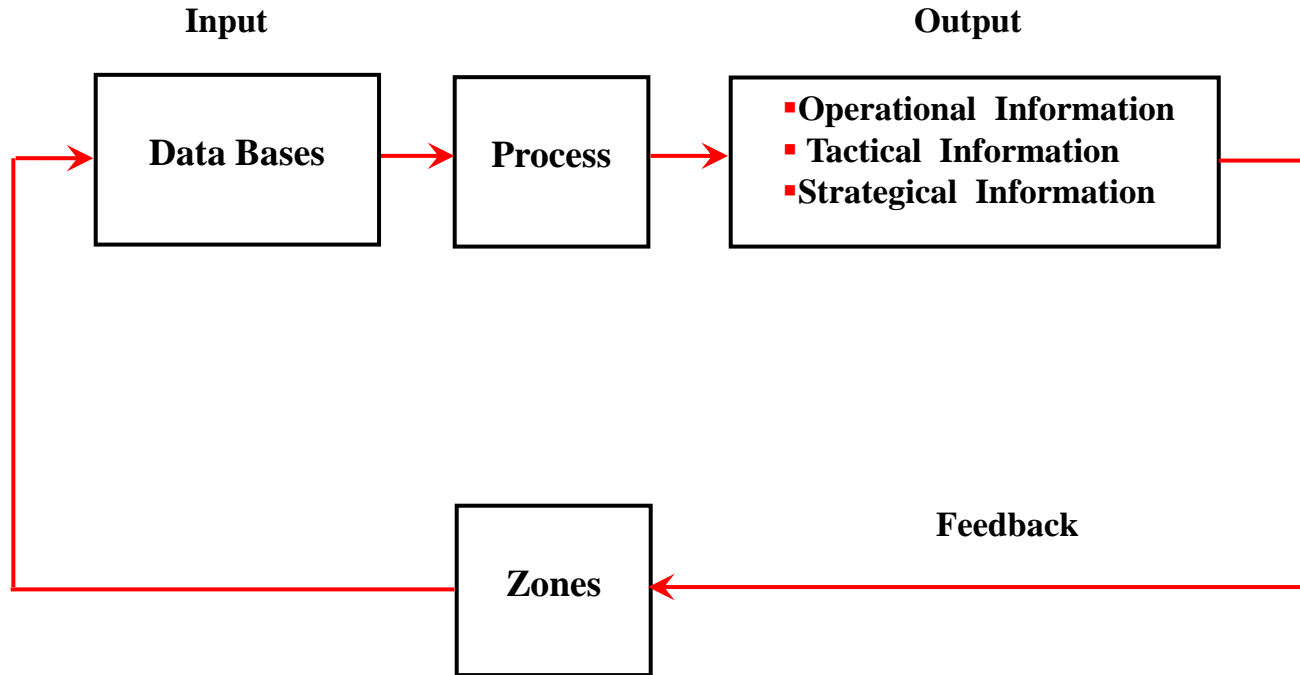


Figure (3)

THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE First JOB FAIR



THE LAST JOB FAIR



THE LAST JOB FAIR



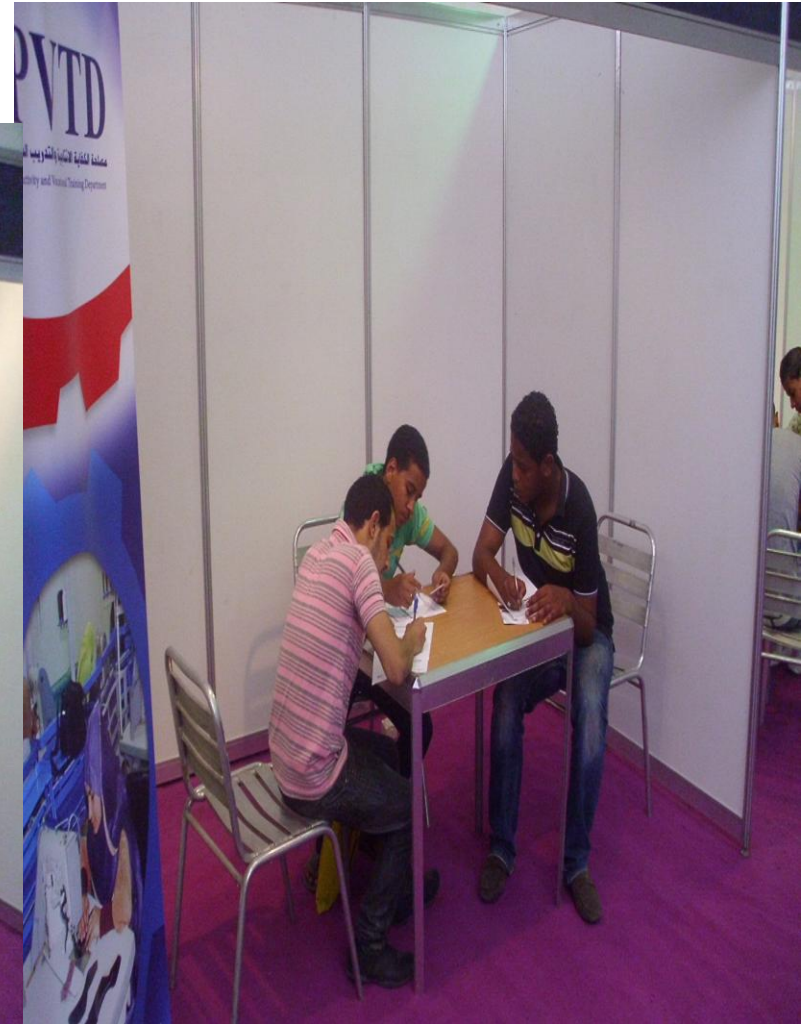
THE LAST JOB FAIR



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Thank for your attention