

Report about Techno-Print Exhibition

27-29 April 2013

Project-number: 11.2171.4-005.00

Promotion of Blue Collar Jobs (ORF)

Increasing the Attractiveness of Job Profiles with High Employment Potential in Egypt

Promoting Blue Collar jobs

(Printing and Packaging Sector)

Techno Print Exhibition Report

Report conducted by: Mina Ghaly

Timeframe: 27-29 April 2013

This report is the intellectual property of GIZ and is carried out under the implementation responsibility of 'Promotion of Blue Collar Jobs', financed by the Open Regional Fund on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



Implemented by:



Table of Contents

1	<i>Background</i>	<i>..... Fehler! Textmarke nicht definiert.</i>
2	<i>Objectives</i>	<i>..... Fehler! Textmarke nicht definiert.</i>
3	<i>Target groups</i>	4
4-	<i>Messages</i>	4
5-Planned activities	5
6-Implemented activities	5
7- Preparation and implementation check list	6
7- Evaluation	8
8- Conclusion	10
9- Annexes 1	11
9- Annexes 2	11

1 Background:

The high unemployment rate of youth is not only related to missing job opportunities for job seekers. One major reason is the negative perception of so-called “Blue Collar Jobs”. Therefore a considerable number of available vacancies are not filled, resulting in a gap between open vacancies on the one hand and the unemployed on the other hand. Cultural hindrances like the negative perception in terms of the social status of these jobs, poor working conditions, low salaries etc. lead to the contradiction that even if vacancies are available, successful employment is hard to create.

PBC will develop a set of instruments aiming at improving the attractiveness of employment opportunities of selected job profiles and/or employment sectors. The Printing and Packaging sector is one of the potential sectors that has wide opportunities for blue collar workers. Within this sector, there are 12 job profiles with 3 levels each meaning that there are 36 kind of vacancies available for blue collar workers.

During the Techno-Print Exhibition, an annual event prepared by the Petra Skills and Career Center and the Chamber of Printing and Packaging, the PBC project conducted a 3-day workshop. The workshop focused on promoting the printing sector among students and job seekers. Moreover, it promoted Petra Center and the Employment Facilitation Unit which was established by the project. The workshop included various activities such as: simulation of printing process; orientation session; and visits to other industries’ booths in the exhibition.

In preparation for this annual exhibition, the project team developed the following ideas in order to address the youth and the companies visiting the exhibition.

2 The Objectives:

- 2.1 Promote the sector and the 12 profiles of blue collars and raise the awareness of the professionalism of these profiles among 80 students and job seekers.
- 2.2 Promote PETRA Skills and Training Center among the business community in the printing sector (80 companies).

3 Target groups:

- Technical schools students
- Business community in the field of printing and packaging
- The visitors in general

4 Messages that planned to be delivered:**4.1 To the Business community:**

- PETRA Center is well-equipped and has the capacity to design and implement the required trainings in order to enhance the capacity of workers
- PETRA Center can provide you with the skilled workers in the printing and packaging field through the Employment Facilitation Unit (EFU)

4.2 To youths and unemployed

- There are decent vacancies in this field which can be provided by EFU.
- The field of printing and packaging is a good opportunity to invest in your career
- The workers in this field are respectable and the backbone of this sector

5 The Planned Activities:

In oder to achieve the above objectives and promote the above stated messages following activities were planned and implemented jointly with a selected group of companies (x), volunteers, job seekers and students from TVET schools.

1. Simulation workshop for the process of printing The objective is to give the job seekers hands on experience (see and feel) of the printing process (100 students) Furthermore, companies also gain an insight to the possible training opportunities which can be provided to their employees (50 companies).	2. Career guidance presentations have been done An expert in the field of career guidance did a presentation about CV-writing, how to prepare for an interview and discussed some case studies in order to illustrate the common mistakes (50 students)
3. Guided visits to companies at Exhibition. The objective was to guide the youth through the exhibition halls and introduce them to the different companies working in this sector. Every company was available for direct questions posed by the youth and the youth was able to directly interact with future employers.	4. Seminar During a technical seminar about the new technology in the printing sector, a presentation about the center's activities was presented to the mangers of the printing companies to promote some activities such as the training, Facilitation Unit, and consultation that the training and facilitation center is providing. (25 companies)

6 The Implementation

The following activities were carried out during the three days of the exhibition. These activities were a simulation workshop for the process of printing, a career guidance workshop, guided visits to companies at the exhibition, and a seminar.

During the above mentioned activities, the following messages were communicated.

- Working in the Printing and Packaging Sector is very promising.
- The career path in the Printing sector provides opportunities to develop one's own career path.
- Printing is an advanced technological industry that needs blue collar to work as operators.
- The Printing Industry preserves the environment.
- This industrial sector in Egypt can keep pace with the technological revolution in the world.

The activities covered the following technical issues:

1. Digital printing
2. Textile printing
3. Cutting technology on flexible materials such as vinyl
4. Using chablonat and a print on canvas (added the possibility to start your own small investment)
5. Production's techniques in packaging sector.
6. Silkscreen printing technology on paper (added the possibility to start your own small investment)
7. Printing technology on ceramic products.
8. The publications' added value: example of 3D Technology
9. Orientation session (CV writing and interview preparation preparing for interview)
10. The skills needed for employment

In addition to the practical issues that related to the employment in printing sector, visits to exhibitors' booths (suppliers – printing houses) raised various issues related to the negative perception in the printing sector such as the "worker" as a title has been changed to be operator instead of worker. Furthermore, the employers mentioned the high demands in this sector for blue collar workers/ operators who really want to go forward in this career path. Also, one of the most interesting issues that was discussed by the operational manager of "EIJAZERA" company was the attractiveness of this sector and advantages that the employees receive by joining this sector and finally the innovation that can be a privilege in the modern technology they are learning.

At the end of each workshop, an evaluation form was distributed in order to measure the satisfaction of the participants and to collect participants' suggestions or comments.

The aforementioned activities were offered to 165 students from technical schools and faculties who attended the exhibition. They received job orientation sessions and participated in a rally to meet and discuss with exhibitors and learn about the job profiles offered by the sector in order to decide on their future career path. Moreover, a workshop was conducted in order to give the students a practical introduction to the various phases of the printing and packaging process.

The exhibition was perceived as a success as 103 companies received a clear insight on the services and consultation that PETRA Center provides. 10 companies asked for the Centre's services to train 218 blue collar workers. 27 job seekers were directly asked to join the field of printing and 12 companies would like to use the facilitation support to hire 198 blue collar workers.

7 Preparation and Implementation Check List

There are three phases that the project went through:

The 1st phase: pre joining the Exhibition

This phase is related to the preparation and coordination, a logical framework was developed in order to clarify the vision for the team work (Annex 1)

- 1- Join the exhibition
 - Check if our target group is similar to actual visitors of the exhibition
 - Decide on the location in the conference rooms so that it could be written in the invitations and try to select the most frequented spot that has the needed space for the planned activities.
- 2- Advertise for the workshop/exhibition and send the invitations through Facebook groups, e-mails, phone calls. Subscribe to the exhibition's catalogue and distribute flyers
- 3- Coordinate with professional stakeholders who can support in the preparing and developing the content of the workshop
 - Professors, heads of printing companies, and heads of chambers of industries.
- 4- Prepare the setup of the workshop and booth
 - Scientific tools (Dongol), audio tools (Microphones - Headphones), illustrative tools (projector - laser pens - plasma screen - digital display - white screen - pins - colored cards – double-faced adhesive tape -electricity joint)
- 5- Develop the workshop agenda
 - Decide the exact date (start and end)
 - Define responsibilities for each day
 - Define the responsibilities for each person
 - Plan the agenda for each day (include the practical part and visits)
 - Decide on the dress code and workshop's uniforms
- 6- Identify the target group (based on each session and part)
- 7- Invite the stakeholders and beneficiaries

- Correspondence with or phone calls to: schools' management in order to invite students, printing houses, speakers
- 8- Arrange a transportation to and from the exhibition for the workers, speakers, and school's students
 - Reserve transportation (vehicles- buses) based on the number of visitors.
 - Arrange parking place for the visitor's cars and for accompanying cars.
 - 9- Prepare the forms and applications
 - Attendance forms
 - Job seekers application forms
 - The services of PETRA center
 - Name tags
 - Evaluation forms
 - Question forms to be used in the visits
 - Publication materials
 - Appreciation certificates
 - 10- Preparing the workshop's promotional materials with the logos
 - Pens
 - Notebooks
 - Contract with an interpreter if necessary.
 - Rent interpreter equipment, such as microphone and speakers
 - Hire a photographer and video cameraman.
 - Contact with media people to cover the event (press, radio , television)

The 2nd phase: The Day of the Workshop

Check the following tasks:

- 1- Cleanliness of the place and the availability of bins.
- 2- The electrical connections and lighting are working.
- 3- The partition is prepared for the planned activities
- 4- The number of chairs and table are enough for the participants
- 5- The banners are put up in the right locations
- 6- The team knows their roles (quick brief)
- 7- Each one of the team has a clear name tag
- 8- The photographer and camera man are ready and have no problems with batteries or power source.
- 9- Make sure that the valuation forms and the other forms are ready to be filled
- 10- Brief companies on the workshop & invite them on the day itself
- 11- Distribute evaluation forms & conduct on the spot interviews

The 3rd phase: After the Workshop

- 1. Collect all the equipment and devices
- 2. Award the appreciation certificates to everyone who participated in the event.
- 3. Write up a report containing the outcomes of the event and the evaluation report in addition to the documentation materials
- 4. Follow-up media people and collect the media coverage

8 The Evaluation

Through the evaluation, the team sought to measure the clarity of the objectives, content validity, sufficiency of time, effectiveness of tools developed, trainers' efficiency and content validity the evaluation methodology that has been used relied on evaluation forms, observation, and interviews.

Based on the outcome of the evaluation forms and interviews, the following can be stated:

	The topic	feedback
1	The main objective of the workshop is clear for all the participants (Clarity of the topics)	100%
2	The information that had been provided to them is valuable	80%.
3	Adequacy of time to cover the topics	50%
4	The tools that have been used in the different techniques were clear	90%
5	The trainers were great and knowledgeable about what they presented	90%
6	General organization	between good and very good
7	The percentage of the participants who are interesting in working in printing sector	79%
8	the percentage among the students of Embaba printing technical school who are interested in working in the printing sector	100%
9	The topics that have been stated as interesting and important were	<ul style="list-style-type: none"> •Career guidance workshop which contain how to pass interview and what must be done on the first working day •Pontifical jetting - Digital Printing - Technology 3D images.
10	Any negative comments	The offset technology is not covered in spite of its importance

In general, this tool seems to be good for attracting a big number of companies in a short time. However, the number of youths that has been attracted was not as big as that of the companies because the target group of the exhibition is mainly companies.

I would recommend repeating the participation in more exhibitions especially with the packaging sector because of the great results that were gained over these 3 days.

One of the lessons learned in this activity is the knowhow of promoting services, by using the appropriate techniques based on the available resources.

The workshop activity was very significant for the students but was not the most important for the companies.

The interviews with the companies and the seminar were very efficient especially with the publication that has been developed about Petra center.

Using the social media tools such as Facebook was very important to attract job seekers and individuals which were the secondary target group who = joined the workshop and learned about the printing techniques.

The invitations that the project sent to the schools played an essential role to have many participants, which contributed to having an educational atmosphere at the exhibition.

9 Conclusion

The selected tool that was used proved efficient to achieve the planed objective, however, by targeting multiple target groups in both two days the workload for the volunteers and the staff was high. There are many skills that have been gained and improved among the employees and volunteers such as planning, coordination with different stakeholders, and building their own network on two levels: companies and jobseekers.

The technique that was followed in implementing this activity focused on documenting all the steps in order to replicate the activity with minimal efforts. Moreover, it contributed to the tool box of PBC project and can now be used by others.

10 Annexes 1 (The form of the logical framework that was used in the preparation step)

Objectives	Target Group	Expecting Results	Activities	Responsibilities	Coordination needed	Budget

11 Annexes 2

Orientation session



Internal workshop





Tour visits



Teamwork

