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

Presented by Chief of Marketing Offices
Dr. Amal Elghonimy
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Strategy For Marketing of Continuing Vocational Training to Enterprises (Students & Programs)
Brief About PVTD

PVTD: Productivity and Vocational Training Department.


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

PVTD Output

- Technical Labor Graduate
- Short Courses
- Consultations & Continuous Education

from the preparatory schools (15 years old) Then stay in PVTD for 3 years.
Brief About PVTD

• 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 PVTĐ. (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
Examples about students Training
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
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P.V.T.D Marketing Head-office

Marketing Information System (MIS)

Office (1)
ElAmerya Experimental C.

Office (2)
Giza Zone

Office (3)
Cairo North Zone

Office (4)
Cairo South Zone

Office (5)
Upper Egypt Zone

Office (6)
Delta Zone

Office (7)
Canal & TRC Zone

Office (8)
Alex East Zone

Office (9)
Alex West Zone

Market Segmentation
Figure (1)
Zone

sub-Office
Data Bases

External Environment
- Manufactories
- Companies

Internal Environment
- Students: Names, Tel,
Marketing Information System (MIS)

Data Bases → Process → Output

- Operational Information
- Tactical Information
- Strategical Information

Zones → Feedback

Figure (3)
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Thank for your attention