

## INVESTMENT OPPORTUNITY

PROJECT NAME	OPPORTUNITY SECTOR	
ICT Training	<i>ICT</i>	
<p><b>Opportunity Background:</b></p> <ul style="list-style-type: none"> <li>● Strong demand for IT training in the cities is expected, due to the ICT clusters being built there, the existing shortage in IT skills, and the need to successfully implement the Smart City vision</li> <li>● It is essential for the development of ICT in the cities that this demand can be met</li> <li>● Although IT training firms already exist in the country, far more workers need to be trained in IT skills to meet this demand, leaving opportunities for both domestic and foreign firms</li> <li>● The Singapore model shows how government intervention to provide training can benefit both workers and employers, as well as the country as a whole</li> <li>● For each potential ICT investor in the Economic Cities, work with them as early as possible to identify required workforce skills and implement training schemes through the HR company – inviting specialist training firms into the country if appropriate</li> <li>● Invite (or require) training firms to run “train the trainer” type courses, increasing the body of trainers in the cities and in the country as a whole, and ultimately expanding the number of skilled workers in the country</li> </ul>		
<p><b>Value Proposition:</b></p> <ul style="list-style-type: none"> <li>● Growth and diversification of Saudi Arabia’s economy, resulting in demand for Management and ICT Training</li> <li>● Government plans for reducing shortage in ICT skilled workers</li> <li>● EC plan for meeting investors’ human resources requirements</li> <li>● Increasing demand for ICT training for businesses and in educational institutions</li> <li>● The growing Middle East ICT sector offers Learning Tree lucrative opportunities as increasing numbers of workers will need to be trained</li> <li>● With the increasing sophistication and diversification of the Saudi economy, the need for IT and management training is expected to grow strongly</li> <li>● The suggested location for the main facility, KAEC, is a large city which also offers good access to both the Saudi and wider EMEA markets.</li> </ul>		
<p><b>Project/Investment Characteristics:</b></p>		
<p><b>Investment location:</b> <i>KAEC</i></p>	<p><b>Project Timeline:</b></p>	<p><b>Potential Job Creation:</b> <i>40</i></p>
<p><b>Investment Size:</b> <i>2 million USD</i></p>	<p><b>Estimated Turnover:</b> <i>12 million – PBP= 1.5 Years (estimate)</i></p>	
<b>COST OF DOING BUSINESS</b>		
<b>Target Investors criteria</b>		
<p>MNCs like: Learning Tree, Accenture, IBM Learning Services</p>		
<p><b>Project Leader:</b> <b>Abdullah Taha</b></p>		<p><b>Status:</b></p>