

EMIRATI TALENT

Your Interactive
Newsletter



Chaired by Mansour bin Zayed...
ETCC conducts its first Board meeting
in 2024

Issue
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Secretary General Foreword

H.E. Ghannam Al Mazrouei

Many were achieved... and more to come



As we anticipate another new year filled with goals, wishes, and challenges, we are sincerely committed to fulfill further accomplishments and continuing to achieve success that aligns with the aspirations of our wise leadership. This commitment reaffirms our dedication to supporting our national workforce through training, providing opportunities, and resources to contribute to the development and support of the emirate economy. We hope that the support and guidance of His Highness the Chairman, along with the collaboration of all partners and the council's team, will drive and motivate further results this year.

Bidding farewell to 2023 and its achievements, which were a source of pride for everyone, we acknowledge the unlimited support of our wise leadership and the diligent oversight of His Highness the Chairman. The accomplishments and results were made possible through the collaboration of all stakeholders and strategic partners, which contributed to achieving our goals and overcoming all challenges.

In 2023, the council made significant strides in creating opportunities and initiatives to enhance the competitiveness of Emirati talents and develop their necessary skills to succeed in the private and banking sectors. A number of specific programs were announced, such as the leadership program, the pilot program for professional experience of students, and the International Nafis program, which is planned to be implemented during the coming period.

Additionally, our commitment to nurturing national talents remained steadfast, offering ample opportunities for skill development and capacity building, empowering Emiratis to realize their potential. Through investment in training programs, our aim is to support the future workforce to excel in an ever-evolving global landscape.

Looking ahead to 2024, our aspirations grow to continue achieving successes and results akin to the previous year. Our focus remains on investing in Emirati talents through innovative and quality training programs, supporting success stories, and fostering a culture of work in the private sector.

With everyone's concerted efforts, we will continue working towards achieving our goals and sustaining success through regular governance reviews, supporting the establishment of a national platform, achieving Emiratization targets for the current year, and continuing efforts related to studies and research.

We will strive for excellence, seize opportunities, and overcome challenges to enhance the competitive position of our youth locally and globally.

At the end, I would like to express my deep gratitude to every member of the council's team and to all our strategic partners for their continuous support and dedication.

Let us together draw a brighter future for our beloved country and its exceptional youth under the guidance of our wise leadership.

DoH - Abu Dhabi honors the Best-Performing health facilities that exceeded Emiratisation targets for the health sector in the emirate



March 2024

DoH - Abu Dhabi, the regulatory body for the health care sector in the Emirate, honored seven health facilities in Abu Dhabi that performed best in exceeding the Emiratisation targets set for the health sector in the Emirate during the year 2023. This followed the announcement of the joining of more than 1,200 Emiratis to the healthcare sector in Abu Dhabi within just six months of setting its Emiratisation targets. This has highlighted the efforts of Department of Health - Abu Dhabi to provide more job opportunities for Emiratis and enhance their contributions to Abu Dhabi's healthcare system, reaching Emiratisation targets set by the department by 2025.

A ceremony was held at the department's headquarters, attended by His Excellency Mansour Ibrahim Al-Mansouri, Chairman of the Department of Health - Abu Dhabi, Her Excellency Noura Khamees Al-Ghaithi, Deputy Director of the Department of Health - Abu Dhabi, His Excellency Ghannam Al Mazrouei, Secretary General of the Emirates Talents Competitiveness Council, along with representatives from healthcare facilities. Several

Emirati talents who recently joined the healthcare sector were celebrated, and the seven distinguished facilities from Abu Dhabi, Al Ain, and Al Dhafra regions were announced: Zayed Military Hospital, Sheikh Shakhbout Medical City, Tawam Hospital, Al Dhafra Hospitals, Amana Healthcare and Rehabilitation Hospital, Burjeel Medical City, and Mediclinic Al Jowhara Hospital.

It is worth mentioning that the Department of Health - Abu Dhabi has achieved significant milestones and made great strides following the establishment of Emiratisation targets for the healthcare sector, with the percentage of national workforce growth reaching 12% by the end of 2023, surpassing annual targets. The department continues to work alongside the healthcare sector to increase the number of national healthcare workforce by hiring and accommodating graduates of healthcare programs, as well as Emiratis seeking employment or job opportunities in medical professions, in addition to providing support to all facilities to achieve Emiratisation targets and ensure the utilization of the Emiratisation program and its platform to identify Emiratis seeking employment in the healthcare field.

37 Private healthcare companies signs “Studying Citizen Employment Contract” with 89 Emirati to train and employ them after graduation



March 2024

The Ministry of Human Resources and Emiratisation (MoHRE) announced that 37 private healthcare companies have signed employment contracts with 89 Emirati students as part of the Studying Citizen Employment Contract. The Contract was recently introduced by the Ministry in cooperation with the ETCC Nafis Program. The contract is signed between the employer and the Emirati students enrolled in Nafis' Healthcare Program. The contract offers students a monthly allowance of at least AED 4,000 with the requirement of registering them in an authorised pension fund in the UAE.

The Ministry held an open workshop over the past three months with the support of ETCC and the participation of 100 private healthcare companies. The open days aimed to encourage the private sector to attract Emirati talents through the Studying Citizen Employment Contract, contributing to the success of Emiratisation efforts across various sectors.

The healthcare companies that have signed the Studying Citizen Employment Contract with Emirati students are expected to amend these contracts after their graduation into Full-Time Employment of UAE Nationals Contract, using MoHRE-approved forms.

The amendment will include adjusting their salaries in accordance with companies' internal regulations, provided that the contract period after modification should not be less than the duration the student spent studying during their Studying Citizen Employment Contract, as companies are required to enroll them in professions within their field of specializations.

Those signing the Studying Citizen Employment Contract of Nafis' Healthcare Program undergo specialized trainings in nursing, emergency medicine, health information management, medical laboratory sciences, medical diagnostic imaging, pharmacy, physiotherapy, anesthesia, medical laboratory sciences, and dental assistant, in prestigious academic institutions including Higher Colleges of Technology, Fatima College of Health Sciences, University of Fujairah, Ajman University, Gulf Medical University, University of Sharjah, RAK Medical and Health Sciences University, Abu Dhabi University, and Liwa College. The professions in which the nationals who have signed the contracts will receive training include nursing, pharmacy, radiography, medical laboratories, and physiotherapy. They will work in the same professions at the healthcare companies they have signed with.

The “Nafis Leadership” Program Practices the Singaporean Experience in Business Leadership



January 2024

A delegate of “Nafis Leadership” program’s first batch members paid a visit to the Republic of Singapore in the first external tours within the training plan of the program aiming to learn about the Singaporean experience and practice its advanced model in business leadership.

ETCC has conducted short and intensive practical tour as part of the program’s training curriculum to learn directly from world-class elite leadership experts, as well as benefit from a range of practical training sessions and field visits to the best international institutions in Singapore, with the aim of preparing leadership skills and building entrepreneurial competencies that enable the members of the “Nafis Leadership” program to efficiently assume leadership positions in the private and banking sector establishments in the UAE.

The visit included several field tours to major international companies in various disciplines based in Singapore to provide a closer knowledge about the mechanisms and management systems of multinational organizations, allowing the members of the “Nafis Leadership” program to sharpen their skills through direct interaction and practical experience.

The tour also included getting acquainted with the National University of Singapore (NUS) and the academic programs offered by its Business School, where program participants benefited from lectures, practical training workshops, and seminars with the academic staff of the university and the executive leaders of the participating companies during five intensive days in order to enhance the leadership skills and abilities of the “Nafis Leadership” program members.



ETCC Holds a Community Awareness Workshop for Jobseekers and Graduates Families in the Al Falah Area



January 2024

ETCC presented a community awareness workshop for approximately 300 students, jobseekers, and graduates' families at Al Salam School in the Al Falah area in Abu Dhabi, focusing on the "Nafis" program, its various initiatives, and government support programs.

The workshop also featured an open discussion session with attendees to address their concerns regarding the private sector ecosystem, the associated challenges, and the developmental opportunities imposed by the dynamic environment in private companies. Moreover, the workshop emphasized the registration process on the "Nafis Platform" for searching and applying for available jobs and training opportunities. It also covered a review of the specialized-sector training programs provided by the "Nafis" program in collaboration with concerned authorities such as "Teaching Specialists" program, "Industrialists" program, National Healthcare

program, and other specialized programs in the aviation and investment sectors.

The workshop was organized in collaboration with the Department of Community Development – Abu Dhabi and had the participation of the Department of Education and Knowledge – Abu Dhabi, the Department of Government Enablement – Abu Dhabi, the Department of Economic Development - Abu Dhabi, and the Abu Dhabi Social Support Authority. The primary objective was to highlight the "Nafis" program and its diverse financial support programs, career opportunities, training, and counseling to qualify Emirati jobseekers for private sector employment.

The workshop experienced a great turnout from community members in the Al Falah area, alongside the participation of beneficiaries of social support services in Abu Dhabi.

ETCC to cooperate with the Ministry of Culture to employ 500 Emiratis within the cultural and creative industries sector



March 2024

ETCC and Ministry of Culture (MoC) has announced the "Creative's Program" to qualify Emiratis in the creative industries sector. According to this, companies working with the Ministry of Culture will register on "Nafis" platform. This will include recruitment companies in the creative industries sector. The program will provide annual training and job opportunities for Emiratis in private companies working in the field of cultural and creative industries, with the aim of employing 500 male and female Emiratis annually from those registered on the platform for three years.

ETCC and ADCB Sign MoU Providing Exclusive Banking Services to Nafis Beneficiaries

ETCC has signed a MoU with ADCB to provide innovative financial services and banking products tailored to meet the needs of the beneficiaries of the "Nafis" program.

H.E. Ghannam Al Mazrouei, ETCC's Secretary General explained that the signing of the MoU enhances the provision of distinguished services to the beneficiaries of the "Nafis" program, praising the partnership and collaboration with ADCB. He stressed that the MoU will provide the necessary framework between the two parties to offer innovative financial services and solutions, credit facilities, and exclusive banking products designed specifically to meet the needs of the beneficiaries of the "Nafis" program. These services include personal finance, real estate finance, auto finance, and other distinctive banking services.



February 2024

ETCC and ACTVET qualify more than 400 Emirati females for the position of Health Care Assistant at Fatima College of Health Sciences



February 2024

In implementation of the directives of the wise leadership to prepare 10,000 Emirati talents specialized in nursing and emergency medicine within five years, ETCC and the Abu Dhabi Technical Center held a meeting at the headquarters of Fatima College of Health Sciences, affiliated with Abu Dhabi Technical College, in Abu Dhabi, with more than 400 female students representing the first batch of the "Health Care Assistant" program.

H.E. Ghannam Al Mazrouei, Secretary General of the ETCC, expressed his delight at this meeting, aligning with the Nafis program's goals to advance the UAE's human development system and foster sustainable human capital in the private sector. This initiative aims to propel a qualitative leap in the country's development trajectory, emphasizing the national workforce's role in bolstering the economy. Al Mazrouei highlighted the "Nafis" program's array of benefits for students enrolled in the "Healthcare Assistant" program, encompassing monthly bonuses and immediate employment prospects post-graduation.

Emphasizing the strategic partnership with the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), Al Mazrouei underscored their joint success in fortifying sustainable job

opportunities for Emiratis in the private sector. Through training programs and professional qualifications, this collaboration enhances Emirati talents' competitiveness, facilitating their seamless integration into the private sector workforce. Al Mazrouei commended ACTVET's achievements in graduating specialized Emiratis across various sectors, notably healthcare, augmenting Emiratization efforts and boosting national workforce participation in the private sector.

H.E. Dr. Mubarak Saeed Al Shamsi, Director General of ACTVET, highlighted the program's thrive demand among Emirati female students, soaring from 93 to more than 400 enrollees within a few months. This surge reflects the success of the strategic partnership between ACTVET and ETCC, aligned with the leadership's directives to fulfill the fifty-year project's requisites. The primary objective is to cultivate specialized national talent, amplifying the healthcare sector's Emirati workforce. Dr. Al Shamsi clarified that the expanded meeting aims to spotlight ACTVET's vision and ongoing endeavors to equip Emiratis for roles in this vital sector.

He assured that female students' engagement showcases ACTVET and ETCC's success in fostering healthcare interest. These efforts localize the sector, led by institutions like Fatima College of Health Sciences.

NAFIS YOUR WAY

Private sector officials talking about the Emirati talents in their companies and the success of this initiative.



Dr. Jamil Ahmed Founder & Managing Director Prime Hospital LLC



Anfal Al Ali Operational Risk Manager - Al Futtaim Group

Inspiring stories of success; heroes overcame challenges and barriers through sheer determination and willpower. In our newsletter, we showcase these success stories of young Emiratis as part of the NAFIS Your Way campaign.



Hakan Erbey People & Organization, GCC



Ahlam Al Marzooqi Group Emiratization Manager

NAFIS YOUR WAY

Private sector officials talking about the Emirati talents in their companies and the success of this initiative.



Rashed Mansoor Al Nuaimi Government Relations Executive - GEMS Founders School - Dubai



Unood Ibrahim HR Supervisor - Zurich International Life Limited

"Nafis Your Way Campaign" It is an innovative media campaign that showcases bright success stories for citizens working in the private sector, each in his specialization and according to his way. The campaign aims to review 1001 success stories over the past five years to shed light on these successful and honorable models in the private work system.



Ahmed Al Ameri Management Consultant - Business Analyst - Kearney



Eman Alketbi Sales Consultant - Seddiqi Holding

Future reading of a history full of achievements

An Idol of present and future



معالي سارة بنت يوسف الأميري

وزيرة دولة للتعليم العام والتكنولوجيا المتقدمة
عضو مجلس إدارة مجلس تنافسية الكوادر الإماراتية

H. E. Sarah Bint Yousef Al Amiri, Minister of State for Public Education and Advanced Technology - ETCC BOD Member

In October 2017, with the goal of establishing a knowledge-based economy and advancing scientific research, the United Arab Emirates leadership appointed Her Excellency Sarah bint Yousif Al Amiri as the Minister of State responsible for Advanced Sciences. This decision was guided by a vision, emphasizing increased engagement of youth and greater inclusion of women in decision-making roles.

Currently, Her Excellency serves as the Minister of State for Public Education and Advanced Technology from May 2020.

Earlier, in her childhood, Her Excellency was passionate about programming. After completing her secondary education, she pursued computer engineering with a specialization in programming at the American University in Sharjah, earning her bachelor's degree in 2008 and master's degree in 2014.

Her Excellency leads initiatives at the Ministry of Industry and Advanced Technology to promote the adoption of Fourth Industrial Revolution technologies. These efforts aim to foster new industries, facilitating the transition towards a knowledge-based econ-

omy while boosting the ministry goals of enabling the country's sustainable industrial development, enhancing local value added, and bolstering the competitiveness of domestic industries.

Before her ministerial appointment, Sarah Al Amiri spearheaded research and development at the "Mohammed bin Rashid Space Centre", establishing the Knowledge and Strategic Research Management Department. She also played crucial roles in satellite projects like DubaiSat-1, DubaiSat-2, and Khalifa Sat. Additionally, she established the Space Projects Management Unit and Knowledge Management Operations Development which helped keeping the existing knowledge and technical experience of the national talents facilitating knowledge transfer and protecting intellectual capital.

Furthermore, she served as a Strategic Research Analyst, aligning scientific and technological advancements with organizational and governmental strategies to enhance the UAE's technological capabilities.

In 2014, Her Excellency Sarah Al Amiri played a pivotal role in establishing the Advanced Aerial Systems

program, leading to the successful launch of the first unmanned aerial vehicle prototype. The 24hrs journey finished successfully after flying to the highest altitude (Stratosphere layer) ever reached by unmanned vehicle in UAE airspace.

Subsequently, in 2015, Her Excellency Sarah Al Amiri was selected among 50 young pioneering scientists by the World Economic Forum, in recognition of her contribution to development efforts in the fields of science, technology and engineering.

Recognizing her exceptional efforts within the "Hope Probe" project, through which she led the first scientific team in the country from the center and national universities to fulfil the UAE's achievement of the arrival to Planet Mars as the fifth country in the world; the decision was made to appoint her as President of the "UAE Space Agency" from August 2021 to 2024, where she and her team worked on the development of the equipment and the processing of scientific data for the mission. This resulted in a set of discoveries on the planet Mars, where the first integrated picture of the climate of the planet Mars was globally recognized, as well as a group of discoveries about the atmosphere of the planet. She oversaw the Agency's objectives in leading the space sector, ensuring its effective contribution to strengthening the national economy and achieving sustainable development in the UAE through a package of pioneering projects, which include the Emirates Asteroid Belt Exploration Project, the Sirb Project and the Space Economic Zones Program besides developing national capabilities and providing opportunities for medium and small companies to enter the space field.

She also held key positions such as Chairperson of the UAE Scientists Council, Chairperson of the Fourth Industrial Revolution Council, and Chairperson of the Board of Trustees of the Dubai Future Academy, and the Secretary General of the UAE Research and Development Council.

Recently, Her Excellency is a member of prestigious entities, including the Supreme Committee of the 7th cycle of "Sheikha Fatima bint Mubarak Excellence and Community Intelligence Program," since March 2023, Advisory Boards of "Popular Science Arabia Magazine - Science for All," "Mohammed bin Zayed University of Artificial Intelligence," since October 2019, and the "UAE Genome Project Council" since June 2021. In 2019 she was selected to join the membership of "Young Global Leaders".

In a private interview, when asked about her directions regarding providing job and training opportunities for Emiratis in the private sector amidst the Fourth Industrial Revolution technologies she responded that advanced technology and the Fourth Industrial Revolution contrib-

ute to enhancing economic diversity in the country and increasing competitiveness internationally. She said: "We are working at the Ministry of Industry and Advanced Technology to reinforce the contribution of the industrial sector to the gross domestic product and to form an integrated national system to support and develop the industrial sector. We consider that investing in Emiratis, qualifying, training, and employing them in the private sector to acquire technology and technical experiences is the real investment. We will continue growing the sector in the coming years to enhance the role of Emiratis in these fields through training, qualification, and employment."

Her Excellency also mentioned the "Nafis" program, which aims to implement national initiatives targeting the private sector with Emirati competencies to achieve the desired goals of increasing Emiratisation in the private sector. She added, "The "Industrialists" exhibition was held in October of last year, which presented hundreds of job opportunities in various industrial and technological fields, providing 505 immediate job opportunities for Emirati talents. Recently, we witnessed the provision of more than 800 job opportunities in the industrial sector on the second edition of the "Industrialists" exhibition, through industrial and technological positions. Through the Technology Transformation Program, the Ministry is also working to accelerate the adoption of Fourth Industrial Revolution technologies, create new high-tech jobs and qualify Emirati competencies in the field of advanced technology."



Chaired by Mansour Bin Zayed... ETCC Board of Directors endorsed the provisional budget for Nafis program for the year 2024, amounting to AED 6.4B



- “ The council approves the Emiratization targets in the private sector for the year 2024 and reviews the highlights of NAFIS achievements for the year 2023.
- “ The Chairman and Vice Chairman of the council visit the headquarters of ETCC and meet with number of employees.
- “ The meeting witnesses the launch of the National Platform in partnership with the Cyber Security Council for the UAE government.

The Board of Directors of the Emirati Talent Competitiveness Council (ETCC), chaired by His Highness Sheikh Mansour Bin Zayed Al Nahyan, Vice President, Deputy Prime Minister and Chairman of Presidential Court, approved the estimated budget for the NAFIS program for the year 2024. This took place during the council's first meeting for the year 2024. The approved budget amounts to AED 6.4 billion, in addition to the Emiratization targets in the private sector for the current year, in line with the directives of the leadership and the council's strategy. The main Emiratization target for 2024 is to have 36,000 citizens join the private sector workforce.

Before the meeting, His Highness Sheikh Mansour Bin Zayed Al Nahyan, along with His Highness Sheikh Abdullah Bin Zayed Al Nahyan, Deputy Chairman of the Board of Directors, visited the headquarters of the Emirates Talent Competitiveness Council. They met with several council employees, discussing the latest developments and future prospects regarding the council's goals, wishing everyone success in their respective fields to achieve personal goals and serve the public interest in building a sustainable base for national economic development.

During the meeting, the Board of Directors, in the presence of all its members, reviewed the key achievements of the "NAFIS" program in 2023 aimed at enhancing UAE nationals' participation in the private sector. By the end of 2023, the number of Emiratis in the private sector reached approximately 92,000,

with over 62,000 Emiratis joining the private sector workforce since the launch of "NAFIS" and continuing in their positions until the end of 2023.

The Board of Directors praised the cooperation of entities and private sector companies, highlighting their concerted efforts that contributed to the increase in the number of Emiratis joining the private sector in 2023, totaling 41,800. The total amount disbursed to beneficiaries of "NAFIS" program by the end of December was AED 4.2 billion. Additionally, there was a significant increase in the number of partnerships, agreements, and MoU's signed with strategic partners, totaling more than 51 partnership agreements with governmental, semi-governmental, and private entities in various economic sectors.

The Board of Directors also reviewed the financial and economic impact of "NAFIS" program, emphasizing its significant role in changing perceptions related to Emiratis employment in the private sector. The meeting was attended by members of the Board of Directors of the ETCC, as well as His Excellency Dr. Mohamed Hamad Al Kuwaiti, Chairman of the Cyber Security Council for the UAE government. The meeting witnessed the launch of the National Platform and the review of the results of the first phase of the project by the Cyber Security Council. This platform will serve as a national reference for information and data, enabling relevant government entities to access it to enhance the integrated digital participation system and coordination between federal, local, and private sector entities in the country, enabling effective participation in policy and strategy-making. The council aims, through the platform, to enhance the efficiency of all initiatives and programs of the ETCC and their effectiveness.

H.H. Sheikh Mansour Bin Zayed Al Nahyan, Chairman of the ETCC, praised the efforts made by the council during the previous period, along with the achieved results and qualitative initiatives aimed at supporting

and empowering local talent for employment in the private sector. He commended the positive cooperation between the ETCC and its partners from the governmental and private sectors, expressing the impact of this partnership on Emiratization efforts in the country based on the achieved results and accomplishments. He urged for intensified efforts to enhance local's opportunities in the private sector system.

Furthermore, H.E. Ghannam Butti Al Mazrouei, Secretary General of the ETCC, commended the support received by the council from H.H. Sheikh Mansour Bin Zayed Al Nahyan and H.H. Sheikh Abdullah Bin Zayed Al Nahyan. He affirmed the council's commitment to embodying the directives of the wise leadership through qualifying, training, and employing Emiratis in the private sector. He expressed satisfaction with the results achieved by the Board of Directors, emphasizing the council's keenness to achieve further accomplishments and desired results that meet the aspirations of the wise leadership in cooperation with strategic partners.

On his part, H.E. Dr. Mohamed Hamad Al Kuwaiti, Chairman of the Cyber Security Council, emphasized the importance of launching the platform, stating that it is a significant step towards enhancing cyber security in the UAE. He noted that the platform serves as a central reference for data and resources, utilizing the latest artificial intelligence and data science technologies to facilitate the rapid exchange of information among relevant government entities, contributing to decision support and forecasting key indicators by ensuring data quality and accuracy. He emphasized the belief in the importance of cooperation between all relevant entities as the key to ensuring a decent life for Emiratis in the private sector in the country, calling on all federal and local government entities to benefit from the unified national digital platform and contribute to enhancing the journey of development and progress in the UAE.



Nafis is a federal governmental program encompassing several initiatives and programs, and aims towards raising the competitiveness of Emirati cadres, and building partnerships with the private sector, to create 24,000 jobs annually and support more than 170,000 beneficiaries over the coming five years.

The Banking sector covers all entities governed by the UAE Central Bank including banks, insurance companies, exchange and financial houses.

The program is based on collaboration between the federal government and the private sector entities to build a strong and sustainable national economy.

The Nafis program encompasses 10 initiatives within 3 strategic directions

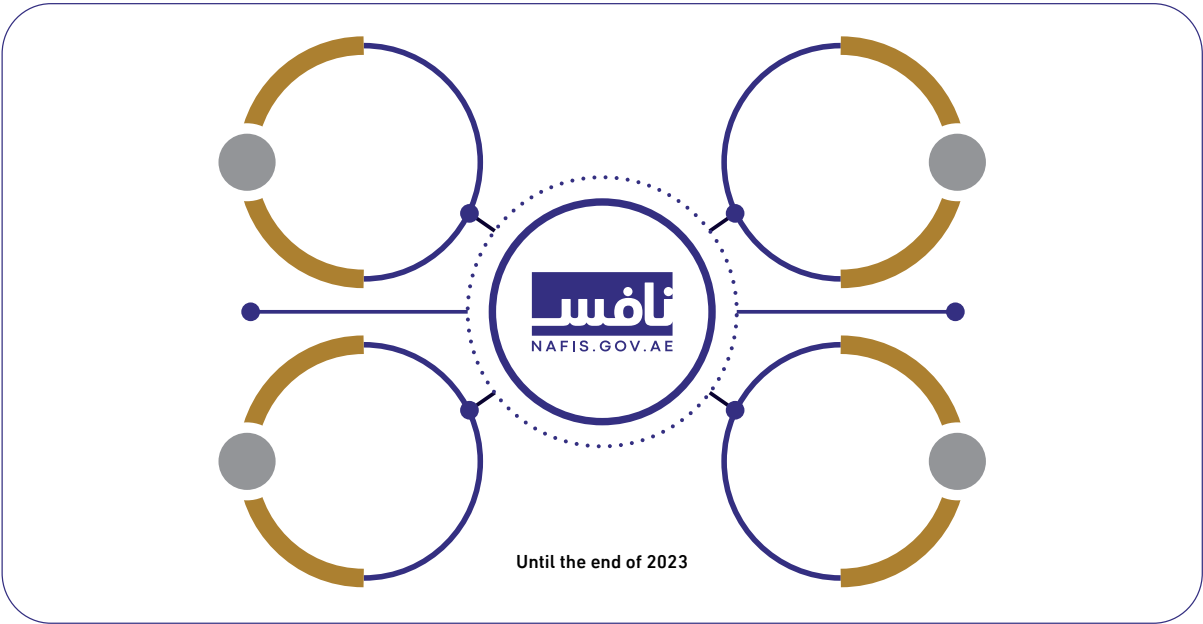


1. UAE nationals training and the development of specialized efficiencies to achieve international professional certifications.

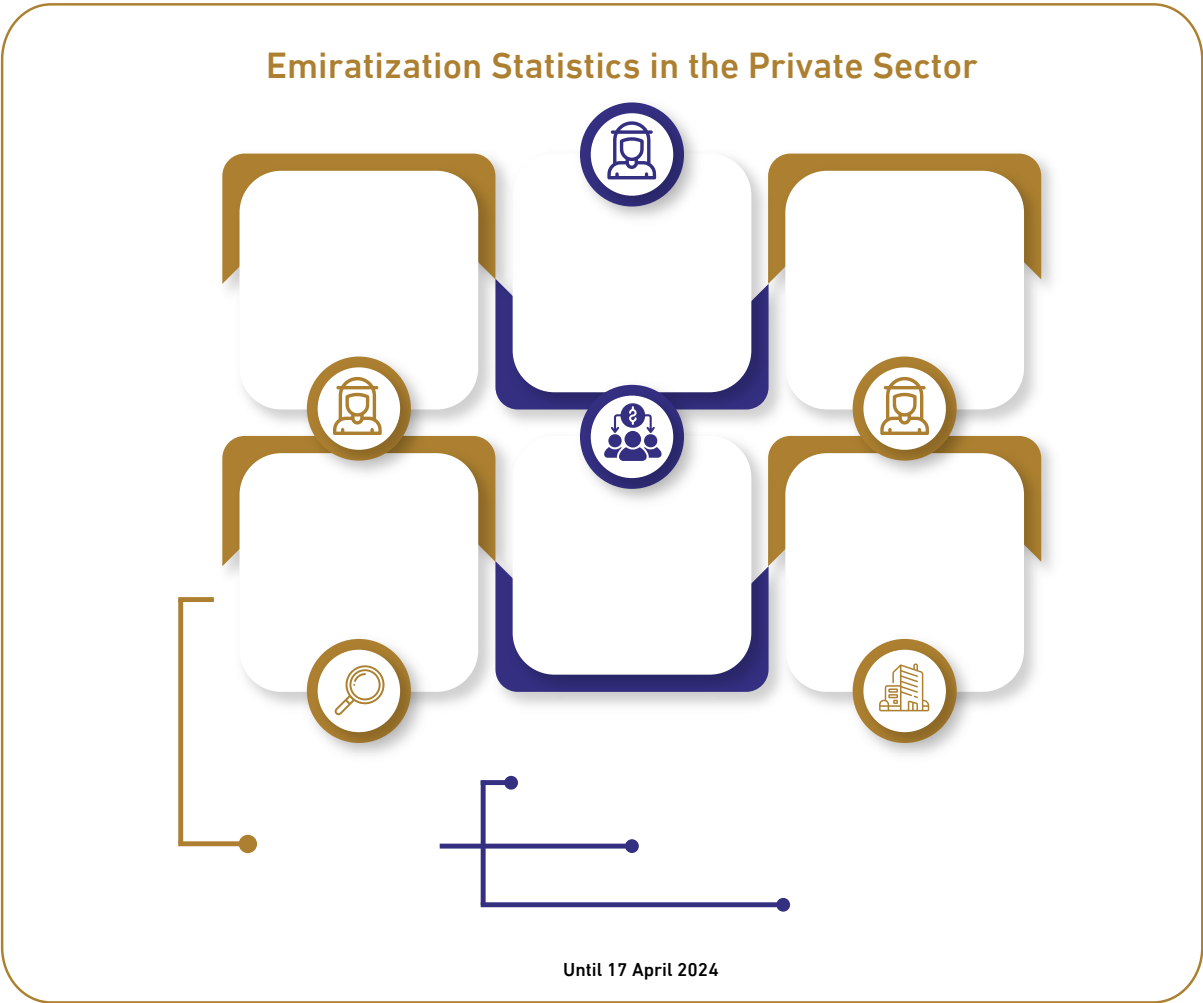


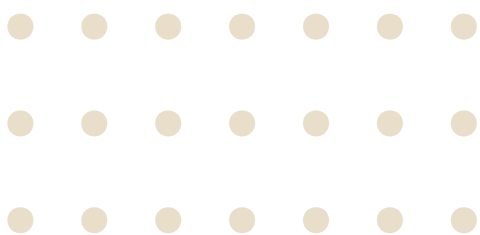
2. Furthermore, there are professional programs and certifications designed to facilitate employment, including areas such as taxation, hospitality, digital transformation, and industrial programs.

Nafis Statistics



Emiratization Statistics in the Private Sector





Stay tuned ..

Nafis Award

Second Cycle

