

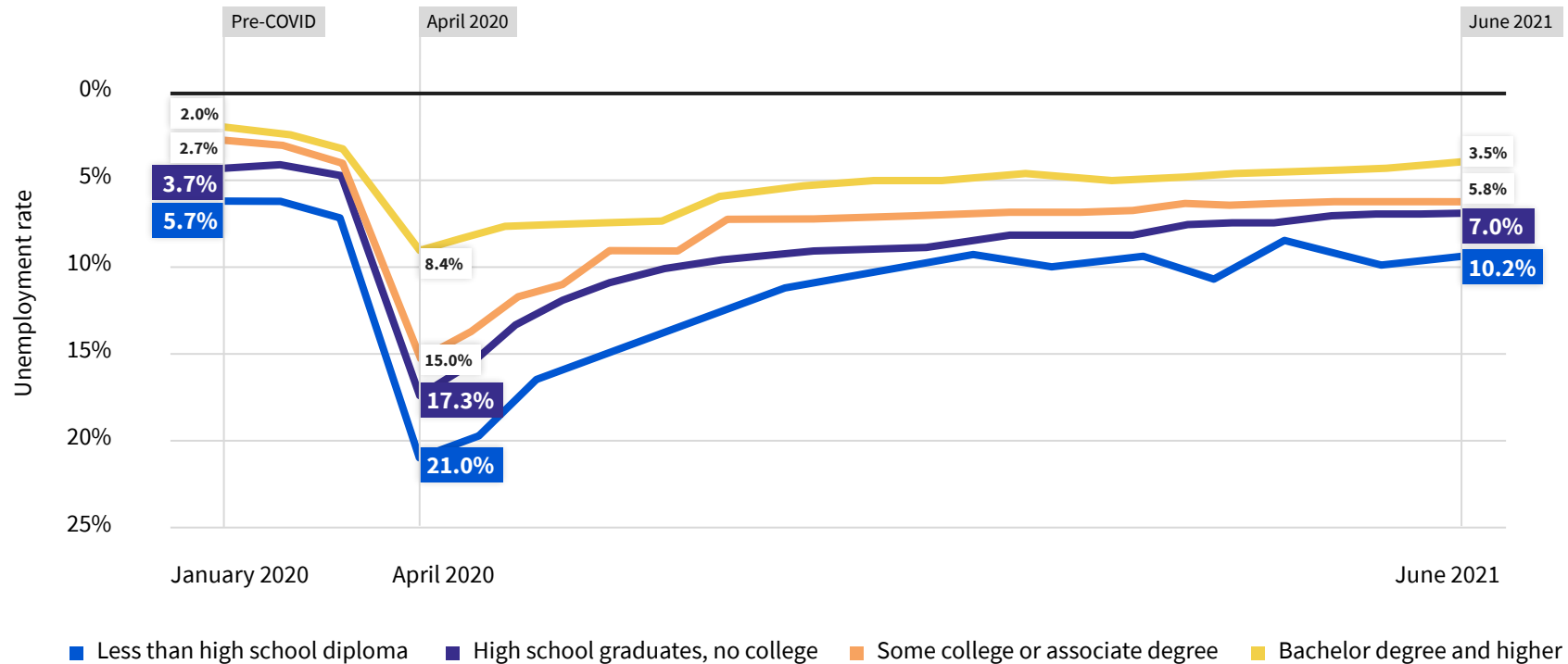
Closing the employability gap in MENA

With digital and emerging skills

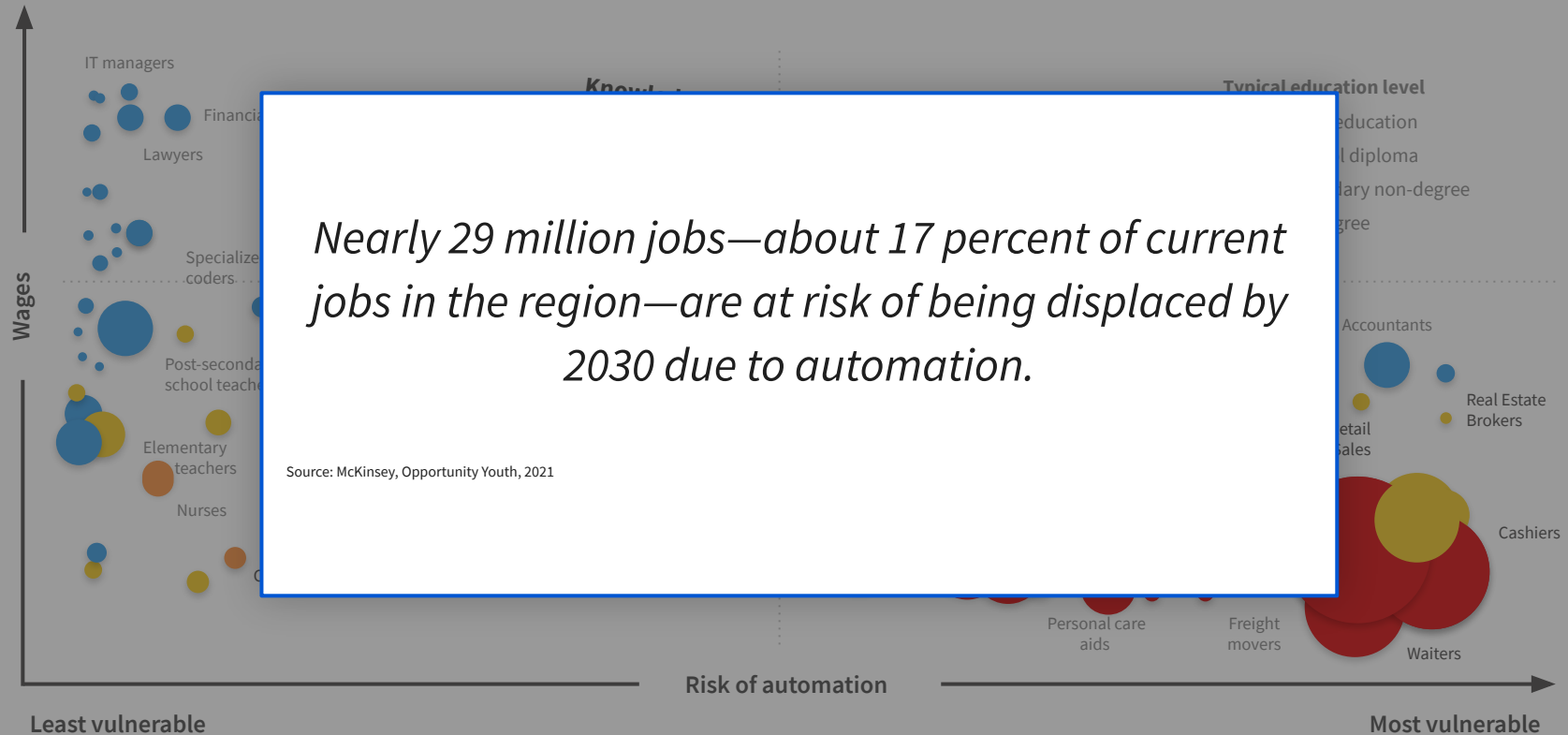


Anthony Tattersall
VP of EMEA, Coursera

Less educated workers hit hardest by unemployment



Low-skilled jobs are at risk of automation



Emerging job opportunities **require digital skills**

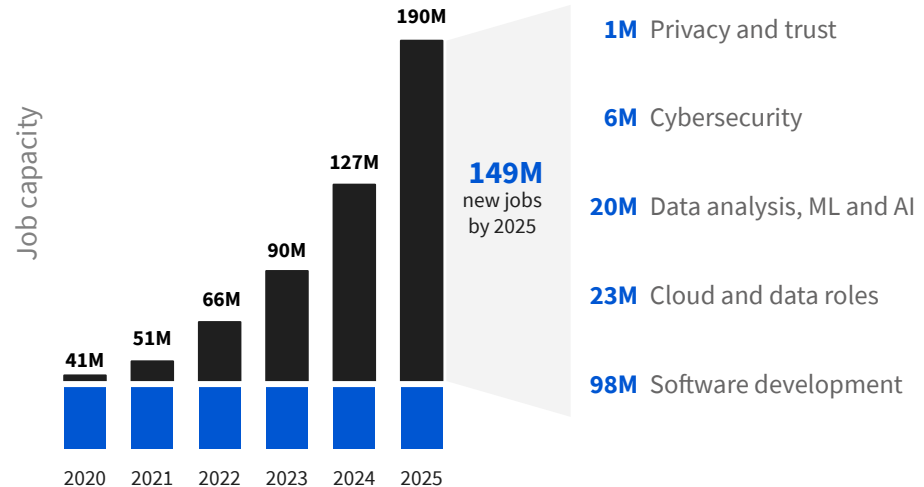


Top 5 jobs with increasing demand

- 1 Data Analyst and Scientists
- 2 AI / ML Learning Specialists
- 3 Big Data Specialists
- 4 Digital Marketing and Strategy Specialists
- 5 Process Automation Specialists



Digital job capacity from 2020-2025



A country's skill proficiency is associated with increased economic output and a strong GDP per capita

"A typical learner could have lost one-third of a school year of learning during the (Covid) crisis. They estimated that this would reduce learners' lifetime incomes by about 3%, and lower a typical country's GDP by an average of 1.5% over the remainder of the century."



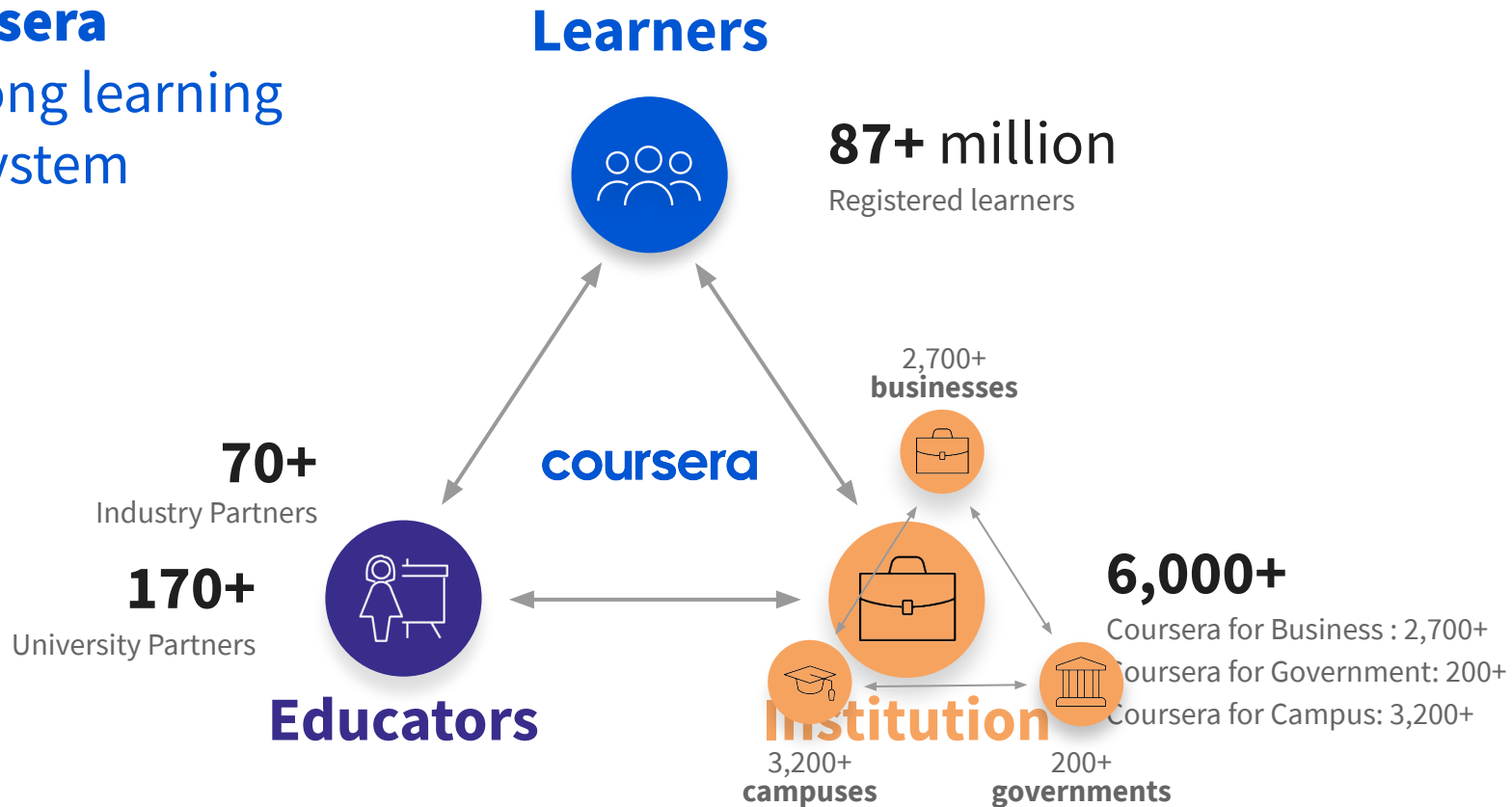
*“Over the next two decades, around **127 million young people are expected to enter the region’s labor force.***

*(However) the **MENA** region has the **highest rate of youth unemployment** in the world (exceeding 27% on average) and youth are five times more likely to be unemployed than their adult counterparts*

Institutional collaborations addressing the global skills crisis

Coursera

Lifelong learning
ecosystem



Upgrading a national higher ed system



Kingdom of Morocco
Ministry of National Education, Vocational Training
Higher Education and Scientific Research

PROBLEM

Switching public universities to the four-year bachelor system to lower student drop-out rates and enhance student employability

SOLUTION

Launching the new curriculum using skill-first content on Coursera – namely due to its popularity with students during COVID

15,000

learners reached
during COVID

100,000

enrollments
during COVID

320,000

students in next
four years



13 universities

4,000+ higher education institutions served worldwide

Selection of Coursera for Campus customers in MENA



FOR CREDIT

Standalone

FOR CREDIT

Blended learning

NOT FOR CREDIT

Multi-disciplinary learning

Coursera partners with **100+ governments worldwide**

Governments in MENA



What are they learning in the region

Top Enrolments by Domain

	Course Primary Domain	Total Enrollments Count	
1	Business	2,191,979	
2	Computer Science	1,617,987	
3	Data Science	1,304,424	
4	Health	1,266,795	
5	Language Learning	1,034,304	

Top Courses by Enrolments

Course Name	Total Enrollments Count	
Learning How to Learn: Powerful mental tools to ...	249,287	
Machine Learning	194,333	
English for Career Development	173,719	
The Science of Well-Being	109,185	
Programming for Everybody (Getting Started wit...	108,083	
Speak English Professionally: In Person, Online &...	92,185	
Write Professional Emails in English	77,578	
Successful Negotiation: Essential Strategies and ...	77,212	

MIDDLE EAST & NORTH AFRICA

- Investments across digital skills will help globalize government services and ensure job creation for the millions of young people looking to enter the workforce in the next decades.
- Digital skills development will be a critical ingredient in tackling a number of pressing challenges. GDP in the region could remain below pre-crisis trends for a decade due to insufficient diversification and poor integration in global value chains.
- Improving labor force participation of women and youth is another opportunity. Only 37% of learners in the region are women.
- The region lacks in technological and data science skills. However, it demonstrates particular strength in Security Engineering, with nearly all countries ranking in the top half globally.

4.5M Coursera learners

4.5% GDP spent on education

30 Median age

37% Female learners

Skills Trends and Takeaways

- The pandemic economy has created a complex landscape that threatens to leave millions of students and workers **ill-prepared for the digital future.**
- Skill investments have the potential to drive **competitiveness, innovation, and equity.**
- We believe that this moment presents a unique opportunity to build more **inclusive, modern, and scalable education systems** that focus on skills development for the future of work.



Gies College
of Business
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



Thank you



FACEBOOK



Our Learners in MENA

+4.5M
Coursera
learners

+8M
Enrolments

59%
Learning on mobile

37%
Female learners

Top Learners & Enrolments by Country

Country	No. of Learners	No. of Enrolments
Egypt	1,592,480	3,396,706
Saudi Arabia	592,634	956,834
United Arab Emirates	553,521	1,138,541
Morocco	460,662	868,771
Algeria	252,665	393,573
Tunisia	205,173	505,682
Iraq	165,401	229,680
Lebanon	156,022	522,402
Jordan	132,675	239,928
Iran	86,613	58,886
Qatar	85,192	156,793
Kuwait	73,016	117,097
Palestine	49,422	90,518
Libya	43,974	76,005
Yemen	41,083	56,981
Bahrain	35,713	61,480
Syria	24,518	17,263

Trending & Growing Skills in the region

Trending Skills

BUSINESS	TECHNOLOGY	DATA SCIENCE
Microsoft Excel	C Programming	Python Programming
Project Management	User-Centered Design	SQL
HR Strategy	Computational Thinking	Machine Learning
Marketing	Javascript	Support Vector Machine
Digital Marketing	Bootstrap (Front-End Framework)	Backpropagation

Growing Skills

BUSINESS	TECHNOLOGY	DATA SCIENCE
Tacit Knowledge	Game Integrated Development Environment	Data Lake
Branding Campaigns	Fail-Fast	Unit Of Observation
Hiring Practices	Progressive Enhancement	Web Scraping
Venture Round	User Journey	Autoregressive Model
Survey Data Collection	Experience Design	Spatial Databases