

## Global awarding body arrives in Egypt



Leading international education company EDI has expanded into the Egyptian education market after a recent launch ceremony at the British Embassy in Cairo.

Investment. Speakers included EDI's Chief Executive, Nigel Snook and HE Dominic Asquith, HM Ambassador to Egypt.

The launch marks a significant step forward in the growing relationship between the Egyptian education and training market and educational service providers from the UK.

Adam Scott, EDI's Regional Business Development Manager for the Middle East and North Africa, explains: "We are delighted to offer our qualifications in Egypt and look forward to establishing strong links with the Egyptian vocational training market. We work with over 5000 schools, colleges, universities and private training organisations around the world and have an outstanding track record of developing candidates' skills to increase their employability. We look forward to continuing this trend in Egypt."

The event was attended by key government officials and representatives from across the education and training sector including Ivan Lewis, MP and Foreign Office Minister for the Middle East and North Africa, the Industrial Training Council, Future Generation Foundation and Egyptian Banking Institute.

The launch of the UK-based awarding body's qualifications was organised with UK Trade and

“ We are delighted to offer our qualifications in Egypt and look forward to establishing strong links with the Egyptian vocational training market. ”

“ I am very excited to start working for LCCI. As an Egyptian who has long experience in this field, I believe that local vocational training providers will benefit immensely from affiliation with LCCI qualifications that are synonymous with excellence. ”

LCCI International Qualifications and Diplomas are available in a range of subject areas, covering all the key functions of business:

- English language
- Financial and quantitative
- Marketing and customer service
- Business, administration and IT

“We have continued to invest extensively in developing new qualifications whilst offering up-to-date academic and marketing resources. Customer service is responsive to the needs of individual markets to ensure that centres and students achieve their goals”, continued Mr Scott.

EDI has recently appointed Ms Lamiaa Negm El Din to promote its wide portfolio of qualifications in Egypt. Lamiaa has an excellent track record in education and training in both Egypt and the Middle East. “I am very excited to start working for LCCI. As an Egyptian who has long experience in this field, I believe that local vocational training providers will benefit immensely from affiliation with LCCI qualifications that are synonymous with excellence.”

Feedback indicated that the workshops were a great success, with some teachers travelling considerable distances to attend.

Big thanks to everyone who attended, organised, hosted and presented. ■

Visit [www.lcci.org.uk](http://www.lcci.org.uk) for more information.

For further information please contact:

**Lamiaa Negm El Din**  
**Market Development Consultant**  
**LCCI International Qualifications**  
**EDI**

**Mob: (+20) 010 1991099**  
**Email: [lamya\\_h@yahoo.com](mailto:lamya_h@yahoo.com)**

**Adam Scott**  
**Regional Business Development Manager**  
**LCCI International Qualifications**  
**EDI**

**Mob: (+357) 99 965426**  
**Tel: (+357) 25 737329**  
**Fax: (+357) 25 737392**  
**Email: [adamscott@ediplc.com](mailto:adamscott@ediplc.com)**