

Inter-regional Technical Forum on Skills for Trade, Employability and Inclusive Growth

STED implementation in Tunisia Achievements and success factors

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STED Tunisia



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Ministère du Commerce



Donors

- International Islamic Trade Finance Corporation (ITFC) in the Framework of AFTIAS (Aid for Trade Initiative for Arab States)

Tunisian national partner

- Ministry of Industry and Trade



Duration

- 18 months : from August 2015 to January 2107, extended to June 2017

Budget

- 400,000 USD



Phases



STED Reports



Analytique
phase

Tripartite national
steering
committee

-Mapping sector

workshop select 2
exporting sectors

-two in-depth
studies for both
selected sectors

workshops "Rapid
Foresight to
anticipate skill
needs"

Implementation
phase

Implementation
initiatives

Capacity building
on STED

August 2015 – March 2016

April 2016 – April 2017

Main Challenges to be addressed in Skills, competitiveness and export



Institutionnel level

- Absence of Skills anticipation mechanism
- Weak coordination between institutional structures in charge of developing Skills and structures in charge of export

LONG TERME ACTIONS

Sectoriel level

- Growing gap between skills provided by training institutions and skills needed for companies
- Growing demand for specific skills
- Declining motivation to work in the sectors

MEDIUM TERME ACTIONS

Entreprises level

- **Agribusiness:** problem of product traceability, product quality problem, marketing, lack of local expertise in tasting olive oil, problem of conformity with international standards high number of SMEs
- **Mettalurgical:** problem of quality control, lack of international certification of Skill, lack of international marketing skills

SHORT TERME ACTIONS

Initiatives implemented



Initiative 1: Strengthening technical skills in sensory analysis and food labeling

- 25 companies involved, 36 tasters of olive oil trained
- Action plan to improve quality of olive oil for 10 companies
- Training on the compliance with the new European standard on food labelling for 14



Initiative 2: Mainstreaming of training on quality in vocational training programs in the agro-food sector

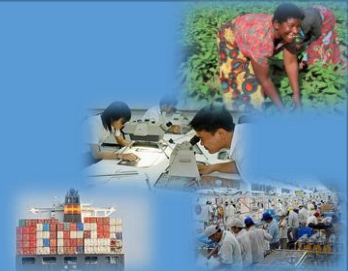
- Training and certification on ISO 22000 and on the IRCA standard for 10 trainers and 2 vocational program designers)
- The design and mainstreaming of a specific module on quality in vocational training programs in the agro-food sector for BTS and BTP diplomas.



Initiative 3: Support for the promotion of exports of oysters from Bizerte through innovative packaging and the initiation of a regional cluster. (Implementation partner : Pole of competitiveness in agri-food of Bizerte)

- training for producers on the recovery of oysters through better packaging and Definition of a brand for oysters from Bizerte with breeders.
- setting up a collective private product brand
- Design and layout of the new packaging
- Support to the promotion and marketing of the oysters of Bizerte

Initiatives implemented (2)



Initiative : "Creating a platform for preparation to certification on international welding standards and quality control". **Implementing partner:** *Tunisian Vocational Training Agency (ATFP) (Welding training center of Menzel Bourguiba)*

- ⑩ training sessions were conducted on Theme 1 "Training with Qualification in Tube Welding (Qualification 6 G)" and on Two training sessions on Theme2 "Control of Ultrasonic Welded Assemblies Direct Access to Level 2".
- 22 technicians from companies and 22 trainers from the training centers,



Strengthening managerial skills particularly in terms of international marketing strategy

- ⑩ 5 training sessions hold on the theme "how to design an international marketing strategy", covered the country
- ⑩ 64 participants representing 55 companies including 9 companies from the metallurgy and metal construction sector took part in the training



Capacity building workshop on "Skills for Trade and Economic diversification methodology"

- enhance the capacity of national and sectoral partners Analyse and anticipate skill needs in export-oriented sectors and Design effective skills response strategies
- Explore the institutionalization of the sectoral watch function through the STED approach
- 25 participants of national and sectoral practitioners, social partners, training providers and academic Institutions
- A joint activity with the ILO's Youth Employment project (PEJTUN) are held on "Developing Value Chains and skills anticipation for sustainable Jobs" to reinforce the capacity of 24 regional directors for vocational training and employment

Success factors

