

NEWSLETTER

EDITION ONE 2023

INFORMATION AND INSIGHT FOR ABU DHABI EMPLOYERS



**MAWAHEB
PARTNERSHIPS**

**LABOUR MARKET
INSIGHTS AND TRENDS**

**VIEWS ON
TOPICAL
MATTERS**

Aims to keep
employers up to date

**SUCCESS
STORIES**

**MAWAHEB
SERVICES**

**CLOSING THE
SKILLS GAP**

INSIGHTS

**IGNITE INNOVATIVE
MINDS THROUGH
SMART START**



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MAWAHEB SERVICES

The UAE has been making considerable efforts to create job opportunities for its citizens. Mawaheb Talent Hub, established in Abu Dhabi, is one of the latest and leading initiatives aimed at bridging the gap between job seekers and employers.

Mawaheb offers a variety of services that improve job opportunities for motivated job seekers and supports private sector employers with their recruitment needs. The center has already become a hub with a distinctive vibe of talented individuals accessing services and eager to start their careers in the private sector.

Fundamentally, Mawaheb influences and inspires the changes required from both job seekers and employers to help UAE achieve its vision of economic diversity.



TAILORED SUPPORT FOR YOUR ORGANISATION



Mawaheb offers an extensive range of **free** services to help organisations grow and develop their business.



Our Account Managers will work with you to understand your needs and develop a free tailored recruitment plan providing you with support throughout the process.



We have the access to the largest database of job seekers in Abu Dhabi and will find the right candidates.



We will advise on pre-employment training, sector-specific training, and any local support available to help you promptly fill your vacancies.



We will actively promote your vacancies within Abu Dhabi.



We can also provide Mawaheb facilities, such as rooms for interviews or rooms for training and employer events.



We will match, pre-screen and book interviews.

HUMAN RESOURCES AUTHORITY SERVICES

OPPORTUNITY FOR SPECIALISED TRAINING

HRA is partnering with public and private sector entities to elevate Emiratisation and empower UAE national talent. Specifically, HRA offers specialised training programs to job seekers registered in its database, through partners such as those highlighted below, resulting in Emiratisation vacancies, succession jobs, and anticipated opportunities in the next five years.

Programs with specialisation can take anywhere from six months to two years, and some of them may require certain prerequisites (physical, educational, etc.) in order to qualify for acceptance.

Commitment to completing the entire program is essential as well.

Nursing, finance, paramedics, accounting, and technical engineering are examples of careers available in a variety of fields.



For more information, contact

@ ada.program@hra.gov.ae

ABU DHABI GLOBAL MARKET ACADEMY (ADGMA)

IN PARTNERSHIP WITH SEVERAL NATIONAL AND INTERNATIONAL COMPANIES



MAWAHEB FACILITY



(3,525 sqm)

PURPOSE-BUILT AND DESIGNED TO ENABLE SUPPORT SERVICES BY PROVIDING:

- 1** Boardroom
- 1** Immersive Experience Lab
- 1** Library
- 7** Training Halls
- 12** Assessment Stations
- 27** Coaching Rooms
- 30** Registration Tablets

Multiple open and private collaboration spaces.



SUCCESS STORIES

MAWAHEB PARTNERSHIPS

EDGE: ASSESSMENT CENTRES FOR ENGINEERS (ACE)

EDGE launched its Flagship IGNITE Program for Engineers in February 2023. The program aims to raise the talent bar in identifying and onboarding top UAE National STEM graduates to the Group's entities.

During the first week of 2023, EDGE's Talent Acquisition Team, in conjunction with Mawaheb successfully delivered the first ACE session for this year at the Mawaheb Centre in Abu Dhabi.

EDGE believe its collaboration with Mawaheb will further boost its image as a best in class employer of choice.



Our collaboration with Mawaheb has been a long-standing and highly positive one. They have helped us access a pool of talented Emirati candidates, and their team of experts has consistently demonstrated a strong ability to identify and deliver top-tier talent in a timely and efficient manner.

Anwan AlKatheeri
Senior Manager
National Capabilities Development
Edge



ETIHAD: INSPIRING GRADUATES

Etihad supported Mawaheb's graduate open day on 31st January 2023. Etihad provided graduates insight into the world of work including work culture for example, private sector employer expectations including values and behaviours. The session was successfully delivered to over 40 graduates.

Etihad will be delivering their certified Leadership and Customer Service training programs to job seekers in February 2023.

It's impossible to measure the exceptional relationship between Etihad and Mawaheb together leveraging our expertise and owning the growth, development and inspiration of the future generations of Emirati talent.

Andrew Stotter-Brooks
Vice President Learning & Development
Etihad Aviation Group



FUTURE OF THE WORKPLACE

How are workforce ecosystems helping leaders effectively manage changes driven by technological, economic, and social forces?

As organisations face an increasingly complex landscape of technological, economic, and social changes, the way they manage their talent is undergoing a transformation. The traditional models of employment are no longer sufficient to meet the demands of the modern workforce.

New trends such as a desire for work-life balance, technological innovations like artificial intelligence, and economic shifts towards green and inclusive growth are shaping the future of work around the world. In this rapidly evolving environment, it is becoming increasingly critical for organisations to align the contributions of both internal and external talent with their strategic objectives in a manner consistent with their values.

To stay ahead of the curve, forward-thinking employers are turning to an innovative approach:

The workforce ecosystem. This framework consists of independent players, both within and outside the organisation, working together towards individual and collective goals. The workforce ecosystem is designed to address the shifts in the workforce that traditional management practices cannot handle, including an increase in the number of non-employees doing work for the business, the changing nature of work, the value of a diverse and inclusive workforce, and the growing complexity of workforce management.

To learn more, Mawaheb is researching the impact of these changes on Abu Dhabi's labour market and employment to identify ways to better manage the opportunities and challenges that are posed to it, either through new public policy solutions or by supporting organisations to better integrate these realities into their management.

CLOSING THE SKILLS GAP



Digital skills to handle new technological revolutions such as artificial intelligence, robotics and big data analysis are essential for the modern workforce and the business. Despite the high demand for digital workers, there is a shortage of such talent, resulting in a significant digital skills gap. This not only affects business competitiveness but also has a negative impact on a country's economic growth, including the UAE. To address this challenge, Mawaheb is conducting research to understand the digital skills gap in Abu Dhabi and identify ways to close it.

The research already highlights the need for stronger information systems, for monitoring and evaluation of the skills development policy. As well as improved public-private partnerships, and the integration of the employer's needs into the curricula and teaching methods of educational institutions. A stronger information system for monitoring and evaluation will help to assess the skills gap and design effective skills development policies. We believe fostering greater collaboration between the public and private sectors, resources and funding can be provided with better alignment for digital skills development. Integrating the workforce's needs into education will ensure that future workers are equipped to meet the demands of the digital economy.

In conclusion, closing the digital skills gap in the UAE is vital to the country's competitiveness and growth. By taking action together, the UAE can become a leader in the digital economy and secure a bright future for its citizens.

PREPARING JOB SEEKERS FOR THE PRIVATE SECTOR

Mawaheb is working together with private sector companies to improve employment outcomes and strengthen economic growth. Mawaheb is exploring factors that may constitute barriers to employment faced by job seekers in Abu Dhabi. The exploratory work highlights the following factors:

Female	77%
Below 40 years of age	75%
Attained a high school degree or higher	82%

Work is underway to understand these factors in particular specific barriers to employment to enable Mawaheb, Partners and Employers to better help job seekers prepare for and stay in work. This may also include employers adapting their HR policies to support Emirati employees in their transit to a job in the private sector. Mawaheb will be working closely with employers over the coming months to further explore these matters.



JOIN THE LABOUR MARKET INNOVATORS



PARTNER WITH MAWAHEB FOR A BRIGHTER FUTURE

Mawaheb is looking to work proactively in partnership with private sector employers. We will share knowledge and insights to gain a better understanding of the current and future labour market and together make informed decisions that positively impact the economy and workforce.

We welcome the opportunity to explore potential partnerships. If you are interested in learning more about how your organization can work with Mawaheb, we look forward to hearing from you. Together we can make a positive impact on the labour market.

Howden Guardian are proud of our collaboration with Mawaheb to attract Emirati talent to the insurance industry as our contribution and commitment to the UAE.

RACHA MOUKAYED
Managing Director
Howden Guardian Insurance Brokers

IGNITE INNOVATIVE MINDS THROUGH SMART START

SMART START is a series of interactive face-to-face sessions aimed at job seekers who want to broaden their understanding and perceptions of the world of work. The sessions take a story-telling approach to sharing information and offer a unique way for job seekers to gain valuable insights into different types of career opportunities. Participants can interact with successful professionals, ask questions, and receive guidance, which can increase their motivation and self-awareness.

The topics covered in SMART START sessions are diverse and can range from industry trends and technologies to building a successful career path. The sessions also provide information on specific career paths and job opportunities, and how to prepare and secure these positions.

SMART START offers a unique and engaging learning experience for job seekers, with the opportunity to gain first-hand knowledge and insights from successful professionals. It also provides a supportive and empowering environment that can help individuals to achieve their career aspirations.



SMART START is an innovative approach to career exploration that provides job seekers with valuable insights, guidance, and inspiration. With its unique story-telling approach and interactive sessions, it offers a supportive and empowering learning experience that can help individuals to achieve their career goals.

Employers, if you're interested in delivering SMART START sessions and supporting the community, get in touch to learn more about this valuable opportunity.

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