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Connected Living Middle East Summit

Mobile Operators and Government unlocking the M2M opportunity

www.gsma.at/CLMES13 #CLMES13



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Mobile VAS for Employability for Employment

Adrian Godfrey, Director mEducation GSMA

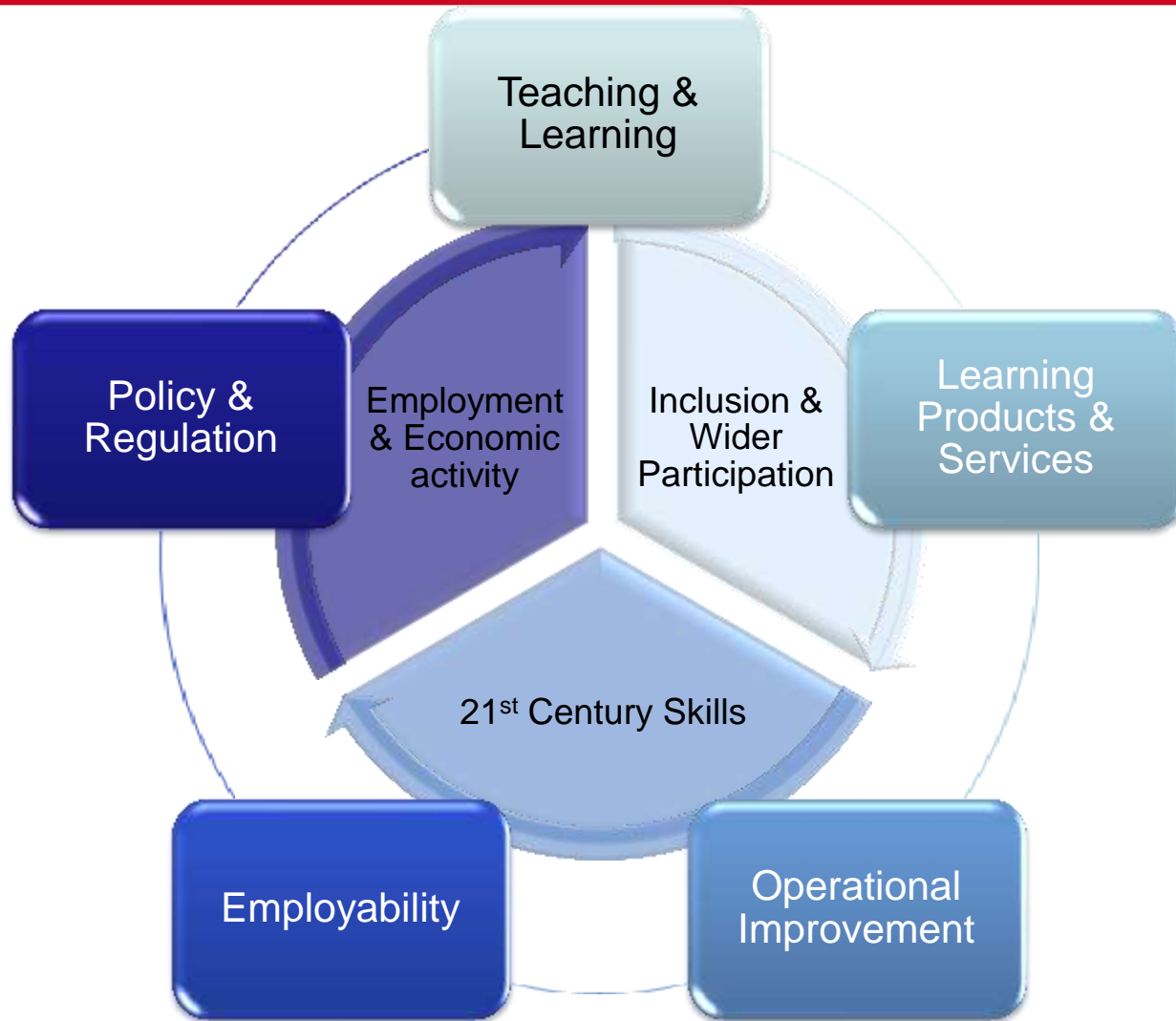
Agenda



- Opening Presentation
- **Panel 1** - *Designing and developing mobile solutions for employability and employment*
 - Q & A
- Open Discussion



GSMA Key “Topics & Results” for mEducation



Adopted definition of 21st Century Skills: <http://www.p21.org/overview>

Equipping young people throughout the Middle East and North Africa with the skills, information and opportunity to enter the workforce through the use of mobile technology

- ❑ **Employability** - mEducation
- ❑ Mobile for **Employment**

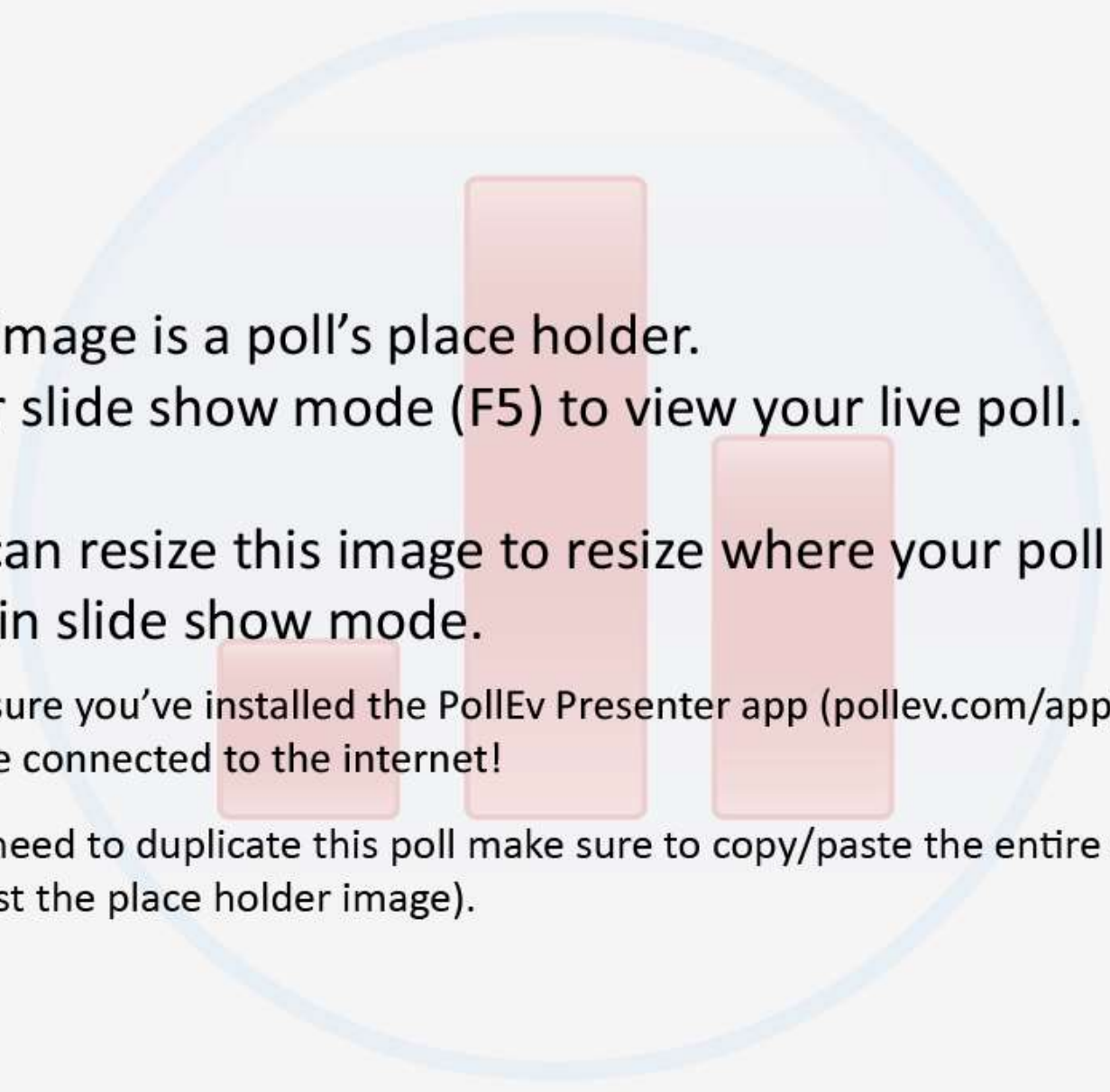


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Opening presentation

George Held, Vice President of Commerce,
Etisalat Group



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Mobile Services for Youth Employment

Lauren Dawes, Head of Mobile for Employment, GSMA



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Yomna El Meshad, Head of Mobile Learning,
British Council

Joe Yousr Battikh Head of Corporate Responsibility, Ericsson

Chams Ouerdiane,
Proinvest/Tunisiana partner

Yazeed Sheqem, Director of Business Development, Souktel

George Held, Vice President of Commerce,
Etisalat Group

**Designing and developing mobile solutions
for employability and employment**



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Q & A



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Open Discussion