

# 2ND BUILDING SKILLS FOR GLOBAL COMPETITIVENESS



**FEBRUARY 7<sup>TH</sup> – 9<sup>TH</sup> 2025**  
SARIT EXPO CENTER, WESTLANDS

ORGANISER



Express Communications Ltd

PARTNER





## Introduction

As the world grapples with the growing challenge of youth unemployment, equipping young people with the necessary skills is essential for their personal development, employability, and contribution to sustainable development. In the face of growing youth unemployment, it is crucial to align educational systems with market needs. Universities and TVET Colleges in collaboration with the private sector, government, and development partners must play a central role in training young people in the skills necessary to thrive in today's dynamic job market.

In Kenya, Vision 2030, alongside Africa's Agenda 2063 and the global Sustainable Development Goals (SDGs), underscores the urgency of preparing the youth to seize and create opportunities. Achieving these targets requires a strong focus on training young people in relevant skills and competencies that align with the needs of today's job market. By fostering innovation, entrepreneurship, and technical expertise, we can empower the next generation to drive economic growth, social progress, and sustainable development both locally and globally.

The 2nd Building Skills for Global Competitiveness Conference, is a premier three-day event designed to bridge the gap between education, skills development and employment. The event organised by Express Communications Ltd (ECL) in partnership with Kenya Private Sector Alliance (KEPSA) brings together key stakeholders from technical vocational training institutions and universities, corporate sectors, government agencies and career guidance and mentorship organisations and teachers to address critical issues of education, skills development, and career opportunities in the context of a rapidly changing global economy.

## 01

Enhance Skills for Global Competitiveness: Equip students and young professionals with the skills needed to succeed in a dynamic, technology-driven job market and entrepreneurship.

## Objectives

### 02

Promoting Digital Transformation and Technology-Driven Solutions through tech-driven skills.

### 04

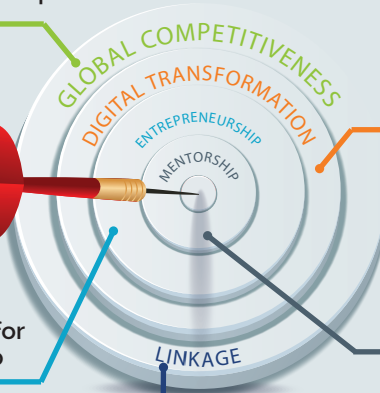
Promoting skills for entrepreneurship

### 03

Facilitate Career guidance and mentorship

### 05

Providing information and linkage to post secondary opportunities



## Target Audience

- Educational Institutions: Universities, colleges, vocational training institutions, organisations promoting and providing skills development for youth empowerment
- Employers and Recruiters
- Government and Policymakers
- NGOs and Development Partners



## Key Themes and Topics

- **Developing Skills for Emerging Career Pathways:** Exploring the skill sets required for industries and how educational institutions can prepare students for these opportunities.
- **Promoting Entrepreneurship and Innovation**
- **Leveraging Apprenticeship to enhance global competitiveness;** Closing the skills gap
- **Decent Jobs for Decent Pay:** Addressing the wage gaps, employment standards, and the importance of creating jobs that offer both fair compensation and career growth, with a focus on youth employment.
- **The Future of Work and Education:** How technological advancements and globalization are reshaping the labor market and what educational institutions must do to prepare students for the jobs of the future.
- **Expanding Digital Skills and STEM Education:** With technology rapidly transforming industries, integrating digital literacy and STEM education into schools and training programs will empower youth with the skills needed in a tech-driven world.
- **Empowering learners with Disabilities Through Entrepreneurship and Self-Employment** - Focus on entrepreneurship as an empowering path for people with disabilities, highlighting support systems, funding, and training opportunities that can help individuals create their own businesses.

## Mentorship and Career Guidance

Examine the role and impact of mentorship programs and career guidance initiatives to help young people navigate the job market, set career goals, and develop soft skills like communication and leadership.



# Event Highlights

*The key activities at the 3 day event will offer an impactful experience with a 1 full day dedicated to insightful conversations on critical industry trends, followed by two days of dynamic showcasing and interactive sessions, connecting guests with leading innovators and experts. **Key activities during the three-day event will include:***

1. **Keynote Speeches:** Delivered by thought leaders in education, business, and government, addressing the future of education and workforce development.
2. **Panel Discussions:** Covering topics such as decent jobs, emerging career pathways, entrepreneurship, apprenticeship, and public-private partnerships for skills development.
3. **Workshops and Career Counseling:**
  - **Networking opportunities:** the Fair connects students with professionals in their fields to expand their professional network
  - **Career exploration:** to expose students to a variety of industries and career paths, helping them make informed decisions about their future
  - **Job readiness:** guidance from mentors and equipping students with the knowledge to transition to employment
  - **Building confidence:** interaction with mentors and industry professionals boosts student confidence, preparing them face real-world challenges effectively
  - **Resource access:** provide access to valuable resources at the Fair
4. **Exhibition and Networking:** A space to interact and showcase offerings by various institutions and organisations

# Sponsorship Opportunities

Sponsorship of the event offers a unique opportunity to reach a broad and diverse audience while demonstrating your commitment to education, skills development, and employment growth.

By sponsoring the event, your organization will benefit from:

- Increased Brand Visibility:
- Thought Leadership:
- Networking and Talent Acquisition.
- Corporate Social Responsibility (CSR)



# Sponsorship Packages

## PLATINUM

- Investment: 3,000,000

### Benefits:

- Premium booth space at the event (18m2)
- Logo placement on all event marketing materials (brochures, banners, website)
- Branding opportunities in the Conference and Exhibition hall
- Access to VIP Lounge
- Opportunity to give a keynote speech and participate in a panel discussion
- Company CEO to make remarks at the Opening Ceremony
- Thought Leadership: 20min speaking slot at the Conference or panel discussion
- Featured article in the event Catalogue
- Full page advertisement either inside front cover or back cover of event Catalogue
- Social media shout-outs leading up to and during the event
- Complimentary passes for 10 attendees
- Opportunity to distribute promotional materials in event bags

## GOLD

- Investment: 1,700,000

### Benefits:

- Prime booth space at the event (18m2)
- Logo placement on select event marketing materials
- Branding opportunities in select positions in the Conference hall
- Opportunity to lead a workshop or participate in panel discussion
- Recognition in event press releases and promotional emails
- Full page advertisement either inside front cover or back cover of event Catalogue
- Social media mentions before and during the event
- Complimentary passes for 8 attendees
- Opportunity to include promotional materials in event bags

## SILVER

- Investment: 850,000

### Benefits:

- Booth space at the event (12m2)
- Logo placement on event website and select marketing materials
- Branding opportunities in select positions in the Conference hall
- Full page advertisement in the event Catalogue
- Recognition during opening and closing sessions
- Social media mentions leading up to the event
- Complimentary passes for 6 attendees
- Opportunity to provide promotional materials for event bags

**BRONZE**  
- Investment: 500,000

**Benefits:**

- Standard booth space at the event (9m2)
- Logo placement on the event website
- Branding opportunities in select positions in the Conference hall
- Recognition in the event program
- Social media mentions during the event
- Complimentary passes for 4 attendees

**CONFERENCE PARTNER**  
- Investment: 250,000 or  
in-kind contribution

**Benefits:**

- Opportunity to support specific initiatives or workshops
- Recognition in the event program and on the website
- Complimentary passes for 3 attendees
- Opportunity to distribute materials or samples at the event

**EXHIBITOR-Standard Booth**  
- Investment: 150,800  
or in-kind contribution

**Benefits:**

- 9m2 booth space at the event
- Logo placement on the event website.
- 1 page profile in the event program
- Complimentary passes for 2 attendees
- Opportunity to distribute materials or samples at the event.

**EXHIBITOR-Medium Booth**  
- Investment: 69,600

**Benefits:**

- 6m2 booth space at the event
- Logo placement on the event website
- 1/2 page profile in the event catalogue
- Complimentary pass for 1 attendee

**Please note: Customization Options**

**For In-Kind Sponsorship:** Organizations or institutions can provide services or other non-monetary support in lieu of financial contributions. These will be negotiated individually based on the value provided.

**Additional Sponsorship Opportunities:** Specific items such as catering, lanyards, bags, or digital resources can be sponsored separately, allowing for targeted branding.



**Registration  
is now open**

**SPACE ALLOCATION**

Booth allocation is on first come first served basis.

For more information  
**email**  
**[info@expressmediakenya.com](mailto:info@expressmediakenya.com)**