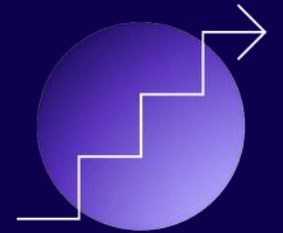




# Bridging the skills gap



# Pearson - Where learning comes to life



## Global Reach and Impact

- **20,000** employees worldwide
- Present in **195** countries
- Trusted by millions: **160M+** users globally rely on Pearson's products and services
- **Global leader** in education

## Legacy and Expertise

- Established in 1844 - Long-standing tradition of educational excellence and innovation
- Academic school qualifications
- Pearson marks **10M+** exam scripts per year in the UK

## Partnerships and Sectors

- Working with: Governments, Schools, Colleges, Universities, Donor organisations
- B2B / B2C / B2B2C
- Education sectors: Kindergarten, Primary, Secondary, Higher Education, Professional

**Developing locally relevant,  
internationally recognized work-  
ready skills through education**

# What demands are we seeing from vocational education



Modernised  
curricula



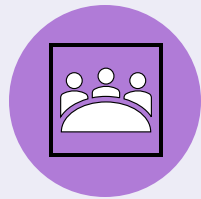
Improved teacher  
training



Stronger private  
sector engagement



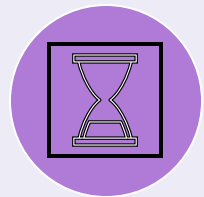
Consistent quality  
standards



International  
recognition



Greater use of  
technology



Lifelong learning

# Pearson is empowering learners globally



## High-Quality Learning Across Industries

Pearson provides top-quality education in sectors like tourism, hospitality, technology, and data, empowering learners worldwide.



## Industry-Recognised Certifications

Pearson qualifications and certifications equip learners with vital skills for higher education and global employment opportunities.



## Flexible International Pathways

Pearson's adaptable and internationally recognised pathways ensure students and professionals succeed in a rapidly changing global landscape.

# International Vocational Qualifications

Pearson International BTEC

# Pearson International Vocational Qualifications BTEC



**1M+** students choose BTEC



**1 in 4** use it to enter university



**90%** of BTEC graduates progress to employment



Accredited **Awarding Body**



**Selected by international governments to support** National Qualification Frameworks

Maldives, Brunei, Uzbekistan, Oman, Jordan





# Jordan

**20,000**

BTEC Level 2 Diploma students  
started in September

Circa

**28,000**

Students now studying their  
BTEC Level 3 Diploma

**2000**

teachers trained in  
BTEC delivery and  
assessment





# Uzbekistan

In the first year **1,900**  
**students** in **14** Vocational  
colleges (Technicums)

BTECs in **5** subjects

*To grow number of students and subjects  
year on year*

**Over 250+**

teachers to be trained  
in BTEC delivery and  
assessment



# Egypt



**El Sewedy** aims to modernize Egypt's education system by introducing **polytechnic-style institutions**.

Focuses on **practical, industry-aligned programs** to develop a skilled local workforce.

**Pearson and ElSewedy** signed an MOU to mark a strategic partnership , supporting BTEC qualifications being developed

BTECs will b offered across will over **100** secondary schools accommodating between **500 and 1,000** students across the country.

# **International Professional Certifications**

**Pearson VUE Certiport**



# Early Career Professional Credentials



Through Pearson's Certiport offering, we support secondary and early post-secondary learners to develop work-ready skills, *validated by industry for industry.*

With a wide range of certification titles in our portfolio, we enable learners to enter a wide range of careers with the skills they need to be successful from day one.

# Early Career Professional Certifications



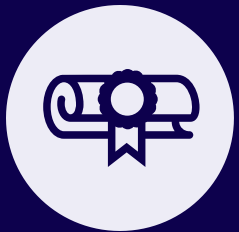
Over 2M certifications issued annually



Titles aligned with high-demand employability skills



Operate in more than 145 countries, with support for 25 languages



Titles aligned with international and many national standards



# Egypt



**The Egyptian E-Learning University** leverages industry certifications to prepare learners for careers in IT.

The certifications not only **enhance student employability**, but give EELU important **success metrics they can track**.

Over **1,300** students earned an IT Specialist certification during the 2023-2024 term

---

“These certifications were chosen... because they align well with our curriculum and the career aspirations of IT students, providing them with industry-recognized credentials that enhance their employability and professional development.”

**Dr. Kamal Hamza**

*Director of the Information Technology Program,  
Egyptian E-Learning University*

---





มหาวิทยาลัยรังสิต  
RANGSIT UNIVERSITY



# Thailand



**Rangsit University** in Pathumthani, Thailand implemented Microsoft Office Specialist certifications in their IT, Business, and Accounting course curricula to complement the business skills with job-tool skills.

Over **500** students per year are enrolled in courses with MOS certifications included in the course of study.

“We encourage our students to seek for all kinds of certificates useful to their future prospects in terms of careers whenever chances allow.”

**Dr. Nakonthep Tipayasuparat**  
*Associate Dean for Academic Affairs and  
Head of English Language Department,  
Faculty of Liberal Arts*

# Qualifications + Certifications from Pearson

## Combines Knowledge, Occupational Skill, and Technical Skill

Between our qualifications and certification titles, Pearson enables students to prepare for their higher education or their careers and validate that they:

- Know what *pathway they will take* in education or their career
- Know their *career discipline*,
- Know *what to do* in their career,
- And have the *skills to do it*.

## Internationally recognized, industry validated

Qualifications As an OFQUAL regulated awarding body, Pearson qualifications carry formal recognition in the labour market. They are also mapped to National qualification frameworks across the world.

Certifications are built to industry standards and are officially recognized by industry and signal to employers that students' have the skills necessary to work effectively from their first day on the job.

## Full solution for academic and career success

The combination of qualifications and certifications from Pearson,

Gives **administrators** measurable success outcomes at multiple levels of granularity.

Gives **educators** the tools they need to succeed in the classroom and stay current with industry needs.

Gives **learners** all the resources they need to succeed in the workforce—today and tomorrow.



# Thank you

## **Annabel Lawday**

Vocational Qualifications (BTEC)

Senior Strategic Lead – International Stakeholder Engagement

[annabel.lawday@pearson.com](mailto:annabel.lawday@pearson.com)

## **Ty Kenworthy**

Certiport – A Pearson VUE Business

Senior Director Business Development & Global Partnerships

[ty.kenworthy@pearson.com](mailto:ty.kenworthy@pearson.com)