



Porsche and MIM sign MoU for introduction of PAVE to Saudi Arabia

28/02/2024 MoU signing ceremony at the Human Capabilities Initiative conference in Riyadh

Saudi Arabia | Porsche and the Ministry of Industry and Mineral Resources in the Kingdom of Saudi Arabia have signed a Memorandum of Understanding to bring the sportscar manufacturer's PAVE program to the region.

PAVE (Porsche Aftersales Vocational Education) is an international holistic vocational education programme that educates skilled workers on a global scale and to the highest standards by using a modular and future-oriented approach.

Since Porsche recognises the transformative power of education as one cornerstone for sustainable and societal development, the PAVE program ensures that highly skilled technicians around the world are educated and secured for the markets and the industry.

“The automotive industry is becoming increasingly complex as new technologies are introduced at an increasingly rapid rate,” said Dr Manfred Bräunl, CEO of Porsche Middle East and Africa FZE.

“Therefore, training and education programs are critical to not only our network, but the automotive industry as a whole.”

Saudi Arabia launched the 'Human Capability Development Program' in 2021. It has the goal to empower citizens and elevate their global competitiveness. With the support of the PAVE program, Saudi Arabian youth and individuals will profit from the PAVE ecosystem, which is based on technological progress and megatrends, thus helping skilled workers to adapt to the current and future demand in their region.

The PAVE curriculum matches the needs of the labour market and focuses on fostering innovation and transformation. At the Human Capability Initiative (HCI), the first-ever global cooperative platform, an MoU between Porsche, the Ministry of Industry and Mineral Resources of the Kingdom of Saudi Arabia, and SAMACO, the exclusive importer for Porsche in Saudi Arabia, was signed.

The HCI has the goal to unify the international efforts, and enrich the global dialogue, on the challenges and opportunities for developing human capabilities. The parties share the joint goal to attract, retain, and steer local human talents for the automotive industry, as well as other industrial sectors, by working on best practices and modular concepts in vocational education, teacher qualification, and further education for relevant target groups as a basis for multiplication in the MENA region.

“Education is a key for success, that’s why Porsche is investing in education and developing human capability, as part of its DNA,” said Bräunl.

“We want to equally benefit students, schools, companies, the industry, and society as a whole in the region. Even environmental protection and responsibility is often a matter of education.”

“The implementation of the PAVE program to Saudi Arabia will mean that Porsche will support in preparing skilled workers for the future labour market locally and globally.

“Porsche is aware of its global social responsibility as a car manufacturer and is focused on enabling people around the world through empowerment and long-term engagement detached from economic interests.

“Porsche is the brand for those who follow their dreams. For someone who dreams of a career working on our sportscars, the PAVE program can make this a reality.”

About PAVE

The global vocational education initiative is a response to the digital transformation and rising e-mobility – and is particularly valuable in regions where vocational education provision is currently

inadequate, as PAVE supplements the various local standards of education.

It uses a modular, demand- and competency-oriented concept that allows to tailor curricula individually to the requirements of the respective market, and then to assess them uniformly based on the criteria of the European Qualification Framework. However, not only is Porsche responsible for curricula and their ongoing development, but it also qualifies teaching staff and offers support in equipping the modern learning environments in which courses take place.

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