



KUWAIT: The sun shines at the pier near Kuwait Towers. — KUNA

# Zain inaugurates renovated KU admission and registration hall

## Company sponsors hall for over 10 consecutive years, serves over 14K students annually

**KUWAIT:** Zain, the leading digital service provider in Kuwait, announced its renovation of Kuwait University's Admission and Registration Hall in Shuwaikh. This initiative comes in line with the company's keenness on offering a comfortable atmosphere for students during the upcoming admission and registration period.

The hall's reopening ceremony witnessed the attendance of Kuwait University's Dean of Admission and Registration Dr Ali Al Mutairi and Zain Kuwait's Chief

Corporate Communications and Relations Officer Waleed Al Khashti. Zain has been the hall's main sponsor for over 10 consecutive years, and it serves over 14,000 students annually.

This initiative comes in line with Zain's keenness on continuously supporting education by actively partnering with the various education bodies from both the public and private sectors. The company is a firm believer in the importance of supporting the youth and preparing them

to become tomorrow's leaders. Zain partnered with Kuwait University's Deanship of Admission and Registration to fully renovate the Admission and Registration Hall and prepare it with the necessary furniture and equipment.

The hall receives thousands of students throughout the year during the admission approval and freshmen registration period. Zain was keen on offering students with a comfortable atmosphere while visiting the hall to

finish their admission and registration process. Zain firmly believes in the importance of educational development, as it is essential for individuals to then go-on to be successful and contributing members of society.

The company is committed to playing an active role in the investment of the Kuwaiti human capital. By adopting such initiatives, Zain seeks to support students and allow them to apply their practical skills, achieve their potential, and fully develop their capabilities.



## Marketing, defense and banking the top fields hiring fresh grads: Bayt

**KUWAIT:** The 2019 'Fresh Graduates in the Middle East and North Africa' survey, conducted by Bayt.com, the Middle East's leading career site, and market research agency YouGov, has found that, most MENA graduates (81%) were satisfied with the quality of higher education they received. Qualification of teachers, curriculum, teaching methods applied, quality of infrastructure, technology usage, and value for money paid, were also rated positively by MENA respondents.

65% of respondents say they've considered the job availability in the field they



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chose to major in prior to enrolment. At the same time, about two-thirds of respondents who are currently employed work in their field of study, while 37% ended up working in a totally different field. The two most common fields of study pursued by respondents were engineering (17%) and accounting/finance (16%).

### Jobs for fresh graduates

The most popular tool cited by fresh graduates for finding a job is online job sites. Moreover, the most important attribute for fresh graduates when selecting a job is said to be 'the nature of the work/being passionate about the job'.

Most respondents (43%) feel that the biggest challenge they face in finding a job is not knowing how to approach the job search effectively. Lack of previous work experience (42%) is also considered an obstacle. That said, three in five respondents (60%) have managed to acquire work experience before or during college. Of these, 43% worked for a period of up to six months. Fresh graduates are also eager to travel abroad for employment purposes; about two-thirds of the respondents (67%) would consider relocating.

"The 2019 Bayt.com Fresh Graduates are highly satisfied with their higher education and very much prefer using online job sites for entering the workforce and building their career," said Omar Tahboub, General Manager of Bayt.com. "Our goal at Bayt.com is to arm

these graduates with the right tools and information needed to thrive in today's ever-evolving employment sector. Entry-level candidates can easily utilize different tools on Bayt.com that are designed to build their CV, grow their skills and increase their professional knowledge. They can also apply to nearly 20,000 jobs that are available on our site currently."

### Most attractive industries and skills in demand

Based on the survey, in the MENA, the most appealing industries for fresh graduates from a career perspective are banking and finance (23%) and education and academia (19%). Business consultancy, business management and management consulting (18%) and engineering and design (17%) are also popular among fresh graduates.

When it comes to industries that seem to be hiring the highest number of fresh graduates, MENA respondents listed advertising/marketing (20%), followed by military/defense/police (20%), banking/finance (17%), and education/academia (13%). According to 39% of respondents, some industries employ fresh graduates because graduates have lower salary expectations. Another 30% believes that certain industries hire more young graduates because they are compliant and willing to follow instructions. In terms of skills required to excel in the workplace, respondents mentioned computer

skills (59%) as the most important, followed by technical skills (34%), interpersonal/ team skills (34%) and linguistic skills (34%).

Fresh graduates in the MENA consider their skills in communications (42%), computer (43%), academic and technical skills (49%), problem-solving and analytical thinking (50%), negotiation (47%), leadership (46%) and linguistics (46%) to be 'good'. Moreover, they consider themselves to have 'very good' interpersonal and team playing skills (57%), and flexibility and adaptability to change (51%).

Kerry McLaren at YouGov MENA said, "The 2019 Bayt.com Fresh Graduates in the MENA survey shows that more and more employers are opening their doors to fresh graduates, presenting a significant shift in what employers need in these increasingly digital world. Our research reflects the preference of employers in hiring candidates who have already developed interpersonal and technological proficiencies despite being new to the workforce. And this can, in turn, help shape the future of employment across the MENA region."

Data for the 2019 Bayt.com Fresh Graduates in the MENA survey was collected online from 18th April 2019 to 13th May 2019. Results are based on a sample of 1,582 respondents from the following countries: UAE, KSA, Kuwait, Oman, Bahrain, Lebanon, Jordan, Iraq, Palestine, Syria, Egypt, Morocco, Algeria, Tunisia, Libya, Sudan, and others.