



The Role of NCIA in Developing Quality Skilled Workforce in Koridor Utara

KORIDOR UTARA'S KEY THRUST AREAS

A Brownfield development that leverages on its own strengths

Leveraging on the region's key strengths, four key thrust areas have been identified to ensure optimal spill-overs.



WE HAVE COMPLETED THE FIRST PHASE OF KORIDOR UTARA



What The Second Phase Entails:

- **Phase 1: 2007 – 2012**

Secure anchor investors and build priority infrastructure

- **Phase 2: 2013 - 2020**

Broaden private sector involvement, including establishing networks of businesses, foreign and domestic linkages

- **Phase 3: 2021 – 2025**

Achieving regional leadership via sustainable, market-led growth.

TECHNICAL TALENT POOL TO SUPPORT THE MARKET NEEDS

QUALITY WORKFORCE

Work-ready = **Industry relevant** vocational skills,
raised in **highly disciplined** environment.

Right **attitude**

DEMAND OF SKILLED WORKERS

Expected **46%** of the **3.3 million jobs** that will be created
under the NKEA by 2020, will
require **vocational certificates** or **diplomas**

PROFITABLE BUSINESS

Reduce **cost to hire**

Competent Workforce provides **competitive edge**



WHAT WE DO : EDUCATION AND HUMAN CAPITAL

Supporting the key industries in Koridor Utara as they move up the value chain by enhancing and broadening the skills base of the region's human capital.

Enabler: Education and Human Capital Programmes



Edu Citi Tel

CiTaKU Lab

BeliaKU
Mahir

Pusat
Pembangunan
Kemahiran

Entrepreneurship
programme

Outreach Programme

Inter Agency Collaboration

METHODOLOGY

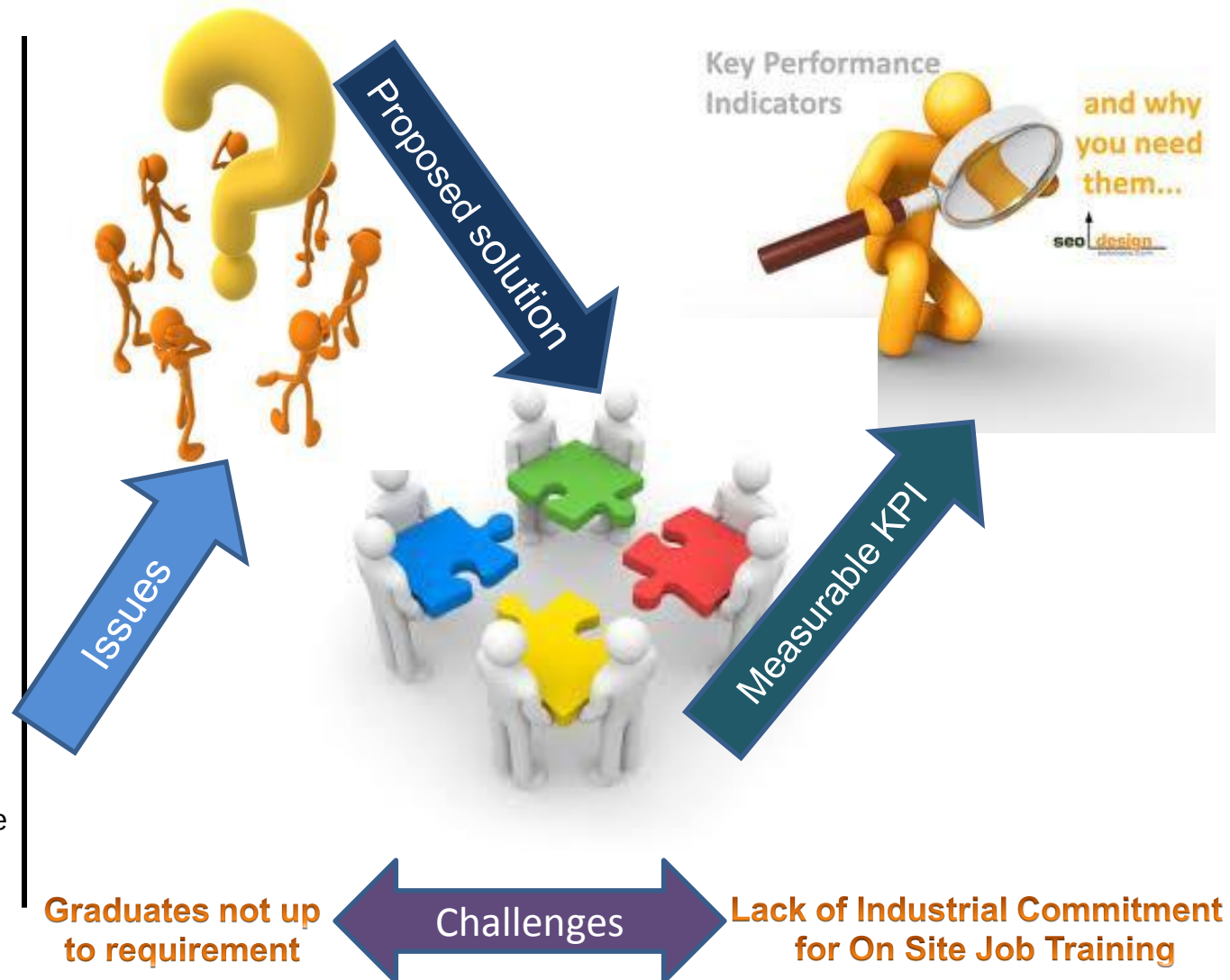


IDENTIFYING PROBLEM STATEMENT

Business plan – Human Resource

- Competencies
- Headcount planning

www.koridorutara.com.my



OUR GUIDING PRINCIPLES AND PARAMETERS: PROGRAMMES ARE DEMAND-DRIVEN AND INDUSTRY LED



Participants

Type of training

Training Program

Outcome/ deliverables

Sustainability & Spillover

Collaborative Model

1. Resident within the Koridor Utara for skill based or can
2. extended to non Koridor Utara for Professional (talent attraction)

Targeted group: unemployed youth /school leavers / graduates

Lifelong Learning

Holistic Education

On Site Job Training

R&D Related

Accreditation/ Certification

Industry relevant training modules

Industry driven talent Supply

Outcome Based Evaluation

Problem Statement Solved

Creating Shared Value

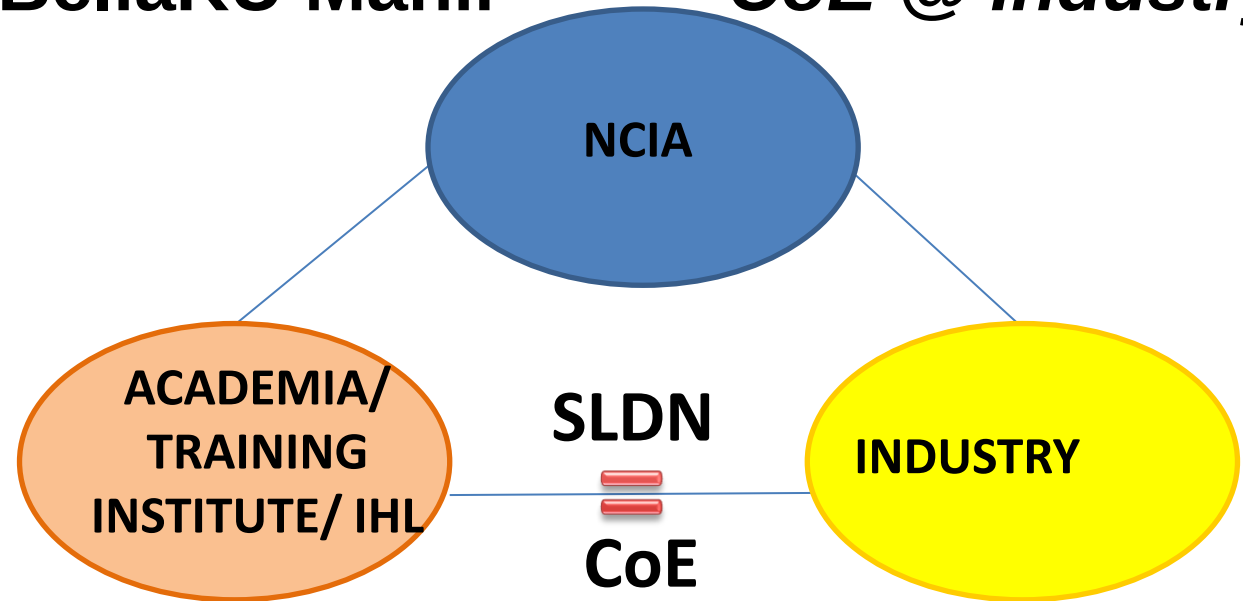
Socio Economic Independence

Industry- NCIA/Inter Agencies-Academia

ENGAGEMENT MODEL

BeliaKU Mahir

CoE @ Industry



Industry academia collaboration



ACADEMIA / TRAINING INSTITUTE / IHL

- *Off job training*
- *Curriculum Development*
- *Research and Innovation*

NCIA

- *Facilitate funding*
- *Develop Center of Excellence for various clusters*
- *Facilitate Curriculum Development*
- *Post Program / Implementation Monitoring*

INDUSTRY

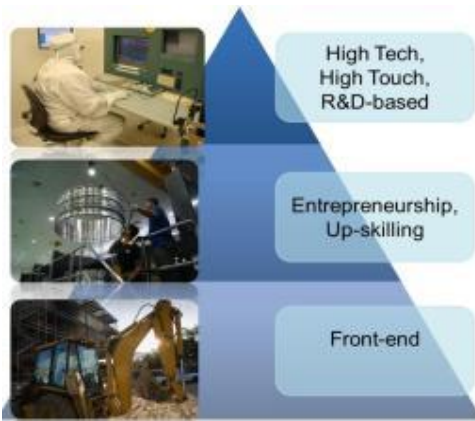
- *On job training*
- *Equipment Sharing*
- *Job Placement*
- *Provide resource for curriculum development*

- **Position
Manufacturing Higher
up in The Value Chain**

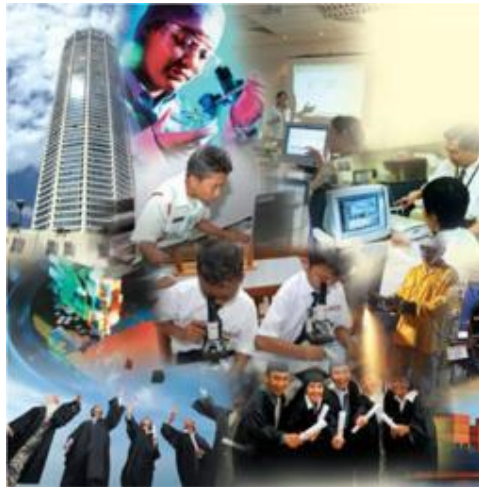
- **Koridor Utara to Be A
Modern Food Zone**

- **5 Tourism Themes in
Koridor Utara**

- **Efficient Logistics
Support**



THE STAKEHOLDERS



- Employability
- Job satisfaction
- Benefits
- Work environment
- Career advancement



- Place and train
- Towards higher income nation
- Smarter partnership
 - Accountability
 - Contribution/collaboration
 - Building competencies
 - Sustainability
 - Stakeholders in talent pipeline creation; nation building
- Industry relevant training
- Post monitoring
- Innovativeness; Doing things differently



- “Plug and Play”?
- Right attitude
- Competencies
- Strong foundation
- Industrial groomed

OUTCOMES



SUMMARY

Create

Community
Engagement

Shared Value Concept

Buy Place for Higher
Skill

**Maintain
More**

Inter Agency & Industrial
Academia Collaboration

SLDN & CoE

Curriculum
Enhancement

School Intervention

R & D & C

**Problem Statement
Definition**

Entrepreneurship

**Public Private
Partnership**

**Eliminate
Less**

Quick Win Without
Permanent Fix

**Pure Public Funding
Programme**

Redundancy
Programme



TERIMA KASIH

